

# WOMEN ON WINGS

Woudenbergseweg 41  
3711 AA Austerlitz  
The Netherlands

Mumbai 27-02-2011

To  
The director,  
Woman NGO  
Tamilnadu

Dear Ms. Kannaghi,

After my last visit to Trichy with Maria van der Heiden, one of the founders of Women on Wings, we would like to express our appreciation for what Woman NGO is doing.

As Women on Wings is looking into a business model for Sanitary Napkins Units we have been looking at best practices in 4 different states in India. and we had a look at many different units in various places.

Based on our experience till now we can say that the best model we have seen so far was your organization. It is not only that we worked very well together over the last 5 months but we have seen an organization that is committed to create jobs for women and is willing to put all the energy and commitment into this.

In your organization we have seen that:

- The production process is well organized; staff has been trained and is capable of rotating the different jobs within the production. We saw clean production units with committed staff.
- The setup of the production units is well thought through and the machines are designed in such a way that they are ready for heavy duty. The way the preventive maintenance is organized is something we have not seen elsewhere in India.
- The experts from Women on Wings who visited the production units have all been impressed by the way the organization is capable to pick up suggestions for change and the speed with which these changes have been implemented.
- The sales organization in which you have combined the sales of soap, detergent and sanitary napkins is the only profitable sales organization we have seen so far.

What we really do appreciate in Woman NGO is the openness and willingness to share your expertise as well as the preparedness to learn from others and we see this as an example for many other organizations in India

We hope that we will be able to continue working together over the coming years and we hope to be able to support you in creating many more decent jobs for women in the rural areas.

On behalf of Women on Wings

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expert

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