

Pads for Sisters program:

Eco Femme would like to have cloth pads be affordable and accessible by any woman who desires to use them! While the [pad for pad](#) program provides a channel for adolescent girls who lack purchasing power access to free cloth pads, our commercially priced products are unaffordable for economically disadvantaged women in India.

In October 2013, we launched [Pads for Sisters](#) in order to address this gap.

From 2012 – 15, Eco Femme has been conducting extensive research and market based trials to gain insight into both effective rural distribution strategies and to understand the real willingness to pay for women who are economically disadvantaged and unable to afford commercially priced pads. Through repeated trials, **we have learned that Rs50 is the maximum retail price (MRP) women seem willing to pay.** We have also learned the distribution via NGO's and other grass roots initiatives which include an introductory explanation about cloth pads and sustainable menstruation support effective distribution.

As of 2016, we have begun offering cloth pads for distribution via partner NGO's for an MRP of Rs50.

As part of our own hybrid social enterprise model whereby our commercial operations support our non commercial products and services, Eco Femme is able subsidize up to 1000 pads per month to economically disadvantaged women.

We would like to further expand the scope of pad provision this target group up to 2000 pads per month. In order to do this, we seek investment partners.

Financial model:

Item	In INR	In USD*
Cost price per pad	120	1.8
Maximum price (MRP) a rural woman in India can pay	50	0.7
Selling price from Eco Femme*	40	0.6
Cost differential per pad (=CP-SP)	80	1.1

* Rate of 67INR = 1 USD as of Sept 2016

** Note that the Rs10 difference between selling price from Eco Femme and MRP allows a rural woman seller to retain a retailer margin

At this pricing, a gap of Rs80 exists between our selling price and cost price (i.e. price of pad without any profit applied) and we would like to invite donors to invest in this program by covering the cost differential.