

<b>Details of the responsible officer</b>	
1 Name of District	Thrissur
2 Name of Person In charge	Arathy Aravind
3 Designation	District Project Manager, Social Development
4 Contact Number	9987183338

<b>Basic information about the Unit</b>	
1 Name and contact number of ME unit adopted	V care
2 Area of operation	Sanitary napkin production unit
3 Location of ME	Enkakad,680589,Akamala,Wadakkanchery,Thrissur
4 Name & contact Number of MEC in charge	BinduGaneshan(8547551998)
5 Whether MEC visits regularly and supports the unit?	Yes
6 individual/Group	Group
7 If group, Total no of members	7 members
6 Scheme (RME / Yuvashree / others (Specify)	Panchayat Fund
9 Details of trainings received (PIP/EDP/Skill/Accounting & Auditing/Others(Specify)'	Nil , only they got training from panchayat
10 Whether unit need any training	No
11 Present Marketing strategy/Channels	They are struggling for getting markets. No proper marketing channels right now. They have got KMCL order in this year and they locally sell their products in schools, but it is not a regular marketing strategy.





**1. Major observations / findings:**

V-care sanitary napkin unit was started 3 years ago in a small scale basis. They got skill training from panchayat. They were not getting any training from kudumbashree, but they are highskilled persons in napkin production. Initially there were 10 members, now it is 7. They are importing production materials from Maharashtra and making their own napkins and sell it about an average rate of 30 rupees per 8 piece pack. They are not making sanitary napkins regularly. Once they sell their full products, they are starting the next production.

**2. Suggestions for improvement:**

Need a good marketing strategy for the napkins atleast in local markets especially in schools and colleges. Schools and colleges got free napkins from international brands, but it is not good for long-term use. They also need revolving fund for purchasing the materials.

**3. Initiatives undertaken for betterment:**

Have a discussion with ME and Marketing team for the betterment of production unit and the marketing.

**4. Initiatives needed for improvement:**

**Market**

**5. Remarks if any:**