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Umesh Shrivastava
DECLARATION

I, Umesh Shrivastava, solemnly declare that the work embodied in this PhD thesis entitled A SUSTAINABLE BUSINESS MODEL FOR MANUFACTURING AND SUPPLY OF LOW COST SANITARY NAPKINS FOR RURAL AREAS OF INDIA WITH SPECIAL REFERENCE TO RAISEN DISTRICT is my own bonafied work carried out under the supervision of Dr. Neha Mathur.

The work was carried out for a period of 39 months December 2011 to February 2015 at Central Research Lab, AISECT University, Bhopal and Mendua village, district Raisen.

The statements made and conclusions drawn are outcome of my own research work. I declare that to the best of my knowledge and belief matter embodied in this thesis has not been submitted for the award of any other degree, diploma or certificate in this university or any other university in India or abroad.

I further declare that I have faithfully acknowledged, given credit to and referred to the authors/researchers wherever their works have been cited in the text and body of my thesis. I have not will fully lifted up para, text data, results from some others work reported in journals, books magazines, reports, dissertation, thesis etc or available at websites or e-resources and included them in my thesis and cited as my own work.

Date----------------------

Umesh Shrivastava

Enrolment No.: AU110624
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PREFACE

Rural India is one of the key drivers of modern economy this country has. It comprises of 66% of India’s population. As modern agricultural practices have started improving rural family’s lives, rural females though are still living in misery. They still have to go out in the open to defecate, have no say in decision making of the households and worst affected is the menstrual hygiene of these females. They are treated as outcasts during “those” days and are sometimes forced to sleep in cowsheds and not visit temples also. The females of rural India still use rags or cloth or ash for menstrual protection. This is a dismal state. The country which boasts of its heritage and rich culture Many believe affordability is a major factor in non usage of sanitary napkins during menstruation. This research is a humble effort to find out major reason for non usage of sanitary napkins amongst rural females and can a viable solution be provided to eradicate this social evil which haunts a rural female every time she has her “menses” and at the same time provide them with employment opportunities so that they can also live with pride and honor and stand equal to their male counterparts.