

**GOVERNMENT OF INDIA
MINISTRY OF CHEMICALS AND FERTILIZERS
DEPARTMENT OF PHARMACEUTICALS**

LOK SABHA
UNSTARRED QUESTION No. 515
TO BE ANSWERED ON 25TH JUNE, 2019

Suvidha Sanitary Napkins

515. DR. SHASHI THAROOR

Will the Minister of **CHEMICALS AND FERTILIZERS** be pleased to state:

- (a) whether the Government has taken steps to create awareness amongst women across the country regarding the Suvidha sanitary napkins;
- (b) if so, the details thereof;
- (c) if not, the reasons therefor; and
- (d) the details of the sales of Suvidha sanitary napkins in Janaushadhi Kendras across the country as on date, State-wise and year-wise?

ANSWER

**MINISTER IN THE MINISTRY OF CHEMICALS AND FERTILIZERS
(SHRI D. V. SADANANDA GOWDA)**

(a & b) Yes Sir. Bureau of Pharma PSUs of India (BPPI), the society executing the Pradhan Mantri Bhartiya Janaushadhi Pariyojana' (PMBJP) scheme, has been spreading awareness about 'Suvidha' Sanitary napkins and menstrual hygiene through various types of advertisements such Cinema advertisements, Bus brandings, State Transport Bus Stands audio advertisements, digital screen advertisements at Railway Stations and through social media platforms like facebook, twitter etc. and by organizing workshops.

(c) In view of reply above question does not arise.

(d) Sale of 'Janaushadhi Suvidha' sanitary napkins through Pradhan Mantri Bhartiya Janaushadhi Kendras started in the year 2018-2019. As on 19.06.2019, BPPI has sold 1,05,43,600 units (1 pack= 4 units) of Suvidha sanitary napkins through Janaushadhi Kendras across the country. State-wise and year-wise sales data is attached as **Annexure-I**.

Annexure-I

Statement referred to in part (d) of Lok Sabha Unstarred Q. No. 515 for 25.06.2019 raised by DR. SHASHI THAROOR regarding Suvidha Sanitary Napkins

Sales details of Suvidha Sanitary Napkins				
Year	2018-19		2019-20	
State/ UT	Units	Value (Rs.)	Units	Value (Rs.)
Andaman and Nicobar Islands	10080	25200	8000	20000
Andhra Pradesh	93300	233250	12200	30500
Arunachal Pradesh	800	2000	800	2000
Assam	93920	234800	7812	19530
Bihar	78240	195600	15240	38100
Chandigarh	102000	255000	46800	117000
Chattisgarh	35824	89560	23840	59600
Delhi	218204	545510	39744	99360
Goa	520	1300	0	0
Gujarat	1024876	2562190	10060	25150
Haryana	52860	132150	222780	556950
Himachal Pradesh	2440	6100	80	200
Jammu & Kashmir	82004	205010	36108	90270
Jharkhand	100348	250870	1000	2500
Karnataka	1998348	4995870	434872	1087180
Kerala	752100	1880250	65644	164110
Madhya Pradesh	160016	400040	28280	70700
Maharashtra	241484	603710	20936	52340
Manipur	600	1500	0	0
Meghalaya	3200	8000	3200	8000
Mizoram	71000	177500	61600	154000
Odisha	362908	907270	79400	198500
Puducherry	25920	64800	4200	10500
Punjab	348000	870000	77388	193470
Rajasthan	248448	621120	23040	57600
Tamil Nadu	407460	1018650	84320	210800
Telangana	235360	588400	11200	28000
Tripura	11200	28000	0	0
Uttar Pradesh	1402280	3505700	291116	727790
Uttarakhand	256600	641500	54000	135000
West Bengal	418320	1045800	41280	103200
Total	8838660	22096650	1704940	4262350
