

## Stakeholder: Doctor



- To provide education on good practices and do's and don'ts, Doctors will be motivated to join with this cause.
- Doctors will be invited in the 'Event' in their preferred area preferably on first launch.

## Stakeholder: NGO & Volunteers



- The app provides facility for NGOs and Individuals to register with the Cause.
- These Stakeholders would work for bringing awareness about Menstrual Hygiene in the society at large.

## Stakeholder: PMBJP Store



- After receiving donations, PMBI will provide sanitary pads to PM Jan Aushadhi Kendras.
- The store will make available and deliver/ transport required sanitary pads to school.

For a School having 200 girl students in classes 8th-12th, the total donation will be Rs. 6000/- per month (Rs. 30/- per pack of 10 sanitary pads.)

We earnestly advise the donors to make commitment of at least 1 year so as to facilitate effective reach & awareness for hygiene or a lump sum donation.

## Why Oxo- Biodegradable Pads?

The plastic in a pad takes 500 years to degrade. Every year we add the equivalent of 180 billion plastic bags to our waste by using plastic laden feminine hygiene products.

These are made up of by-product of natural cellulose which makes it an eco-friendly sanitary napkin.

### Suvidha Oxo-Biodegradable Sanitary Napkins can control:

Cervical Cancer, Fungal infection, Urinary Test Infection (UTI), Reproductive Tract Infection (RTI), school dropout.



## Come & Join the MISSION

Donate Sanitary Pads to schools  
under Pradhan Mantri Bhartiya  
Jan Aushadhi Pariyojana.

एक कदम  
स्वच्छता  
की ओर

### ENSURES MENSTRUAL HYGIENE

- ✓ Eco-Friendly
- ✓ Economical
- ✓ Reduces the risk of infection

Scan here



**pmbi** Pharmaceuticals & Medical Devices Bureau of India (PMBI)  
8th Floor, Videocon Tower, Block E-1,  
Jhandewalan Extension, New Delhi - 110055

[f](#) [t](#) [i](#) [p](#) [@pmbjppmbi](#) | [janaushadhi.gov.in](#)

National Toll Free Helpline No:  
**1800 180 8080**



Government of India  
Ministry of Chemicals & Fertilizers  
Department of Pharmaceuticals

“To ensure availability of high quality medicines at low prices, thousands of Jan Aushadhi Kendras have been opened across the country, where medicines are being sold at 50% - 90% cheaper rates compared to market rates. These have greatly benefited not only the poor but also the middle class.”

Narendra Modi



*Suvidha Sarathi*  
Janaushadhi Sanitary Napkins  
(A mission to onboard donors for free distribution of sanitary napkins)



## Register and Donate



## Overview

The Suvidha Sarathi scheme aims to facilitate the donors to make contribution for free distribution of a pack of 10 Suvidha Sanitary Pads every month to school girls (8th-12th standard). This will help create awareness about menstrual hygiene in the target group.

PMBI invites all citizens to contribute generously towards this noble cause and donate through the Suvidha Sarathi app available on Play Store and iOS/App Store platforms.

Easy & safe payment options are available such as UPI, Credit Cards, Debit Cards, Paytm, Internet banking and many other.

## WHAT IS Suvidha Sarathi ?



A Mobile app, which aggregates Stakeholders like donors and schools.



Created to provide "Suvidha" Oxo-Biodegradable Sanitary Napkin to all secondary level school girls.



Aim to disseminate awareness about menstrual Hygiene.



Pharmaceuticals & Medical Devices Bureau of India (PMBI) which manages Pradhan Mantri Bhartiya Jan Aushadhi Pariyojana (PMBJP scheme) will run this initiative.



Suvidha Sanitary Napkins are environmental friendly and made with Oxo-biodegradable material complying with ASTM D-6954 (biodegradability test) standards.



Also available at all Jan Aushadhi Kendras in packing of 4, 5 & 10)

Over **27 crore pads** have been **sold** till now by PMBJP.



## App and Stakeholders Aggregation



### Contributor/Donor

Anyone, who wishes to contribute funds/ donate sanitary pads.



### School

Which will Receive Pads for school girls.



### NGO

To work voluntarily for this cause.



### Volunteers

Individual, Asha Workers, SHG, etc. who wish to work for promotion of this cause.



### Doctors

Who will work voluntarily for menstrual hygiene education to be identified by schools.



### PMBJP Stores/Kendras

Which are channel partners to supply Suvidha Sanitary Napkins at school.



## Stakeholder: Contributor (Donor)



- App aims for crowd funding, Facility for contributor registration on App.
- Contributor can donate to a particular school or can donate in central fund through payment gateway on App.
- PSUs, Central Ministry and State Governments can also contribute.

SMS/Email based notifications to donor at each stage.



## Stakeholder: School



- Schools have to get registered on this platform.
- Schools have to provide information of no. of girl students (class 8th-12th standard).
- Contributor can search for schools and see fund requirement.
- By MoU with state governments, data of schools can be directly uploaded through the available database with state governments.

