

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

LOK SABHA
UNSTARRED QUESTION No. 362
TO BE ANSWERED ON 04th February, 2020

Launch of Sanitary Napkins

**362. SHRI DILIP SAIKIA:
SHRI L.S. TEJASVI SURYA:
SHRI RAMESH CHANDER KAUSHIK:**

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

- (a) whether the Government has recently launched sanitary napkin for menstrual hygiene of women;
- (b) if so, the details thereof;
- (c) whether the sanitary napkin is environment friendly;
- (d) the number of sanitary napkins sold in the country so far under this new scheme;
- (e) whether the price of the above sanitary napkin is cheaper as compares to similar sanitary napkins available in the market;
- (f) if so, the details thereof;
- (g) whether countrywide awareness programme has been launched by the Department of Pharmaceuticals; and
- (h) if so, the details thereof?

ANSWER

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

(a) & (b) Janaushadhi Suvidha Oxo-Biodegradable Sanitary Napkin was launched by the Government of India on 4th June, 2018. These sanitary pads were made available at Rs. 2.50/- per pad under Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP).

In order to make these sanitary pads more affordable and accessible to the women of India, Government has decided to make these pads available at rate of only Rs 1/- per pad. From 27.08.2019, these Oxo-Biodegradable Sanitary Napkin are available @ Rs 1/- per pad at all the PMBJP Kendras, functioning across the country.

(c) Yes Sir. Janaushadhi Suvidha Sanitary Napkins are environmental friendly, as these pads are made with Oxo-biodegradable material complying with ASTM D-6954 (biodegradability test) standards.

(d) As on 29.01.2020 Bureau of Pharma PSUs of India (BPPI), the implementing agency of PMBJP has sold more than 3.10 Crore pads of Sanitary Napkins through Janaushadhi Kendras, across the country.

(e) & (f) Under the Pradhan Mantri Bhartiya Janaushadhi Pariyojana, these pads are being sold at Rs 1/- per pad. The market price of the similar Sanitary Napkin is around Rs. 3/- to Rs. 8/- per pad.

(g) & (h) The awareness about the salient features of Pradhan Mantri Bhartiya Janaushadhi Pariyojana including Janaushadhi Suvidha Oxo-Biodegradable Sanitary Napkin is being spread through various types of advertisements such advertisement in Print Media, Radio advertisement, TV advertisement, Cinema Advertisements and Outdoor publicity through like Hoardings, Bus Queue Shelter branding, Bus branding, Auto wrapping. In addition to this, BPPI is also educating the public about the usages of Jan Aushadhi generic medicines through social media platforms like facebook, twitter, Instagram, Youtube, etc. regularly.
