

PROJECT PROFILE ON  
SANITARY NAPKIN PADS MANUFACTURE

**Product NIC CODE** : 13996

**Quality Standards** : Bureau of Indian standards drawn specifications  
IS : 5405-1980(first edition- reprint – 1993)

**Production Capacity**

Quantity : Quantity: 13,50,000 pkts per year

Value : Rs.81 Lakhs (per annum)

**Month & Year** : **June, 2020**

**Prepared by** : **MSME - Development Institute,  
Ministry of Micro, Small & Medium Enterprises,  
Government of India  
Narasapur X Raods,Balanagar,  
Hyderabad-500037.  
Tele. 040-23078131/132/133  
email: dcdi-hyd@dcmsme.gov.in  
Website: msmehyd.ap.nic.in**

## 1.INTRODUCTION:

A sanitary napkin or pad is an absorbent item worn by woman while she is menstruating , absorption on any other situation where it is necessary to absorb flow of blood. Usually the napkins are manufactured in high cost machine only. The cost of such machine is about 75 lakhs to 2.5 crores. These machines are generally run by multinational companies only. Now the quality napkins can be manufactured at home by using the newly invented sanitary napkin manufacturing machine at the cost from 2 Lakhs to 20 lakhs, i.e. it depends on the processing machines manual to semi automatic .

It is well known that people are suffering from many diseases mainly due to the unhygienic living atmosphere and living status. So, to reduce the spread of such diseases among the people the foremost step should be establishing a clean, hygienic living environment and status. People in cities are suffering from different diseases mostly from unhygienic living atmosphere like polluted atmosphere, improper and un-cleaned drainage system etc. The people in cities are generally found to maintain a cleaned living status. In rural areas though the environment is thought to be comparatively clean than city areas, now-a-days in rural areas also the living atmosphere is gradually deteriorating and due to the lack of awareness/adequate knowledge among the people their living statuses have not been seen at all hygienic. It is often found that the people living specially in very backward areas are suffering from different diseases due to their ignorance on self cleanliness. Another important factor is that the rural women and girls generally do not maintain cleanliness during menstruation period. As a result they become the host of many infectious diseases. This is due to the lack of awareness among them and also due to the economic inability for adopting better precautions like- use of good sanitary napkins during menstruation period. Usually different varieties of sanitary napkins are found available in the market. But the reason is that these napkins are not affordable for rural poor women and girls. Thus, if the use of hygienic sanitary napkins could be initiated among the rural women and girls at low cost then growth of different diseases could be arrested or minimize to a large extent among them.

## 2.MARKET POTENTIAL

- Rural woman can develop economically by providing direct and indirect employment.
- For community of rural and urban females the hygiene levels can be improved.
- The napkin does not pollute the environment. Disposal is easy as mostly wood pulp is being employed which has a distinctive property of being biodegradable.
- By selling this napkin through resident dealer mode, a large number of women would get economical benefit through indirect employment.
- Being a female needed products, this has the potential for having a long term stable and profitable business model, compared to other complicated and risky business initiatives by women self help groups and women entrepreneurs. Hence, due to increase in population and civilization and health awareness the demand for this product is increasing day by day and has very good market potential

## 3.BASIS AND PRESUMPTIONS

**Efficiency:** 75% efficiency of manpower and machinery is considered. It is envisaged that the machine will run its complete cycle uninterrupted; pressing operations for single shift a day of 8 hours and for 300 days in a year.

**Time Period:** Full capacity utilization is expected to be achieved within one year from the commencement of production. **Labour Wages:** The minimum applicable wages are taken into account. **Interest Rate:** 14% per annum on total investment is taken into account.

**4 Margin Money:** 25% of the total investment may be brought in by the promoters. **Pay Back Period:** About 5 years.

## 5.IMPLEMENTATION SCHEDULE

Sl.	Activity Period	No. (in months)
1.	Selection of site Provisional registration from DIC	- 2
2.	Availability of finance Construction of building Procurement of Machinery and Equipment Availability of Electrical Power Erections and Commissioning	- 4
3.	Recruitment of manpower Trial runs and commencement commercial production Total implementation period	- 2

## 6. TECHNICAL ASPECTS :

### Process of Manufacture Raw Materials:

#### Processing:

Firstly de-fiberation of wood pulp is done on the difiberation machine. Secondly the de fibered wood pulp is measured on weighing scale. Thirdly the wood pulp is filled on a core block and pressed by core forming machine. After this, pressed cores are wrapped by non-woven fabric and sealed by using napkin finishing machine( sealing machine) . Then position sticker is pressed is pasted on the napkin and then packed.

## 7.Quality Control and Standards

Bureau of Indian standards drawn **for this product** : Specifications IS : 5405-1980 (first edition- reprint – 1993)

## 8.Production Capacity (per annum)

Quantity : 13,50,000 pkts per year

Value : Rs. 81 Lakhs

Motive Power : 4 HP

**Pollution Control : Precautions to be taken while handling the wood pulp by covering nose and mouth mask**

**9. Energy Conservation:** : Simple energy saving precautions required for this product manufacture.

## 10 (a)Land and Building - on rental basis P.M

S.No	Particulars	Value (Rs.)
1	Required space is 2 Rooms 16 feet*16 feet one room.	20,000

**10.b)Machinery and Equipment semi autoimatic:**

SI.No	Name of machinery	Nos	Value (Rs)
1	Sanitary Wing Machine (Double Die) with motor and accessories	1	899000
2	Band Sealing machine with accessories	1	26000
3	UV Light Cabinet	1	90,000
	Total		10,15,000
	Gst 18%		1,82,700
	Grand total		11,97,700
4	Cost of office furniture & equipments, tools and fixtures ( Weighing scale, Plastic buckets and trays etc)		1,00,000
	Electrification and installation charges @10% of cost of machinery and equipments		1,01500
	Total cost of Machinery and equipments		12,97,700
5	Pre-operative expenses...LS		28,500

**10.(C)Total Fixed Cost**

Plant & Machinery	Rs 12,97,700
Pre-operative expenses	Rs 28,500
<b>Total</b>	<b>Rs 13,26,200</b>

**10.(d) Salaries & Wages Per Month :**

Rs.

S.No	Designation	No	Salary	Amount
1	Supervisor cum Manager	1	15000	15000
2	Workers	6	7000	42000
3	Accountant	1	12000	12000
4	Peon cum helper	1	6000	6000
	Total			75000

**10.(e) Raw materials Per Month :**

S. No	RAW Material	Quantity	Rate	Amount
1	Non Woven /PEP Film TOP Kg	240	280.00	67200
2	PP /PE Film - Bottom Kg	160	280.00	44800
3	GEL Sheet - 175 GSM , 65mm Width	240	360.00	86400
4	Tissue Tape	5	35000.00	175000
	<b>Total</b>			373400
	<b>12%</b>			44808
	<b>Grand Total</b>			418208

**10.(f)Utilities Per Month :**

S.N	Description	Amount Rs
1	Water LS	500
2	1 Hp motor (single phase ) one single phase current 220.volt, Includes General purpose lights & fans..	3,500

	Total	4,000
--	-------	-------

**10.(g)Other Expenses Per Month :**

S.N	Description	Amount Rs.
1	Insurance	1,500
2	Traveling and transportation	2,000
3	Consumables ,repair and maintains	2,000
4	Misc. Expenses	1,500
5	Telephones /Internet etc.	2,000
6	Sales& Advisement	3,000
	Total	12,000

**11. Recurring expenditure per month:**

a + d+ e+f+g = Rs. 20,000 + 75000 +418208 + 4000+12000 = 5,29,208 or rounded off to Rs 5,30,000/-

**12. Recurring expenditure for 3 month :**

5,30,000 X 3 = 15,90,000

**13. Total Capital Investment**

Fixed Capital	<b>13,26,200</b>
Working Capital for 3 months	15,90,000
Total	29,16,200

**14.FINANCIAL ANALYSIS**

Cost of production (Per year):

S No	Description	Value (Rs.)
1	Total recurring cost	63,60,000
2	Depreciation on moulds, office equipments and tools @25%	25,000
3	Depreciation on machinery and Equipments @ 10% on Rs 11,97,700	1,19,770
4	Interest on capital investment at 14%	4,08,268
	Total	69,13,038
	Or say	70,00,000

**15.Sales Turnover (per year)**

<b>Production</b>	100 Pcs per minute
	6000 Pcs per One Hour
	6 hrs per shift = 36000 pcs per day
	36000 pcs Per Month x 25 Days = 9,00,000 Pcs
	1 Pkt is 8 pcs = 1,12,500 pkts x 12 months = 13,50,000 pkts per year

S.No	Items	Qty packets	Rate (Rs.)	Value (Rs.)
1	By sale of 13,50,000 packets of Sanitary Napkin Pads ( each packet 8 Pcs) (Cost per packet has been fixed after sales commissions)	13,50,000	<b>6 per packet</b>	<b>81,00,000</b>
			Total	<b>81,00,000</b>

**17.Net Profit (per year): Rs. 81,00,000 – 70,00,000 = Rs. 11,00,000/-**

**18.Net Profit Ratio = 13.6 %**

**19.Rate of Return = 37 %**

**(20). Break-even Point Analysis**

(i) Fixed Cost (per year)

S No	Description	Value (Rs.)
1	Total Depreciations	1,44,770
2	Interest on total investment	4,08,268
3	Insurance	3,000
4	40% of salaries and wages	3,60,000
5	40% of other contingent expenses (excluding insurance)	50,400
	Total	9,66,438

(ii) Net profit (per year) = **11,00,000/-**

**B.E.P. =  $\frac{\text{Fixed Cost} \times 100}{\text{Fixed Cost} + \text{Net Profit}}$**

$\frac{9,66,438 \times 100}{9,66,438 + 11,00,000}$	$\frac{9,66,438 \times 100}{2066438}$ = 46.7 %
--	---

**Addresses of Machinery and Equipment Suppliers**

1	<b>STHREE RAKSHA, BALAPUR,BADANGPET , RANGA REDDY DISTRICT-58, CELL NO: 9640006125 // 8899999939</b>
2	<b>Om Sai Sidhi Enterprises</b> Devla, Devla, Pune-423102, Maharashtra, India , Call <b>07058806373</b>
3	<b>Saral Designs solutions Pvt. Ltd</b> E1-11, DNA Road, Electronic zone, MIDC, Mahape, Navi Mumbai- 400710, Thane, Maharastra, call - 08048876342
4	<b>Stemind Engineering Consultants Llp</b> Door 5-9-285/3, Ground Floor, Opposite Andhra Jyothi, Rajiv Gandhi Nagar, Prashanthi Nagar, Kukatpally,

Hyderabad-500072, Telangana.Mobile **07971380296**

### **Raw Material Suppliers**

<b>1</b>	<b>Biswanath Ayurveda</b> Biswanath, Chariali BG Road, Hatkhola, Tezpur-784176, Assam, India, Nayanjyoti Saikia (Proprietor) -Call <b>07002399703</b>
<b>2</b>	<b>Yash Innovators</b> <b>3 Adarsh Colony,</b> <b>Gole Mandir Murar,</b> <b>Abhinandan Vatika, Bhind Road,</b> <b>Gwalior-474005,</b> <b>Madhya Pradesh,</b> Call <b>09407230883</b>
<b>3</b>	<b>Moti Enterprises</b> B. K. 424, Room No. 8, Behind Heera Panna Building, Goal Maidan, Ulhasnagar-421001, Maharashtra, India, Bhakti Talreja (Proprietor), Call <b>08048709138</b>
<b>4</b>	<b>Ankit International</b>  202, New Heera Panna Industrail Estate, Near Virwani Indl Estate Off Western Express Highway, Opposite Business Park, Goregaon East, Mumbai-400063, Maharashtra, India, Ankit Agarwal (CEO),Call <b>08048920667</b>
<b>5</b>	<b>STHREE RAKSHA,</b> <b>BALAPUR,BADANGPET ,</b> <b>RANGA REDDY DISTRICT-58,</b> <b>CELL NO: 9640006125 / 8899999939</b>