

Part – 1
Summer Internship Report 2019 - 21

SUMMER TRAINING PROJECT

HYGIENE NEEDS OF WOMEN

RESEARCH PROJECT

By

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MBA-PM (11)

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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 (Santra, 2017). The onset of Puberty in the female (menarche) usually begins between 11 and 15 years of age with a mean of 13 years of age. This is the phase during which Bleeding occurs and the duration of menstruation lasts on the average 3-5 days (minimum 2 days, maximum 7 days) every month till menopause which is cessation of ovarian cycle(menses) which arises in women around the age of 45 to 50 years (A Dasgupta, 2008). 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. 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 can give birth to Reproductive tract infections (K Baisley, 2009). Menstrual Hygiene is termed to be ensuring of following Proper Hygiene measures to cope up during their menstrual flow every month, to use clean materials (soakage materials like sanitary pads) to collect blood and changing with the frequency. The issues related to menstrual hygiene requires an action from the Department of Education, Health, Women, and Child Development and Water sanitation Hygiene (WASH) (Shantanu Sharma, 2020). Urinary tract infection are one of the frequently occurring clinical bacterial infection in women and severe public health issue worldwide. Pathogens are the reason for it and the most common among them is Escherichia coli, Klebsiella pneumoniae, Proteus mirabilis, Enterococcus faecalis and Staphylococcus saprophyticus and recurrent UTIs are caused mainly by the reinfection due to the same pathogens (E. Stefaniuk, 2016). Globally women/adolescent girls develop their own way to manage menstruation period. This can also be totally dependent on the personal preferences, local traditions and restrictions being imposed on them which compel them to follow unhygienic ways. Improper access to sanitation facilities, using wet undergarments which can develop vaginal yeast infection, can cause inflammation of the vagina and vulva, and can give rise to excess itching, rashes, burning sensation during urination, bad or fishy odour, and also causes vaginal discharge that can get worsen if left untreated. The vagina consists of healthy balance of bacteria and yeast. The hormone oestrogen helps bacteria called lactobacilli to grow. The lactobacilli kill harmful organism in the vagina and keep it healthy. When this balance gets disturbed, overgrowth of fungus occurs called candida which leads to formidable risk of infections (K Baisley, 2009). Reproductive tract infections include bacterial vaginosis (BV), vulvo-vaginal candidiasis, and Trichomonas vaginalis (Mitchell, 2004). Bacterial vaginosis being commonest among all RTIs where alteration in the vaginal microbiome happens, replacing Lactobacilli with excessive growth of anaerobic bacteria. But usually inflammation does not occur in Bacterial vaginosis (Deborah B Nelson, 2008).

LITERATURE REVIEW:

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. Bacterial vaginosis is the commonest among all RTIs wherein disruption of natural flora occurs which prone to infections ([Vanitha Durai, 2019 Nov 15](#)). Poor intimate hygiene affects women and most of the girls are not even aware of the menarche as they are poorly informed about menstruation. Various restrictions are imposed on them as various cultural and religious beliefs are followed by people. These norms serves as hinderance in the path of following good menstrual hygiene practices. ([District & Mudey, 2010](#)) Practising Poor menstrual hygiene practices can cause consequences which include toxic shock syndrome, reproductive tract infections, and other vaginal diseases ([Anoop Khanna, April 1, 2005](#)). 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. “Peri care” includes washing the genital region and anal region. The intimate region is conducive or susceptible to the growth of unhealthy organism as this area is moist and poorly ventilated. Peri care eliminates infections, odour, promote healing, remove secretions, and provide comfort. Most girls are performing harmful practices like using dirty or soiled cloth for menses or using Pads for more than 6 hours without even changing it, using Soaps which consist of harmful chemicals, artificial perfumes, antiseptic etc for washing perineal region that can alter the pH balance of vagina and leads to dryness, vaginal washes for longer period of times without consulting gynaecologists, wearing tight clothes or undergarments which causes more sweating and give rise to the growth of bacteria and yeast due to poor air circulation, using public toilets which can put women into major risk of causing vaginal infection, urinary tract infections etc ([Mrs. Manisha Gadade, 2018](#)) ([Sumarah & MPH, June 2017](#)). Urinary tract infection generally develops in the lower urinary tract like urethra and bladder and if not timely treated this condition then it gives rise to upper tract infections like in ureters and kidneys. Other consequences which can occur includes cystitis, urethritis, pyelonephritis, ureteritis ([Anuli S. John, 2016](#)). A third of women suffers from UTI before 24 years of age and half develops at least one episode till 35 years of age ([Raymond T. Foster Sr MD, June 2008](#)). But the only major question arises whether to prescribe antibiotics therapy due to emerging antimicrobial resistance globally which causes treatment failure and give rise to recurring infection. ([Matthew E. Falagas, 12 September 2012](#)). Mostly uropathogenic E. coli is the cause of recurring Urinary tract infection. 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 ([G V Zuccotti, 2008](#)). 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

an environment resistant to infections (competitive theory). Although the evidence of effectiveness in vaginal health is scanty ([D. Borchert, 2008 Apr-Jun](#)). The probiotics may be effective if they are a part of an alternative therapy and prophylaxis of urogenital infections and no serious complications is seen in using any probiotics ([Andreas Hiergeist, 2017 Mar](#)).

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.

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 Collection and Analysis:

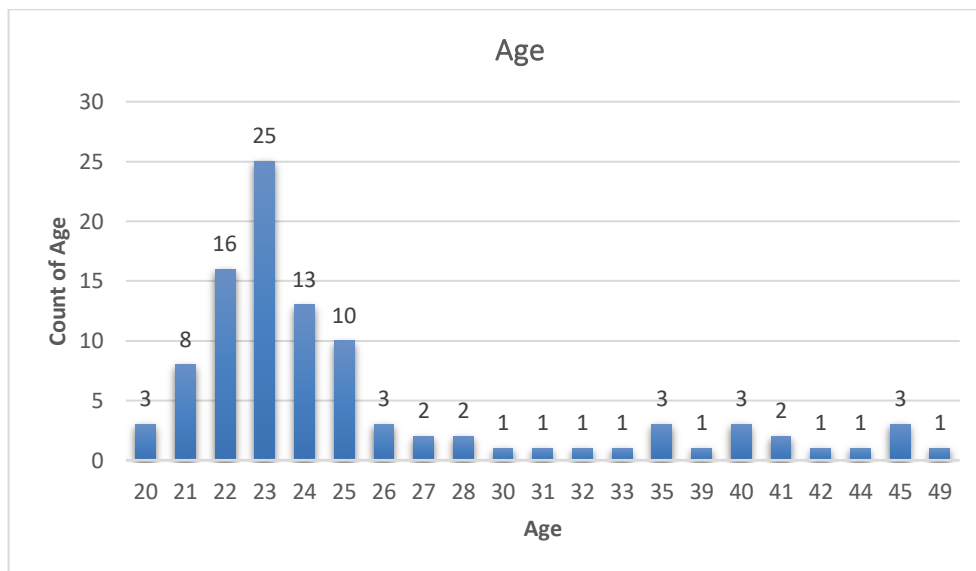
The responses obtained was collected, filtered, and statistically analysed using Microsoft Excel.

Measure of Ethics: Respondents were assured of Privacy and Confidentiality.

RESULTS AND ANALYSIS OF QUESTIONNAIRES FOR WOMEN -

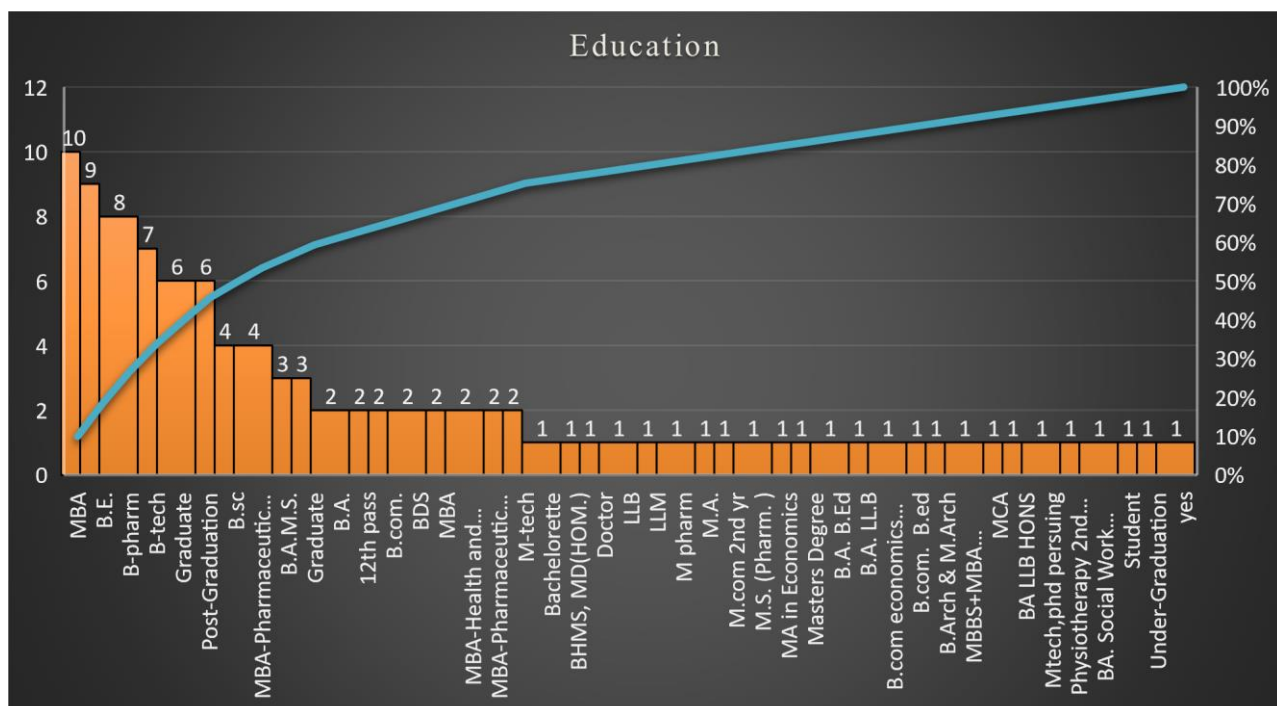
Interpretation -

Below Column chart depicts that, age between 20 to 49 has been taken for this research study to evaluate the role perineal Hygiene care needs in women especially in UTIs and to assess the knowledge and practice of probiotics. 81.1% women are of between 20 – 28 years of age, 3.96% women are between 30 – 33 years of age, 2.97% women are of 35 years of age, 6.93% women are between 39 – 42 years of age, 3.96% women are between 44 – 45 years of age and 0.99% women are of 49 years of age.



Interpretation -

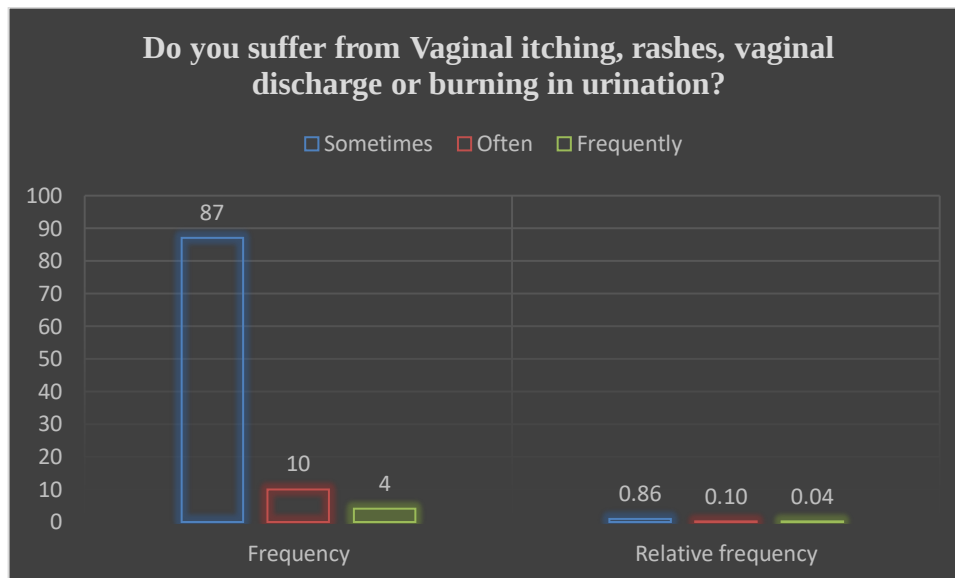
The below mentioned graph is showing education.



Interpretation -

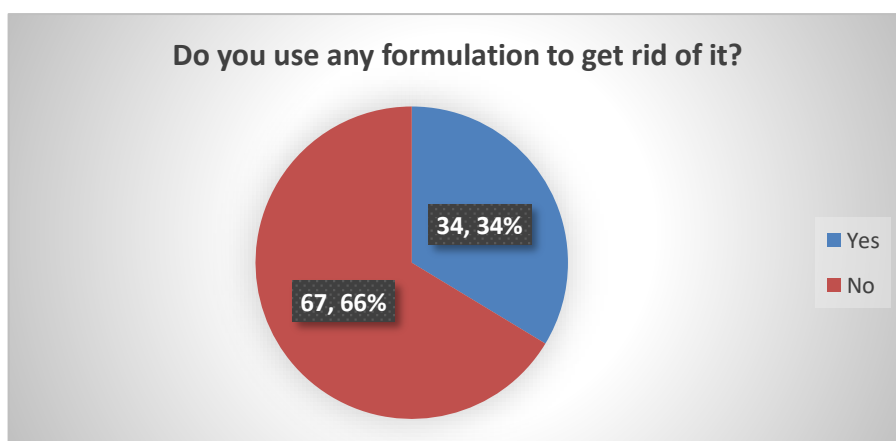
In the below chart,

Out of 101 women, 87 (86.13%) women sometimes suffer from vaginal itching, rashes, vaginal discharge, or burning in urination, 10 (9.90%) women suffer it often and 4 (3.96%) women suffer it frequently.



Interpretation -

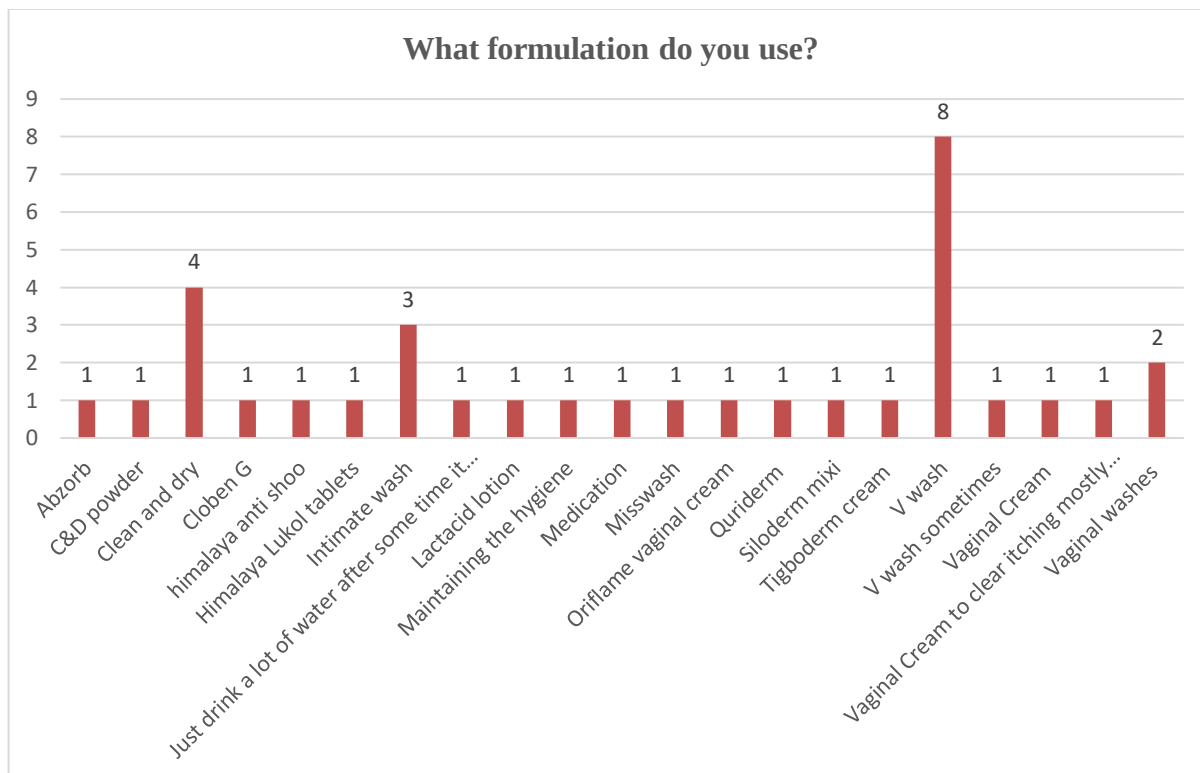
Maximum 67 (66.33%) women do not use any formulation to get rid of vaginal itching, rashes, vaginal discharge or burning in urination, 34 (33.66%) women use formulation to get rid of it.



Interpretation -

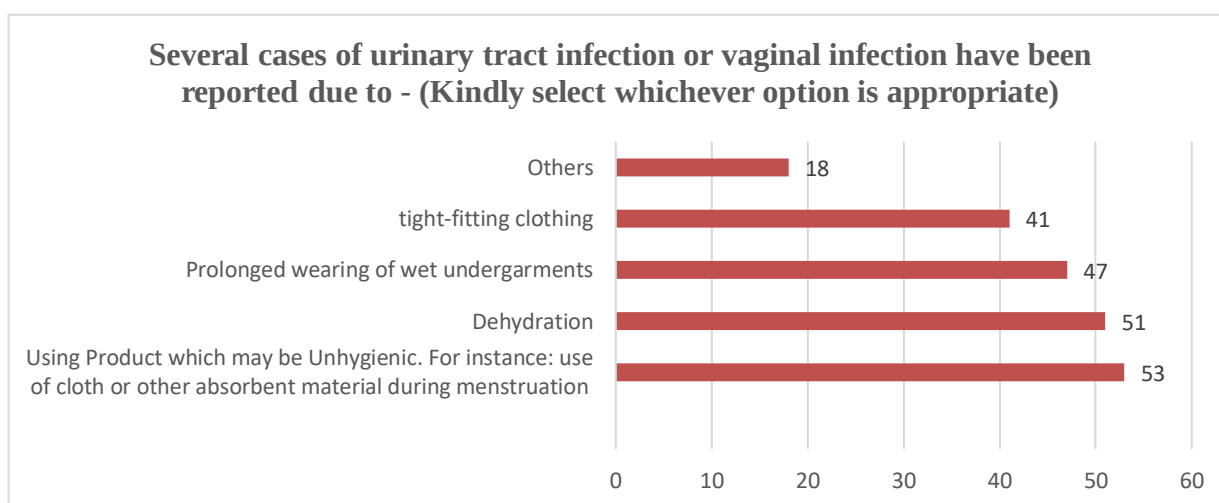
In the below column chart,

Only 34% women use formulation listed below.



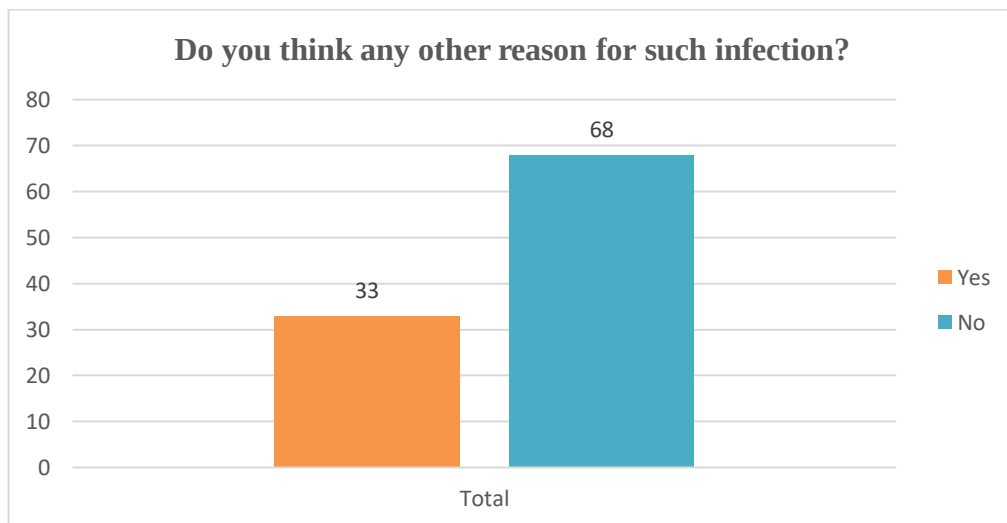
Interpretation -

In the below graph, it is depicting that the cause of infection is using unhygienic product like use of cloth which may be dirty or soiled causes infection, also use of sanitary pads for longer hours give rise to rashes and fishy odour. Women must change pads after every 5-6 hours. Lack of water consumption also leads to infection. Wearing wet undergarments may also lead to the growth of bacteria and yeast. Tight wearing of cloths means poor air circulation, and this would cause excessive sweating and moisture which can give rise to vaginal infection due to growth of bacteria and yeast.



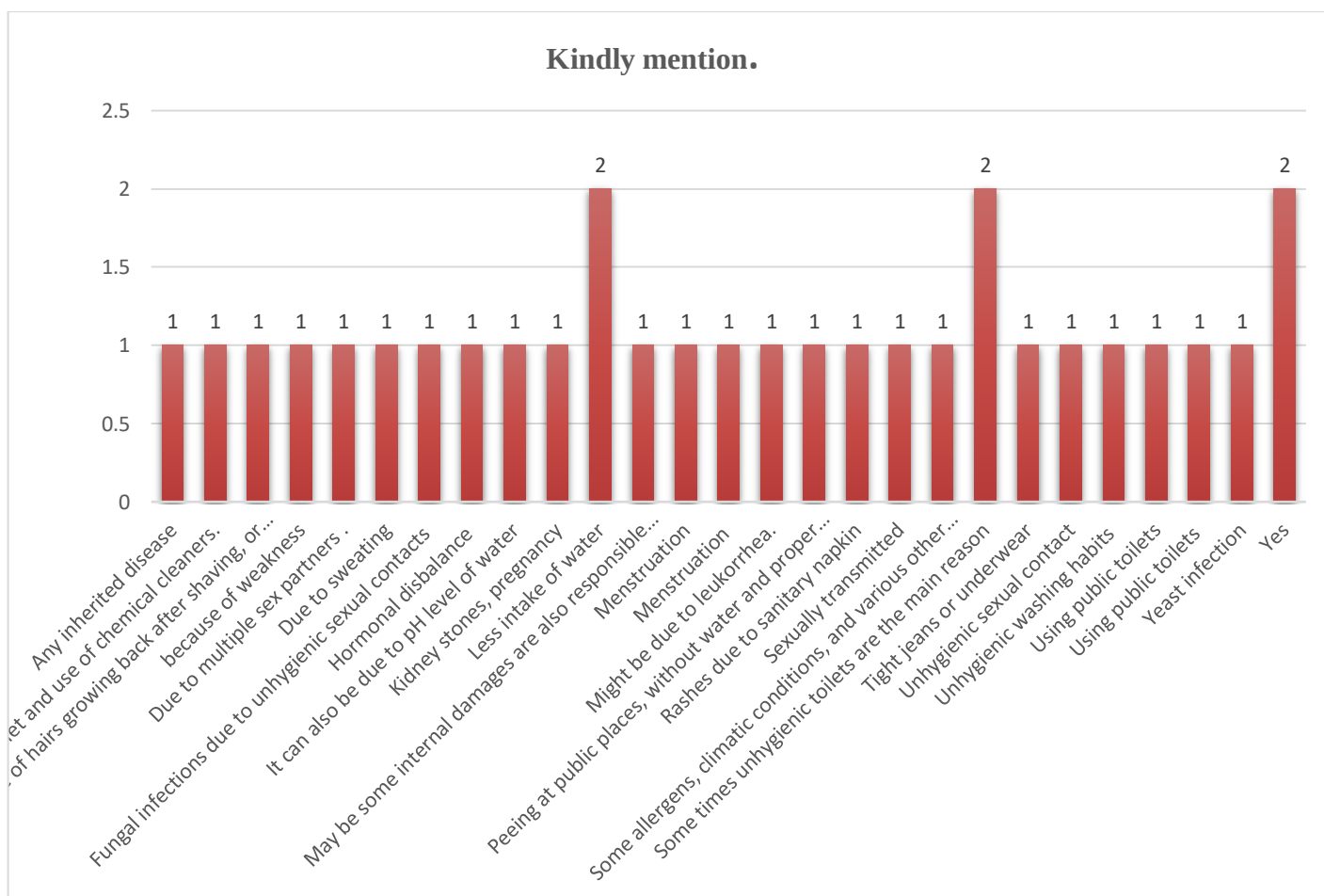
Interpretation -

Out of 101 women, 68 (67.32%) women are not aware of other reason other than mentioned above. Only 33 (32.67%) women are aware.



Interpretation –

The graph is showing other reasons for infection mentioned by 33 (32.67%) women.



Interpretation -

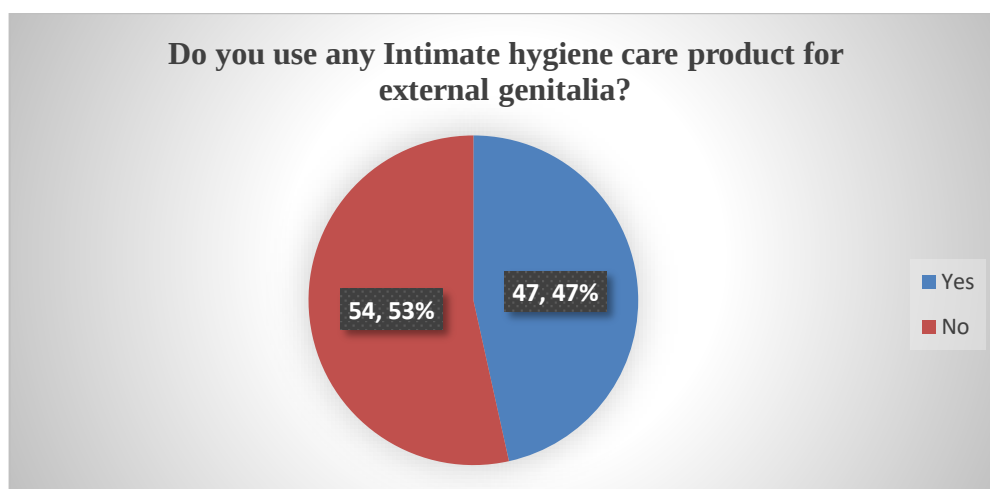
In the below Pie chart,

98% women wash their Perineal region and 2% women do not wash their Perineal region.



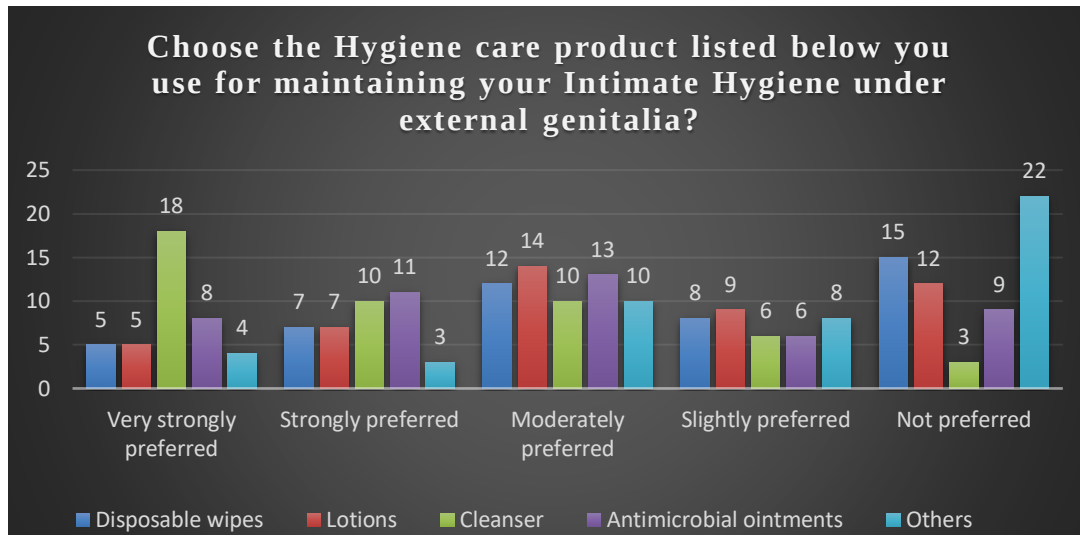
Interpretation –

In the below Pie chart, Maximum (53%) women do not use intimate hygiene care product for intimate region and 47% women use.



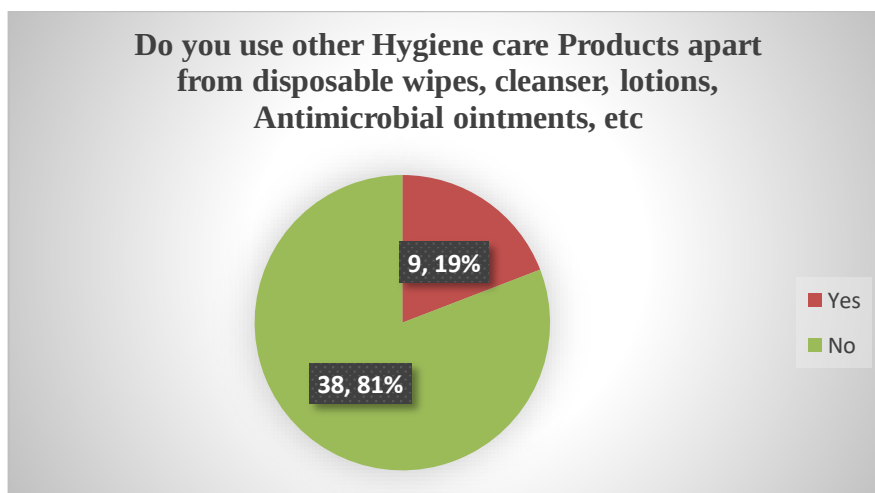
Interpretation –

Below graph depicts that, maximum women do not prefer other Perineal Products, Cleanser are very strongly preferred among women, disposable wipes are not preferred by women, lotions and antimicrobial ointments are moderately preferred by women.



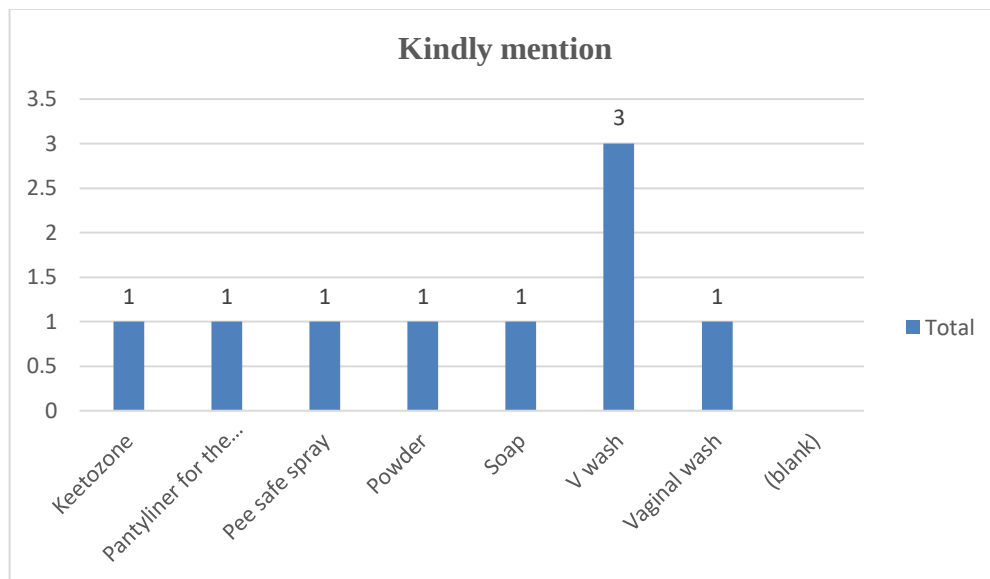
In the below Pie chart,

Minimum (19%) women use other intimate care products apart from disposable wipes, cleanser, lotions, antimicrobial ointments, etc and 81% women do not use.



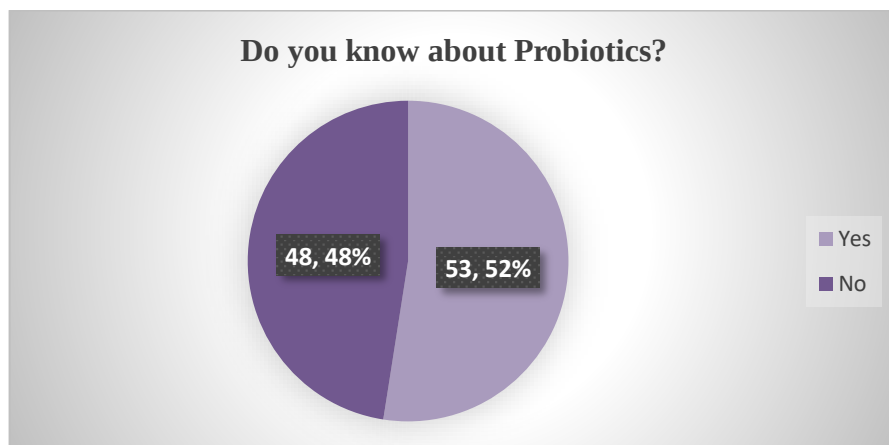
Interpretation -

Below mentioned graph is showing different products used by 19% women.



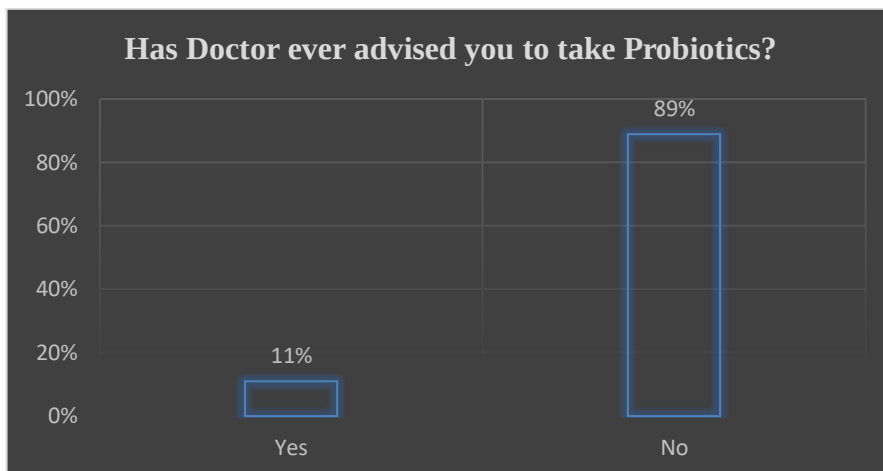
Interpretation -

Maximum (52%) women are aware about Probiotics.



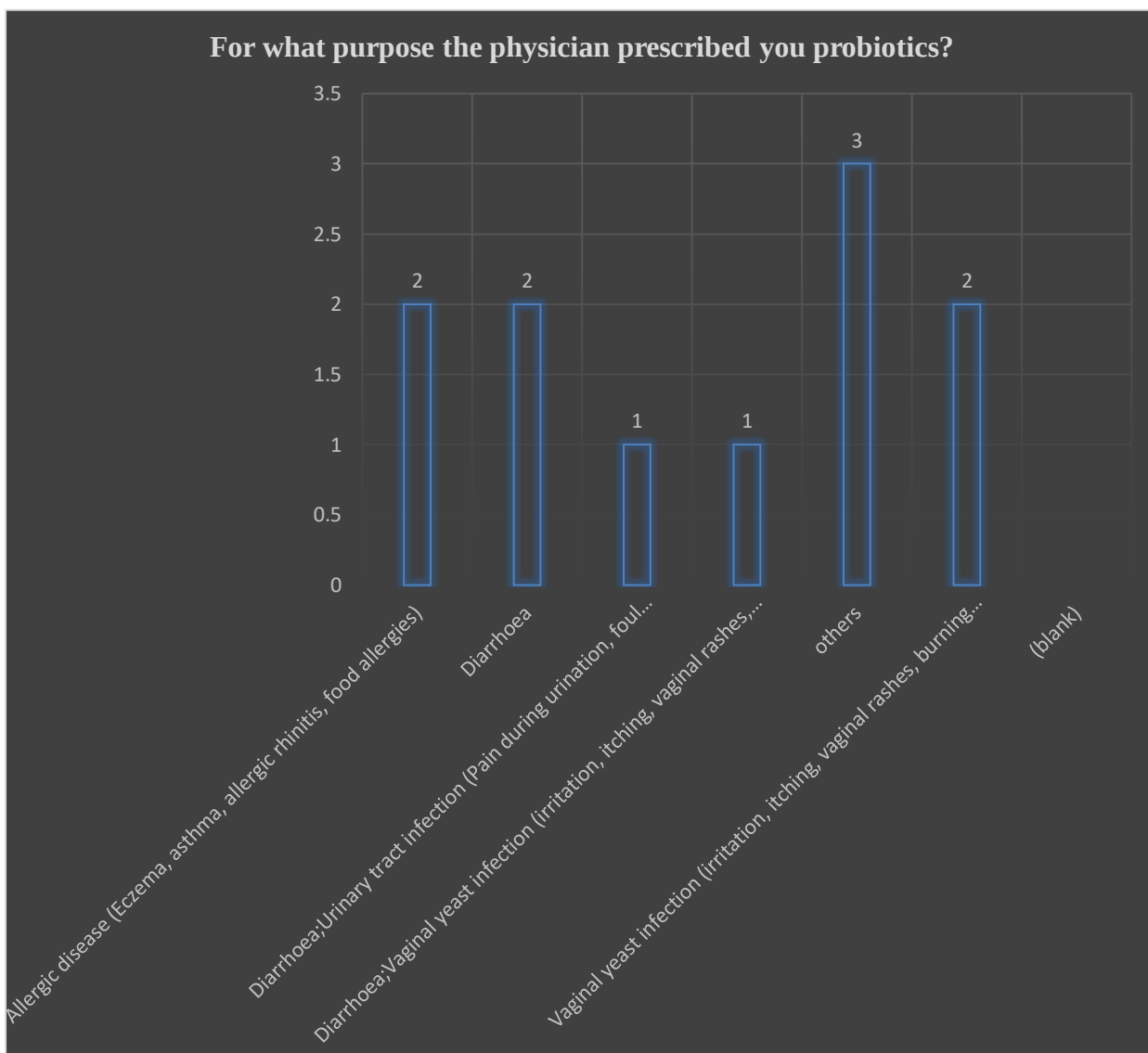
Interpretation - In the below mentioned column chart,

89% women mentioned that doctor never advised them to take probiotics.



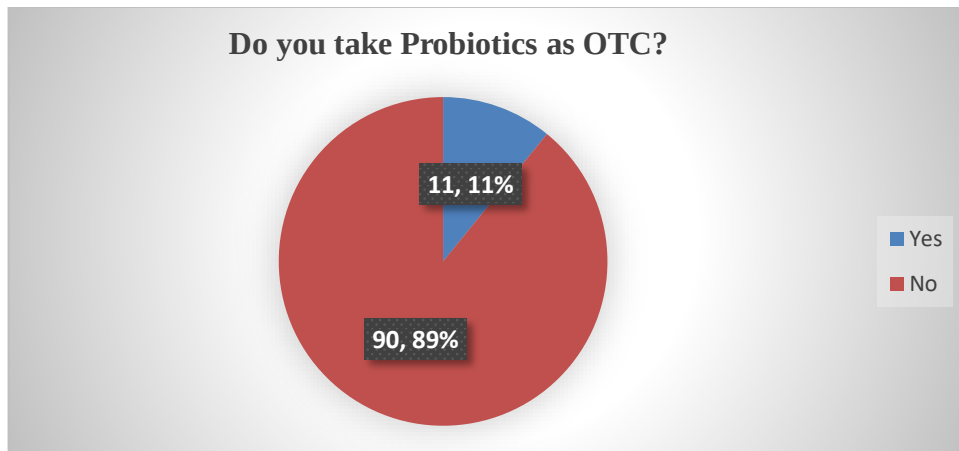
Interpretation – In the below column chart,

Only 11% Doctor has prescribed probiotics to their patients.



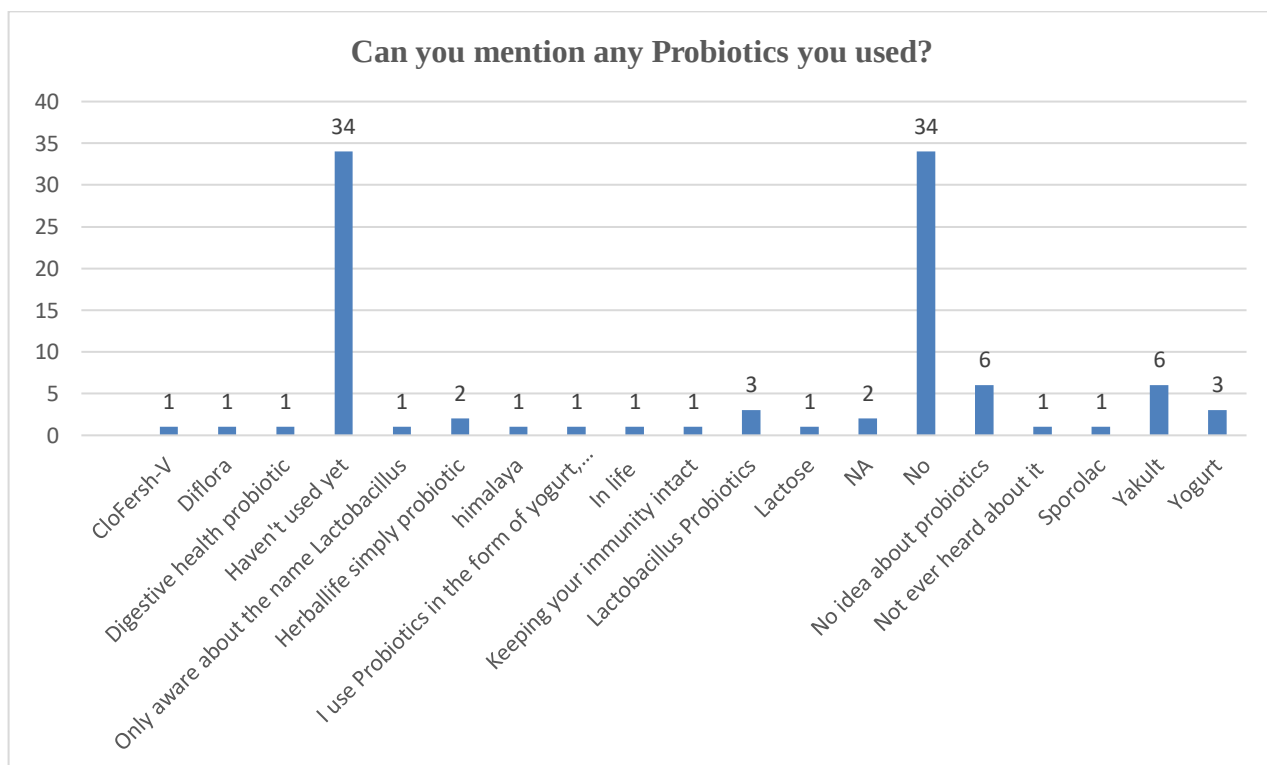
Interpretation-

89% women do not use Probiotics as OTC. Minimum 11% women use probiotics as OTC.



Interpretation -

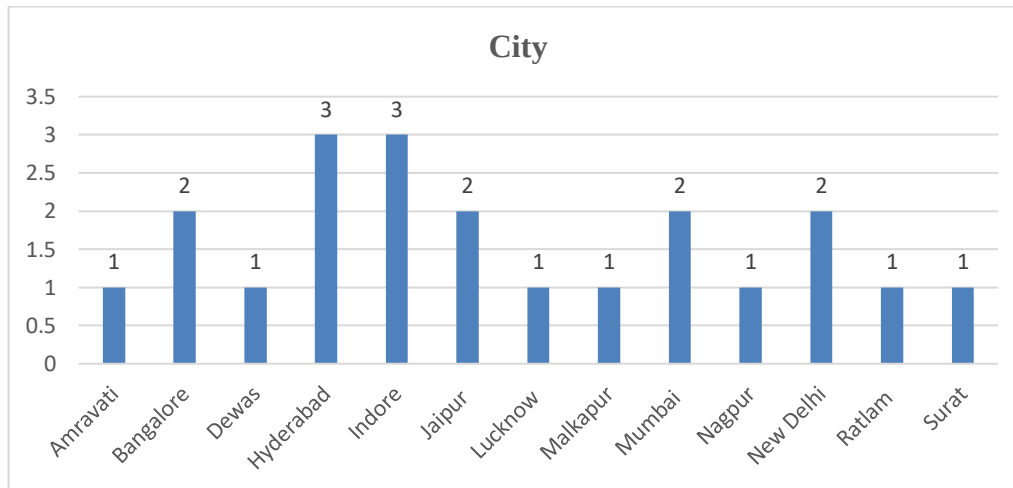
Out of 101 women, maximum 68 (67.32%) women mentioned that they have not used probiotics yet, 9 (8.91%) women have no idea about it, 1 (0.99%) women is only aware about the name of probiotics, only 23 (22.77%) women use Probiotics for intimate care.



RESULTS AND ANALYSIS OF QUESTIONNAIRES FOR GYNAECOLOGISTS -

Interpretation –

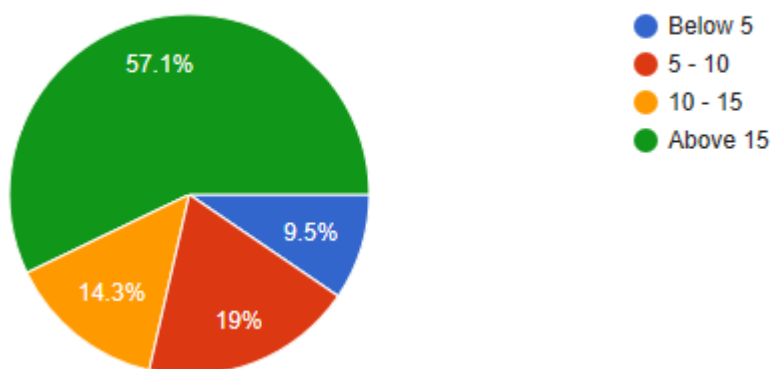
In the below column chart, it is shown that structured questionnaires were circulated to gynaecologists who were from Amravati, Malkapur, Mumbai, Nagpur, Ratlam, Bangalore, Dewas, Hyderabad, Indore, Jaipur, Lucknow, New-Delhi, Surat.



Interpretation –

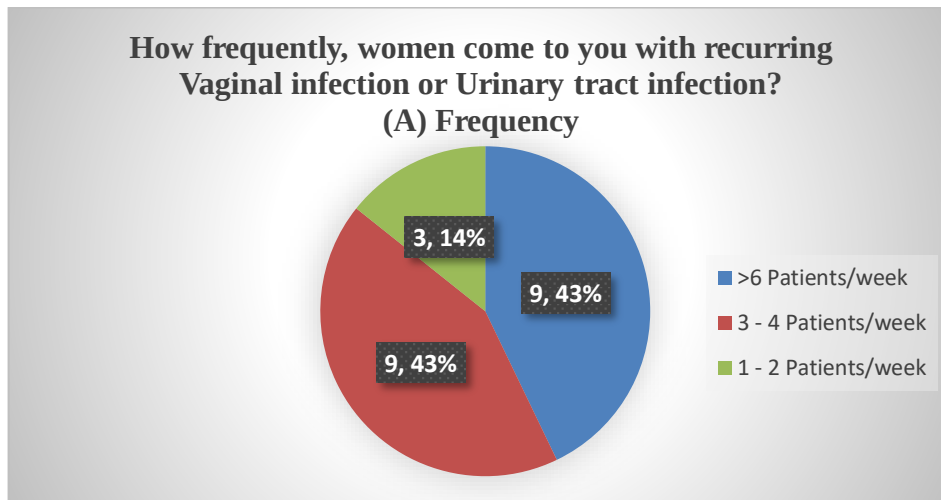
In the below Pie chart,

Maximum (57.1%) Gynaecologists are of above 15 years of experience.



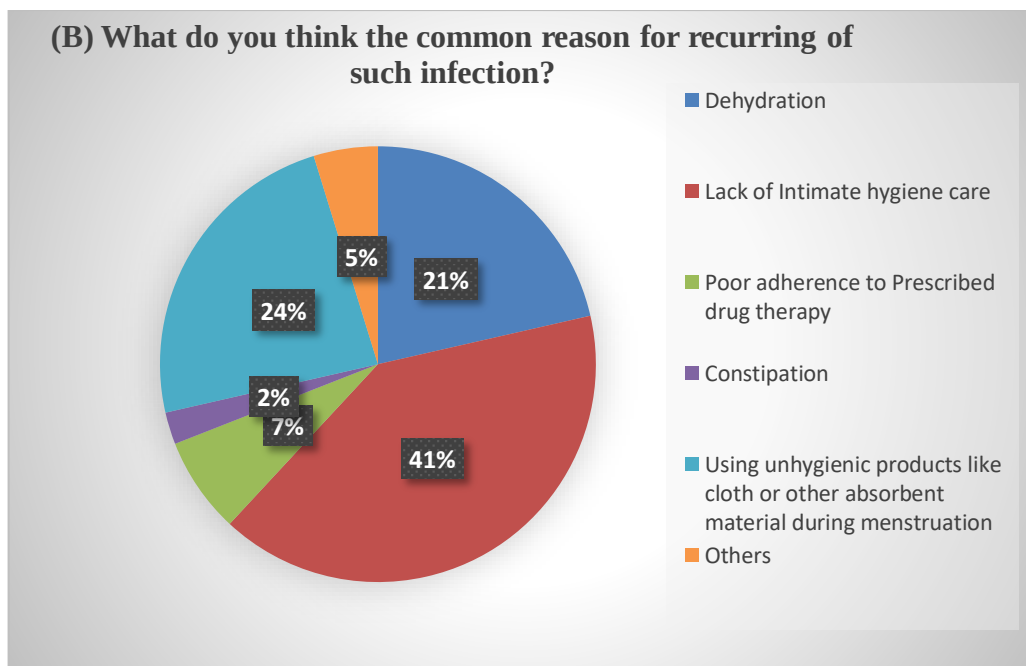
Interpretation -

In this Pie chart, gynaecologists responded that >6 Patients and 3 – 4 Patients/ week visit them regarding recurring Vaginal infection or Urinary tract infection.



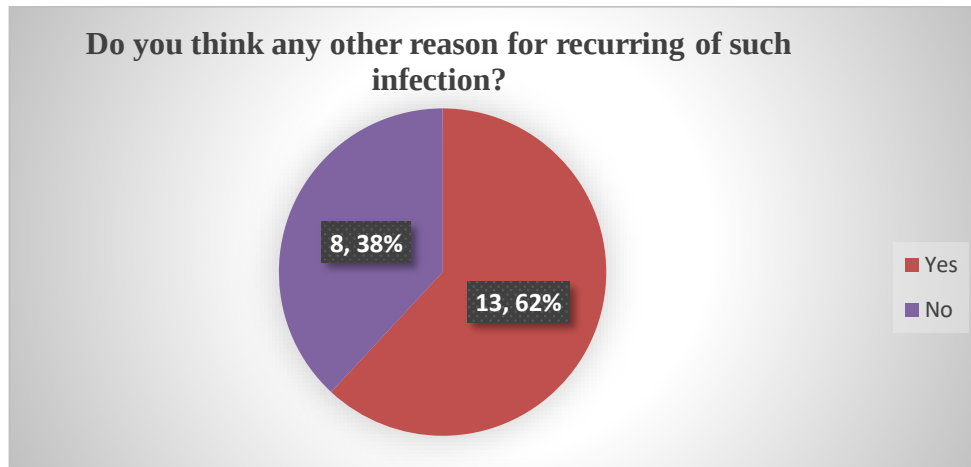
Interpretation -

Maximum 41% Gynaecologists mentioned “Lack of intimate hygiene care”, 24% mentioned “Using unhygienic products like cloth or other absorbent material during menstruation” and 21% mentioned “Dehydration” as common reason for recurring of infections.



Interpretation -

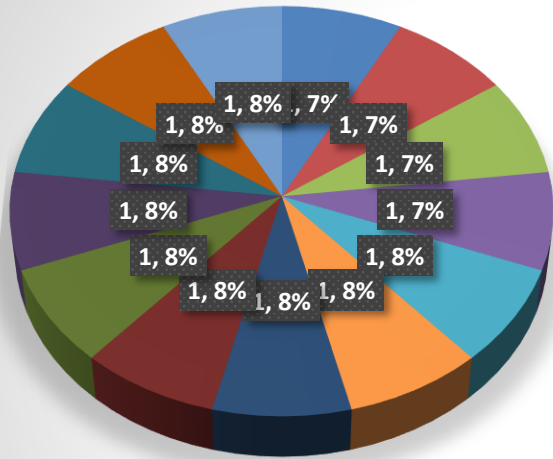
Out of 21 Gynaecologists, 13 (62%) Gynaecologists mentioned other reasons also for recurring of infections and rest 8 (38%) do not know other reason for recurring of such infection.



Interpretation -

In the below Pie chart, Gynaecologists mentioned various other reasons for recurring of infection.

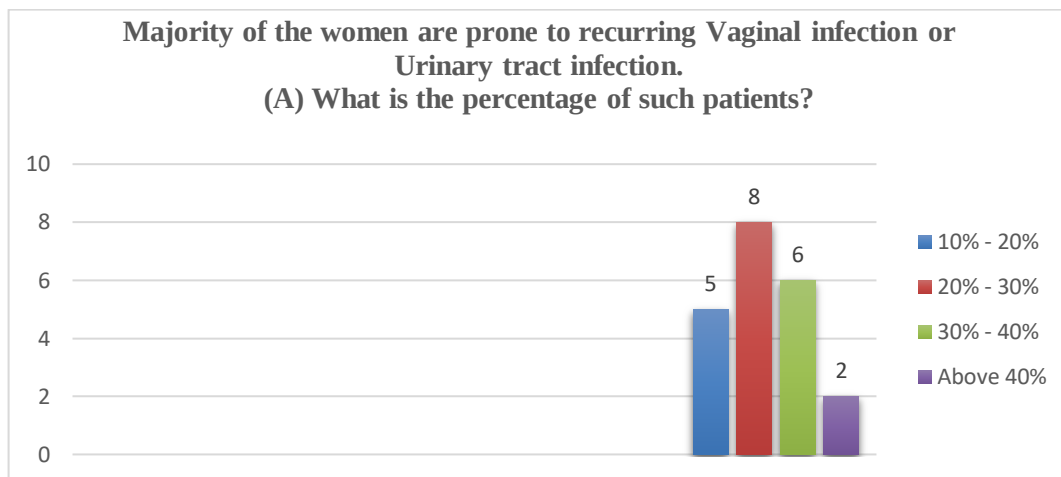
Kindly mention the other reason,, you think for recurrng of such infection.



- Frequent douching of vagina , multiple partners, male partner a source
- Fungal infection
- Improper treatment
- Infection of spouse
- Lack of awareness of early symptoms, delay in treatment and lack of compliance and follow up
- Over use of feminine intimate hygiene products which then alters the vaginal pH
- Pelvic inflammatory disease
- Poor nutrition
- Through sexual contact, Anemia ,
- Unprotected sexual intercourse or using fingers near urinary opening. Without using a jelly definitely leads to UTI in most cases.
- Unsafe sexual practices
- Usage of public washrooms

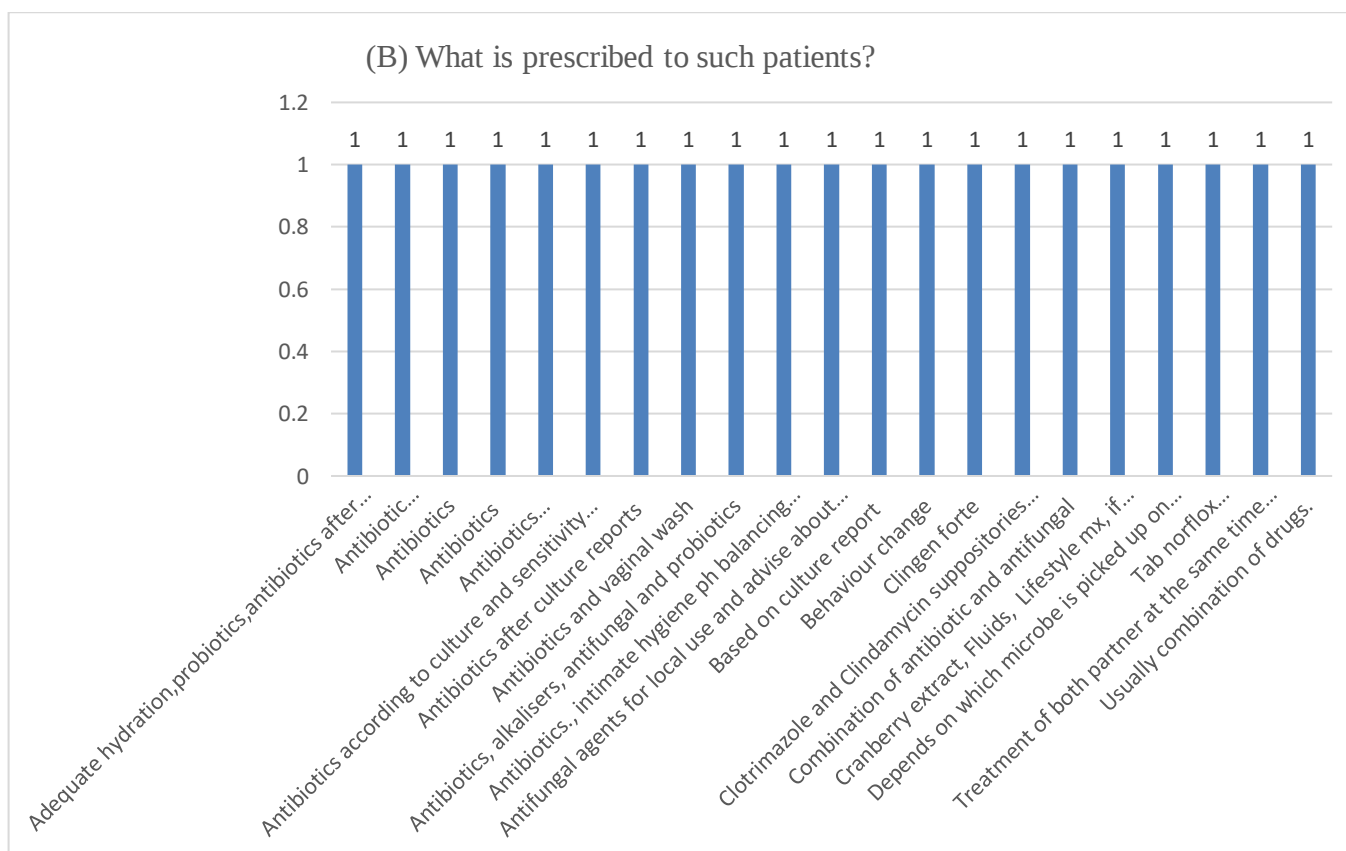
Interpretation -

Majority of the gynaecologists mentioned that 20 – 30% of women are prone to recurring vaginal infection or urinary tract infection.



Interpretation -

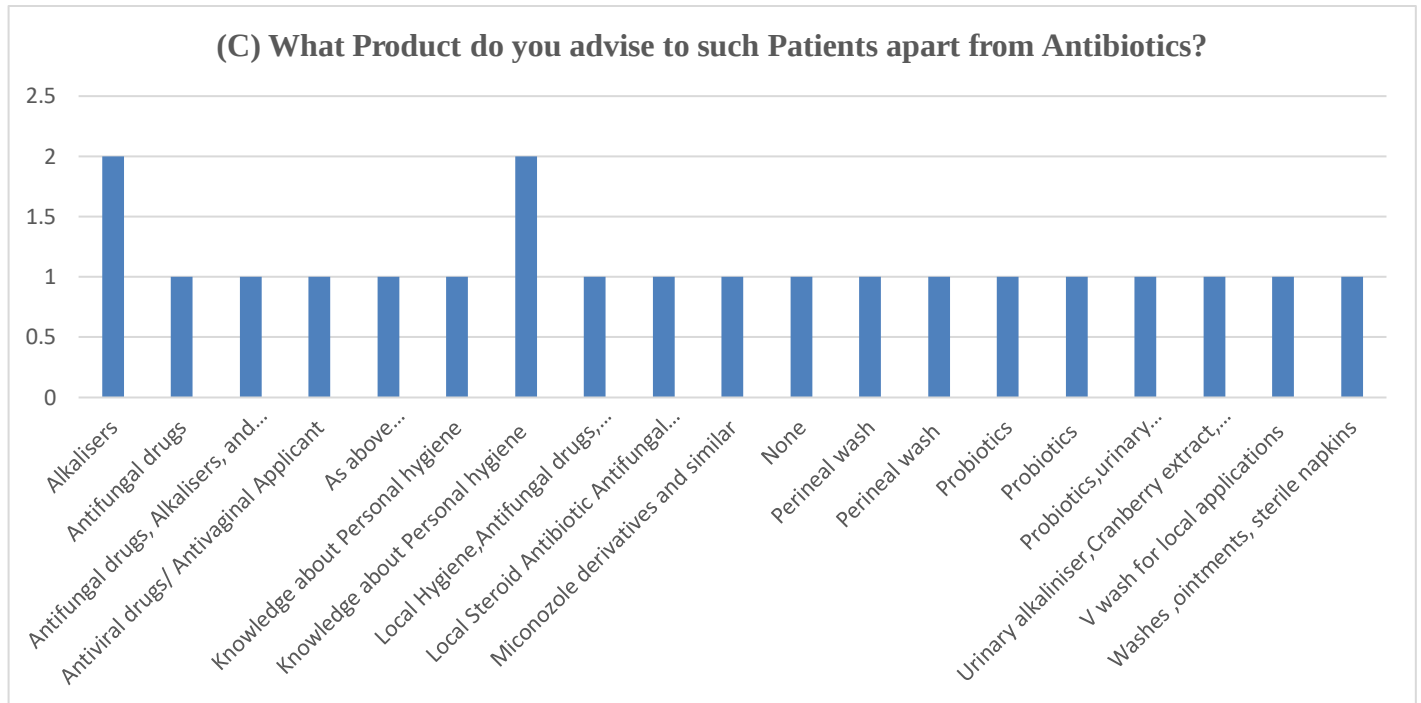
In the below chart, what is being prescribed to patients prone to infection is mentioned.



Interpretation -

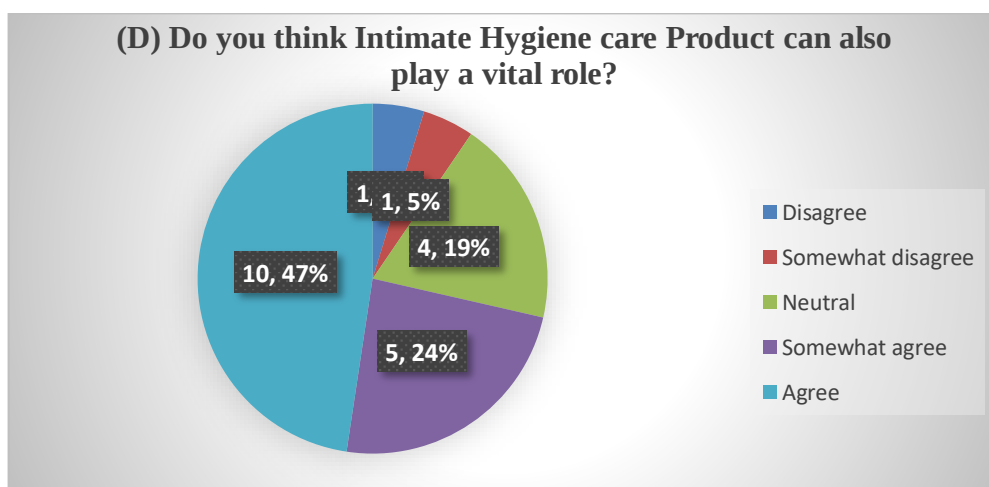
In the below column chart,

what gynaecologists prescribes other than antibiotics is mentioned.



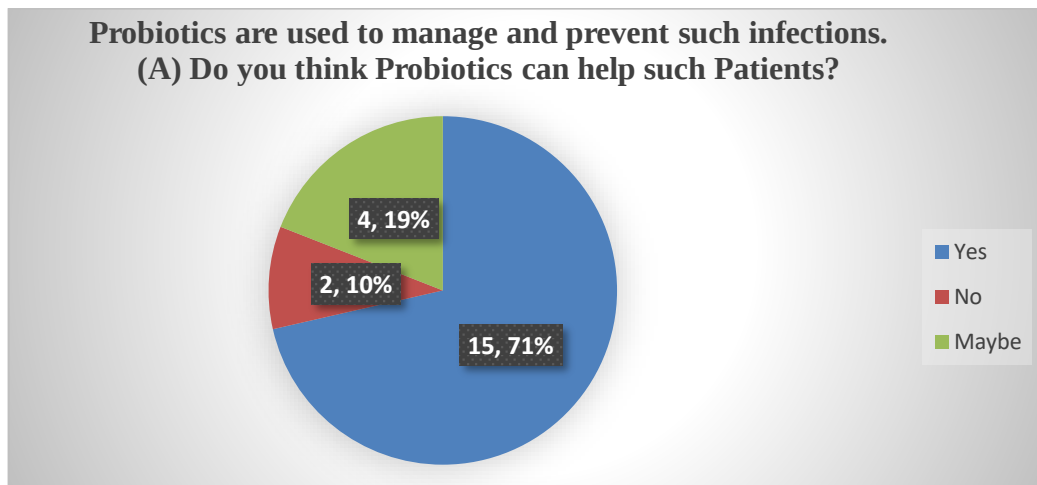
Interpretation -

Out of 21 Gynaecologists, 10 (47%) Gynaecologists mentioned use of Intimate Hygiene care product can also play vital role in infections.



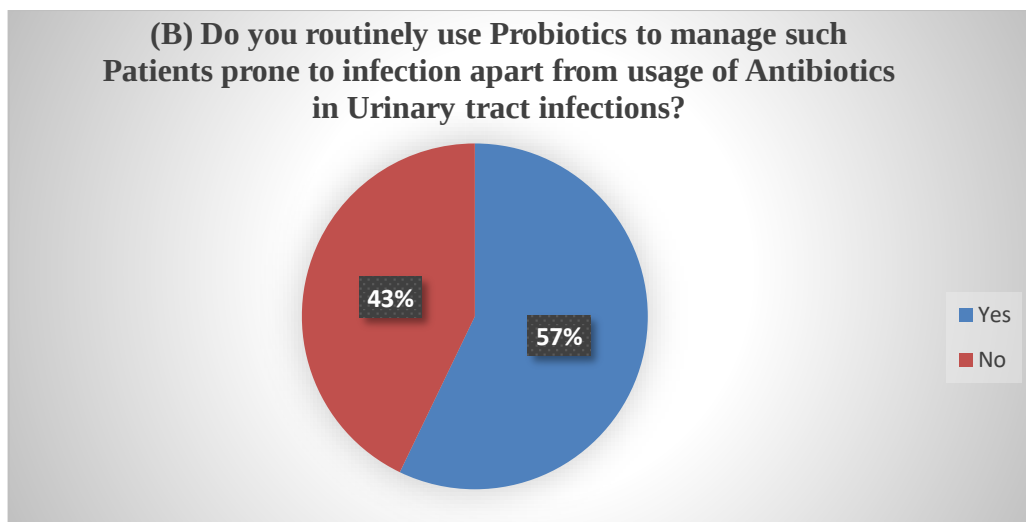
Interpretation -

Out of 21 Gynaecologists, 15 (71%) gynaecologists are agreed that probiotics can manage and prevent such infections.



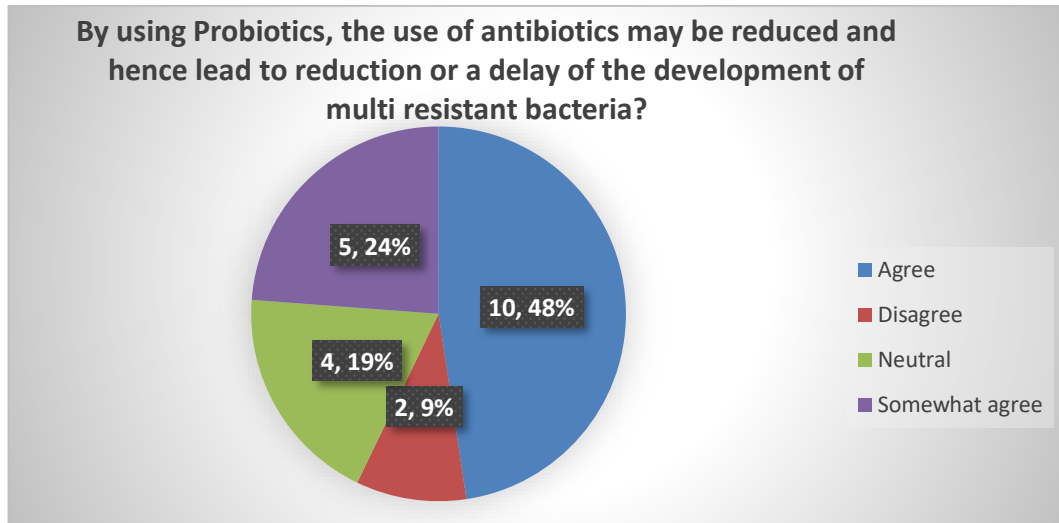
Interpretation -

Out of 21 Gynaecologists, 12 (57%) Gynaecologists use probiotics for patients prone to UTI apart from antibiotics and 9 (43%) gynaecologists do not use.



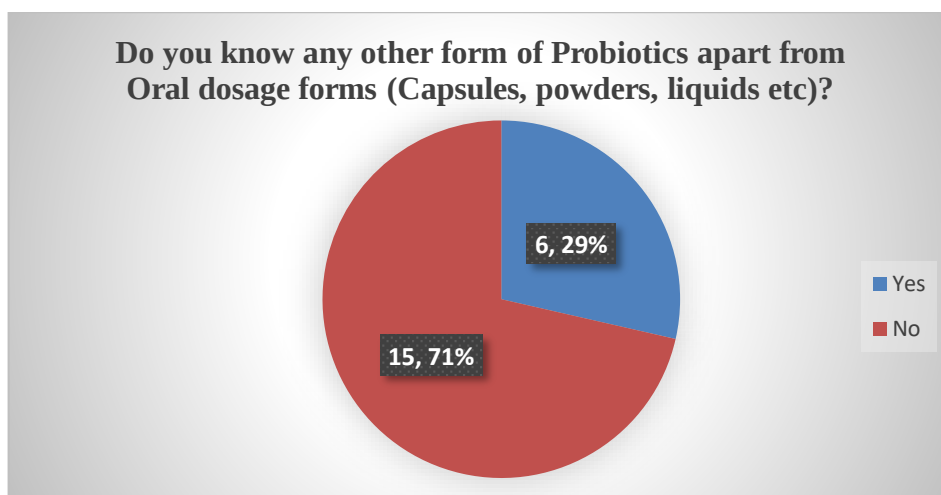
Interpretation -

Out of 21 Gynaecologists, maximum 10 (48%) Gynaecologists are agreed about using of probiotics, may reduce antibiotics use and reduce the development of multi-resistant bacteria, 5 (24%) are somewhat agree, 4 (19%) are neutral, and 2 (9%) are disagree.



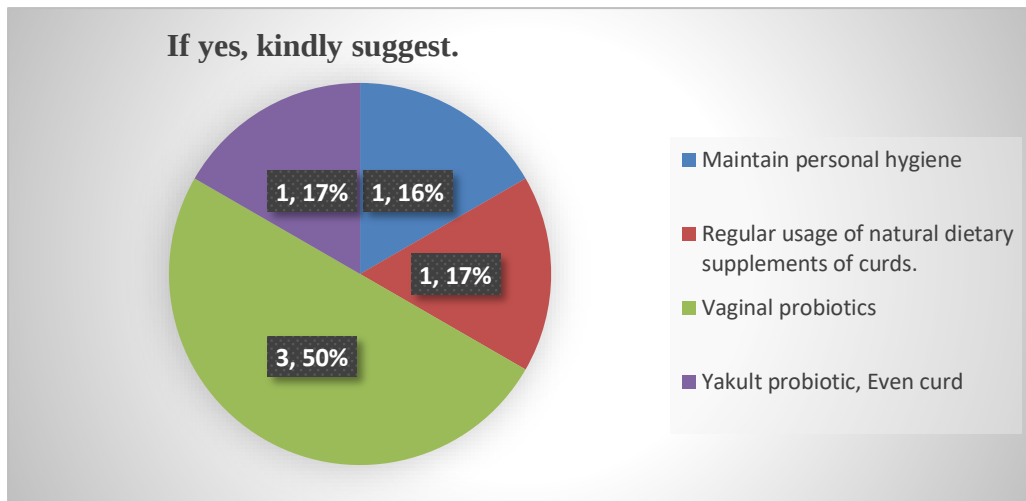
Interpretation -

In the below Pie chart, only 6 (29%) Gynaecologists are aware of other form of Probiotics apart from oral dosage forms and 15 (71%) Gynaecologists do not know any of the other form other than oral dosage form.



Interpretation -

Out of 21 Gynaecologists, 3 (50%) Gynaecologists use vaginal probiotics to patients and 3 (50%) Gynaecologists advise for natural probiotics like curd and to maintain personal hygiene.



Interpretation –

Out of 21 Gynaecologists, 16 (76%) Gynaecologists do not know about Probiotic Pads and 5 (24%) Gynaecologists are aware about Probiotic Pads.

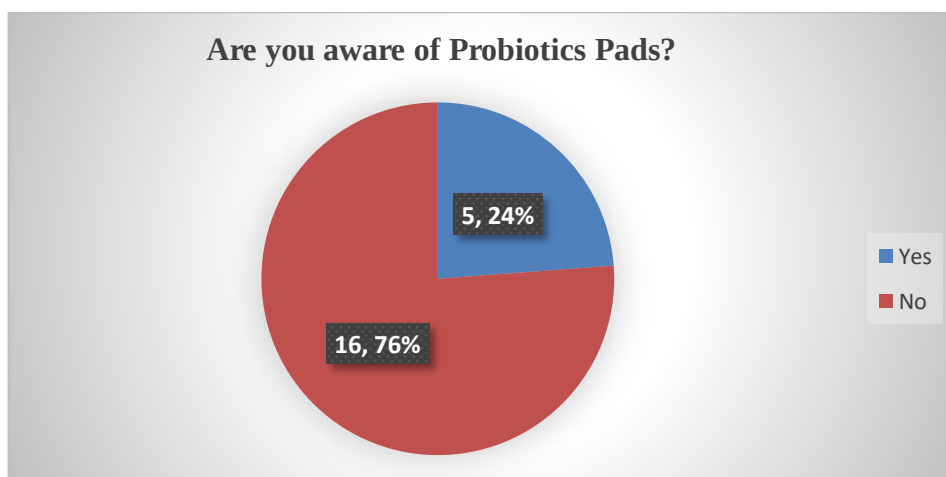


Table 1.

Responses form Gynaecologists (n=21)

Do you think Probiotics can help Patients with vaginal infection or urinary tract infection?	Do you routinely use Probiotics to manage such Patients prone to Infection apart from usage of Antibiotics in Urinary tract infection?
71%	57%

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 Table 1, showing responses 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% Gynaecologists 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. 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.

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Annexure –

Questionnaires for Women -

Informed Consent -

Do you agree with the consent and wish to participate?

- Yes
- No

Q1. Age -

.....

Q2. Education –

.....

Q3. Do you suffer from Vaginal itching, rashes, vaginal discharge or burning in urination?

- Sometimes
- Often
- Frequently

Q4. Do you use any formulation to get rid of it?

- Yes
- No

Q5. What formulation do you use?

.....

Q6. Several cases of urinary tract infection or vaginal infection have been reported due to - (Kindly select whichever option is appropriate)

- Using Product which may be unhygienic. For instance: use of cloth or other absorbent material during menstruation.
- tight-fitting clothing
- Dehydration
- Prolonged wearing of wet undergarments
- Others

Q7. Do you think any other reason for such infection?

- Yes
- No

Q8. Kindly mention.

.....

Q9. Do you wash your external genitalia?

- Yes
- No

Q10. Do you use any Intimate hygiene care product for external genitalia?

- Yes
- No

Q11. Choose the Hygiene care product listed below you use for maintaining your Intimate hygiene under external genitalia?

(A) Disposable wipes, (B) Lotion, (C) Cleanser, (D) Antimicrobial ointments

(E) other.

(A) Disposable wipes -

- Very strongly preferred
- Strongly preferred
- Moderately preferred
- Slightly preferred
- Not preferred

(B) Lotions -

- Very strongly preferred
- Strongly preferred
- Moderately preferred
- Slightly preferred
- Not preferred

(C) Cleanser –

- Very strongly preferred
- Strongly preferred
- Moderately preferred
- Slightly preferred
- Not preferred

(D) Antimicrobial ointments –

- Very strongly preferred
- Strongly preferred
- Moderately preferred
- Slightly preferred
- Not preferred

(E) Others –

- Very strongly preferred
- Strongly preferred
- Moderately preferred
- Slightly preferred
- Not preferred

Q12. Do you use other Hygiene care Products apart from disposable wipes, cleanser, lotions, Antimicrobial ointments, etc?

- Yes
- No

Q13. Kindly Mention the Product.

.....

Q14. Do you know about Probiotics?

- Yes
- No

Q15. Has Doctor ever advised you to take Probiotics?

- Yes
- No

Q16. For what purpose, the physician prescribed you probiotics?

- Diarrhoea
- Vaginal yeast infection (irritation, itching, vaginal rashes, burning sensation while urination, vaginal discharge)
- Urinary tract infection (Pain during urination, foul smelling and frequent urination, fever, fatigue, vaginal cramping etc)
- Allergic disease (Eczema, asthma, allergic rhinitis, food allergies)
- others

Q17. Do you take Probiotics as OTC?

Yes

No

Q18. Can you mention any Probiotics you used?

.....

Questionnaires for Gynaecologists –

Informed Consent

Do you agree with the consent and wish to participate?

- Yes
- No

Q1. Your name –

.....

Q2. City –

.....

Q3. Age –

.....

Q4. Year of Experience -

- Below 5
- 5 – 10
- 10 – 15

- Above 15

Q5. How frequently, women come to you with recurring Vaginal infection or Urinary tract infection?

(A) Frequency -

- 1 - 2 Patients/week
- 3 - 4 Patients/week
- >6 Patients/week

(B) What do you think the common reason for recurring of such infection?

- Dehydration
- Lack of Intimate hygiene care
- Poor adherence to Prescribed drug therapy
- Constipation
- Using unhygienic products like cloth or other absorbent material during menstruation
- Others

Q6. Do you think any other reason for recurring of such infection?

- Yes
- No

Q7. Kindly mention the other reason, you think for recurring of such infection.

.....

Q8. Majority of the women are prone to recurring Vaginal infection or Urinary tract infection.

(A) What is the percentage of such patients?

- 10% - 20%
- 20% - 30%
- 30% - 40%
- Above 40%

(B) What is prescribed to such patients?

.....

(C) What Product do you advise to such Patients apart from Antibiotics?

.....

(D) Do you think Intimate Hygiene care Product can also play a vital role?

- Disagree
- Somewhat disagree
- Neutral
- Somewhat agree
- Agree

Q9. Probiotics are used to manage and prevent such Infections.

(A) Do you think Probiotics can help such Patients?

- Yes
- No
- Maybe

(B) Do you routinely use Probiotics to manage such Patients prone to Infection apart from usage of Antibiotics in Urinary tract infection?

- Yes
- No

Q10. By using Probiotics, the use of antibiotics may be reduced and hence lead to reduction or a delay of the development of multi resistant bacteria.

- Disagree
- Somewhat Disagree
- Neutral
- Somewhat agree
- Agree

Q11. Do you know any other form of Probiotics apart from Oral dosage forms (capsules, powders, liquids etc)?

- Yes
- No

Q12. If yes, kindly suggest.

.....

Q13. Are you aware of Probiotic Pads?

- Yes

- No

Part – 2
Online Course Report 2020

ONLINE COURSE REPORT
BECOME A MARKETING SPECIALIST

By
Miss. Prerna Bhama
MBA- Pharmaceutical Management
2019 - 21

Submitted to:
Dr. Sandeep Narula
Associate Professor
(School of Pharmaceutical Management)



NAME OF THE COURSE – Become a Marketing Specialist

DURATION OF THE COURSE – 16 hours 7 minutes

COURSE START DATE – 29/06/2020

COURSE END DATE -14/07/2020

SUBJECT AREA – Content marketing, brand marketing, marketing strategy, enterprise marketing

DELIVERY PROVIDER – LinkedIn

INSTRUCTOR – Drew Boyd, Deirdre Breakenridge, Brad Batesole, Chris Goward,
Dina Shapiro, Mark Burgess, Chris Croft, Ian Lurie, Madecraft

Certificate Id: AcMDNqg3spcdwl4W7M7kkEpe2mQL

COURSE DESCRIPTION:

This course provides overview on marketing's role in the organisation, marketing concepts, various tools, and method of analysis. This course deals with providing on knowledge of marketing, marketing strategies, marketing plan, market research, segmentation, targeting, positioning, the concept of customer value. This course will also deal with how to define core values, link them to brand, and launch, and communicate the brand effectively, both internally to employees and externally via social media, advertising etc.

COURSE CONTENT –

1) MARKETING FOUNDATION –

Marketing should follow structural process. Before marketing new product, marketing plan is to be made to develop strategies and building the right product. Marketing is changing beliefs in the minds of customers, creating prospects into loyal customers. 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.

Things that changes –

- a) Customer trends – Customers of different generation has different needs. A good marketer must adopt them.
- b) Competition – New competitors enter the market and the existing (old) companies try new ways to take the consumer away.
- c) Technology – Innovation and new product

A good marketing strategy and written marketing plan are very important to cope up with these changes. Marketing Strategy is all about to which customer we are going after and how we can change the beliefs and mindset of the customers and influence them about products or services and marketing plan

Marketing planning has four phases –

- ❖ Analysis –
- ❖ Strategy phase –
- ❖ Tactical phase –
- ❖ Measurement -

Marketing need teamwork to create and manage cross function team to succeed.

Finance Department also helps in allocating budget for the execution of plan.

Marketing Research can be applied at any step of the marketing process.

2) BRANDING FOUNDATION –

Brand is about making promises to the consumers when we do business with them. A logo and product name all communicate the brand. Branding is critical and has the power to determine the success of our business. Brand is about how our customer perceive us at every touch points. It means it's not just a logo, it's our service, social engagement, our sales process, marketing etc. A great brand knows where it stands exactly in

the marketplace. A SWOT analysis is needed for this to figure out strength, weakness, opportunities, and threats. SWOT analysis will figure out and determine where we best in the marketplace. Company should have vision statement and mission statement. After this branding must be consistent at every touchpoint with the customers. From our product/services to our customer support and follow-up, everything must reflect the values. 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** -

To research, review and analysing the competitors, competitive analysis is required. This will help 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 –

- A competitive analysis is not a one-time investment. It needs more and more other researches to know the customers due to changes in the market and so do the player also changes. Through surveys, communications audits, interviews, social media monitoring, we can learn about our industry, customers, and market.
- A competitive analysis is not a guesswork. It needs working on revealing about competitor's information, about their challenges that they are facing in the market.
- For competitive analysis, experts are required not juniors or interns to conduct research, capture data, analysing information, and to assess competitor's activities to guide our marketing strategies.
- 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?

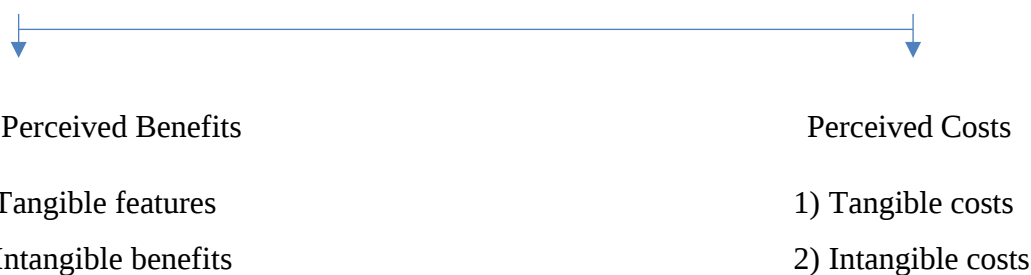
4) **ADVANCED BRANDING** -

This course is all about what really a branding is, how it works, how to build and maintain competitive brand, building strategies necessary to be effective in branding goals, fundamentals concepts of branding. Branding is the powerful component of marketing. The course deals with how we influence the customer, build loyalty and perceptions towards our brand. Sales process would become more easier when brand is powerfully built and crafted a powerful marketing platform. 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. Creating a brand strategy mainly holds two purpose. Firstly, for the encouragement of doing work following all the aspects of marketing and secondly, building a strategy guides and determines as to how to approach marketing efforts and defines our expectations. In marketing, frame of reference has a special role as it determines how a niche product, service, or concept is seen by the target market. This creates an idea about commodity, or concept being marketed and can form the basis of marketing strategy focused on a target market or can be used to compare the product being marketed to other product. Consumers will compare newly introduced or discovered products to other product of which they have prior knowledge or experience with. Conduct an internal brand audit for the examination of a brand's current position in the market as comparison to its competitors, measuring brand's strength and weaknesses. Finding ways for the business to move forward, also helps to evaluate ways of sharpening the image so that we can stand among our competitors. Similarly, Brand Positioning is important. Kotler defined it as "the act of designing the company's offerings and image to occupy a distinctive place in the mind of the target market". Brand Positioning also describe how a brand differ from its competitors and where, or how, it builds a unique repo in customers' minds. The most important thing is to have unique selling point (USP), which is a market strategy of making a unique proposition in the minds of the customers that convince them to switch to other brands. Differentiation is one significant strategy in which company must consecutively work to position Brand.

5) **MARKETING FOUNDATION: VALUE PROPOSITION DEVELOPMENT**

Firstly, a 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. It is a strategy that truly motivates their prospects to buy from them and remain loyal to them. Here, the balance equation between Perceived costs and Perceived benefits wherein if the Perceived benefits outweighs the Perceived cost then their will be a positive value Proposition and vice versa. 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.



Perceived costs have tangible and intangible costs. Tangible costs include price, delivery costs etc and are measurable. Intangible costs include inconsistent brand experience, lack of credibility, no social proof etc. This

aspect is influential on a purchase decision. 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 proposition, anxiety, distraction, urgency.

6) MARKETING FOUNDATION: CONSUMER BEHAVIOUR –

The job of marketers is to create and retain the customers, to know their mindset, to know what motivates consumers, and what drives people to buy product and services etc. Knowing consumer behaviour is an essential step. 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. These all depends on the combinations of many disciplines which includes economic, psychology, sociology, anthropology and even neuroscience. The contribution of each of the disciplines helps in getting the insights of how consumers think and behave. Reading minds is quite difficult but at least we can have some pretty knowledge of their minds. Marketing actions are taken to analyse and forecasting a market to understand the business potential. This then becomes crystal clear of where strategies are to be made to target the market and to focus on the resources. Segmenting, targeting, and positioning of the products are done and finally marketing tactics are followed. Including choosing product and services are to be offered, pricing, distribution, approaches, and choosing communication method. 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. For instance – Suppose a customer has a willing to purchase a mobile. For this, consumer must guide properly about giving product knowledge, how to buy product, providing location from where to buy and costs. Once they will buy a product, they will learn how to use it and get the full benefit of it. Finally, consumer must have a self-knowledge about their preferences, tastes, strength, and weaknesses etc.

Consumer Purchase process has following steps –

- ❖ Need Recognition
- ❖ Information search
- ❖ Evaluation of alternatives
- ❖ Purchase
- ❖ Post-Purchase behaviour

7) MARKETING FOUNDATIONS: CUSTOMER DECISION JOURNEY –

Customer decision journey involves thinking from the customer's perspective, to create an insight driven customer decision journey, determining customer decision stages to know how they progress in decision making process, and differentiate one's brand from the competition. 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. With the help of these insights, it becomes easy to know about which marketing touchpoints to use. Touchpoints include search, magazine ad, website, online banners etc. Through these touchpoints, one can share all the relevant information to the customer by engaging customer through right communication. There are two ways of customer decision journey –



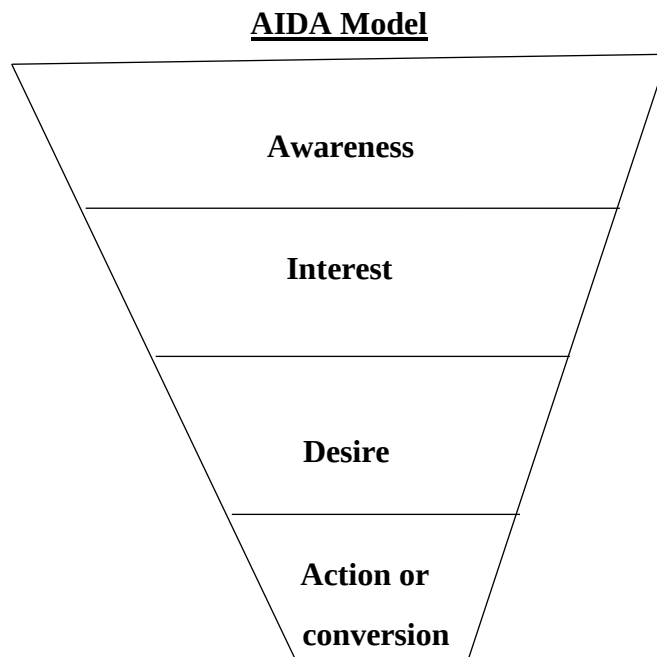
Insight driven buyer persona are used to know about right marketing touchpoints to use for the communication. The Insight driven buyer persona helps marketer to connect with the right customers with the right messages. A buyer persona is a research-based representation of customer. It involves demographic profile such as age,

gender, geographic region of the customers, attitude, motivations, and behaviour. A customer's decision journey has stages and every single stage represents customer's decision journey process. Insight helps to find these stages. Insight includes understanding from customer's point of view about how they make approaches to buy product or services, about their perspectives. Decision journey will clearly articulate customer's behaviour and mindset. Customer decision journey map is not stationary. 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 – It is an initial step in which customer build perception regarding various brands by coming across recent touchpoints.
- 2) Evaluation – Second step in which customers decides brand by adding and subtracting.
- 3) Purchase – Third step in which customers choose brand according to their perspective and purchase it.
- 4) Post-Purchase Experience – Fourth step in which after purchasing brand of their choice builds expectations inform the next decision journey.
- 5) Advocate – In this step, after purchasing brand, they share their opinions and experience with their network, promote the brand and influence others to purchase the same.
- 6) Bond – This is when customer develops emotional relationship with the brand chosen.

8) MARKETING FOUNDATIONS: THE MARKETING FUNNEL –

The funnel is a fundamental stage to represent customer's journey. The only target of the marketers is to convert prospect into customer in which this marketing funnel plays an important role. This marketing funnel is an AIDA Model which is created by Elias St. Elmo Lewis in 1898.



- 1) **Awareness** – In this stage, prospect must be aware of their problems and our solution. Our brand is exposed to prospect in this stage. In this stage, capturing attention is not only the thing, but to convert prospect into buyer is the main thing. Not too much attention is needed in the topmost funnel as it may exhaust the budget with large number of audiences as shortage of resources can occur, so it may be difficult to move them down to the funnel i.e. “Action”. Awareness does not mean to circulate message everywhere but to make them demographically aware.
- 2) **Interest** – In this stage, customer is explored to commodities. Customers are also open to influence in this stage, during action stage, and after the action stage. If marketer is well known of this, they can proactively handle. When a prospect starts taking interest, they share, and make conversation with their peers also, or circulating information through word of mouth.
- 3) **Desire** – Here, the prospect wants to make a purchase but may or may not be with our brand.
- 4) **Action** – In the final stage, they may or may not make a purchase. They are also open to negative influences as well.

Every sale process follows this fundamental stage, and the time they take in every step is variable. Let us take for an instance – You are walking, and you found merchant selling masks. You are immediately aware of that product. You also thought of purchasing one as your mask got torn off, so you became interested.

You started your process of selection and came to know that the price is also in the range and desirable and finally decided to make a purchase. Now it may seem like you went from awareness to purchase instantly. But it is not like that. You actually went on all the steps mentally starting from awareness to action. Take for another instance – You want to purchase a mobile phone and you are in the process. The journey from awareness to action is going to take a longer time. Within this period, the seller will be going to do everything to make you stay within the funnel. You may spend a long time in the second stage “Interest” and if seller is aware of that thing, then they can tailor their messaging to continue moving closer to the next step of the funnel. In short, if seller is aware of your mindset then they can tailor messaging to move you forward towards need.

9) **IDEATION FOR MARKETERS** -

Generation of new ideas and innovations in product or services is much needed to keep customer engaged. In this, “brainstorming” plays a significant role for finding and generating creative solutions to problems. This process helps to fuel more and more ideas until breakthrough. Through brainstorming many different perspectives are received, helps in finding new business opportunities, develops new services or products or innovating the existing one for making more money and loyal advocacy. There are four basic rules for brainstorming –

- Focus on quantity -
- Defer judgement -
- Welcome far-fetched ideas -
- Build on the ideas –

Brainstorming is a group activity as it motivates more participants and generate more ideas in quantity not quality. But an article in “Harvard business review”, there is scant of evidence about generation of different ideas from group than individuals working. Harvard business review mentioned four reason for it –

- Social loafing – People in group has tendency to make less effort than they are alone as they think someone else will do so why to participate.
- Social anxiety – In this, people worry about other group members’ opinions on their ideas. And this is mainly faced by the introvert and less confident individuals.
- Regression – Process where talented members of the group end up mirroring the performance of their less talented peers.

- Production blocking – And the matter of fact is, it does not matter how large the group is, a person can only express a single idea at a time if they want other group members to hear them.

Further, a SCAMPER technique can also be applied which was given by Bob Everle. SCAMPER means substitute something, combine it with something else, adapt something to it, modify it, purpose it for a different use, eliminate something, reverse, or rearrange it. The goal of SCAMPER is to seek out or generating ideas. Brainstorming must have a goal and, in this process,, idea must be allowed to flow after questioning and this can be achieve by keep asking questions (not leading questions), and avoid making statements and this approach is termed as prompting.

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. Thousands of brand's storytelling is being forgotten by every customer. Not much customer remembers even if we think that our marketing is the best in the world. To make long lasting impact related to our brand, we must coordinate messaging. For example – McDonald's is known by everyone, about what they offer, etc. So why do they advertise? Because of reminding consumers about the brand, even if they already know its existence, or may be due to change the perceptions of its value and what it offers. And that is why consistent messaging is mandatory to make an impact among consumers. 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. There are 12 steps to manage project successfully –

- Define clearly what the project is.
- List all the tasks to be done sequentially to form the base for the rest of the planning process.
- Write the tasks in right order or make critical path diagram. This will help to know about to which task should be done now. One can also mention time duration required by each task.
- To add safety margin that we are not going to let our customers down.
- 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.
- Gantt chart
- Resources

- Risk
- Monitor Progress
- Monitor cost
- Re-adjust the plan
- Review

12) LEARNING TO WRITE MARKETING COPY –

Copywriting is about writing copy for the marketing or advertising. Marketing does not mean to sell product to those who do not want to buy our product. Good marketers deliver value to people. Copywriting is a strategy

Types of marketing copywriting –

- 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.
- By medium – To circulate the messages through various platforms. For instance, online, print or radio etc.
- By style – There is some style for different tactics such as teaching, the straight shot, the hard sell.

Tools to prepare writing –

Timer

Glass of water

Storage medium

Gadgets or software

Backups (like Google drive, drop box)

13) GROWTH HACKING FOUNDATIONS –

Growth hacking is improving the trajectory of any business by using new model, methodology, and mindset. Growth hacking includes conducting experiments across whole customer journey to increase customer and growth in the revenue. Growth hacking is not a tool that fits in all the approaches. It is like what is working for one company might not work for another. Growth hacking helps in accelerating, sustainable, and profitable growth to your business. Growth hacking delivers four goals –

- First goal is, whenever marketing and product working hand in hand, one begins to see opportunities for enhancing growth.
- Second growth is 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.
- Third goal is, to adhere to the metrics. One must be data driven and be capturing, analysing the data always.
- The fourth goal is to foster a culture of grit.

14) WRITING A MARKETING PLAN –

Writing an effective marketing plan will be more successful in marketing a new product or services. This will 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 -

Finance department plays a big role and helps in allocating budget to execute the plan and measuring results. Finance department help to quantify ROMI (Return on marketing investments), find ways to improve in the next business cycle. Marketing research is another way and can be applied in any marketing process step. After finance department, technical team is there. They can be engineers or scientists or software developers in an R & D Department depends on which business it is. They create product or services to delight the customers. With technical team, design team should also contribute. They will make sure about product or services are delivering right and good experience to customers or not. Along with this. Sales team also contributes as they have lot of experience about customers and competitors. Now comes colleagues from manufacturing or operations, people who contribute in making product or deliver services depending upon the nature of business. And lastly, advertising agency, branding company, public relation firm, or might be marketing consultants. This created team must be aware of planning schedule and they must know their role and about the expectations from each one of them in creating good marketing plan. Before writing the marketing plan, all data regarding market and financial must be collected from various sources. Market data includes changing in market size, how large is the market, about key trends affecting it like regulatory policies, economic conditions. A good marketer is who execute plan by creating vision, mission, and scope. These all are mandatory as it show how marketer's plan relates to the rest of the business. A plan must involve a market analysis which starts with identifying total

addressable market. Understanding competitors is mandate to compare our company's strength, weakness for opting right strategy to move ahead business successfully. Competitors can be –

- 1) Direct – Competitor who sell the same product giving the same benefits as we provide.
- 2) Indirect – Competitor who sell similar product but having different benefits.
- 3) Substitute – In this, consumer can use any unrelated commodities in place of ours.

Now through competitive matrix, one can analyse the competition. A SWOT analysis is also done to look analytically into the market situation. A good marketing needs detailed description of the customer to satisfy their needs and wants. We can also build marketing persona for that person. Next is to create detailed map of the customer regarding their buying process. Buying process involves need awareness, search for alternatives, evaluate the alternatives, purchase, and post purchase behaviour. To win the marketplace, building strategy is mandatory. Strategy has three steps –

- Segmentation – It means making groups according to the benefits that they all want. This will let marketer to focus on to where marketing effort is needed and will make more efficient.
- Targeting – In this customer are targeted according to the segmentation. Let us take for an instance, if we want to target customer in a specific geographical area. This will increase focus for the plan made.
- Positioning – It is all about what we deliver to the customer about the product, what benefits we selected for the segmentation of target audience. Its convincing claim and is called value proposition. It should address about why our product is good as compared to the competitors.

A marketing strategy needs to be performed for the better results. Let us to tactical section of the marketing plan. In tactical section product detail, pricing approach, promotion and marketing communications programs, and channel design, all are discussed.