

*“An Enterprise Run By Women Making  
Handmade Organic Product”*

**SANAJING SANA  
THAMBAL PVT .LTD**

**PRESENTED BY  
TONGBRAM BIJIYASHANTI**


# WAYAHEADS



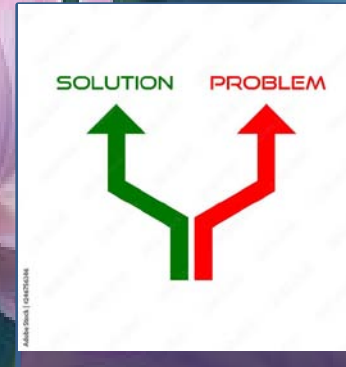
**ABOUT STARTUP**




**PROCESS**



**FEATURES**



**PROBLEMS & SOLUTIONS**



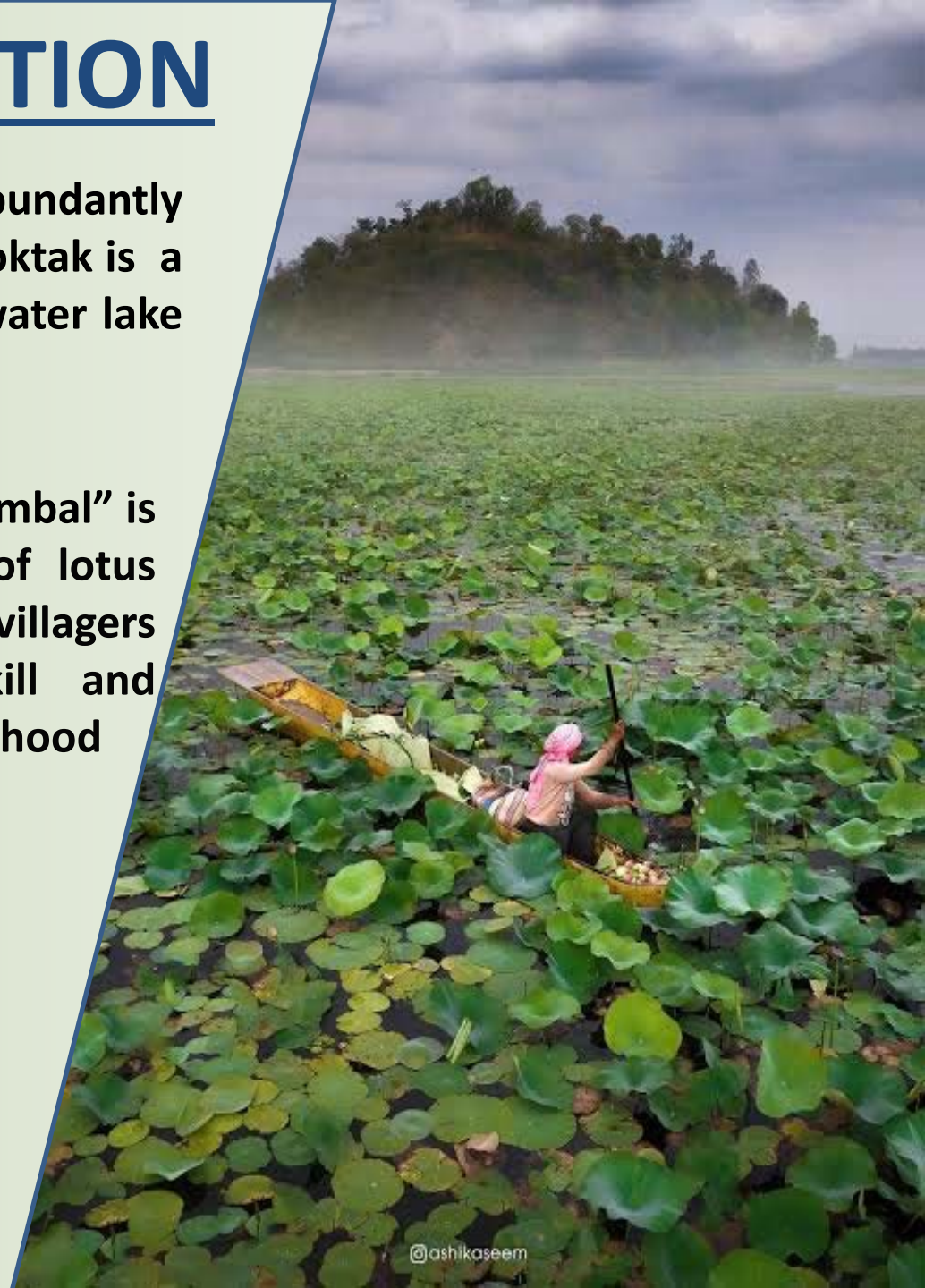
**COMPITATIVE LANDSCAPES & ANALYSIS**

**GLIMPS AND ACHIVEMENTS**

# INTRODUCTION

□ LOKTAK LAKE : Lotus grown abundantly in the Loktak lake in Manipur. Loktak is a floating lake and also a fresh water lake in NE region of India.

□ IDEOLOGY “Sanajing Sana Thambal” is to harness the rich resources of lotus plant sustainably and lives of the villagers especially women through skill and opportunities for alternative livelihood



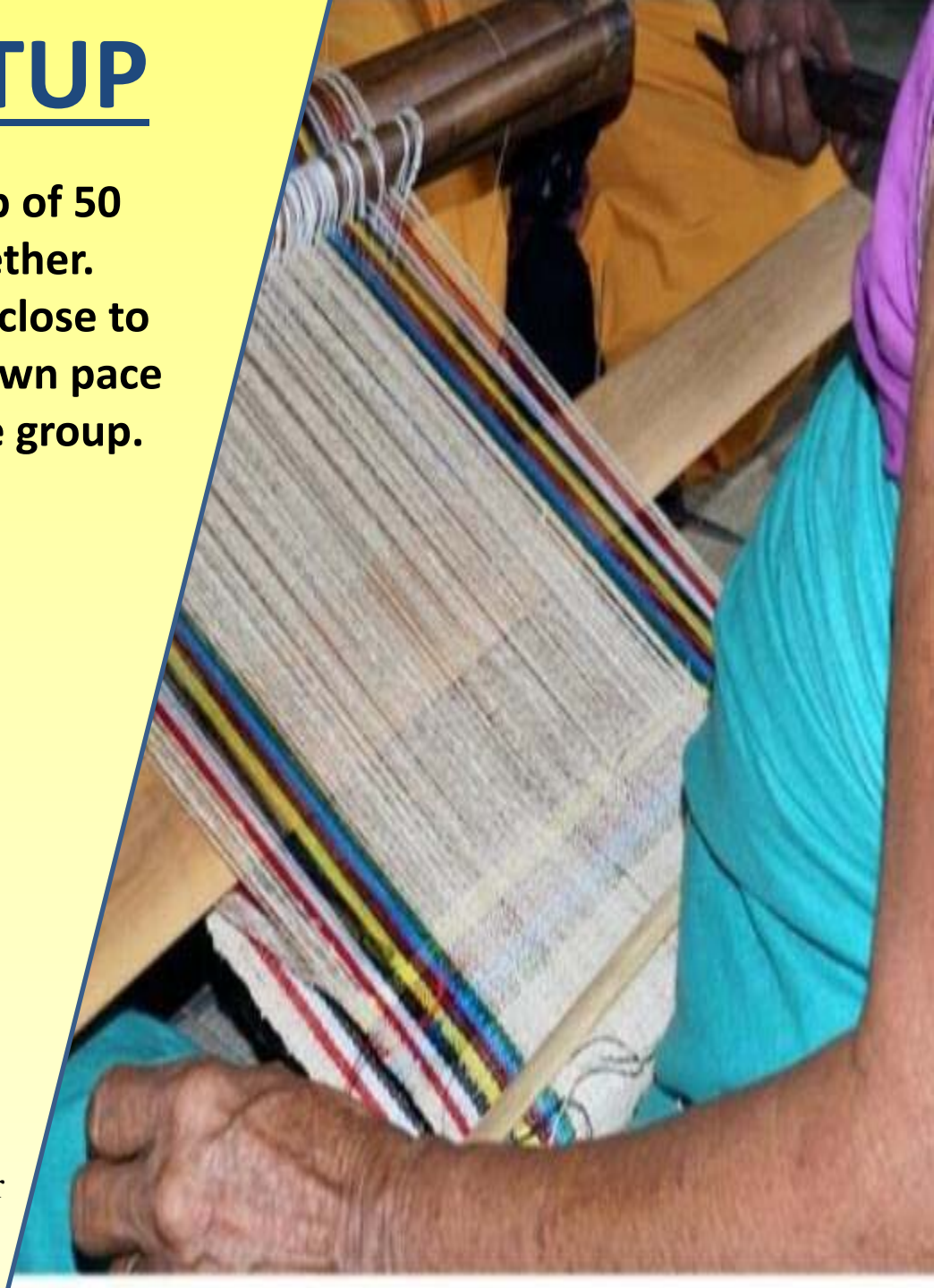


# ABOUT STARTUP

□ Started since Sep 2018 , a group of 50 women working consistently together. One of the oldest weaver women close to 70 yrs old and still weave at her own pace and motivate other women in the group.



Island Village-Thangaat Loktak Lake, Manipur



# MANUFACTURING PROCESS OF SILK LOTUS

HARVESTING

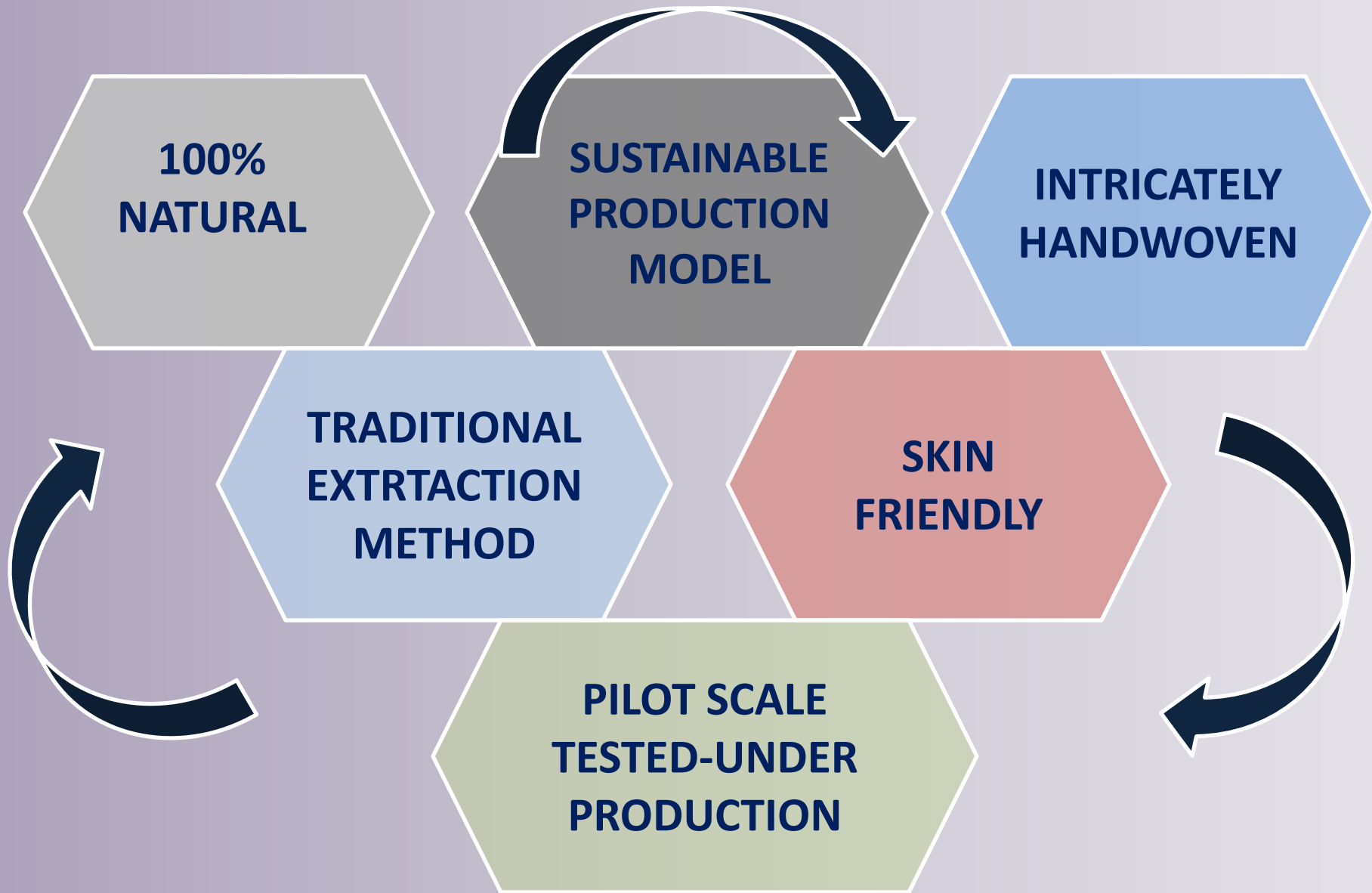
FIBRE EXTRACTION

YARN PREPARATION

WEAVING PROCESS

DYEING PROCESS





**100%  
NATURAL**

**SUSTAINABLE  
PRODUCTION  
MODEL**

**INTRICATELY  
HANDWOVEN**

**TRADITIONAL  
EXTRRTACTION  
METHOD**

**SKIN  
FRIENDLY**

**PILOT SCALE  
TESTED-UNDER  
PRODUCTION**

# PROBLEMS

## LACK OF OPPORTUNITY

**NO LIVELIHOOD  
OPPORTUNITIES EXCEPT  
FARMING AND FISHING IN  
LOKTAK LAKE ADJOINING  
AREA IN MANIPUR**

**MIDDLE AND AGED WOMEN  
MOSTLY UNSKILLED ARE LEFT  
OUT OF WORK**

**RISING NON -EMPLOYMENT  
AMONG THE EDUCATED GIRLS**



# PROBLEMS

## UNTAPED BIO-RESOURCE

**THE LOTUS AND OTHER EQUATIC PLANTS GROW ABUNDANTLY IN THE LOKTAK LAKE EQUATIC ECO-SYSTEM**

**STEM OF THESE PLANTS THROWN AWAYS AS CAUSING ENVIRONMENTAL POLLUTION**

**THE MARKET POTENTIAL OF LOTUS-BASED PRODUCT IS STILLED UNTAPPED**

**LACK OF AQUATIC FLORA BASED BIOACTIVE FUNCTIONAL FOOD AND TEXTILE PRODUCTS FROM NORTH EAST DESPITE IMMENSE MARKET POTENTIAL**



# PROPOSE SOLUTIONS

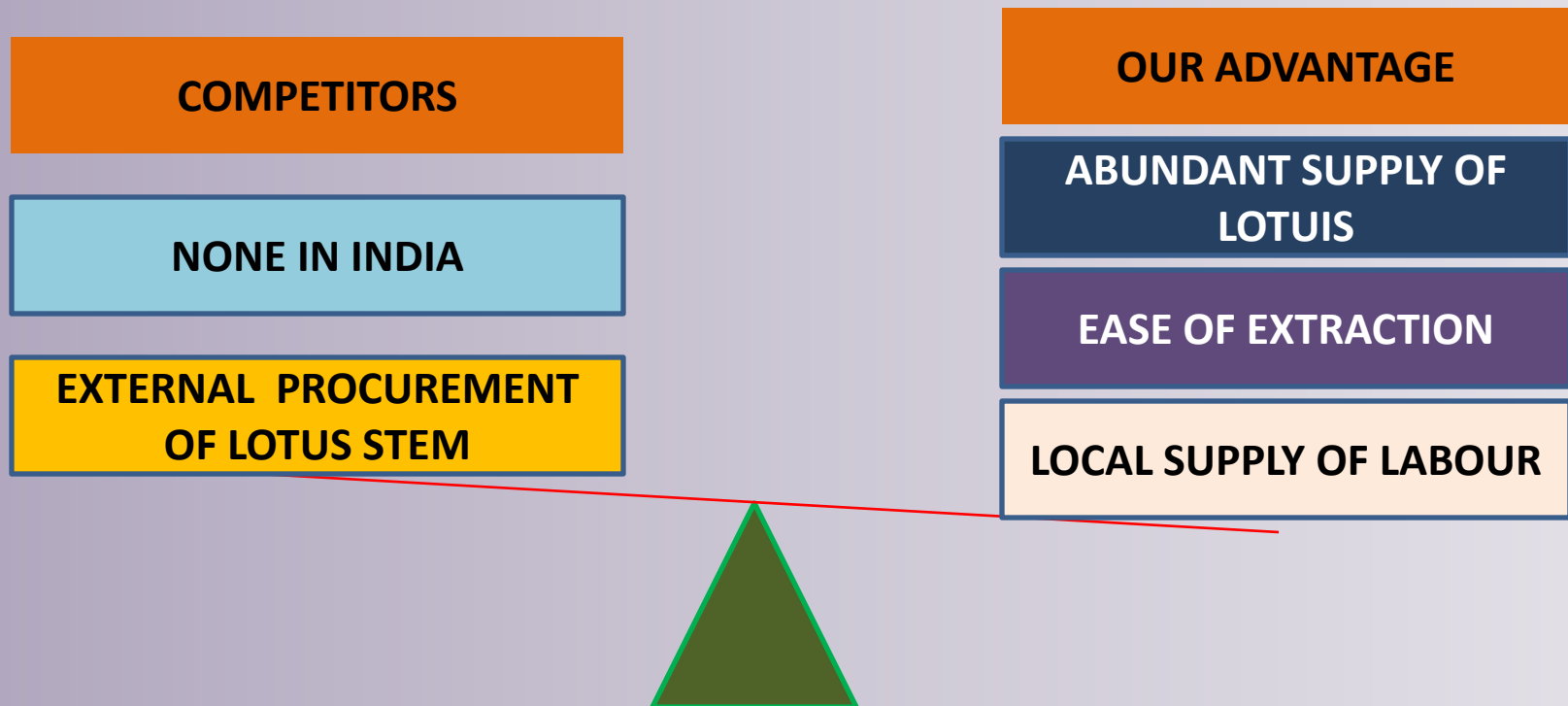
## TEXTILE PRODUCTS

**PLANT BASED FABRIC LIKE LOTUS – SOLVE THE ISSUE OF  
MICROPLASTIC FROM SYNTHETIC CLOTHING**

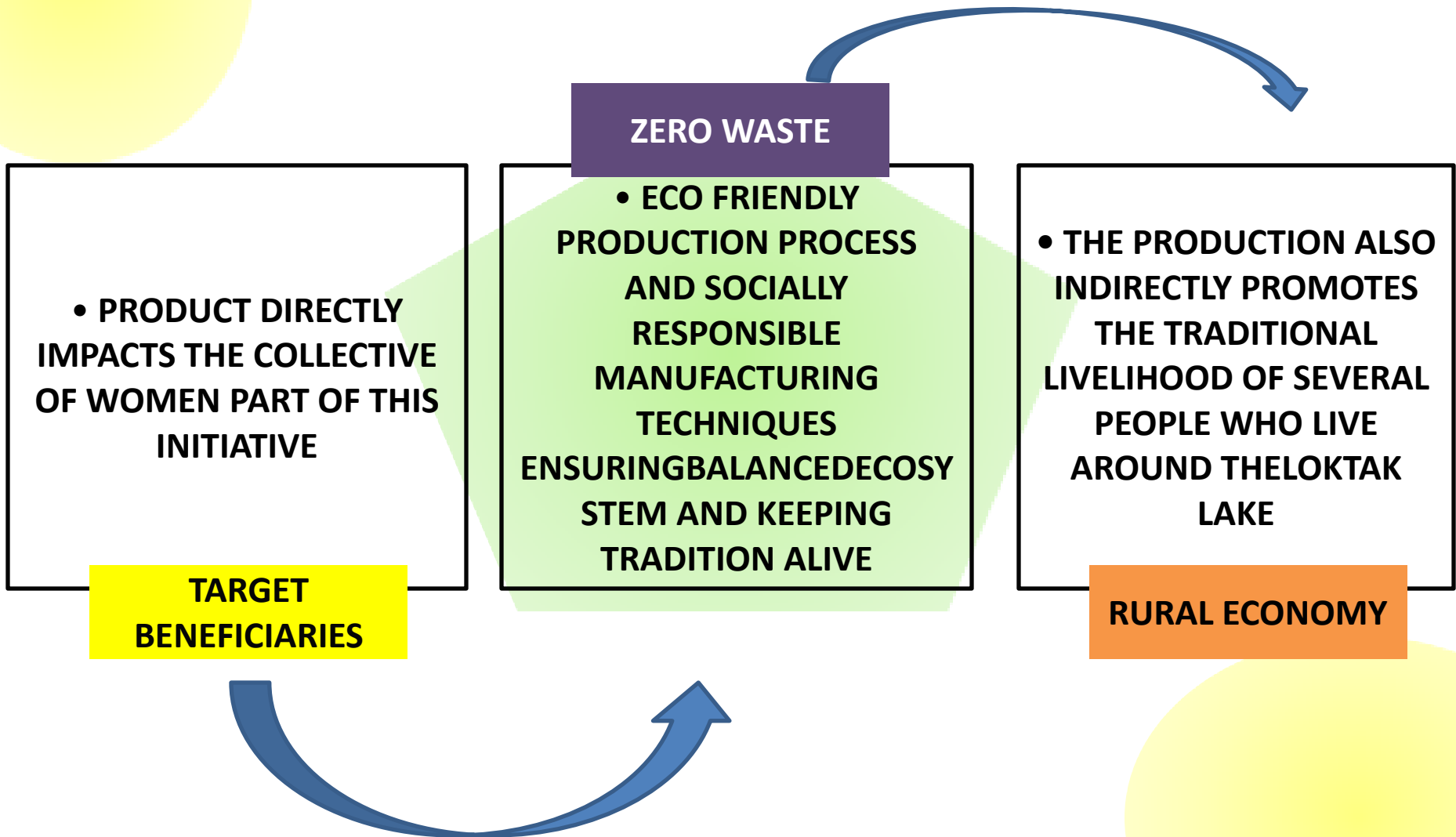
**LOTUS STALK AS RAW MATERIAL- SOLVE THE MUNICIPAL WASTE  
ISSUE**

# COMPITATITIVE LANDSCAPES & ANALYSIS

- ❑ The only other sources of lotus fabric are from Myanmar & Cambodia
- ❑ We are the first producer of lotus fiber in India, which will be imitated at a fast pace but our unfair competitive advantage is our access to abundant raw materials from the Loktak lake as a local resident hailing from Thanga village.



# SOCIAL IMPACT



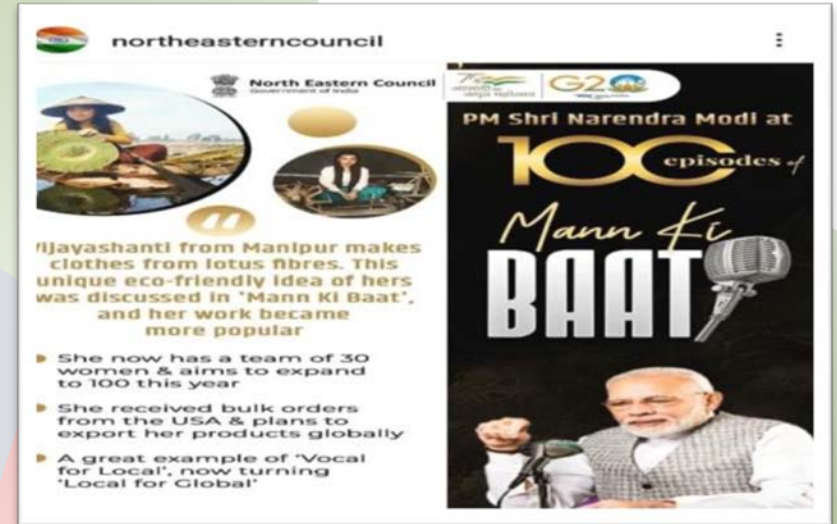
# GLIMPS AND ACHIEVEMENTS

□ Prime minister narendra modi has addressed at his “mann ki baat” of vocal for local now turning local for global after his discussed products became famous.

□ Bagged the 1<sup>st</sup> position mapping the change makers of north east region 2020.

□ Securing 2<sup>nd</sup> position in the pitching competition at tech novation 22-state level workshop for innovation.

□ Real heroes of rising India sponsored by news 18.





# FOR MORE INFORMATION



**“Proprietor Ms.Tongbram Bijayashanti has inherent passion for plants and always considered ways to make use of the abundant Lotus available in her village in Thanga, Loktak Lake”**



<https://youtu.be/z6f6s46E9g0>



<https://instagram.com/sanajingsanathambal?igshid=y77kgmorlzmf>



<https://www.facebook.com/107367180611665/posts/240403180641397/?app=fbl>



<https://sanajingsanathambal.com/>

# SANAJING SANA THAMBAL

T H A N G A