

Female Sanitary Napkin making, The professional way.

Dear Readers,

Government and Environmentalists have been and will always cry on the mass usage and illegal / non-genuine / nonsense / irresponsible disposal of Plastics, Paper, wood and all such resources. This country is helplessly tolerable to the results of dangerous democracy, courtesy age-old constitutions, which, most intellectuals cannot bear with.

Another limitation is 'no-alternate or option-situation' to the usage of such resources.

Sanitary Napkin is one such item that is needed badly for the courteous and able (in fact capable) society helped by the jacked-up spending power and economy and mass media.

Napkins need **plastic**, paper, wood to make it.

The outer most layer SMS non-woven fabric (Which is Poly Propylene plastic), inner most layer is again Poly propylene-made Spun bonded non-woven fabric, which is hydro filled (Hydro-phallic: in fact, filling of Hydrophilic material, treatment is done and so the layer lets the liquid pass through, get absorbed even it is Plastic!) SMS, the outermost plastic fabric layer which is Hydro-phobic, does not absorb liquid (Unless otherwise under high pressure) does not let the liquid pass out.

The material absorbing all the liquid is: Either: Only wood powder made from PINE trees! (Did you know this?) [For cheaper Napkins] Or: Wood powder with SAP, which is Super Absorbent **polymer**, which is non-toxic **plastic**. Yes, Plastic absorbs liquids!

These can be NEWS to the general public that Sanitary Napkins use Wood and Plastics!

All the above might be of least interest for the business persons and the following can be of more importance.

These days the much of demand is met with the imported napkins which some importers bring, pack them, label (Brand) them at times and market, many times even without brands. **And so, this is THE BEST IMPORT SUBSTITUTE & MAKE IN INDIA BUSINESS.**

Our estimate says that we need Rs 1.13 per Napkin to be produced. Material cost + conversion cost on the following initial investment accounted for. This Rs 1.13 includes huge cost of Field Marketing people.

Power connected needed	200 HP
Plant Landed cost at 1 USD = Rs 75 and duties calculated at 30% In all. Approximately	5500000
Shipment Cost	500000
Clearance expenses and transport Cost	150000
Consultant's cost	700000
Unloading Installation and commissioning cost	400000

Utilities: EB Cost for power	3000000
Panel and cables	300000
Compressor entire system of air generation, storage et-cetera	1000000
Other misc. electrification	100000
Land cost Assumed at	7000000
Building cost: Building say 15000 Sq. Foot	7500000

And such napkins are sold at Rs 3 to Rs 5 per Pc in the market. And so can get back, more than entire investment right form first year. (Welcome to us to discuss)

This is not dirty Business! Right? |

Factors pushing, rather pushed the demand, are:

- More demand gets now shifted to Villages / rural sectors due to: Least expenses on Education, insurance. Villages came nearer to the cities due to fast Transport, Knowledge spread due to Mass media, Higher landcosts gifted millions to the rural sectors,
- More and more C grade cities matured to B Grades, D to C and so on.
- **Uncontrolled population explosion in the country. Seems no stoppage to this, ever.**
- More flow of money on account of free electricity, free seeds, and subsidies. Land costs, Better realization of Agricultural products, Grants, donations, **Permanent Business known as Politics** and many free manpower, gaining just for doing nothing and have surplus income.
- Education spread and more spread of media and knowledge on Napkins and sanitation products.



As much as 26.36 % of the recipe by weight is "PLASTIC" in a female hygiene product, which is commonly known as a sanitary napkin.

The advocators of No-Plastics movement are still unable to answer the alternate of such some items without which humans cannot do away. Even in the most advanced European Nations, the alternate oran option is still not available.

And again, note still surprising figures as below. As of 2015, the end data got achieved within projected time!

Usage of Napkin		India Projection after 5 years. [By 2020]	Developed Nations today! [2015]
INDIA			
Rural sectors	Urban Sectors		
5%	20 to 30%	50%	98%

Indian population explosion on an average for the last five years has been 1.1% and in case we assume the population explosion rate not to change INDIA shall be a huge market for this product, which primarily is not a plastics' processing unit directly, consuming so high volume of plastic.

Check the figures as below:

	2015 December	2016 December	2017 December	2018 December	2019 December	2020 December
No of Napkins One Machinecan make : (Machine making 500 per minute runs for 24 hours for 312 days)	224,640,000	224,640,000	224,640,000	224,640,000	224,640,000	224,640,000
NO of machines needed	57	65	92	120	156	165

And this is not a dirty business, the product absorbs so-called dirt, it is a money spinner for the modern-day courtesy Central government assisted subsidies pushed State governments to take initiative [post 2014 ONLY, of course NDA] to distribute packs of 6 napkins to the females aged between 10 to 19 in the entire country and state governments started doing so. This was and is a major push to provide a Product for which there was a solid need and it gets converted in to want for the ladies at the early stages and that imbibes as a habit to use post they get for 'FREE' and continued habit shall compel them to BUY from open market and that is THE OPPRTUNITY for the big business in a mass-y country like ours.

Think this of. This is "THE BUSINESS" now to make big money in INDIA.

See, where the market Boost has come to INDIAN market now.

- 1) Central government is promoting Hygiene and Women welfare courtesy which state governments have started distributing and delivering Napkins to girls between 10 to 19 in schools and colleges for almost free and at much subsidized rates. This is not only to create culture but shall develop habitoo among matured ladies after 5 years.
- 2) Present data says that 5% ladies in villages and 20 to 30 % ladies in urban areas are using napkins, over and above the Government sponsored distribution. The data is projected that 50% Ladies shall use napkins in INDIA in next 5 years. That shall be huge data.
- 3) Ever increasing, in fact exploding Indian populations and so confirmed market.
- 4) NO option possible product.



Do not take plastic as just CURSE on the globe. It assists to serve us in many ways.

All the figures are indicative and can change on the date of discussions.

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