

Press Note
March 2023

Kaydee Foundation inaugurates a Low-cost Sanitary Napkin Production unit in Pancharul, Howrah

- *Kaydee Foundation has established this low-cost Sanitary Napkin making unit with the support from VFS Capital Limited and Sheable Foundation*
- *The project aims to provide affordable menstrual hygiene options to women in rural areas, as well as establish a business model that can generate employment opportunities for them*

Kaydee Foundation, the CSR wing of VFS Capital Limited in collaboration with Sheable Foundation, inaugurated a low-cost sanitary napkin-making unit in Pancharul, Howrah during International Women's Week. The initiative aims to provide affordable menstrual hygiene solutions to women residing in the adjacent panchayat areas, as well as establish a business model that can create employment prospects for them. The Sanitary Napkin Unit was inaugurated by Mr. Kuldip Maity, Director of Kaydee Foundation, and MD & CEO of VFS Capital; Mr. Mr. Ajit Kumar Maity, Chairman of VFS Capital and Ms. Anvesha Sharaf, Founder of Sheable Foundation. Other eminent dignitaries were also present on the occasion.

The project's objective is to provide women in these rural areas with affordable access to high-quality menstrual hygiene products at affordable prices as compared to those available in urban areas. The project also aims to establish a sustainable business model that generates employment and economic opportunities for local women, empowering them to achieve self-sufficiency and contribute to the development of their community. This will have a positive impact on the overall quality of life of these women, both in terms of health and financial security. Furthermore, it is anticipated that the project will help reduce the stigma associated with menstrual hygiene, as the women will have access to the same quality products as their urban counterparts. This will also help to break down the barriers that have prevented rural women from participating in mainstream society.

Elaborating on this project, **Mr. Kuldip Maity, the Director of Kaydee Foundation** said, *'This women-hygiene-centric project is a major breakthrough in our mission to empower rural women and is a giant leap forward in making menstrual hygiene accessible to all. The knowledge about menstrual hygiene and the use of sanitary napkins is almost non-existent in rural areas. Low-cost Feminine hygiene is of utmost importance, and healthcare and hygiene play a very critical role in our program. We are doing our best to come up with a business model that will generate employment for rural women with guidance and support, and will make low-cost, safe and hygienic Sanitary napkins available in rural areas.*

He added, 'We are also working to provide women with the necessary information and education regarding menstrual hygiene, so that they can take better care of themselves. We understand the importance of making sanitary napkins accessible to rural women and are doing our best to make that a reality. We are also trying to create a supply chain system that

will ensure the availability of these sanitary napkins in rural areas. We hope that this project will bring about a positive change in the lives of many rural women and help them lead a healthier and happier life,'