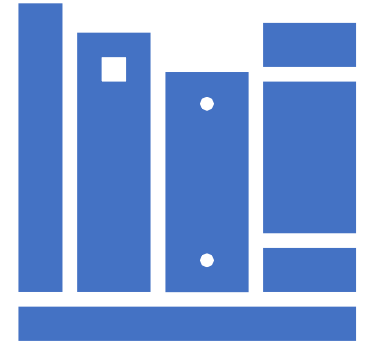




McW Healthcare pvt Ltd.

“MALE INTIMATE HYGIENE PRACTICES”

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COMPANY PROFILE

- Directors of Mcw Healthcare Private Limited are Hemant Bhogilal Mehta, Sharan Simon, Abhijeet Vasant Motiwale, Amit Chawla.
- McW healthcare has emerged as one of the India's renowned pharmaceutical names. They have over 400 products in various therapeutic segments covering wide spectrum of diseases from communicable, non-communicable or even rare diseases
- This organisation also has many innovations in product formulation to our credit. Many of these are in the therapeutic segment of Malaria like Quinine in suspension form, 5 tablets – 3 days combikit of Artesunate and Sulphadoxine + Pyrimethamine, Artemether + Lumefantrine Adult strength tablets and so on.
- They have even formulated a highly effective natural extracts-based product for quick recovery from Thrombocytopenia. A big boon to patients suffering from Dengue.
- Product categories – Analgesics, anti ulcerant, antibiotics, anti malarial, baby care range, cough remedy, hormones, probiotics, skin care etc.

INTRODUCTION



- While still in the nascent stage, the men's grooming segment in India, too, is seeing great upheaval. Expanding from bath, beard, body, skin and haircare products, the options today include a wide variety of intimate-care products
- The Indian men's preparing market is relied upon to develop with a CAGR of over 10% in the anticipated time of FY 2017-18 to FY 2021-22 .
(STATISTICA)
- As per the information quickly available in the market, an Indian man spends a typical of 42 minutes setting himself up reliably.
- A lot of awareness and education are required, but the future seems very promising.

RESEARCH OBJECTIVES

These are the following objectives of this research-

- Understand male hygiene practices.
- Find the need gap in male hygiene practices.
- Try to come up with a solution/suggestions.



RESEARCH METHODOLOGY

Questionnaire design:

The questionnaire designed was mixed which contained both closed ended as well as open ended. It had 18 questions out of which 4 were demographic and the rest were the main questions of the survey. Majority of the questions were closed ended. The questionnaire was self-administered which was filled by male respondents.

Data Collection:

The data was collected through the primary data collection. It was a quantitative method where the response was gathered by the means of survey through questionnaire.

Sample selection:

The sample was chosen of male respondents throughout PAN India.

Inclusion criteria - All respondents are male, who understand English and belong to the age between 13-80 were included in the study

Exclusion criteria - Those who were mentally incompetent, unable to listen, speak and unable to comprehend English were excluded from the study. Also, males age less than 13 and greater than 70 were not included.

Sample size:

Pilot study- 10 respondents were selected.

A focused group discussion was also done to get some suggestions which included 10 participants.

Main study - The size of sample depends on basic characteristics of population and the type of information required from the survey. For this project 100 respondents were selected.

Research Methodology



RESULTS

PROBLEM	FINDINGS
Hygiene practices followed in daily routine.	skin/body hygiene, hand washing and oral hygiene (above 90%) practices are followed in their daily routine. Armpit and intimate hygiene came at second place (76%). Hair hygiene is not followed daily.
Importance of intimate hygiene	72% answered very important and 28% said moderately important and there were no responses in category of not important.
Cleaning of intimate parts	Majority 84% used water then around 77% used soap for this purpose. Intimate wash is used 23% only.
Lack of knowledge and awareness as a barrier in intimate hygiene practices	73% answered yes, 25% were unsure so they selected maybe and only 2% selected no.
Lack of privacy as hindrance in following intimate hygiene	60% - agree, 9% - neutral, 31% - disagree
Excessive sweating a concern in intimate hygiene	66%- agree, 22% - not sure, 12%- disagree

RESULTS

PROBLEM	FINDINGS
Preference for products to clean intimate parts	Water was strongly preferred, then came soap. Intimate wash was moderately preferred followed by intimate wipes.
Use of intimate hygiene products which are currently available in market	75% are not using any product as opposed to 25% which are using.
Product/Brand used	Skin elements, beardo, hygee, pee safe are some of the products used.
Satisfaction with the product they are using.	28.6%- very much, 20.4%- somewhat, 32.7%- undecided, 18.4%- not at all
Reasons for not using any product	The most prominent reasons were that they don't feel the need (37.7%) and they are not aware of the products available in the market (37.7%).
Awareness regarding problems associated with male intimate hygiene	Most of them knew fungal infection like candidiasis. But they were unaware of problems such as balanitis and posthitis except few.
Specific product need if any	The participants also emphasised that intimate wash and wipes should be available in the market that will cater to their needs like antimicrobial wash or wipes that should be safe and effective as well.

CONCLUSION

It can be seen that there is a latent need for the male intimate hygiene products in the market and the hygiene trend will be on the rise continuously, post covid period also. Though there are not many current users of the products which are already available in the market, but a product which have all the attributes to deliver the demands of the customer can be a hit.

Also, the young adults are more willing to use these products. The main reasons for not using any male intimate hygiene products are lack of awareness about the product available in the market as well as they don't feel the need to use it.

Apart from this the barrier which was identified that the products are not in that much demand is because knowledge and carefree attitude towards intimate hygiene

. Lack of privacy in public spaces and sweating in intimate parts creates a good opportunity where one can come up with a specific product.



LIMITATIONS OF STUDY

- The study was limited to male belonging to age category belonging to 13-80 years only.
- Some other limitations includes refusal of some respondents to participate in the study, non-cooperation in providing required information and giving biased or misleading information.
- Limited sample size and collection of data through online forms.

RECOMMENDATIONS

- Developing products specially curated for men.
- Pharmaceutical companies can enter into men's hygiene segment with intimate wash and wipes.
- In depth research can provide more insights and will help pharmaceutical companies to bring such products which will fulfil the needs of the customers.

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“FUNDAMENTALS OF DIGITAL MARKETING”

By - Google

ONLINE REPORT (PART 2)

**COURSE
DESCRIPTION**

MODULES – 26
HOURS – 40
BEGINNER LEVEL

There are 26 modules to explore, all created by Google trainers, packed full of practical exercises and real-world examples to help you turn knowledge into action.

COURSE OBJECTIVES

Teaches online marketing framework in easiest way possible.

Covers aspects related to Analytics, business strategy, content marketing, display advertising, e mail marketing, e commerce and much more.

From SEO to social media , this course covers everything in video and text format.



Role and importance of digital marketing in rapidly changing business landscape.
Key elements of digital marketing strategy.
Illustrate how effectiveness of digital marketing campaign can be measured.



Demonstrate advanced practical skills in common digital marketing tools such as SEO, SEM , social media and blogs.
Understand the difference between paid and organic search and how to optimise web pages.



Identify right channels that will help achieve business goals and create Better online user experience.
Identify right social networking sites , create great content for users and measure success.
How to grow brand awareness and get more conversions by creating and distributing high value content to potential customers.

