

Hygiene Needs Of Women -



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Introduction:

- ▶ Menstruation is a Biological Phenomenon and it marks the beginning of the reproductive life in which the discharge of Blood and mucosal tissue occurs from the inner lining of the uterus through vagina. The menstruation depicts that a Girl has attained the Stage of Puberty.
- ▶ The onset of menarche usually begins between 11 and 15 years of age with a mean of 13 years of age.
- ▶ Menstruation is still considered to be something which is unclean and holds various myths and beliefs which also include socio-cultural context, educational background, personal preferences etc.
- ▶ Due to low economic strata, women/adolescent girls being compelled from the situation, follow unhygienic measures during their menstruations.

Why Women suffers from recurring Vaginal infection and UTI?

- ▶ Women who cannot afford to buy Sanitary Pads, use torn piece of cloths which is totally unhygienic and can cause rashes around Perineal Region and even dirty or soiled cloth intimate with the body for longer duration and give birth to Reproductive tract infections.
- ▶ The higher proportion of Reproductive tract infections remains untreated and undiagnosed due to which many problems are arising which includes HIV transmission, pelvic inflammatory diseases etc.
- ▶ The Reproductive tract infections includes Bacterial vaginosis (BV), vulvo-vaginal candidiasis, and Trichomonas vaginalis.
- ▶ Poor intimate hygiene affects women and most of the girls are not even aware of the menarche as they are poorly informed about menstruation.
- ▶ Poor Perineal hygiene care may give rise to some other consequences like puerperal pyrexia, Perineal infection by haemolytic streptococci and other infections which can render genital tract infection.
- ▶ A third of women suffers from UTI before 24 years of age and half develops at least one episode till 35 years of age

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- ▶ Antibiotics used to treat these infections decreases the number of healthy bacteria lactobacilli in the urinary system and may antimicrobial resistance.
- ▶ To get rid of this, probiotics may be a better option as an alternate for antibiotic therapy.
- ▶ Probiotics works by binding with uroepithelial cells and suppress the growth pathogens, and biosurfactant secretion. The oral administering of lactobacillus therapy can restore these bacteria in the urinary tract following intestinal colonization. Probiotics are termed as live microorganism which are administered to restore the healthy bacteria. The probiotics are administered orally or applied to the Perineal region to restore

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- ▶ Most girls are performing harmful practices like
 - 1) using dirty or soiled cloth for menses.
 - 2) using Pads for more than 6 hours without even changing it.
 - 3) using Soaps which consist of harmful chemicals, artificial perfumes, antiseptic etc .
 - 4) vaginal washes for longer period of times without consulting gynaecologists.
 - 5) wearing tight clothes or undergarments.

Feminine Hygiene Care Products used by women:



Research Objective:

- ▶ The Objective of this review is to evaluate the role of Perineal Hygiene Practices in women especially in UTIs.
- ▶ To assess the Knowledge and Practice of Probiotics.

Research Methodology -

- ▶ **Type of Research:** Descriptive Study
- ▶ **Data Collection:** Focus Group Discussion was organised to review the questionnaires. Pilot Study was performed to smooth out the difficulties to administer the main survey. Primary data was collected from the Women/ menstrual girls throughout the Pan India. Secondary data was collected from PubMed Articles, Published journals, etc.
- ▶ **Duration:** 2 months (1/04/2020 – 30/05/2020)
- ▶ **Sample Size:** 122 (21 Gynaecologists and 101 Women of different age group ranges from 20 to 49)
- ▶ **Data Analysis:** The data analysis had been done by using Microsoft Excel.

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- ▶ **Inclusion Criterion:** Adolescent girls and menstruating women are included in this study (age ranges from 20 to 49).
- ▶ **Exclusion criterion:** Women who had not undergone menarche yet, who had attained menopause and who had hysterectomy were excluded from this research.
- ▶ **Study Area:** Pan India.
- ▶ **Data Collection Method**
 - : ▪ **Primary Data Collection:** A Pretested Structured Questionnaires was framed for Data Collection, separately for menstruating women/adolescent girls and Gynaecologists.
 - **Secondary Data Collection:** Journals, PubMed Articles, Books etc.

Data Interpretation:

[Internship Report Data Interpretation.pdf](#)



Conclusion:

- ▶ Recurring Urinary tract infection and vaginal infection impair the quality of life of women and antibiotic therapy make it more worsen by developing antibiotic resistance in the patients.
- ▶ The alternative therapy to get rid of this infection is using Probiotics. The evidence is scanty for the same, but they are safe and more tolerable than antibiotic treatment.
- ▶ According to the data collected from Gynaecologists, 71% Gynaecologists are agreeing with the use of Probiotics in the treatment of vaginal infection and Urinary tract infection and only 57% Gynecologists advised their patients to use the same.
- ▶ But on the contrary, Maximum women are not having any knowledge about Probiotics nor even they heard about it according to the data collected.
- ▶ Only 11% women said that doctor has advised them to take Probiotics and only 11% women use Probiotics as OTC. The data is not satisfactory.

Conclusion....

- ▶ Similarly, maximum (41%) Gynaecologists mentioned lack of intimate hygiene care a reason for recurring of infection and 47% gynaecologists are agree for using intimate care products.
- ▶ Few Gynaecologists told that washes should not be used for longer periods. Generally, when they prescribe these perineal products to the patients, they keep using it without consulting them for months and so it alters pH of natural environment of vagina and causes more harm. Ointments containing steroids should not use >7 days, but these are OTC products and chemists gives it without prescription. Partner's hygiene is important too and should be treated simultaneously. Young girls should be taught proper washing of Private parts from front to back not back to front. Sanitary Pads should be changed after every 6 hrs and drinking water or liquids should be encouraged to avoid dehydration and to get rid of infections in women. One also mentioned that some school has started giving water break to improve drinking water habits in children.

BECOME A MARKETING SPECIALIST

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Become a Marketing Specialists

- 1) Marketing Foundation
- 2) Branding Foundation
- 3) Marketing Foundation: Competitive Market Analysis
- 4) Advanced Branding
- 5) Marketing Foundation: Value Proposition Development
- 6) Marketing Foundation: Consumer Behaviour
- 7) Marketing Foundation: Customer Decision Journey
- 8) Marketing Foundation: The Marketing Funnel
- 9) Ideation for Marketers
- 10) Marketing Foundation: Integrated Marketing Strategy
- 11) Project Management Simplified
- 12) Learning to write Marketing Copy
- 13) Growth Hacking Foundations
- 14) Writing a Marketing Plan

1) Marketing Foundation:

- ▶ Marketing is about changing beliefs in the minds of customers, creating prospects into loyal customers.
- ▶ Necessity of Marketing Plan before marketing any New Product.
- ▶ Marketing also includes making customers believe that our product or services are good and delivers a better value than the competitors. Smart companies invest in marketing to position their products or services.
- ▶ Marketing planning has four phases –
 - 1) Analysis
 - 2) Strategy phase
 - 3) Tactical phase
 - 4) Measurement

2) Branding Foundation:

- ▶ The power to determine the success of our business. Brand is about how our customer perceive us at every touch points.
- ▶ Brand is about how our customer perceive us at every touch points.
- ▶ A SWOT analysis is needed to figure out strength, weakness, opportunities, and threats, to figure out and determine where we best in the marketplace.
- ▶ Brand persona is also another thing about brand's unique personality which helps to target customers to better understand the brand.

3) Marketing Foundation: Competitive Market Analysis:

- ▶ helps in the collection of the information of the competitors and strategizing which will help in creating and maintaining the competitive advantage.
- ▶ Many things are to be kept in mind like –
 - 1) It needs more and more other researches to know the customers due to changes in the market and so do the player also changes.
 - 2) needs working on revealing about competitor's information, about their challenges that they are facing in the market.
 - 3) experts are required to conduct research, capture data, analysing information, and to assess competitor's activities to guide our marketing strategies.
 - 4) For marketing plan, competitive analysis is very important. This will help in analysing the competition about how are they excelling in the market, what they are doing to reach, engage with the customers and close the sale, are customers praising their products or complaining about their experiences.

4) Advanced Branding:

- ▶ It means thinking about what distinguishes your company from the rest and incorporating it into every single touchpoint of the business: design, messaging, marketing and PR, and company vision. Identify the purpose of a **brand**.
- ▶ Brands attached with Product or services triggers a psychological response and is associated with emotional experiences, beliefs, and attitude, they are connected to an experience and this help them to choose that brand repeatedly.

5) MARKETING FOUNDATION: VALUE PROPOSITION DEVELOPMENT

- ▶ Value Proposition deals with the promises that a company make to deliver to customers.
- ▶ An effective value Proposition summarizes customer about why they should purchase from you and helps customers in understanding the value of company's product and services.
- ▶ Strategy that truly motivates their prospects to buy from them and remain loyal to them.
- ▶ To enhance the market experience, it is important to clearly communicate about the benefits they will receive and to minimise the Perceived costs for your lead or customers. Costs and benefits include tangible and intangible aspects.
- ▶ LIFT Model is used which helps the marketers understand the customer's perspective instead of thinking from the Business point of view. LIFT Model consists six factors – Relevance, clarity, value preposition, anxiety, distraction, urgency.

6) MARKETING FOUNDATION: CONSUMER BEHAVIOUR

Consumer Behaviour is all about to know the processes that the customers use in choosing products to satisfy their needs and this makes company more competitive

Marketing actions are taken to analyse and forecasting a market to understand the business potential.

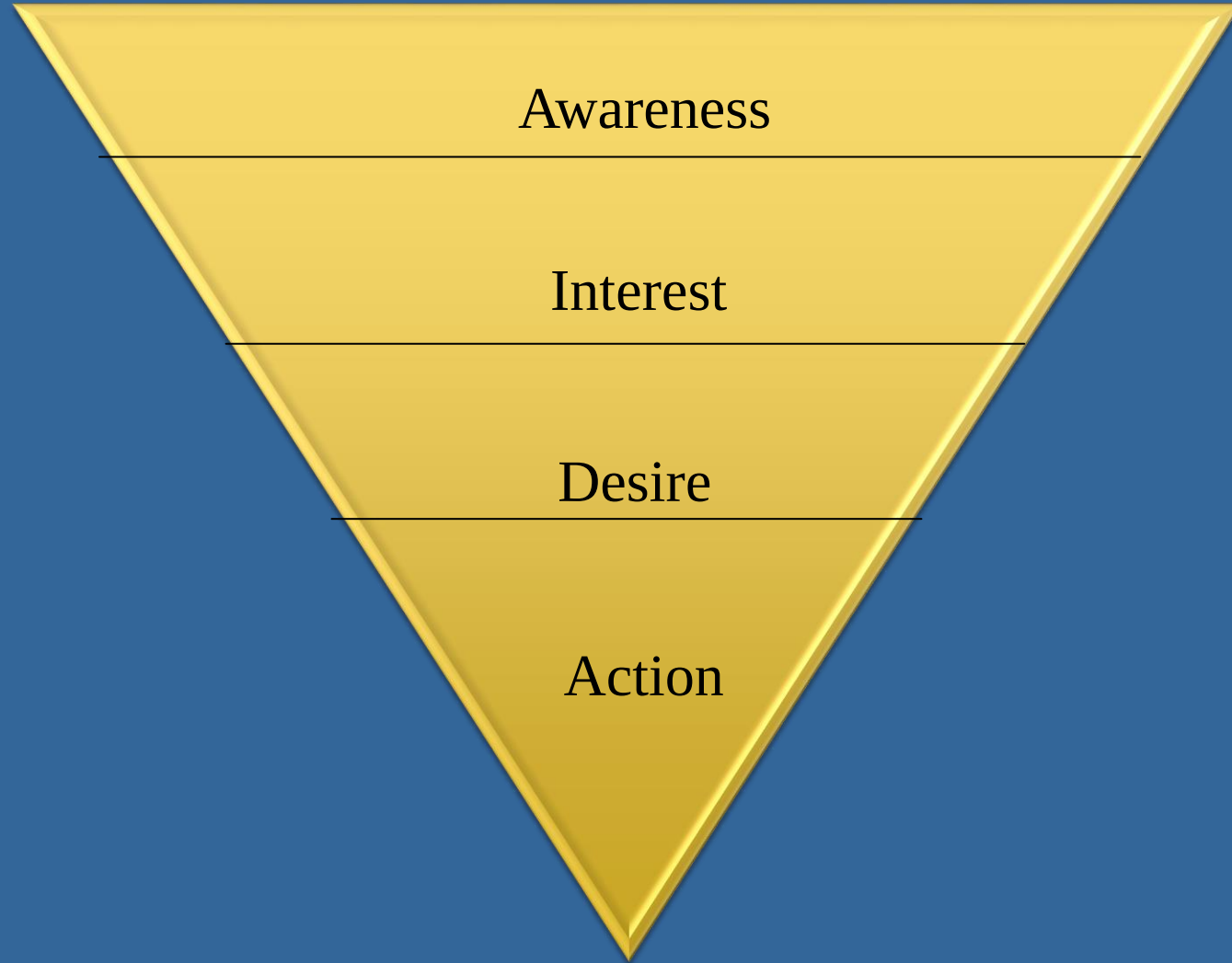
Effective marketing needs to understand about how to induce motivation in a customer's mind for the transition from needs to wants or by activating needs and directing wants.

7) MARKETING FOUNDATIONS: CUSTOMER DECISION JOURNEY –

- ▶ Involves visual representation of the customer's mindset about various stages of the decision process.
- ▶ These stages represent the customer's point of view about what they are thinking, their needs and emotions, whole experience of the customer from initial brand awareness through purchase, and importantly after the purchase to reach customers at the moments that most influence their decisions
- ▶ Decision journey will clearly articulate customer's behaviour and mindset.
- ▶ Marketing is dynamic in nature and need to update customer decision journey to stay ahead of the competition for creating loyal advocates. This loyalty journey has six stages –
 - 1) Consideration –
 - 2) Evaluation –
 - 3) Purchase -
 - 4) Post-Purchase Experience –
 - 5) Advocate –
 - 6) Bond -

8) Marketing Foundation: The Marketing Funnel

AIDA Model



9) IDEATION FOR MARKETERS

- ▶ Generation of new ideas and innovations in product or services is much needed to keep customer engaged.
- ▶ Brainstorming plays a significant role for finding and generating creative solutions to problems and helps to fuel more and more ideas until breakthrough.
- ▶ There are four basic rules for brainstorming –
 - 1) Focus on quantity -
 - 2) Defer judgement -
 - 3) Welcome far-fetched ideas -
 - 4) Build on the ideas –

10) MARKEITNG FOUNDATIONS: INTEGRATED MARKETING STRATEGY –



Integrated marketing is a holistic approach for creating seamless experience with no gaps for consumers to interact with the brand.



Integrated marketing is about making sure to be consistent in marketing both offline as well as online.



To develop a successful integrated marketing strategy, we need to plot all customer touch points with our brand across the customer lifecycle.



This will give an idea of forming the lists of channels that we will have to integrate and align with the same messaging.

11) PROJECT MANAGEMENT SIMPLIFIED –



Project management is the transferrable skills.



To plan and run any projects in any industry to deliver it at time and on budget, project management is needed.

Steps to manage Project Successfully

- 1) Define clearly what the project is.
- 2) List all the tasks to be done sequentially to form the base for the rest of the planning process.
- 3) Write the tasks in right order or make critical path diagram.
- 4) To add safety margin that we are not going to let our customers down.
- 5) Step five is about what we can do if the total time comes out as being too long to be acceptable. This is known as crashing your project plan.
- 6) Gantt chart
- 7) Resources
- 8) Risk
- 9) Monitor Progress
- 10) Monitor cost
- 11) Re-adjust the plan
- 12) Review

12) LEARNING TO WRITE MARKETING COPY –

► Copywriting is a strategy, about writing copy for the marketing or advertising.

► Types of marketing copywriting –

1) Collateral – All the media one must produce to engage in marketing. For example – brochure, direct marketing piece, poster script, one-liner (business cards, social media posts) and product description.

2) By medium – To circulate the messages through various platforms. For instance, online, print or radio etc.

3) By style – There is some style for different tactics such as teaching, the straight shot, the hard sell.

13) GROWTH HACKING FOUNDATIONS -

- ▶ Growth hacking is improving the trajectory of any business by using new model, methodology, and mindset.
- ▶ It includes conducting experiments across whole customer journey to increase customer and growth in the revenue
- ▶ Growth hacking delivers four goals –
 - 1) whenever marketing and product working hand in hand, one begins to see opportunities for enhancing growth.
 - 2) To leverage rapid experimentation, one need to be testing ideas across the entire customer journey, especially within the product team, where one has valuable levers, such as onboarding, upselling, and retention.
 - 3) To adhere to the metrics. One must be data driven and be capturing, analysing the data always.
 - 4) To foster a culture of grit.

14) WRITING A MARKETING PLAN –

- ▶ Effective marketing plan will help in marketing a new product or services
- ▶ guide sequentially about how to execute, run, and even coordinate the marketing programs.
- ▶ To write marketing plan, there are 5 steps –
 - 1) Situation analysis –
 - 2) Strategy -
 - 3) Tactical -
 - 4) Implementation -
 - 5) Financial -

Thankyou