

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

LOK SABHA
UNSTARRED QUESTION No. 4310
TO BE ANSWERED ON 20th DECEMBER 2024

Promotion of Suvidha Sanitary Napkins

4310. Smt. Kanimozhi Karunanidhi:

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

- (a) the details regarding the measures taken to promote awareness and facilitate the availability of Jan Aushadhi Suvidha sanitary napkins under the Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP) since the scheme's inception;
- (b) whether the Government is facing Supply chain challenges, including frequent stock shortages to maintain availability of Suvidha sanitary napkins at Jan Aushadhi Kendras;
- (c) if so, the details thereof and the steps taken by the Government to ensure availability and maintain the quality of Suvidha napkins; and
- (d) the details of the centres where these Suvidha sanitary napkins are available, State-wise?

ANSWER

**THE MINISTER OF STATE IN THE MINISTRY OF CHEMICALS & FERTILIZERS
(SMT. ANUPRIYA PATEL)**

(a) to (d): In order to ensure easy availability of the menstrual health services to all women across India, the “Janaushadhi Suvidha Oxy-Biodegradable Sanitary Napkin” was launched on 27th August 2019, which are available for sale in all Jan Aushadhi Kendras (JAKs) across the country @ Rs. 1.00 per sanitary pad. The Janaushadhi Suvidha Napkins come with a special additive, which makes it biodegradable when it comes in contact with oxygen after being discarded. These Napkins are available in packs of 4’s & 10’s. Since inception till 30.11.2024 over 64.55 crore Napkins have been sold through JAKs.

Sufficient stock of Napkins is available in PMBJP. On an average, two crore Napkins are sold every month through JAKs. Stock of Napkins available at JAKs is monitored as part of minimum stocking mandate for JAKs based on which incentive to JAKs is given on purchases made by them @ 20% upto Rs. 20,000 per month. Each batch of Suvidha Napkins undergoes quality testing at NABL accredited labs before it is supplied to JAKs for sale.

Regular publicity is being done regarding Suvidha Napkins through social media & other mediums.

A total of 14,320 JAKs have been opened across the country till 30.11.2024. Sanitary Pads are available at all JAKs in India.
