

APR 24,2016
COIMBATORE

“The proof”

Being Small You Can Do Big Thing.....

Arunachalam Muruganantham







Saturday April 18, 2015

ASIAN PAINTS,KOCHI

“The Indian Winnovation”

Arunachalam Muruganantham





New Dimension to Service Level measurement - Order Fill Rate

- Logic developed and aligned with current order service process.
- Leveraging dealer order data.

ment of low cost
atic retail packing
er paint industry
over facility for all packs (500 ml, 1L & 4L).
operation.

FG Inventory reduction
by 5 days through DC
based Distribution Model

- Significant FG inventory held in DC to leverage mid month correction.
- Automated warehouse with high FG throughput handling capability designed and developed.

Automated Pigment
for Solvent Based

- Handling 40 pigment quantities with no errors.
- Enabling complete automated manner.
- Enabled by design logic of company.

asianpaints



DREAM BELIEVE CONQUER

Higher Energy Utilization
with Automation power

- Reduces energy usage and reduces the greenhouse gas emissions.



Waste Water Treatment Plant (WWTP)

- Reduces waste peak thereby yielding better energy.

Market Intelligence through
for Demand Prediction

Market Intelligence through
for Demand Prediction

Market Intelligence through
for Demand Prediction

Migration from Metallic Drums
to Plastic Pails in Water Based Products

- Design evolved through involvement of internal stakeholders and expert (TATA ELX).
- Conducted multiple internal audits and experiments.



Reduction in Industrial Effluent
by providing better Wash Water
Schemes in water based paints

- Increased storage time of wash water (7 days to 30 days) by staggering usage of preservative.
- Increased consumption of wash water from 26pw to 30 % of available water by controlling TBC limits equal to process water.

Wash Water Scheme



**REDDY LABS
HYDRABAD**

“The Frugal Innovation”

Arunachalam Muruganantham







THURSDAY JULY 16, 2015

INDIAN SUMMERFEST,VANCOUVER,CANADA

“Beyond Marketing.....”

Arunachalam Muruganantham

Saturday Nov 21, 2015

INDIAN INSTITUTE OF MANAGEMENT, LUCKNOW, INDIA

“Beyond Marketing.....”

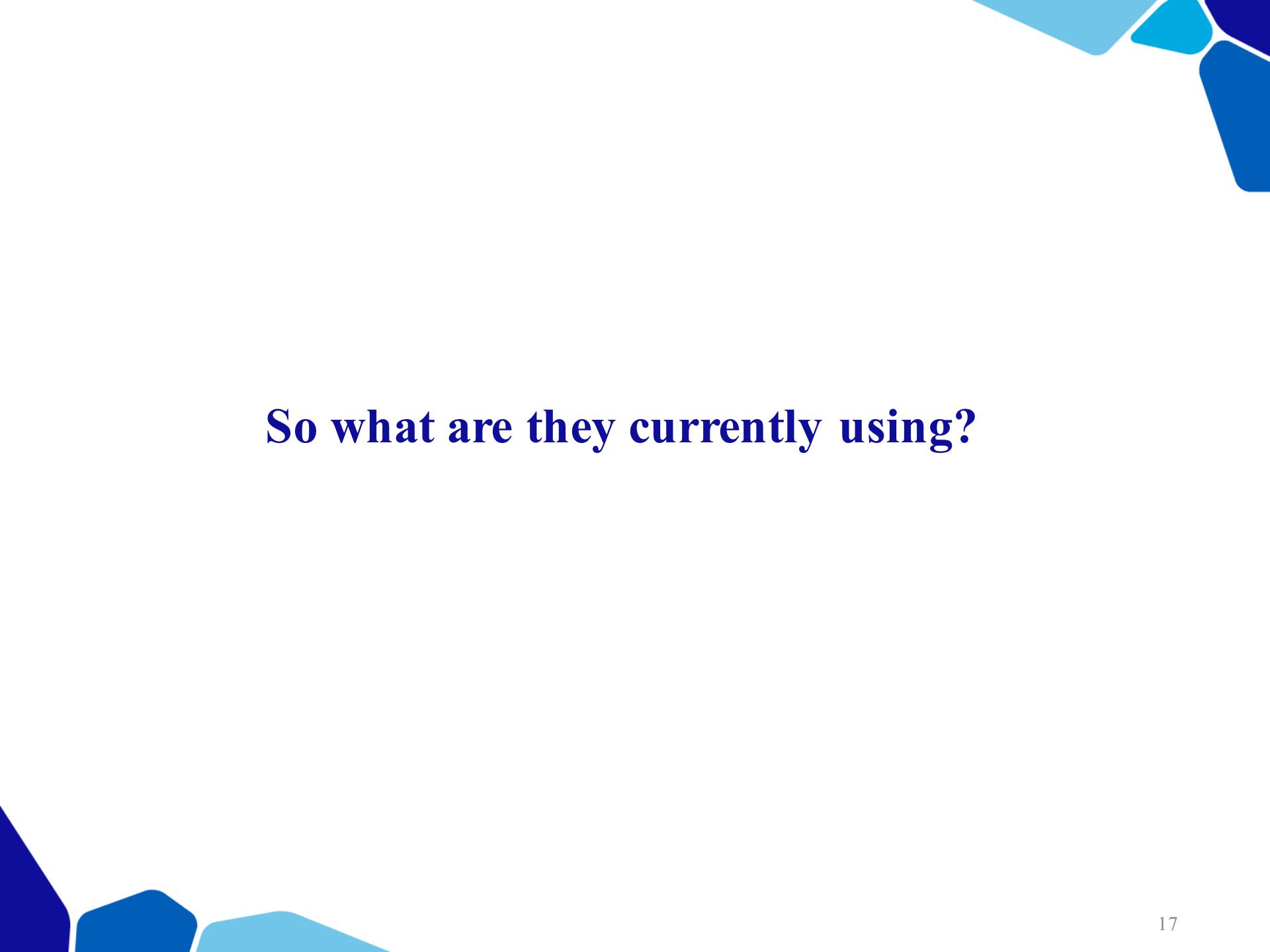
Arunachalam Muruganantham



**How is a social problem
converted into a
successful livelihood?**



**90% of women
in India
are not using sanitary pads...**



So what are they currently using?





Kids under 18 needs parents assitance

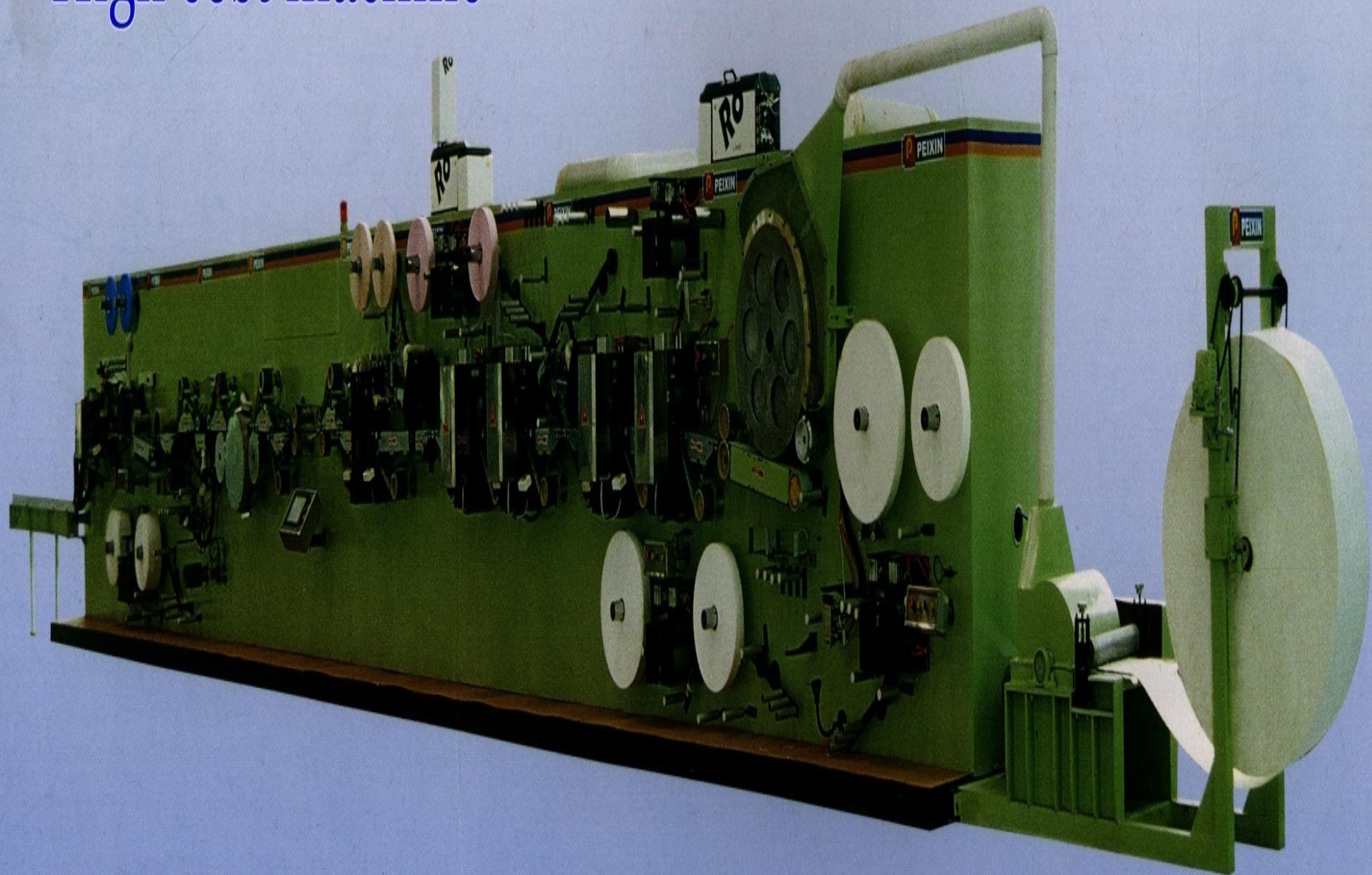
Stauary warning

For next 30 minits I am going to speak my own englilsh-I may miss proncesation of the words 100 times, I may miss my tense 1000 times but I know I speaking amid of educated people so your mind without the right click, do the correction in real time into correct proncesation and tense.





High cost machine



Tee & Eee Method

Trial & Error Method



Trial & Error Method

So

Trial & Error Department



R & D

Research & Development Department

De – Fibration Machine



Core Forming Machine



Napkin Finishing Machine



“Macro and centralized model of Business done by Big Transnational corporates.

INTO

“Micro and decentralized” model by creating livelihood by rural women



The model now has become...

“By the women... For the women... Of the women”

Video









दो दिवसीय स्येनटरी नैपकिन प्रशिक्षण

दिनांक - 30-3-08 से 31-3-08 तक



सौजन्यसे-उत्तराखण्ड पर्वतीयआजीविका संवर्धन कम्पनी (उपासक)
कालेज रोड चम्बा, टिहरी गढ़वाल
लालान- ग्राम भरपुर, बच्छेलीखाल (देवप्रयाग)













Rags to Pads

To educate adolescent girls and
Women on a healthy celebration of womenhood.
Inaugurated by

Mrs. & Mr. Balvinder Kalsi
President, Dupont South Asia
7th February 2009





5th National Grass Land Management & Traditional

नवकाल १९८५

DR. T. RAMASAMY



RETAILING...



E-TAILING...



D-TAILING.....



886 local brands
surviving against multinational giants





Drive return on
board airport





GRAND CHALLENGES ANNUAL MEETING 2014





THE REVOLUTION WILL BE SANITISED

No one believed he could do it – but one school drop-out has changed women's lives in India.
By Andrew Buncombe

When Arunachalam Muruganantham spotted his wife gathering grass in their home one day he asked her what they were for. If he was shocked by her reluctant response – that she was using them for her monthly period – he was even more taken back by her reply when he asked why she was not buying sanitary napkins in the shop. "If I buy sanitary napkins," she had told him, "it means I cannot afford to buy milk for the family."

It was this that spurred Mr Muruganantham into a frenzy of invention to try and produce an affordable napkin for women such as his wife. Such was his dedication, bordering on obsession, that he once wore a football bladder of animal blood to trial a prototype. He was forced from his home by villagers who thought his methods had become too perverse after he started collecting used napkins from medical students and storing them in his home. He was even abandoned, albeit temporarily, by his wife and another, who believed he had gone mad.

But 14 years later, the 49-year-old, who never finished school, has few regrets. His award-winning napkins are being produced on simple machines by groups across rural India and helping to revolutionise women's health.

And now, the man who has been dubbed the "Tampon King" says he is in discussion with several African countries about replicating his model.

"Rwanda, Nigeria, South Africa – I am talking with these countries," said Mr Muruganantham, speaking from Coimbatore in the southern Indian state of Kerala. "Nepal, Bangladesh, Afghanistan, Pakistan... They want to know about it."

One workshop in India is operated in a shed in the Pardada Pardadi Inter-College, a forward-thinking girls' school run by an NGO in the town of Anupshahr, next to the Ganges river in the state of Uttar Pradesh.

Here, Rama Devi, spends the first week of every month with six local women in the top-floor workshop, using hand-made-operated machines and following the same process that produces the sanitary napkins sold and distributed under the label Laadli, or "Beloved Daughter".

The remainder of the month she travels to villages, meeting young women, educating them about basic health issues and selling the products.

On a recent morning, *The Independent* accompanied Ms Devi,



Rama Devi shows women in Dungra, Jogi the tampons

Simon de Trey White

a single mother with four daughters, and the family's sole earner, to the village where her tolerant wife was unsuccessful.

Eventually, having taught himself English, he simply rang up the switchboard of a US-based multinational and asked to know what raw materials he would need. The crucial ingredient was wood pulp.

In 2005, his seven years of effort was recognised when he was handed a National Innovation Foundation award by President Pratibha Patil. He then quickly patented his machine, which cost between £850 and £3,400 and can produce 120 pads an hour. While companies such as Procter & Gamble produce napkins that sell for up to 20 rupees (33p) a pad, his are sold for as little as 10 rupees.

The model is deliberately low-tech and decentralised, providing employment opportunities for women in remote parts of India. "The benefit of the local production model means that women can form co-operative groups and generate some income as well. It is circular," Prof Mehrotra said.

As part of a broad programme to try and combat poor health issues, the Indian authorities announced last year they would start distributing subsidised napkins. The move, which is part of the so-called National Rural Health Mission, emphasised that use of such napkins could reduce reproductive tract infections that posed a grave threat to women.

Making them available in schools and colleges, such as the Pardada Pardadi Inter-College, also encourages young girls to keep up their attendance. Ms Devi, who started working in the school kitchen before graduating to the napkin industry, said: "I am trying to change the way the women think."

Mr Muruganantham was disappointed the Indian government did not decide to support his low-cost machine as part of its national programme, but is pleased that foreign countries may soon benefit from it. He said: "What I am trying to do is develop a low-cost model across the globe."



In parts of the developing world, menstruation is still associated with taboo and discrimination

many places in the developing world, the issue of women's menstruation is still associated with taboo and discrimination. In some communities, women are still considered "unclean" during menstruation and are forbidden from entering the kitchen.

Professor Ritu Priya Mehrotra, of the social medicine department of Delhi's Jawaharlal Nehru University, said: "Women had traditionally used old cotton rags and natural hygiene. But a shift from cotton to synthetic sari meant many were now using man-made fibre, which was unhealthy and could not be sanitised in the same way. Previously women used sand or even mud."

The development of the napkin has brought huge amounts of trial and error, and one of the biggest challenges was discovering the raw material. Mr

READER OFFERS: TRAVEL

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Seven nights half-board from £679pp



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- Visit to the magnificent volcano of Vesuvius
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मेतआदर्शकृषिउपजमण्डीसमिति
प्रिणसपालांह एवं विशाल किसिमो



निर्मित आदर्श कृषि उपज मण्डी समिति

कार्पण जमानोंहु एवं विकाल किसान समिति













Your machine is changing so many lives!

From: "Daicha Perkins" <dcepny@gmail.com>

To: muruganantham_in@yahoo.com

Saturday, 7 July, 2012 3:35

Hello, I am Daicha Perkins.

I have spent a huge part of my teen years
hoping to start some sort of project like this but never
had the resources to do so.

Now that I am an adult, I would like to take advantage of
the resources I now have to start a similar project in another
country to help young ladies in need of these products and
help make them independent business owners.

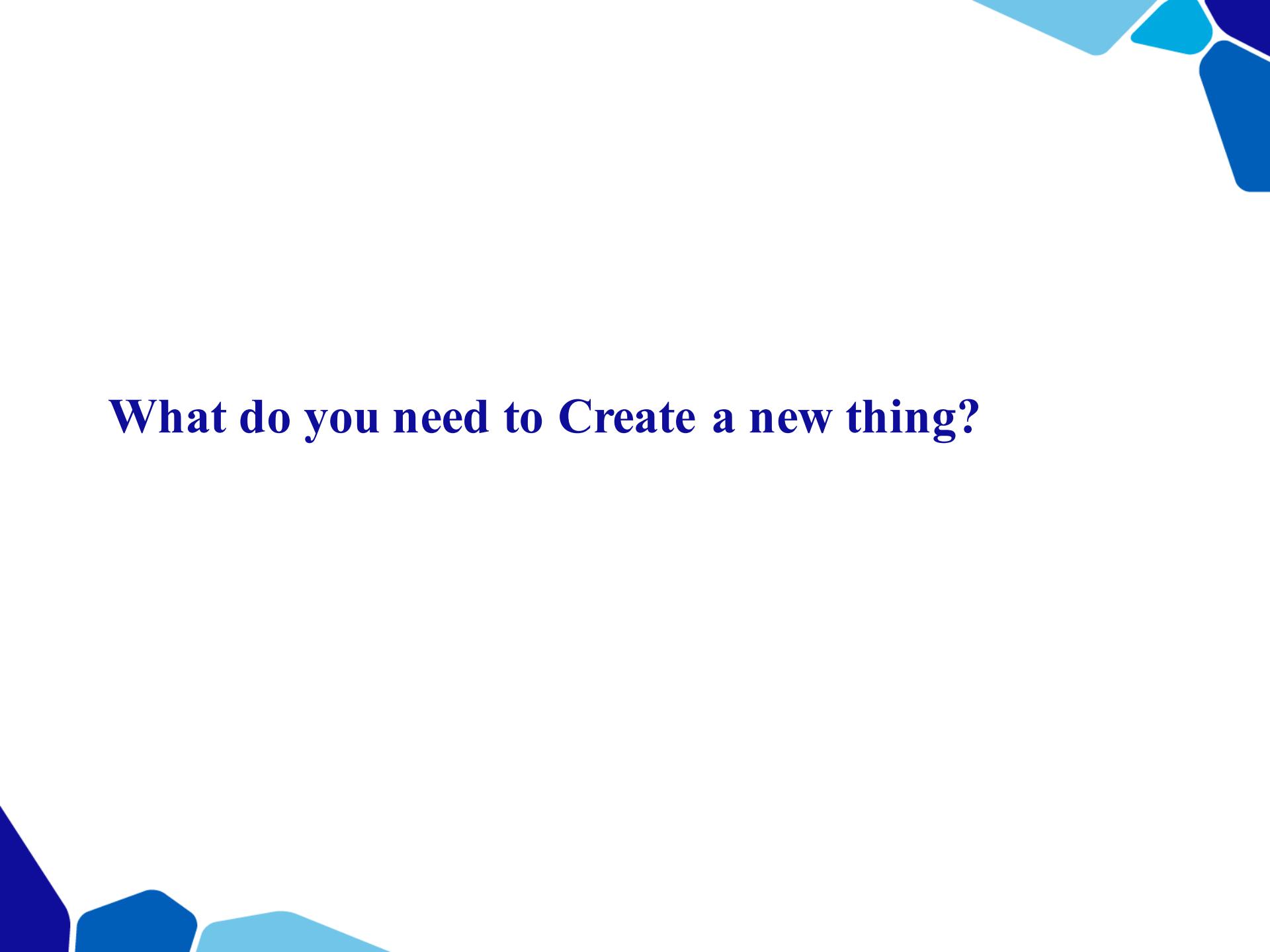
I am thrilled at the thought of possibly purchasing one of these
machines and setting up a program of sorts to benefit these ladies.

Please contact me with more information on how to use this machine and
I am definitely saving money to move forward in the purchasing process.

I am a 28 year old American female who would love to accomplish a similar
concept in my lifetime. You have no idea the impact of your youtube video.
I literally had to keep from crying. I grew up very poor and used to roll paper
towels and toilet paper in my underwear to have absorbency.

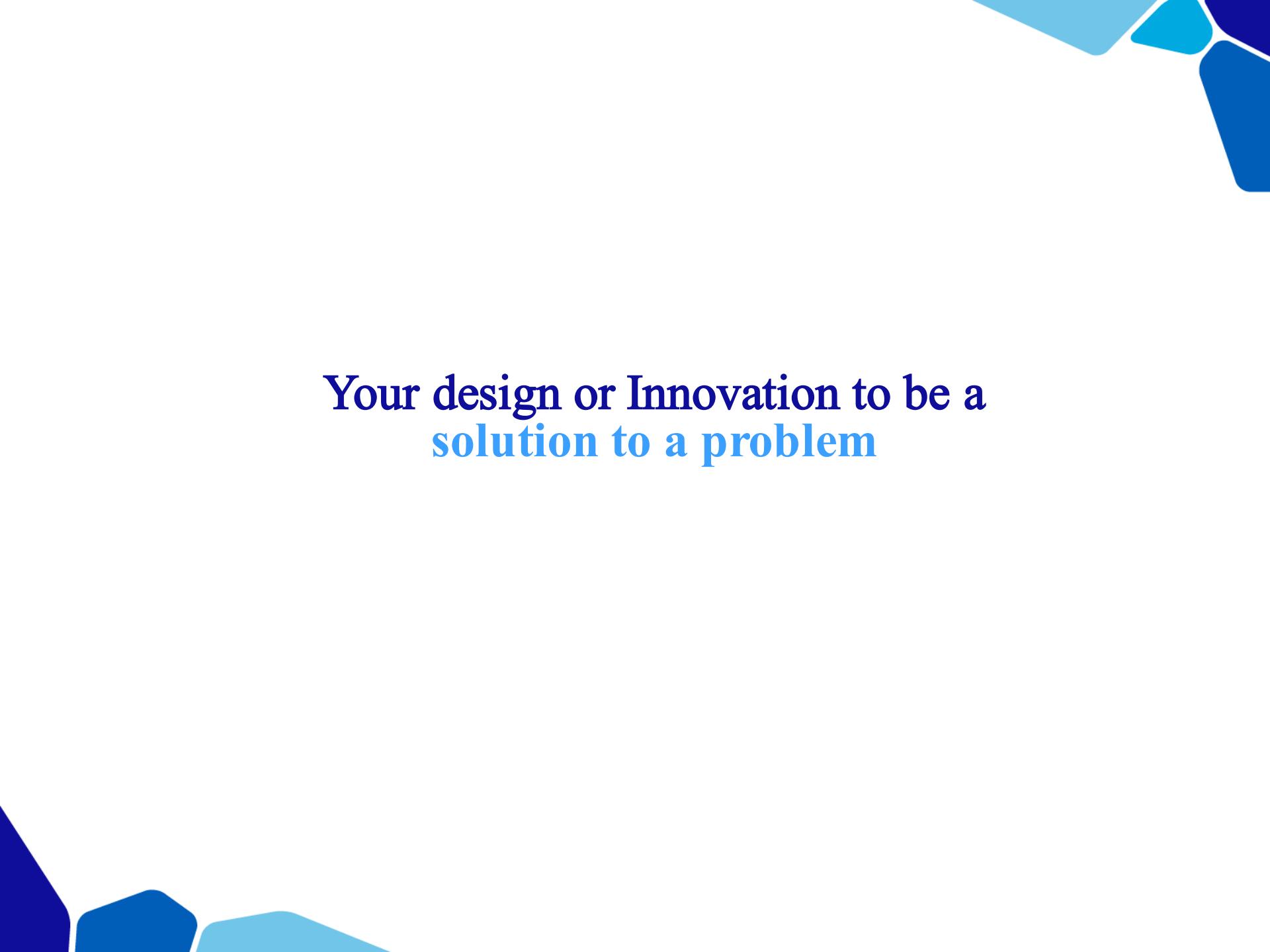
Thanks again,

-Daicha Perkins



What do you need to Create a new thing?

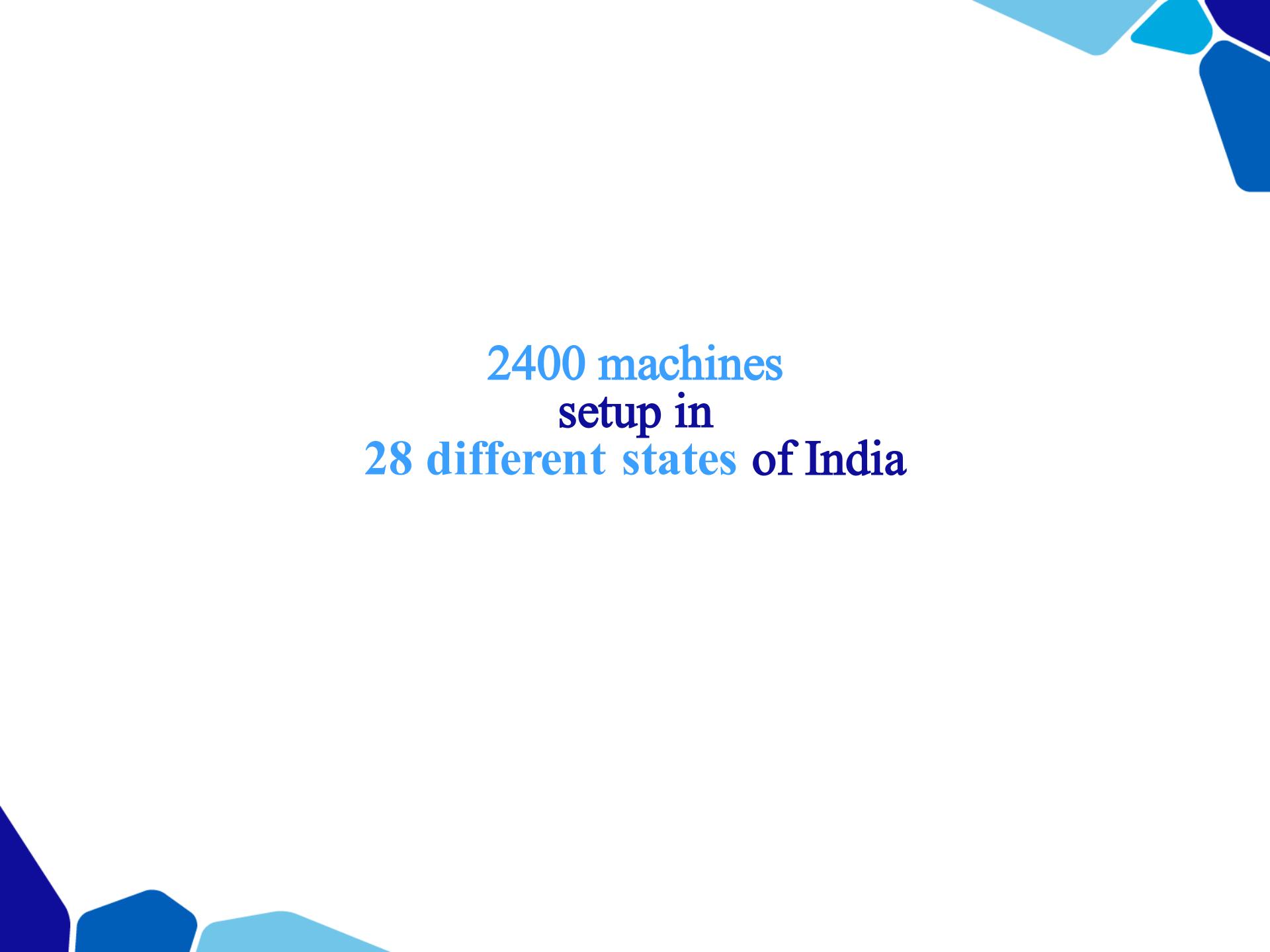
A problem



**Your design or Innovation to be a
solution to a problem**



Building an Organization on Measurable Social Impact



**2400 machines
setup in
28 different states of India**

Success Story Matched for all

- Frugal designing
- Successful disruptive designing
- Successful Rural Marketing
- Successful Social Entrepreneur
- A Model for “Blue Ocean Strategy”
- Innovative “out of box management practice”
- Frugal way of overcoming competition
- Corporate Bomer ...





ROTARY INTERNATIONAL DISTRICT 3190

prerana
प्रेरणा

Inter-City General Forum
Annual S

Oct.
2013

Day

2

2013

ROTARY CLUB OF
COIMBATORE METROPOLIS
The Jewel of South India
Mr. M. S. Venkateswaran



Dr. Kezvino

Jayal
Secretary





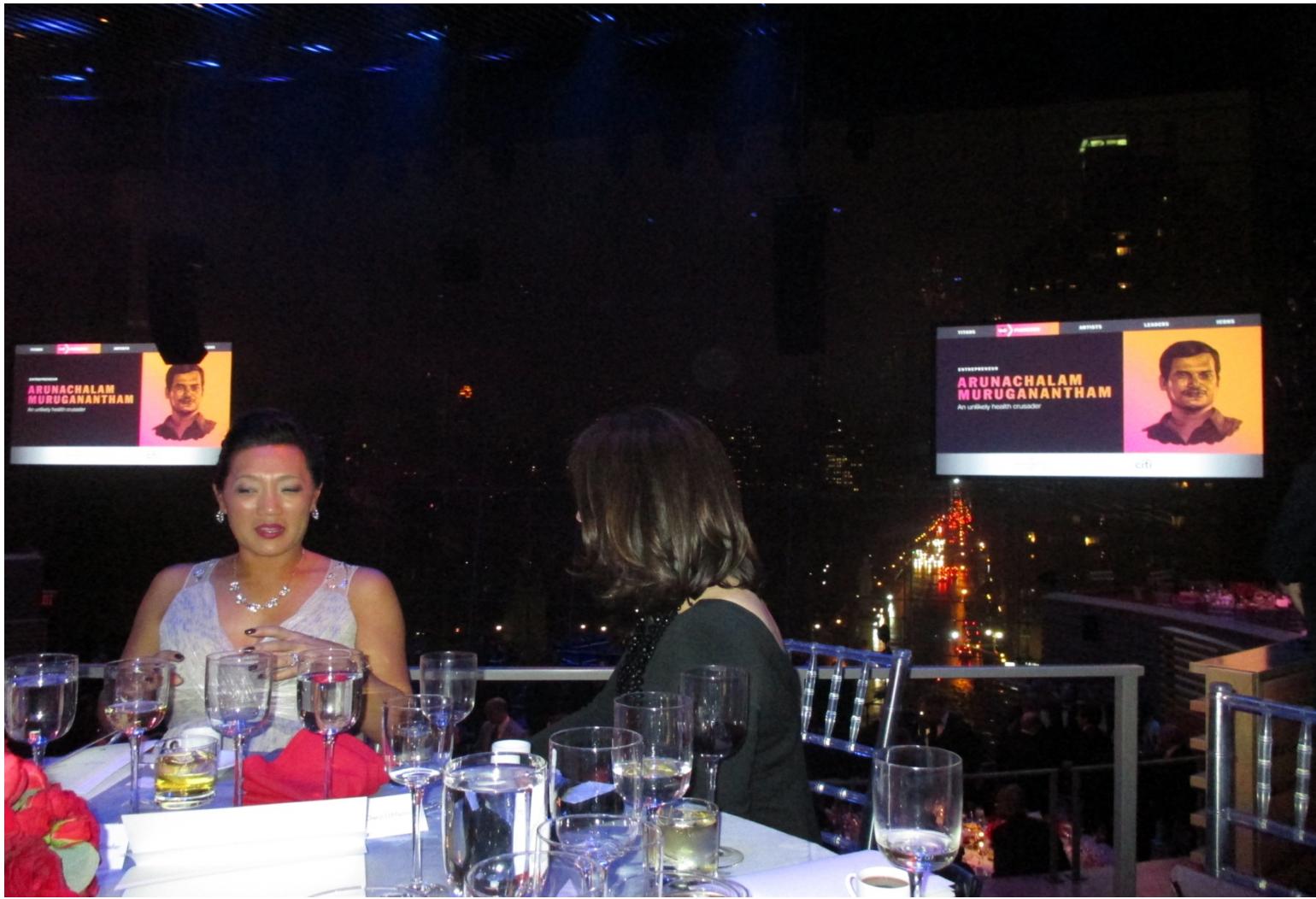














The measurable
Social impact created



Out of it

21000 + Rural women get

Direct Employment or Livelihood created



More than
**13 Million Women shifted from unhygienic
methods To Hygiene Sanitary Pad using method**

The Vision

Creating a Million rural employment for poor women

Making India as
100 % sanitary napkin using country
From current level of less than 5 %



Not only India
The design is very well matched for
over **106** developing nations

**This is Called as
Silent “Pink revolution”**



This is a proof

Being Small You Can Do Big Thing.....



Truly
Made in India...