

Janaushadi Suvidha

June 23, 2019

- The Centre has launched the **oxo-biodegradable sanitary napkins** under the Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP).
- The affordable Suvidha sanitary napkins will be available at over **3200 Janaushadhi Kendras across India**.
- It was launched under government's vision of providing Affordable and Quality Healthcare for All.
- It will ensure '**Swachhta, Swasthya and Suvidha**' for underprivileged women.
- These affordable sanitary pads promise to promote hygiene, ensure the ease of disposal, and keep the environment clean.
- Oxo-biodegradable product is made by blending a pro-degrading additive into it that causes breakdown by oxidation when exposed to heat or sunlight.
- This will go a long way in making the basic hygiene requirement aid for Women affordable for the underprivileged sections.
- Not only are these pads, **branded 'Suvidha'**, expected to be a third the price of napkins currently available in the market, they will also be environmentally friendly because they are biodegradable.