

Study on Customer Satisfaction Level Towards Deendayal Pradhan Mantri Jan Aushadhi Stores (DPMJAS)

By

Meenu Sharma

*Dissertation submitted for the partial fulfillment of the
MBA Human Resource Management in Health and Hospitals*

Academic year, 2015-2017



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TO WHOMSOEVER MAY CONCERN

This is to certify that Mrs. **Meenu Sharma** student of MBA Human Resource Management in Health and Hospital Management from The IIHMR University, Jaipur has undergone internship training at **Gujarat Medical Services Corporation Limited** from 1st February 2017 to 30th April 2017.

The Candidate has successfully carried out the study designated to her during internship training and her approach to the study has been sincere, scientific and analytical.

The Internship is in fulfillment of the course requirements.

I wish her all success in all her future endeavors.



Col (Dr.) Ashok Kaushik
Dean, Academics and Student Affairs
The IIHMR University, Jaipur



Ratna Verma
Assistant Professor
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The certificate is awarded to

MEENU SHARMA

In recognition of having successfully completed her Internship in the department of

HUMAN RESOURCES

and has successfully completed her Project on

**“Customer satisfaction level towards Deendayal Prime Minister Jan
Aushadhi Stores (DPMJAS)”**

From 1st February to 30th April, 2017

AT

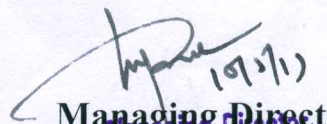
GUJARAT MEDICAL SERVICES CORPORATION LIMITED (GMSCL)

Gandhinagar, Gujarat

She comes across as a committed, sincere & diligent person who has
a strong drive & zeal for learning

We wish her all the best for future endeavors




19/5/17
Managing Director
GMSCL
Gujarat Medical Services Corporation Ltd.
Gandhinagar

CERTIFICATE BY SCHOLAR

This is to certify that the dissertation titled '**A Study on Customer Satisfaction Towards Deendayal Pradhan Mantri Jan Aushadhi Stores**' submitted by **Meenu Sharma** Enrollment No. **IIHMR-U/04/2015-17/0007** under the supervision of **Ratna Verma**, Assistant Professor IIHMR University, Jaipur for award of MBA in Human Resource of the University carried out during the period from February 01, 2017 to April 30, 2017 embodies my original work and has not formed the basis for the award of any degree, diploma associate ship, fellowship, titles in this or any other Institute or other similar institution of higher learning.

मीनू शर्मा
Signature

THE IIHMR UNIVERSITY, JAIPUR

CERTIFICATE BY SCHOLAR

This is to certify that all ethical issues have been considered while collecting data for my
dissertation titled A Study on Customer Satisfaction level towards
Deendayal Pradhan Mantri Jan Aushadhi Stores

मीनू शर्मा

Signature of student

[MEENU SHARMA]

MBA-HRM

Acknowledgement

It is my immense pleasure to express my thanks and obligations to all those who have given their support in working out this project.

First of all, I would like extend my sincere thanks to **Dr. Vipul Aggarwal IPS, Managing Director, GMSCL** and also too **Managers of GMSCL** for providing me an opportunity learn and develop professionally.

I would like to express my gratitude towards my mentor **Ratna Verma (Assistant Professor)** of Indian Institute of Health Management Research, (IIHMR University) Jaipur, for providing me the opportunity and right path accomplish this endeavor successfully. I am greatly obligated to all of them for providing their valuable direction at all stages of the learning, their guidance, beneficial suggestions, positive and supportive assertiveness and continuous reinforcement, without which it would have not been imaginable to complete the task.

To place on record, I owe a debt of gratitude to all my teachers for grooming me and my classmates for the inspiration needed to work with dedication and motivation throughout as an Intern at Gujarat Medical Services Corporation (GMSCL).

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MBA- Human Resource Management

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1. **INTRODUCTION**

Background

The wealth of a nation is said to depend on the health of its citizens. Health is the prime importance to the happiness of a man. According to the National Health Accounts (NHA), Indians' out-of-pocket (OOP) expenditure on healthcare, which is the money individuals pay on their own rather than being covered by insurance or health benefits, has been estimated to be around Rs.2.9 lakh Cr. or 69 per cent of total health expenditure in the country. This is alarmingly high and India stands among the highest in this regard worldwide. It is mentioned in the report that half of all the domiciliary money that is spent on healthcare—around Rs. 1.5 lakh crore —goes to chemist's. This includes chemists, community and independent pharmacies. Health care expenses continue to escalation in India. Therefore, buyers, suppliers and policymakers need to measure the greatest method to keep health care affordable without unfavorably affecting access to value care. With prescription medicine (branded drug) prices serving as a major contributor to cost escalations, generic drugs offer an significant tool for dropping the rate of progress in overall health spending.

GUJARAT MEDICAL SERVICES CORPORATION LIMITED

The Central Medical Stores Organization (C.M.S.O) was formed in 1978 under the Health and Family Welfare Department. Govt. of Gujarat was commended with the purposes of procurement, storage, supply of medicines surgical goods medical equipment / instrument and insecticides for the health care institutions under Govt. of Gujarat.

With the changes in the healthcare arena there was a felt need of developing new as well as upgrading the existing functioning and processes of CMSO, and consequently develop an institution supported with necessary infrastructure to make the system responsive to meet the objectives of the universal health coverage. With the view to match the changing demands and pace of development in the sector, CMSO was transformed into "Gujarat Medical Services Corporation Limited" (GMSCL) as an autonomous body and was incorporated under companies act, for systematic procurement, inventory management, Management information system and to infuse

professional management with establishment, development and strengthening the use of information technology in medical store organization

With the expansion of health care network in the state and increasing budgetary provisions, CMSO was transformed into Gujarat Medical Services Corporation, as per GR MSP/102012/58/G dated on 20 July 2012 as an autonomous body, to ensure timely procurement & distribution of drugs and medical equipment for all the State Health Institutions.

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With the view to match the changing demands and pace of development in the sector, CMSO was transformed into **“Gujarat Medical Services Corporation Limited”** (GMSCL) as an autonomous body and was incorporated under companies act, for systematic procurement, inventory management, Management information system and to infuse professional management with establishment, development and strengthening the use of information technology in medical store organization

GMSCL was established primarily to look after the procurement and supply of medicines and other hospital requisites for the government health care facilities in the state. The working of GMSCL during the first 3 years of its existence was studied and critically analyzed in the study. The situation prior to the establishment of GMSCL for a period of Four years was also studied and evaluated. The study finds that GMSCL could improve access to medicines in the state during the study period. The quality and availability of medicines in government hospitals also increased considerably. GMSCL could introduce many innovations in its functioning and make the procurement scientific and transparent. Preparation of Essential drug list, modernization of warehouses is other progressive steps of GMSCL. The utilization of information technology in a unique manner helped to bring transparency in functioning and reduce unethical practices remarkably. It also helped to make its services fast in many aspects.

The Corporation deserves more support and encouragement from the State and Central Governments and other organizations. GMSCL also establish a market intelligence wing for conducting studies and evaluate its functioning, programmes, policies and other related activities that will further strengthen its functioning. The manner in which

GMSCL is improving its functioning in the four years of its origin shows that the Gujarat model of Drug Policy is one of the best policies among all Indian states.



Gujarat Medical Services Corporation Limited
A Government of Gujarat Undertaking

Functions & Services

The Main Functions of GMSCL are as following:

- Procurement of essential, lifesaving quality medicines, surgical goods & Insecticides and their timely availability by creating highly decentralized storage capacity & distribution network.
- Procurement of quality medical equipment/Instrument and its maintenance for entire product life cycle.
- Establishment of Diagnostic Medical Service Center for early diagnosis & ease of treatment for beneficiaries.

DEENDAYAL PRIME MINISTER JAN AUSHADHI STORE (DPMJAS)

Deendayal Prime Minister Jan Aushadhi Store (DPMJAS) is an ambitious program conceived and implemented by Govt. of Gujarat to provide generic medicines at affordable prices. Deendayal Prime Minister Jan Aushadhi Store (DPMJAS) pharmacy reflects Govt. of Gujarat's strong commitment to reduce the cost of treatment or out-of-pocket expenditure for the patients. Lakhs of patients will benefit from this initiative. Deendayal Prime Minister Jan Aushadhi Store (DPMJAS) would be selling generic drugs (all specialties), and implants at very affordable prices. Patients can buy medicines and implants at up to 80 percent cheaper prices than the open market from Deendayal Prime Minister Jan Aushadhi Store (DPMJAS).

Deendayal Prime Minister Jan Aushadhi Store (DPMJAS) will sell drugs at significant discount on market rates, based on authentic prescriptions from doctors not only to patients Govt. hospitals but also even to patients availing treatment at other hospitals . Stores will be established in Govt. hospital premises or where ever Govt. space is available in the first phase.

Drugs stores operated under this scheme shall have the following products:

- Generic drugs
- Specialized drugs for tertiary care
- Over the counter drugs
- Surgical implants (in next phase of implementation)
- Hospital consumables

All drugs dispensed through Deendayal Prime Minister Jan Aushadhi Store (DPMJAS) will subject to stringent quality checks through NABL accredited laboratory.

Rollout Plan

In first phase, 52 Deendayal Prime Minister Jan Aushadhi Store (DPMJAS) Pharmacies would be setup in major hospitals across all districts. The pharmacies in medical colleges would be running

24 X 7. About 1000 drugs to be made available in the beginning, including around 500 Essential Drug List (EDL) drugs and rest Non EDL drugs. In the next phase, number of drugs will be increased to 2000. The stores around the medical colleges will also have drugs envisaged under AMRIT (Affordable Medicines and Reliable Implants for Treatment) covering around 1500-2000 drugs.

Adequate staff to be recruited to run the drug stores & utilize latest software and hardware. Stores will be computerized and citizen amenities will be provided including furniture, air conditioning etc.

In the second phase, it is proposed to expand the network to around 500-1000 stores across the state. These stores will cover even taluka locations. There will be multiple stores in the bigger towns and cities.



[Gujarat Chief Minister Shri Vijaybhai Rupani with Minister of State for Health & Family Welfare Department Shri. Shankarbhai Chaudhary at the inauguration ceremony of Deendayal Prime Minister Jan Aushadhi Store]

What are Generic Drugs?

Generic medicines are unbranded medicines, which are equally safe, and having the same efficacy as that of branded medicines in terms of their therapeutic value . It is also defined as a drug marketed under its chemical name without advertising. There are two concepts to be understood here, one is generic vs. patented drugs and the other is a drug's "brand name" vs. "non-proprietary name" or "generic name." Non-proprietary name is the name for the active ingredient in the medicine that is decided by an expert committee and is understood internationally (WHO, 2013a). Thus, paracetamol/acetaminophen is the non-proprietary name (generic name) while Crocin/Metacin/Meftal/Tylenol etc. are brand names.

Advantages of Generic Drugs

- The generic drugs often cost the consumer considerably less than brand name drugs.
- The use of generic drugs can add up to marked savings for everyone in general but particularly for the elderly who generally take more medications than the young and have less available income for such items.
- Generic drugs do not have unfavorable effect on an individual.
- Time and again the importance of generic prescribing has been emphasized, primarily to reduce the cost of drugs
- Rationale for Generic drug promotion

Generic drugs play an important role in health care and the availability of generic drugs reduces the monopoly and oligopoly powers of the patent holder. It is seen that many countries do not have the technological capability for manufacturing and supplying generic drugs even if the laws of those countries permit them to do so.

It is a known fact in India that people are influenced by the “brand name” of a product, be it clothes, cosmetics, accessories, including grocery, durables or medicines. In the case of the medicines market, the brand names are more popular. Certain names of medicines have a powerful impact on people’s minds that both the medicine and the brand have become synonymous. For the over-the-counter (OTC) drugs, majority of people are aware of the brand names rather than their chemical or generic names.

Generic Medicines - Cost Factors

In India most of the companies manufacture Generic drugs with Brand name. These are popularly known as Branded generics. The same company is manufacturing the medicines under brand name with the same composition with heavy publicity/promotion /Advt., Due to this, there is a huge gap between the ex-factory price and MRP between Branded Generics and branded Medicines and it varies as much as from 30 to 80 percent.

It’s a well-known fact that due to market lead consumer awareness and availability, branded medicines are sold by drug manufactures at higher prices than their unbranded generic equivalence, which are equally good in therapeutic values. It is also a fact that there are no separate standards for generic and branded drugs. As per the drugs and cosmetics act, every drug has to pass specified parameters. In developed countries like U.S.A most of the prescriptions are in generic names.

ADVANTAGES

Pricing

Prices of medicines dispensed through Deendayal Prime Minister Jan Aushadhi Store (DPMJAS) would be up to 80% lower than Branded drugs available in pharmacies.

Technology Driven

Efficient drug logistic management system in place and prescription capture solution is established. All the Deendayal Prime Minister Jan Aushadhi Store (DPMJAS) Pharmacies will be interlinked through an IT platform to ensure smooth and efficient operation.

Scale-up plan

Deendayal Prime Minister Jan Aushadhi Store (DPMJAS) will be scaled up through franchisee model across the state to extend the network to around 500 stores.

Once implemented, Deendayal Prime Minister Jan Aushadhi Store (DPMJAS) would benefit millions of under privileged patients and reduce the cost of treatment.

GMSCL and GATL are coming in with Joint Venture to incorporate GUJARAT AROGYA SEWA PRIVATE LIMITED which will be taking over 52 Deendayal Prime Minister Jan Aushadhi Stores.

CURRENT OPERATIONS

Currently, Deendayal Prime Minister Jan Aushadhi Store (DPMJAS) is already in operation which is a program implemented by Govt. of Gujarat to provide generic medicines at affordable prices. Deendayal Prime Minister Jan Aushadhi Store (DPMJAS) pharmacy reflects Govt. of Gujarat's strong commitment to reduce the cost of treatment or out-of-pocket expenditure for the patients. The Store operations started on 14th November 2016 across 52 stores in Gujarat.

These 52 Stores have been established at the Govt. Hospital Premises / Medical Colleges, District and Sub District level. Lakhs of patients are already benefitting from

this initiative. Deendayal Prime Minister Jan Aushadhi Store (DPMJAS) is already selling generic drugs (All specialties) at very affordable prices. Patients are buying medicines which have up to 80 percent cheaper prices than the open market from these Deendayal Prime Minister Jan Aushadhi Store (DPMJAS). Deendayal Prime Minister Jan Aushadhi Store (DPMJAS) is selling drugs at significant discount on market rates, based on authentic prescriptions from doctors not only to patients from Govt. hospitals but also even to patients availing treatment at other hospitals. Gujarat Arogya Seva Private Limited [GASPL] shall be taking over the operations of these 52 DPMJAS and the stores allotted to various Franchisees in which around 100 store opened.

Review of Literature

Rajbil (2011), in his article, he constructed a tool to measure customers' satisfaction in retail pharmacy. Customer satisfaction is considered as the important determinants of service quality. In this context, it becomes more relevant to study pharmacy service quality expectations and perceptions of customers. This study aims to measure expectations and perceptions with respect to retail pharmacy.

José Augusto Rosa Bastos (2008), in his research paper, developed a model to demonstrate that loyalty is a consequence of service quality and customer satisfaction. A specific scale has been developed and applied to a survey at a two level of Portuguese pharmacies: rural (with no competition) and urban pharmacies (with some competition). Using a structural equation modeling methodology we demonstrate that the more competition (urban pharmacies) less loyalty, the more dependent with the service (high consume in product pharmacies) the more loyal.

'Bunday, BD (2001), in his article titled, "A introduction to Queuing Theory", The

purpose of this article is to give the reader a general background into queuing theory and queuing systems, its associated terminology, and how queuing theory relates to customer satisfaction. Theory utilizes mathematical models and performance measures to assess and hopefully improve the flow of customer through a queuing system. Queuing theory has many applications and has been used extensively by the service industry. Queuing theory has been used in the past to assess such things as staff schedules, working environment, productivity, customer waiting time, and customer waiting environment. In pharmacy, queuing theory can be applied to assess a multitude of factors such as prescription fill-time, patient waiting time, patient counseling time, and pharmacist and technician staffing levels.

Patel, GN and SmritiPande(2013), in their study measured the performance of chain of 46 pharmacy retail stores located in Delhi and National Capital Region (NCR) and to analyze the impact of non-discretionary variables on the efficiency of the stores. A two stage procedure is used for benchmarking the retail stores. Firstly, data envelopment analysis is applied in the second stage, To bit regression model is applied to determine the drivers of efficiency. The results indicate that most of the retail stores are either average or below average in their performance and therefore needs improvement. Scale plays an important role in efficiency evaluation. Footfalls, sales, operating expenses and store size are identified as drivers of efficiency. The non-discretionary input variables, age and location of the store has insignificant impact on efficiency of retail stores. This shows that the current efficiency level is mainly attained through the controllable operations taking place at the store level. This study provides us with a framework for performance measures along with useful managerial insights. Also, assists in focusing upon the right areas of operations by identifying the efficiency drivers. This may help out the management in improving their overall performance.

Sunil Patel et al. (2010), in this article, they conducted a research to understand the functions of planet health & customer perception towards planet health. The study was carried out at Planet Health Retail Store (Ahmedabad) where the survey has been conducted through questioner. The conclusion of the study shows that as far as

CRM and store ambience is concern, they are managed properly, while the product range should extend vertically and horizontally. While testing the hypothesis, it was found that the customer perception towards planet health was on the positive side. Thus the management is making the right moves towards better customer satisfaction. The customers feel that the store ambience and decor are up to the mark and does not require changes in it. The store layout is such that the customer find easy to search for the products and also is their way through it. The product range should be expanded both horizontally and vertically to cater the needs of customers.

Amit D. Kandhare (2011), he designed the research, in order to measure the level of customer satisfaction and also their purchasing behavior when shopping in retail pharmacies i.e. independent pharmacies and in chain or shopping mall pharmacies. The study design is in the form of cross-sectional descriptive study using convenience sampling methods. A questionnaire was developed to evaluate the level of customer satisfaction as well as customers purchasing behavior in retail pharmacies. The questionnaires were distributed in the 106 individual customers, 21 Chemist in Mall pharmacy, 27 Chemist in retail drug store and 12 numbers of doctors. Then the correlation between personal satisfaction and customer purchasing behavior in both pharmacies was determined on the basis of various quality of service provide by the pharmacy and the product range along with their availability in the pharmacy shop. It was found that pharmacy store choice behavior among consumers indicates that image and perceptions along with individual characteristics have significant impact on the final outcome.

1. OBJECTIVES OF STUDY

PRIMARY OBJECTIVE

- To find out customer satisfaction towards Deendayal Prime Minister Jan Aushadhi Store.

SECONDARY OBJECTIVES

- To identify customer satisfaction towards services rendered by Deendayal Prime Minister Jan Aushadhi Store.
- To assess customer satisfaction towards acceptability, availability, accessibility, adaptability and affordability of Deendayal Prime Minister Jan Aushadhi Store.

2. Research Question

- How to analyze customer satisfaction towards services rendered by Deendayal Prime Minister Jan Aushadhi Store.
- How to assess customer satisfaction towards acceptability, availability, accessibility, adaptability and affordability of Deendayal Prime Minister Jan Aushadhi Store.

3. RESEARCH METHODOLOGY

- Descriptive research is followed in this research.
- Population includes customers of Deendayal store, i.e.
 - Civil Hospital, Ahmedabad
 - Sola civil, Ahmedabad
 - V.S. Hospital, Ahmedabad,
 - L.G. Hospital, Ahmedabad
- Samples were chosen from the population by using Convenience Sampling Technique.
- Data Collection Method: Survey Method.
- Primary Data were collected using Structured Questionnaire (*see Annexure*)

4. LIMITATIONS OF STUDY

- The study is conducted in Deendayal Stores located in Ahmedabad Region with 100 respondents only. The result of which may vary in other locations.
- The respondents' response may have to bias.

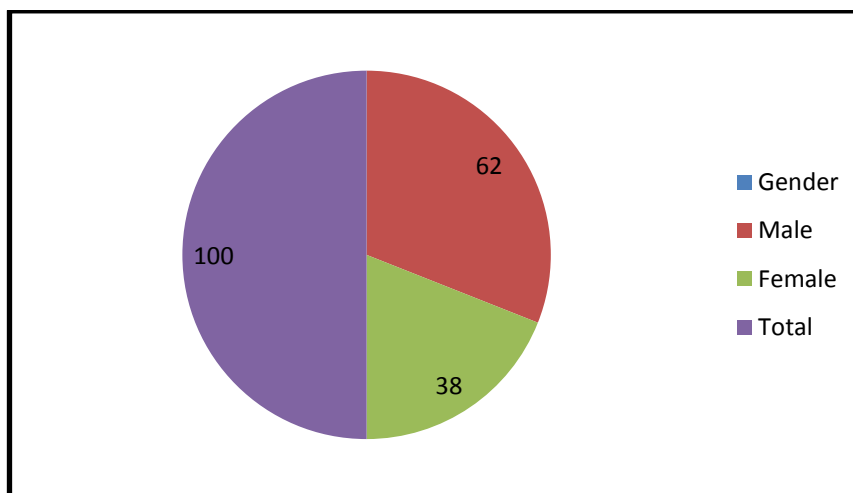
5. Data Analysis and Interpretations

Gender-wise distribution

Gender	
Male	62
Female	38
Total	100

Age-wise distribution

Age		Male	Female
< 20 years	13	9	4
20-30 years	27	14	13
30-45 years	38	23	15
> 45 years	22	16	6
Total	100	62	38

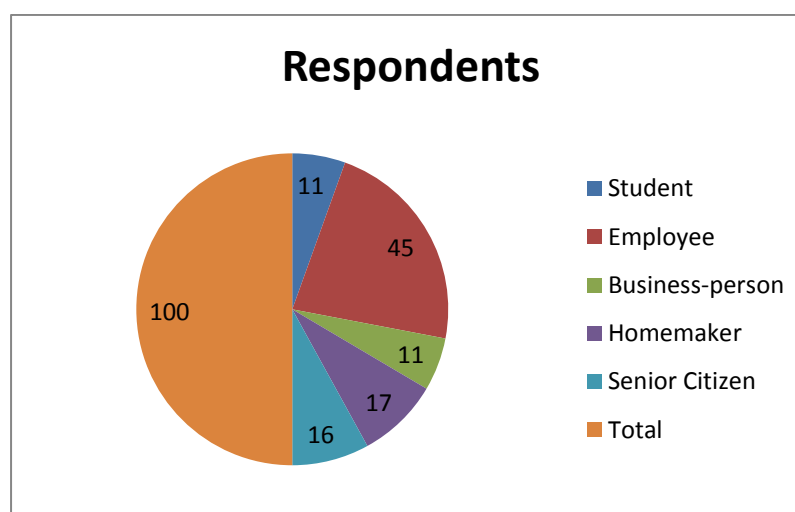


Interpretations:

From the sample data collection we can come to know that maximum people are coming from the age group 30-45 years

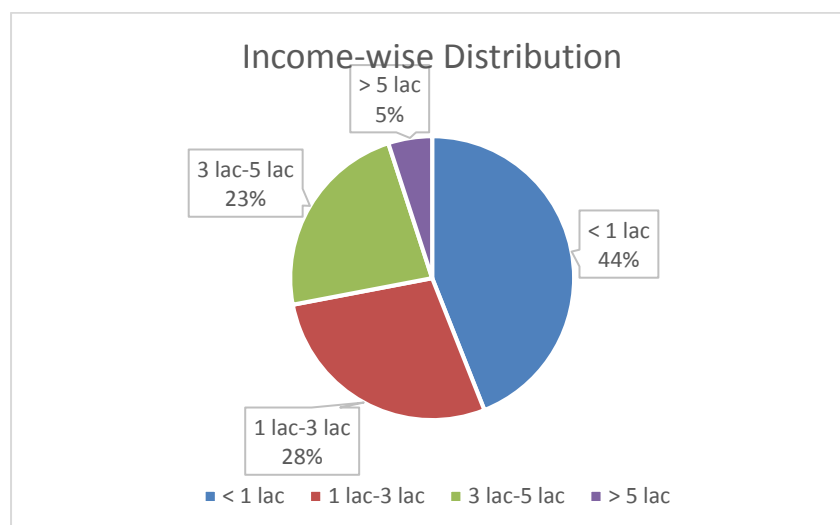
OCCUPATION-WISE DISTRIBUTION

Occupation	No. of
Student	1
Employee	4
Business-person	1
Homemaker	1
Senior	1
Total	10



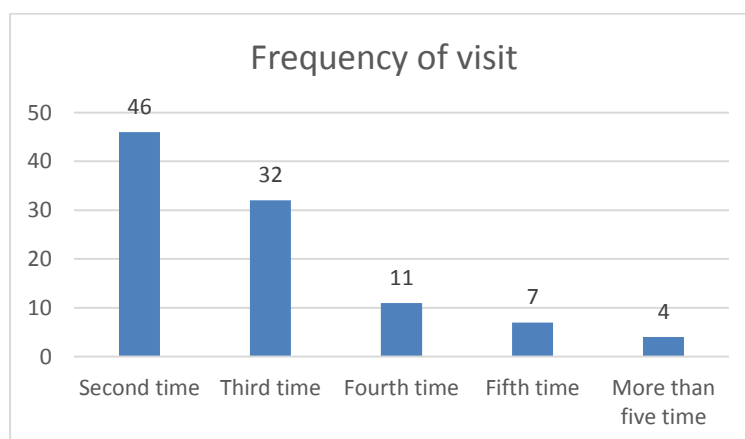
INCOME-WISE DISTRIBUTION

Income Group	No. of Respondents
< 1	44
1 lac-3	28
3 lac-5	23
> 5 lac	5
Total	100



ACCEPTABILITY

Visits	No. of Respondents
Second time	46
Third time	32
Fourth time	11
Fifth time	7
More than five time	4
Total	100



Interpretation: From the graph it is clearly understood that frequency of visits are decreasing and showing that only 4 respondents out of 100 respondents are visiting the store for fifth or more times.

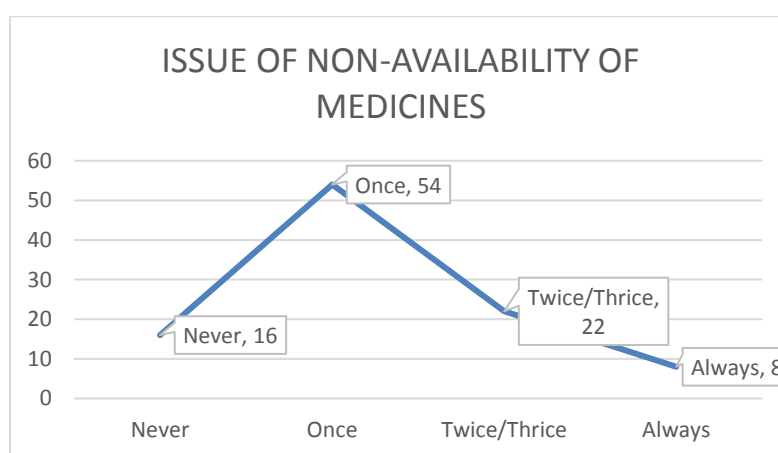
Recommendations:

Recommendation	No. of Respondents
Yes	81
No	19
Total	100

Interpretation: Out of 100 respondents, 81 are agreeing on recommendations they would give to someone to visit the Deendayal Store to buy medicines whereas 19 respondents are denying for recommendations.

AVAILABILITY

Issue of non-availability of medicines	No. of Respondents
Never	16
Once	54
Twice/Thrice	22
Always	8
Total	100



Interpretation: 16% of respondents have never faced issue of non-availability whereas 84% of respondents have ever faced this issue. Out of this 84 respondents, 54 respondents (64.28%) have faced this issue one time. 22 respondents (26.19%)

have faced this issue two or three times and only 8 respondents have faced this issue for all the time they visited the store.

Guidance provided by Pharmacist

Guidance by Pharmacist	No. of Respondents
Never	21
Sometimes	35
Often	34
Always	10
Total	100

Interpretation: From the data drawn we can come to know that around 80% of respondents are getting some kind of guidance for medication from the pharmacist. But the limitation is that we cannot determine the quality of guidance given by pharmacist.

ACCESSIBILITY

DISTANCE OF DEENDAYAL STORE FROM THE PLACE OF REQUIREMENT OF MEDICINES

Distance from place of requirement	No. of Respondents
< 2 km	18
2-5 km	15
5-10 km	36
> 10 km	31
Total	100

Interpretation: From the data obtained with us we can come to know that 67% of respondents were coming far from more than 5 km from the location of Deendayal Store.

ADAPTABILITY

Reason for switching from previous drug provider	No. of Respondents
Price	16
Non-accessibility of other store	5
Awareness of Generic medicines	12
Doctor's recommendation	63
Other	4
Total	100

Interpretation: Doctor's recommendation is the major reason for choosing Deendayal Stores over other conventional pharmacy stores

AFFORDABILITY

% Discount received	No. of Respondent
30-50	48
50-70	40
70-90	12
Total	100

Interpretation: From the data obtained from the respondents we can interpret that all the respondents are admitting that they are getting at least 30% discount on all the medicines available at Deendayal Store. This discount rate is extended

6. Conclusion

1. **Acceptability:** Initially all the stores were filled with most of the medicines and at that time there was no issue of non-availability. By the time decrease in stock level due to non- prediction regarding movement of some of the medicines and many of the customers were non-convincible in case of brand mentioned in the prescription, the store was facing stock-out problems. This is one of the reasons for decreasing frequency of visits. This was the main reason that 19% of respondents were denying to recommend someone to buy medicines from Deendayal stores.
2. **Availability:** Most of the respondents have faced issue of non-availability but there are two types of non-availability. One is non-availability of specific brand prescribed by doctors while the second type of non-availability is non-availability of specific molecule. Here in our case we can derive from the graph that issue of non-availability is decreasing because of timely supply of previously non-available essential drugs.
3. **Accessibility:** Almost all the medicines available at Deendayal Store are offered with at least 30% of discount which may extend up to 90% which itself masks the problem of accessibility. Problem of accessibility may vary with the age.
4. **Adaptability:** From the data obtained we can come to know that doctor's support is one of the major reason for increasing adaptability of Deendayal Stores. Price is second most reason for adaptability of Deendayal Stores.
5. **Affordability:** All the respondents are admitting that they are getting at least 30% discount on any medicine available at Deendayal store which is the salient feature of this scheme. Affordability is directly related to the Customer Satisfaction which indicates higher Customer Satisfaction level because of higher affordability.

7. RECOMMENDATIONS

1. There is need to improve upon rigorous IEC (Information Education Communication) activities. One area to work upon is to spread more awareness on Generic medicines and another is about opening of Deendayal Stores.
2. During study it was found that people residing in rural areas should have easy accessibility of this affordable pharmacy stores as they have very limited exposure of medical stores in rural areas. So it is recommended that more and more Deendayal Stores should cater to rural population.
3. Customers are coming from various disciplines and their understanding levels are different from each other. It is required to have some kind of Capacity Building Sessions for Pharmacist to train them to improve convincing power, interpersonal skills, communication skills etc.
4. To address issue of non-availability, it is required to adapt new methods for procurement, storage and supply of medicines.

ANNEXURE 1

Questionnaire

Basic Details

Name of respondent: _____

Gender:

- Male
- Female

Age:

- < 20 years
- 20-30 years
- 30-45 years
- > 45 years

Occupation:

- Student
- Employee
- Business-person
- Homemaker
- Senior Citizen

Income Level:

- < 1 lac
- 1 lac-3 lac
- 3 lac-5 lac
- > 5 lac

ACCEPTABILITY

Number of visits after opening of store:

- Second time
- 3 times
- 4 times
- 5 times
- More than 5 times

Will you recommend someone to buy medicines from Deendayal Prime Minister Jan Aushadhi Store?

- Yes
- No

AVAILABILITY

Have you ever face non-availability of medicines because of Stock-outs?

- Never
- Once
- Twice/Thrice
- Always

Does the pharmacist provide some guidance regarding medication at Deendayal Store?

- Never
- Sometimes
- Often
- Always

ACCESSIBILITY

How much is the distance of Deendayal Store from the place of requirement of medicine?

- < 2 km
- 2-5 km
- 5-10 km
- > 10 km

ADAPTABILITY

What is the reason for switching from previous drug provider? (Most Preferably)

AFFORDABILITY

How many percent of money have you saved after buying from Deendayal Store than buying from other/ previous drug provider?

- 30-50 %
- 50-70 %
- 70-90 %

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