

ENTREPRENEURSHIP DEVELOPMENT PROGRAM (EDP) FOR WOMEN BENEFICIARIES OF BAIDPURA VILLAGE

DATES OF EDP: 18-19 November 2023 (Saturday-Sunday)

**Title of Project: "DEVELOPMENT OF WOMEN ENTREPRENEURSHIP FOR LOW
COST SANITARY NAPKINS PRODUCTION"**

under TDUPW programme of A2K+ Scheme of Department of Scientific and Industrial
Research (DSIR), Ministry of Science and Technology, Government of India

PI: Dr. Ashima Srivastava

Co-PI: Dr. Pratibha Singh

The fourth EDP for the women beneficiaries of Baidpura was organized on 18-19 November 2023. Day 1 speaker was Dr. Umang Munjal, Sustainability Expert, Roche Diagnostics, Germany. Day 2 sessions were managed by PI- Dr. AS and Co-PI- Dr. PS. On Day 1, Significance of Proper financial planning was explained to the women beneficiaries as it ensures that our business remains financially stable and sustainable in the long run. A comprehensive financial strategy covers all aspects of our business, including startup costs, operating expenses, revenue projections, and profit goals. The clear concept of Revenue, expenditure, profit and loss was given to them. They were well versed with the concept of costing and pricing of a product. Price is important in all business ventures. This is because it determines the profits that the entrepreneur will make. In setting the price, one has to make marketing mix decisions, estimate the demand curve, calculate the cost, understand the environmental factors, set pricing objectives and determine the selling price. A formula that articulates how to estimate the selling price was explained to them by taking suitable examples:

Selling price = cost of goods sold/unit + Operating costs/Unit + Desired profit/ unit

Financial planning is an ongoing process that requires periodic reviews and adjustments. Regularly compare your actual financial performance against your projections to identify areas that need improvement and opportunities for growth. The women beneficiaries were also accustomed with the term 'Breakeven analysis' which is used to determine the volume of sales your business needs to start making a profit. It is especially useful when you're developing a pricing strategy, either as part of a marketing plan or a business plan. To cover day-to-day operational expenses, such as raw material purchases, labor costs, and marketing expenses, especially in the early stages of your business when cash flow may be tight, financial planning is very important.

On Day 2, the session comprised of few activities. Each women beneficiary present was provided

with 10 sanitary napkins and was asked to sell them in their nearby locations such as local shops as well as neighbours by using their marketing skills. They all accepted the challenge on a positive note. They were also asked to calculate the cost of the sanitary napking based on the direct costs only.



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**ENTREPRENEURSHIP DEVELOPMENT PROGRAM (EDP) FOR WOMEN
BENEFICIARIES OF BAIDPURA VILLAGE**

DATES OF EDP: 16-17 December 2023 (Saturday-Sunday)

**Title of Project: "DEVELOPMENT OF WOMEN ENTREPRENEURSHIP FOR LOW
COST SANITARY NAPKINS PRODUCTION"**

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The fifth EDP for the women beneficiaries of Baidpura was organized on 16-17 December 2023. Day 1 speaker was Mrs. Jyoti Joshi, Faculty, Sapphire International School, Noida and Day 2 speaker was Mrs. Deepika Singh, Account Officer, Uttar Pradesh Jal Nigam.

On Day 1, the information about the various schemes launched by the Government of India to facilitate the unemployed youth in setting up their own enterprises, was shared with the women beneficiaries. The salient features of various schemes such as Prime Minister's Employment Generation Programme (PMEGP), Mudra Yojana, Stand-Up India Scheme, Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE), Udyam Shakti Portal, Trade-Related Entrepreneurship Assistance and Development (TREAD) were comprehensively explained to them.

The speaker also emphasized the legal and regulatory requirements in sanitary napkin business. It is essential to comply with various legal and regulatory requirements to ensure the safety and quality.

Day 2 session was completely dedicated to make them understand the ways of record keeping of any business. The systematic process of compiling similar or related information resulted from business activities or operations into one document, and storing it in files/folders (accepted formats) for the purpose of tracking and assessing the performance or operations of a business was described to them. Record-keeping tools are critical to a successful business, and should be put in place before the business is launched. The various tools such as Daily sales record, Receipt book, Cashbook, Credit sales, Profit and loss statement (income statement), Cash flow statements, etc. were demonstrated with the help of appropriate examples. They help to ensure that documents are stored safely and methodologically. Each type of document should be stored separately.





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**ENTREPRENEURSHIP DEVELOPMENT PROGRAM (EDP) FOR WOMEN
BENEFICIARIES OF BAIDPURA VILLAGE**

DATES OF EDP: 21 January 2024 (Sunday)

**Title of Project: "DEVELOPMENT OF WOMEN ENTREPRENEURSHIP FOR LOW
COST SANITARY NAPKINS PRODUCTION"**

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The workshop for the women beneficiaries of Baidpura was organized on 21st January 2024. The resource person for the day was Dr. Divya Rajput, CEO, JSS Science & Technology Entrepreneurs Park. She is Highly resourceful, motivated, enthusiastic professional who has worked with Government, Corporate, Higher Education, Start-ups. She is also the President of *Association of Women in Business* which is a Think Tank to enable, educate and endorse women entrepreneurs, small business owners and business women. She has agreed to become the mentor for business planning, fund raising, marketing & branding.

In her interactions with the women beneficiaries, she conveyed her strong desire to train them on a weekly basis for three months in order to make them business ready. She gave them an explanation of the importance of knowledge and skills—both innate and learned—in transforming their lives. She gave them examples of the successful female entrepreneurs she had coached around the nation who had excelled due to their unwavering work ethic. Among them are Agapi Sikkim, a sustainable skincare brand, and Tage Rita Takhe from Ziro Valley, Arunachal Pradesh (President Awardee, secured money on Shark Tank India 2).

She asked them to invest in their dreams by putting their time and energy to transform their current and future life better. She also shared her life experiences with them and made them feel highly inspired. She emphasized the point that having only one product for business is not a sustainable idea, they should incorporate complementary products under their Brand name. PI and Co-PI informed her that the name of the Brand has been finalized as “EcoEase” with a tagline “Smile for Future”.



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