

Sakhi



Sanitary napkins are designed to absorb and retain menstrual fluid discharges. When used they are applied inside an undergarment with a presson adhesive fixing strip. Main functions of sanitary napkins are absorb and retain menstrual fluid, isolate fluids from the body, stop leakages, aesthetic appearance, prevent odour, stay in place, and provide with a feel of comfort. Key criteria for selection are hygiene, performance, comfort, convenience and aesthetics.

A woman will use an average of 10000 pieces of sanitary napkins within 30 to 40 years in her entire lifetime. Having a trusted brand of sanitary napkins has become paramount for every modern woman. Not only must the sanitary napkin provide comfort and safety, but also enhance every woman's health and lifestyle.

Among the 1.1 billion people in India, the female population aged from 13 to 50 is estimated to consume sanitary napkins worth **12 billion USD** a year. Total women in the age group of 15 - 54 years in India are about 300 million. Total menstrual periods/year is 13 that last for 4 - 6 days and an average of 3pieces/day is used. As per these estimates, the consumption would be 58,500 million pieces per year. Present consumption is 2,659 million pieces, Market penetration among Indian female population is very low at 10 to 11% of the total market, while in Europe and USA it is well above 73 to 92%. While awareness on menstrual hygiene in the urban areas would be reasonable at 21-25% given the substantial advertising, the penetration rate in the rural areas is abysmally low at 10%. The awareness on menstrual hygiene and usage of sanitary napkins is virtually absent in rural areas.

In India, particularly in the rural areas most women use cloth during their menstruation days. This is because price is the biggest entry barrier. A pack of 10 sanitary napkins would cost Rs 30-40. Therefore, average spending during the menstruation days would be around Rs 48, which is expensive by Indian standards. Anecdotal studies reveal that prevalence of STI/RTI to be very high in some of the states with large population like Maharashtra and Karnataka, particularly in the rural areas. Poor menstrual hygiene reported to be one of the reasons for the high prevalence of STIs and RTIs in the country.

Towards addressing this problem and to ensure the menstrual hygiene of the rural women, HLPPT felt the need for introducing a quality sanitary napkin at an affordable price. HLPPT social markets the sanitary napkins with a brand name '**Sakhi**', under the Reproductive and Child Health Project.

Product Specifications of 'Sakhi'

Sakhi : Regular Napkin (Belt less)
Category : Falls under the Economy Price Band
Target Audience : 1) Rural Women of 14 years to 50 years of age
2) Ideal for New Users
3) Woman who are switching from cloth to Sanitary Napkin
User Perceptions : The Product is better than cloth since it helps in maintaining menstrual hygiene and thus prevents rashes and infections.

USPs of Sakhi

- Cheapest brand available in the market amongst the **Branded Sanitary Napkins**.
- Provides 'Menstrual Hygiene Protection' from Rashes and Infections.
- Provides the Feeling of Complete Dryness at an Affordable Price.

Target Audience

- Non-users, users and infrequent users and the price conscious customers of sanitary napkin.
- Women and adolescent girls in the age category of 14-50 yrs, belonging to lower middle class to middle class families, living in rural and semi urban area.
- All the cloth users or infrequent user of Sanitary Napkin who may or may not be aware of the Concept and benefit of using Sanitary Napkins.
- The traditional woman and yet aspires to be a bit modern and different from others in the same society.
- For those aspiring woman women who are however, unclear of the usage of Sanitary Napkins and find the product very costly and believe that sanitary napkins are for the educated and privileged.

Packing and price

'**Sakhi**' is available in two pack sizes, **Sakhi small** - costing Rs.15/- for a pack of 6pads, and **Sakhi Large**-Costing Rs.20/- for a pack of 10 pads.