

June 1<sup>st</sup> 2013

To,  
Swami Raote  
Managing Director, India  
Johnson and Johnson Consumer Corporate Communications  
J &J  
30, Forjett Street  
Mumbai 400036

**Subject: The issue of sanitary napkin disposal**

Dear Sir,

I would like to bring to your attention the issue of Sanitary Napkin Disposal in Pune. A wastepicker organizations has approached us to make the handling of this sanitary waste more humane.

Currently wastepickers have to deal with this waste as part of household waste that they collect and also when they are picking from containers, dumps and landfills. In the recent years the amounts of this waste is also rising rapidly. As you can imagine handling this waste with their bare hands is particularly degrading and can impact the health of women who can have a compromised immune system from malnutrition and hardships. As a citizen I am particularly appalled by this situation.

An organization SWaCH which gives us the service of door step collection, manufactures simple newspaper bags that are easily identifiable. Wastepickers have reported that this has definitely helped.

We know that the responsibility of the entire life cycle of a product is placed on the manufacturers who produce these products as part of their Extended Producers' Responsibility (part of the Plastics Waste management and handling rules 2011). In this case products like sanitary napkins and diapers.

As part of this responsibility we would like your company to do the following:

1. Enclose a bag along with napkin packages to dispose this waste with a clear identifiable mark that wastepickers can be trained to recognize.
2. Ultimately move towards making this product either biodegradable or recyclable (currently it is non-recyclable and non biodegradable and can only be sent to landfills)
3. You should also increase awareness about how to dispose this waste and extend your interest in women's health – from users to post consumer waste handlers as well.

Sincerely,

June 1<sup>st</sup> 2013

To,  
Kimberly-Clark Lever Limited  
Post Bag No. 862  
Deccan Gymkhana Post Office  
Pune  
411004  
India

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June 1<sup>st</sup> 2013

To,  
Managing Director  
Proctor and Gamble (india) hygiene and healthcare LTD.  
P&G Plaza  
Cardinal Gracias Road  
Chakala  
Andheri East  
Mumbai 400099

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