

SUMMER TRAINING REPORT

at

McW healthcare pvt ltd

“Male intimate hygiene practices”

A Report

By

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(2019-21)



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INTRODUCTION

McW Healthcare Pvt. Ltd.

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Over the past 3 decades, **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.

They have our strong presence not only right across India but in many parts of the world through our products, people, trade partners and associates.

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.

Products category:

Analgesic / Antipyretic

Analgesic Anti-inflammatory

Analgesic Topical

Anti Ulcerant

Antibiotic

Antimalarial

Anticold Preparations

Baby Care Range

Cough Remedies

Constipation / Stool Softner

Galactagogue

Hormones

Probiotics

Skin Care Soap

Stomatologicals / Oral care

Thrombocytopenia/Dengue

MOTTO

“Innovation is delivering values in different forms”. Striving for excellence calls for developing & practicing innovative thinking.

Pharmaceutical industry is an essential industry for augmenting human existence and enhancing its ‘Quality of Life’.

McW Healthcare is continually “Innovating for better healthcare”. Close to three decades of serving humanity through the field of Pharmaceuticals and Healthcare products has only strengthened our resolve to innovate and deliver better value in many forms.

PROJECT REPORT

INTRODUCTION

Personal care and hygiene

The buyer purchasing conduct has moved massively after Covid-19 effect and no place is this more evident than in the individual cleanliness and sterile items space. Most people are presently conveying different containers of hand sanitiser with them and numerous customers are getting progressively aware of their wellbeing and making preventive strides against malady control.

As indicated by Statista, the individual consideration advertise in India was esteemed at US\$11.5 Bn in 2019 and is relied upon to cross US\$15 Bn by 2023. The individual consideration industry establishes about 46% piece of the pie of absolute magnificence and individual consideration industry in India in 2019. The major FMCG organizations like Dabur, HUL and Himalaya chose to twofold their creation of cleanliness items.

The development of the individual consideration showcase is driven by the generational move in India, developing mindfulness about close to home cleanliness, and accessibility of items on internet business stages. Indeed, even internet based life positively affects changing the purchasing conduct of customers with respect to individual cleanliness items.

As the interest for individual cleanliness items expands, more new companies and brands are relied upon to rise in this space. With the assistance of innovation, new companies will rethink individual cleanliness in territories like open latrines and sanitation offices, shower zones, infant items and female consideration items.

Shoppers additionally comprehend the key job that wellbeing and individual cleanliness items play in their every day lives, and as mindfulness for individual cleanliness goes up post Covid-19, the market will likewise observe global players.

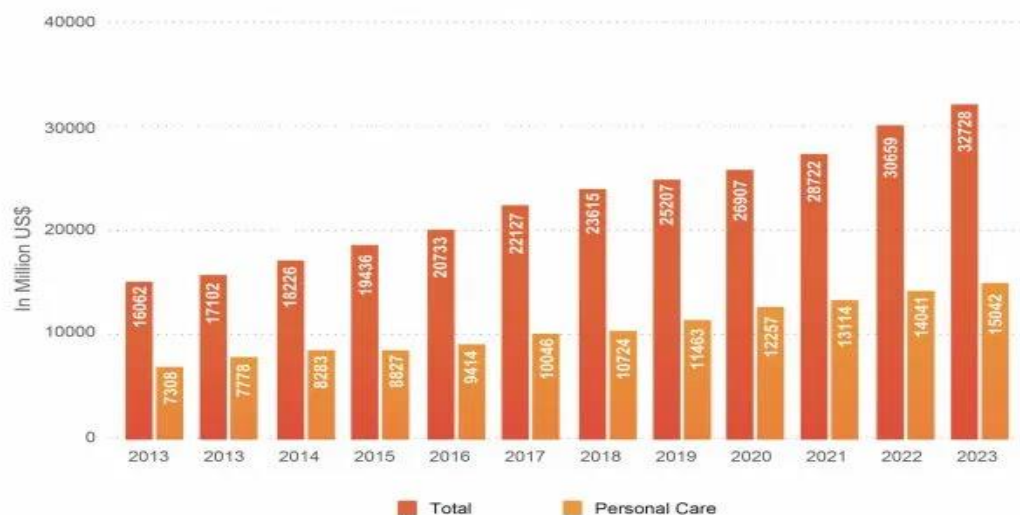
The advanced purchaser has just gone out on a limb an immense with regards to staple goods during Covid-19 pandemic in India and a comparative pattern will happen in the cleanliness space. There is a tremendous potential for individual cleanliness items, however the primary obstacle for organizations is to defeated ignorance among customers. New-age shoppers go through cash intentionally on new items; henceforth development, marking, direct-to-buyer chain and client support will assume a major job in deciding the leaders in this space.

The continued crusading during the most recent couple of months by different partners like focal and state governments, WHO, nearby social insurance suppliers and industry players has brought about an improved dish India comprehension of the significance of cleanliness. The exponential development of cleanliness segment is not, at this point only a urban marvel, yet in addition normal in Tier 2, 3 and 4 urban areas just as provincial territories. The destruction unleashed by COVID-19 has without a doubt been an impetus, yet now with the more prominent comprehension of the present and future dangers, it is normal that the cultural attitude toward cleanliness will change for all time.

Be that as it may, to really give inclusion to the 1.35 billion Indians and make individual cleanliness a lifestyle, we have to help the mindfulness with reasonableness.

Personal Care Contributing Major Revenue In Total Beauty & Care Market In India

Personal care market value crossed US\$11.5 Bn in 2019 in India



Source: Statista & DataLabs Analysis

DataLabs
by Inc42

Men's intimate hygiene

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.

As a rule, men's planning is partitioned into men's shaving things promote, facial hair care exhibit, men's sound skin grandstand, men's hair care feature, men's fragrance publicize. Further, men's shaving things join razor, shaving cream, gel and foam; men's sound skin promote fuses, bar chemical exhibit, body wash and shower gel feature, conventionality cream market and face wash; men's hair care fuses hair oil publicize, cleaning agent grandstand, hair gel promote, hair serum market and hair styling things promote; men's aroma promote consolidate scent and antiperspirant.

The Indian men's planning industry is flourishing a direct result of reasons, for instance, conviction and to achieve a genuine edge over various folks in job advancement instead of pull

in females. Men in urban India, with their making additional compensation, shared trait with the most recent models, and worries for appearance are experiencing some authentic money on getting ready things.

Given the situation of Corona disease pandemic, there has been multi cover increase in practicing of consistently basic neatness like hand washing and the use of sanitizers and this example will continue later on too. In like manner, the rising of the millennial masses has influenced everything around us. Given the voracious wanting of the more energetic age for care and the sharp climb in nonessential employments, the market is clamoring with advancement in every industry – including singular tidiness. The new-age customer is better instructed and is moving towards things that are for the most part the more biologically sensible just as proficiently made for the most part. With the introduction of particular things, for instance, individual neatness wash for men and toilet seat sanitizer showers for women, the market for private thought things has extended to about US \$3 billion and this is evaluated to furthermore create to 5.3 billion by 2025.

As per the information quickly available in the market, an Indian man spends a typical of 42 minutes setting himself up reliably. Moreover, directly around 66% of Indian men are stressed over some piece of their appearance. This makes more space for new players to enter the market and preferred position from the rising enthusiasm of men's prosperity and tidiness things. Male preparing is still in its beginning phase in India and close tidiness for men essentially more so. A huge amount of care and guidance are required; be that as it may, the future has all the earmarks of being empowering and offers a ton for the new challengers.

LITERATURE REVIEW

An examination was led to know the perspectives and works on concerning genital cleanliness and to inspect information and practices identified with cleanliness, genital cleanliness, circumcision and cleanliness, and to genital cleanliness when sex among men in Nairobi, Kenya. It was discovered that not very many men announced ever washing their genitalia beside when they were typically scrubbing down. The majority of them didn't wash their private parts before intercourse yet posted sex. Men who lived in packed family units, were increasingly able to wash their private parts outside of ordinary schedules. This may identify with an absence of protection in these settings, and entrepreneurial washing by these men. Some had the option to verbalize the potential connections between cleanliness practices and transmission of STI to different accomplices. Genital microbial microorganisms can be carried on male genital skin N Hygiene practices are regularly affected by segment factors including training, religion, ethnicity, and salary and might be obliged by swarming and constrained access to assets required for cleanliness. **(M S Steele1, 2004)**

Sub Saharan Africa groups enormous no of HIV-1 people influenced than somewhere else. There are numerous variables for this like destitution, absence of training, a high predominance of explicitly transmitted maladies (STD) and prostitution. oversight of cleanser and water was distinguished as the reason for bombed prophylaxis for chancroid among the American Expeditionary Forces in Paris during the First World War 2. Post-introduction prophylaxis with cleanser and water could offer some degree of hazard decrease in men having unprotected sex with high hazard accomplices. **(O'Farrel, 1993)**

An examination in Kenyan men announced that male HIV contamination and male cleanliness were startlingly seen as related with one another. They saw cleanliness and HIV as contrarily connected with one another. The odds of HIV get low when washing happens following sex. Washing the penis had been believed to be related with a decrease in the rate of explicitly transmitted contaminations. It likewise indicated that washing genitalia after sex with water additionally could bring down the odds of disease in this manner showing the possible

adequacy of such an intercession even in asset helpless settings. **(Meier, Bukusi, Cohen, & Holmes, 2006)**

An affiliation is found between the cervical and penile malignant growth. affiliation might be because of the transmission of cancer-causing specialists. Martinez watched an expanded danger of disease of the cervix in spouses of men with malignant growth of the penis. Graham et al. furthermore, Macgregor and Innes found a relationship between malignancies of the cervix and penis, recommending that carcinomas of the cervix and penis have basic aetiologic elements. An examination by Peters et al. additionally showed that tumors of the cervix, vulva, vagina, butt and penis have normal aetiologic elements. Phimosis, balanitis and poor penile cleanliness increment the danger of penile malignant growth. The degree of instruction might be taken as a backhanded marker of financial status, which might be identified with the degree of genital cleanliness. Potential explanations behind higher paces of cervical malignancy in ladies having a place with low financial gathering are progressively articulated presentation to smegma on account of poor genital cleanliness , ignorance of penile cleanliness and a higher part of protamine (one of the essential proteins in sperm) among guys in low financial status. **(Shanta, 2009)**

Fisherman in Kenya don't wash their privates since they have to withdraw the prepuce and cleaning under the prepuce and some can't is a direct result of reasons like lethargy, absence of time, absence of information on the most proficient method to perfect, joyful demeanour towards cleaning genitalia and a prevalent view that washing with cleanser reduces ones accomplishment in getting fish (in Kenya). In any case, some likewise felt that washing procedure is inadequate in the event that one completed without focusing and washing the genitalia. In this examination it was additionally discovered that in spite of simple access to lake water and men recognizing that a connection may exist between poor genital cleanliness and the danger of penile contamination and poor sexual connections, hardly any men normally washed the genitalia.

(Zachary A Kwena, 2010)

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.

RESEARCH METHODOLOGY

Research approach:

There are numerous ways to deal with an examination like –

- Quantitative techniques (for example overviews) are best for estimating, positioning, sorting, recognizing examples and make speculations.

The methodology utilized was Quantitative in which the review technique was utilized to lead an examination.

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 13-70 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.

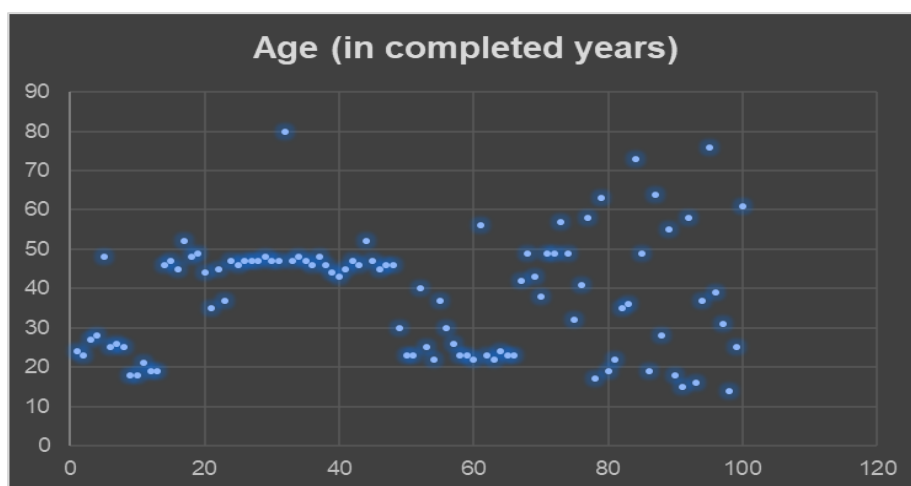
Main study - The size of sample depends on basics characteristics of population and the type of information required from the survey. For this project 100 respondents were selected.

RESULTS

Age of participants:

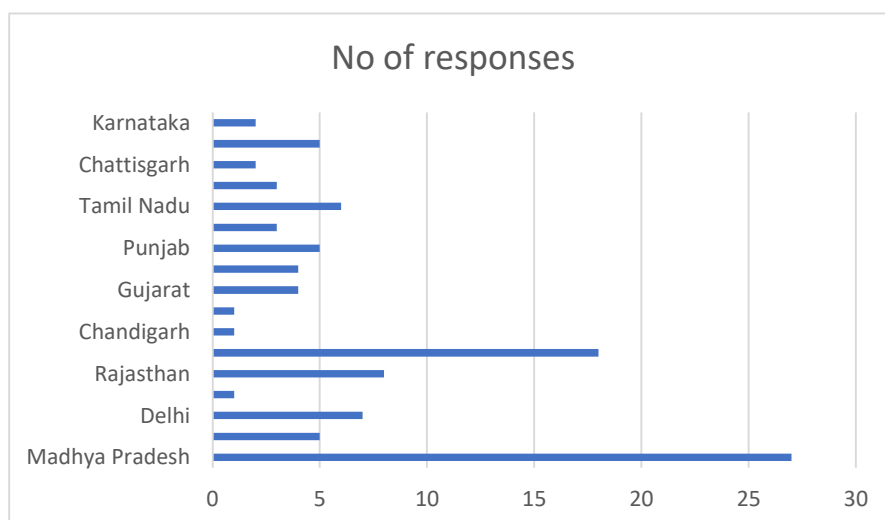
The study reveals the demographic profile of the individuals participated in the study.

Out of 100 responses, majority belong to age 47 years, followed by age 23 years. Then others were from category 45-50 years and 19-25 years. The minimum responses were from 14-17 years and 63-80 years.

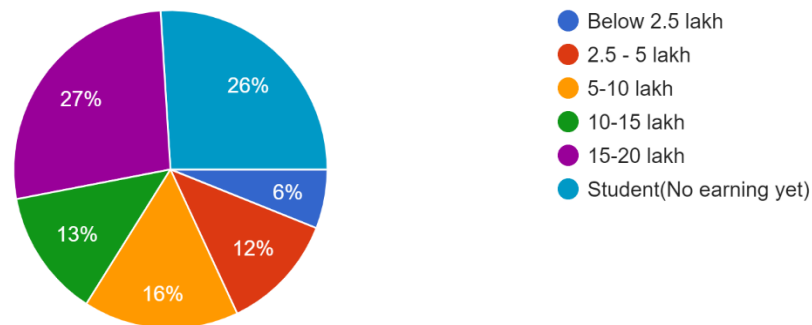


State to which they belong:

The other segmentation was done based on the state they belonged from. Maximum belonged to Madhya Pradesh (27%), Maharashtra 18%. Minimum responses were from West Bengal, Chandigarh and Goa which is 1% only each.

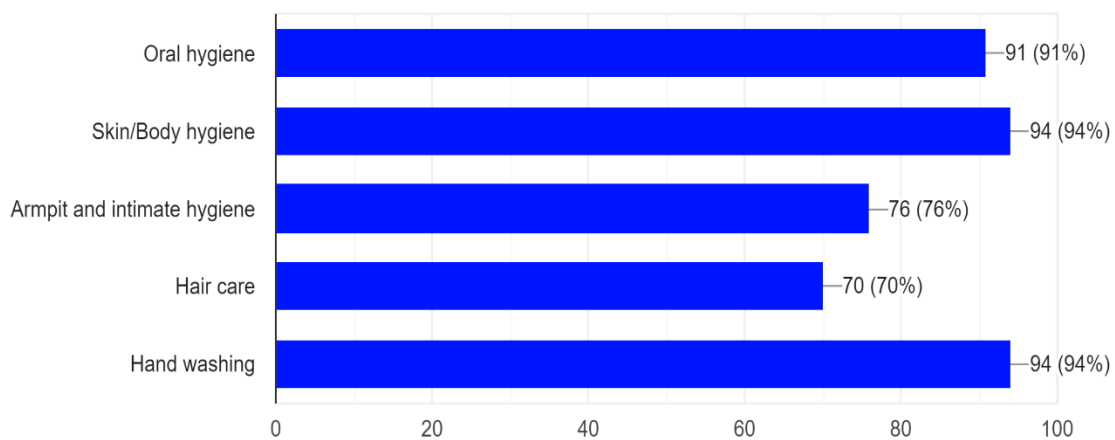


Earnings per annum:



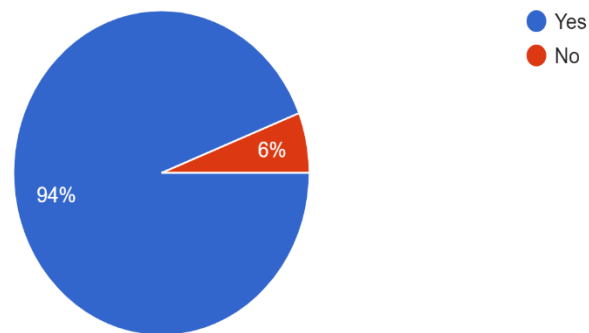
The major part of respondents had earnings between 15-20 lakh followed by students with no earnings. Others had between 5-10 lakh, 10-15 lakh, 205-5 lakh which constituted 16%, 13% and 12% consecutively. Minimum respondents 6%, earned below 2.5 lakh.

Hygiene practices do you followed in daily routine (Select one or more options):



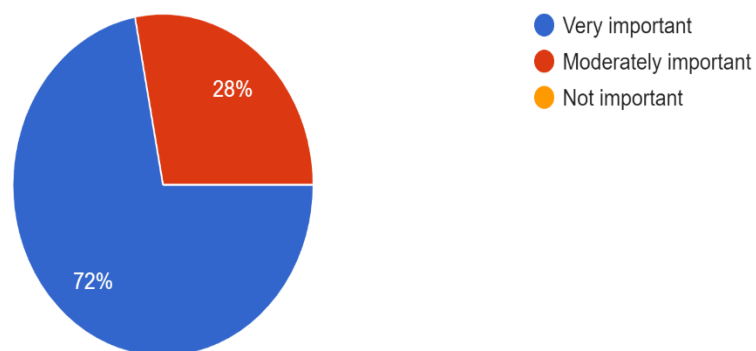
This chart shows the different types of hygiene practices followed by respondents in daily routine. Most of them said they follow skin/body hygiene, hand washing and oral hygiene (above 90%) practices in their daily routine. Armpit and intimate hygiene came at second place (76%). Hair hygiene is not followed daily.

Do you spend time in taking care of intimate hygiene?



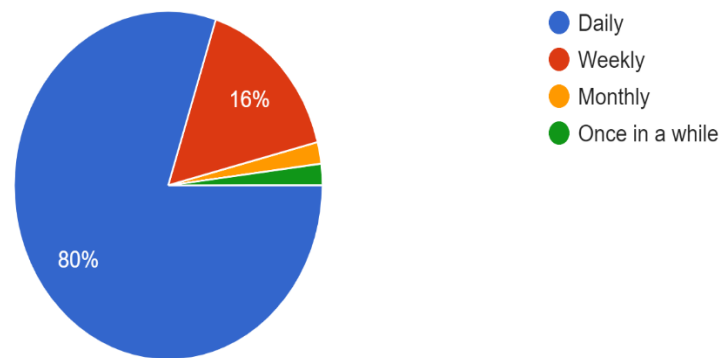
When asked about spending time in taking care of intimate hygiene, 94% said yes while 6% said no.

Importance of intimate hygiene:



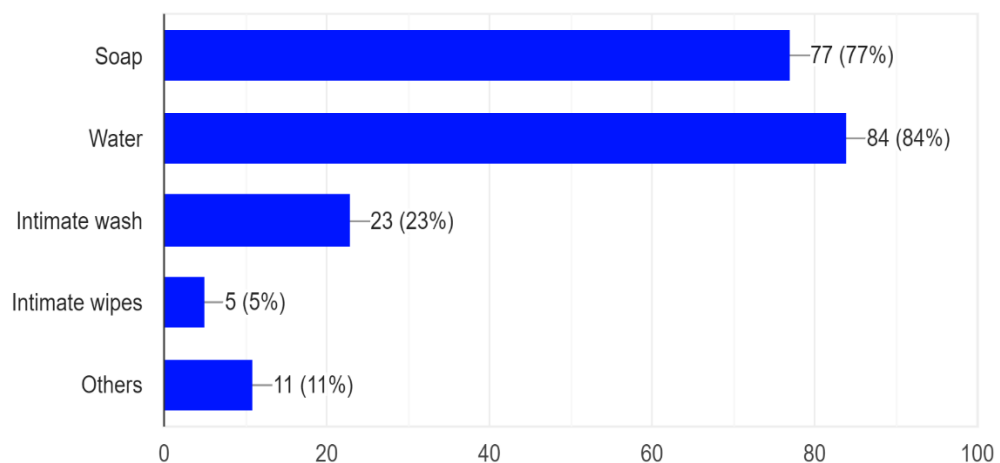
Participants were asked about the importance of intimate hygiene, 72% answered very important and 28% said moderately important and there were no responses in category of not important.

Frequency of practicing intimate hygiene:



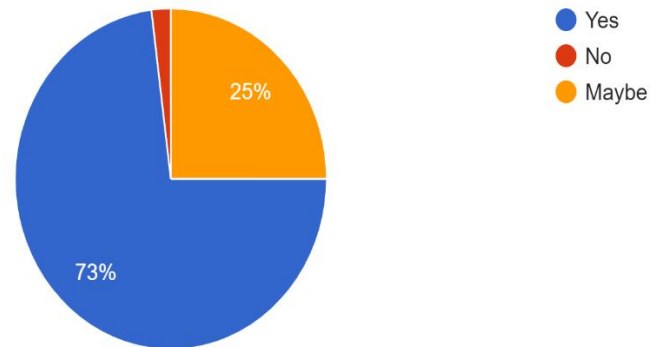
80% of the participants said that they practice intimate hygiene daily, followed by 16% which said weekly and the remaining said on a monthly basis and occasionally.

How do you clean your intimate parts? (Select one or more options):



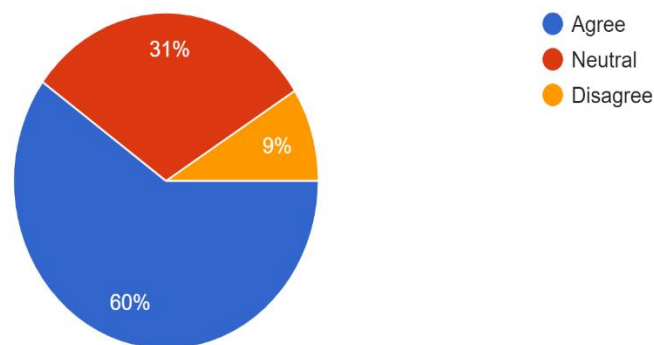
This graph depicts what is used by respondents to clean their intimate body parts. To this the responses were majority 84% used water then around 77% used soap for this purpose. Intimate wash used by 23% participants whereas intimate wipes were least (5%) used. 11% chose the other option.

Do you think lack of knowledge and carefree attitude towards intimate hygiene acts as a barrier in hygiene?



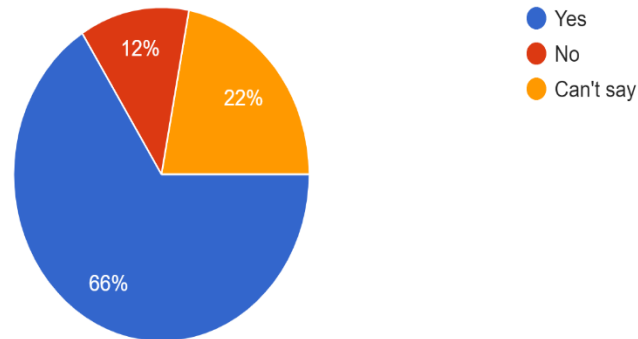
The above pie chart shows whether lack of knowledge and carefree attitude towards intimate hygiene acts as a barrier in hygiene. To which the responses were as follows – 73% answered yes, 25% were unsure so they selected maybe and only 2% selected no.

Is lack of privacy (eg. When using public toilets) a hindrance towards following intimate hygiene practices?



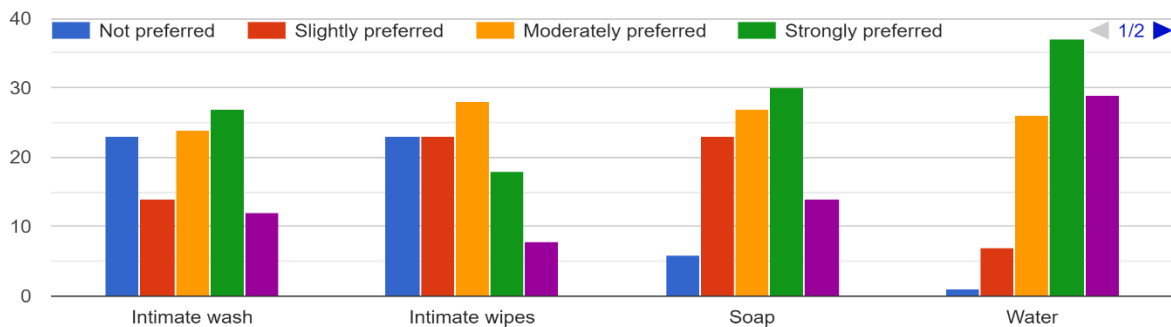
60% of the participants considered lack of privacy (eg. When using public toilets) a hindrance towards following intimate hygiene practices while 9% disagreed. 31% said their point of view is neutral.

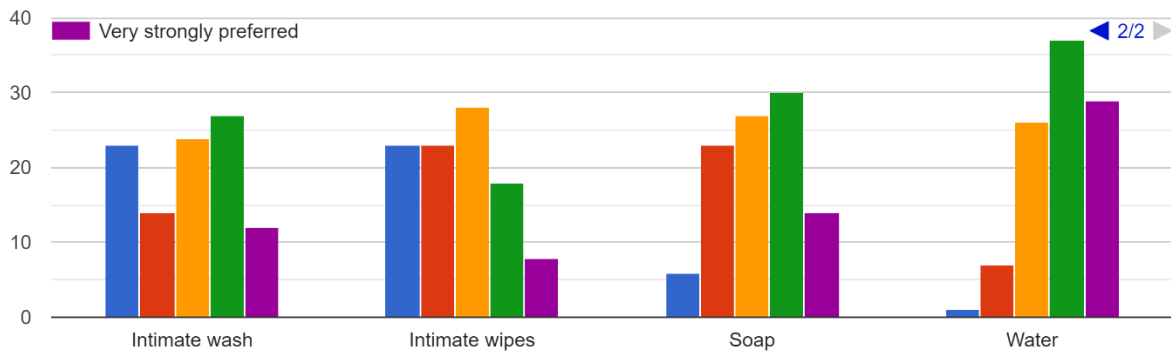
Is sweating in private parts due to exercise or rigorous physical work a cause of concern in personal hygiene?



Majority of them (66%) agreed that sweating in private parts due to exercise or rigorous physical work is a cause of concern in personal hygiene when compared to 12% who said it is not while about 22% said they are not sure.

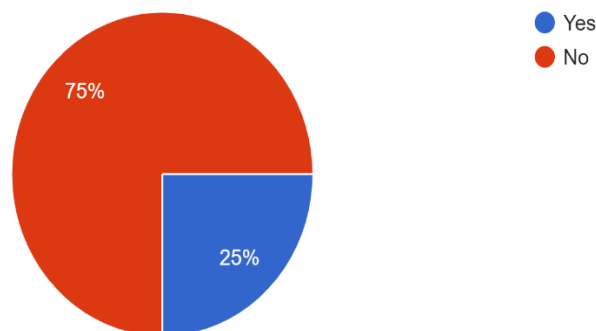
What products in the market would you prefer to keep your private parts clean? (Please rate on the following).





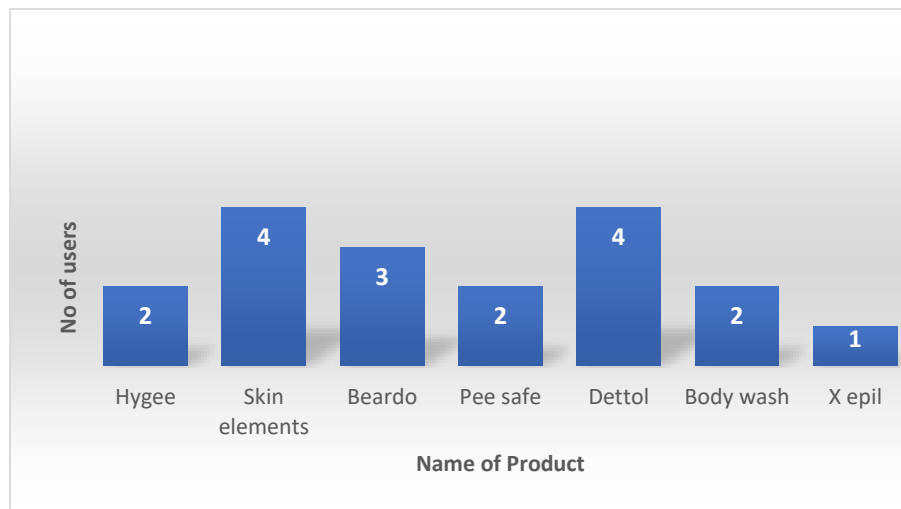
When asked about the preferences among soap, water, intimate wash and intimate wipes to clean their private parts, water was chosen to be the most preferred option, then soap was strongly preferred followed by intimate wash and wipes. Again intimate wash and wipes were least preferred.

Do you use any of the intimate hygiene products which are currently available in the market?



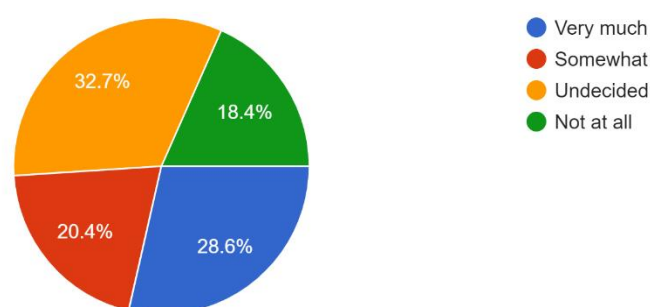
When asked if they use any of the intimate hygiene products which are currently available in the market, 25% answered in yes while maximum 75% are not using any products.

Name of product/brand used:



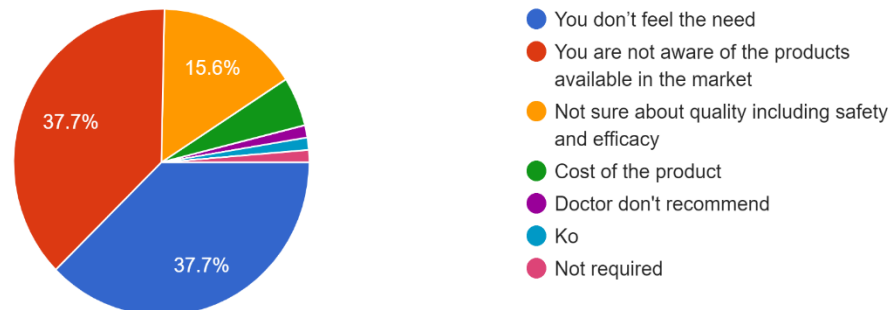
Out of the respondents who said yes, that they use product available in the market, then they were asked to mention the name/ brand of the product. They mentioned various brands like pee safe, skin elements, beardo, X epil and hygee. Most popular brand is Skin elements then beardo. Dettol is also mentioned but it does not come under intimate hygiene product. Some of them also mentioned use of body wash to clean their private parts.

How satisfied were you with product?



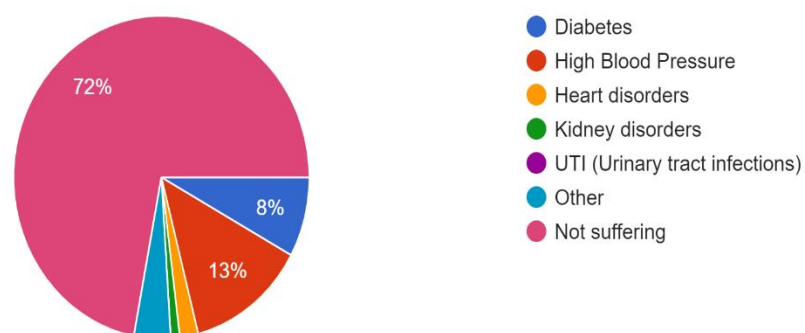
These 25 participants then were asked to rate if they are satisfied with the product or not. So, 32.7% chose undecided, while 28.6% said they are very much satisfied with the product. 20.4% were somewhat satisfied with the product and 18.4% said they are not at all satisfied with the product.

Reasons for not using the product:



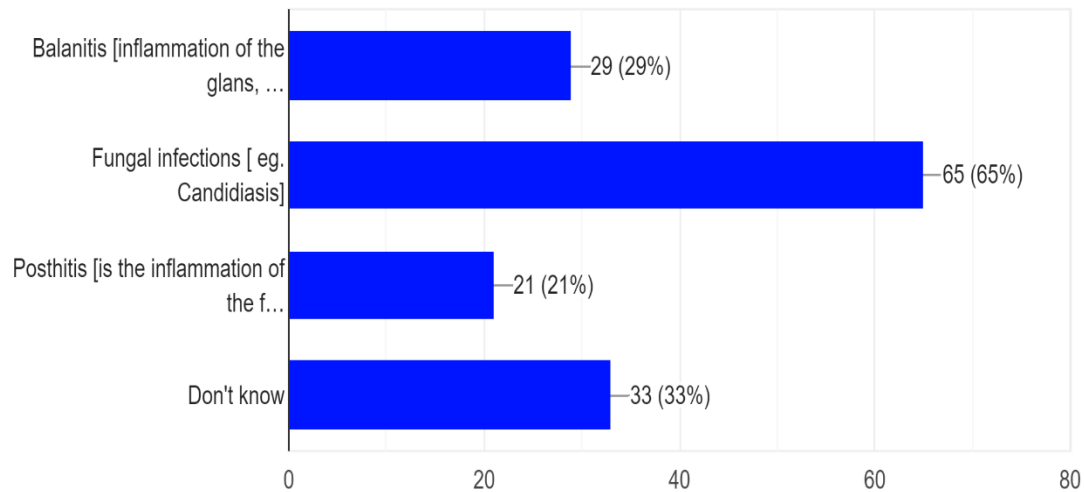
The pie chart shows the various reasons due to which the participants are not using any product for their intimate hygiene. The most prominent reasons were that they don't feel the need (37.7%) and they are not aware of the products available in the market (37.7%). The second highest reason was that participants are not sure about the quality including safety and efficacy. Followed by cost of product. Some also stated because it was not recommended by doctors.

Are you suffering from any of the disease condition mentioned:



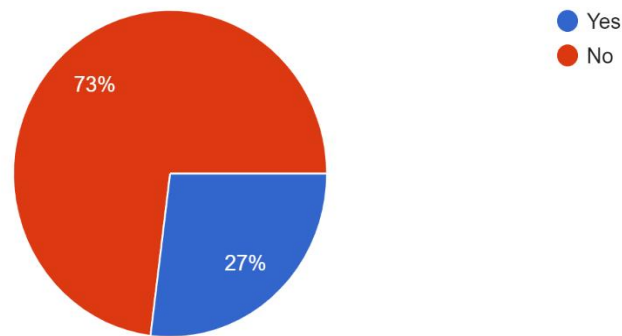
This chart shows the information to know if participants are suffering some of the disorders or not. To which 72% said they are healthy, 13% have hypertension and 8% diabetes. The percentage of people suffering from heart diseases (2%) and kidney disorders (1%) is very low. About 4% chose they are suffering from other diseases.

Awareness regarding the problems associated with poor intimate hygiene? (Select one or more options)



The graph provides information regarding the awareness of the problems associated with poor intimate hygiene. Maximum respondents 65% said they are aware about fungal infections like candidiasis followed by balanitis 29% and posthitis 21%. Also 33% answered that they don't know the problems due to poor intimate hygiene.

Have you ever suffered from any of the problems mentioned above?



In this chart 73% respondents said they are not suffering from any of the disorders mentioned in the above question which are balanitis, posthitis and fungal infections as opposed to 27 % which have suffered from them.

Specific product need if any, please mention

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

- The research study is limited to the selected male respondents from PAN India . Hence results may or may not vary with change in stakeholders, their sample size as well as change in the research area. The study was conducted in COVID-19 pandemic situation due to nationwide lockdown the data is collected online.
- The study was done for the selected time period of time and was completed in the stipulated time. Therefore limited time and time-frame are other limitations of study.
- 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. Even though we have taken utmost care in collecting the genuine data required for the research but we might have fall short somewhere due to lack of expertise in conducting such researches.
- Not all age categories were included in study. The study was limited to only age category belonging to 13-80 years.

- Hence, selected stakeholders, specific research area, limited sample size, limited time & time-frame and secrecy are the major limitations of this study.

RECOMMENDATIONS

The male personal care segment is growing at a fast pace. So with this developing segment, there is also need and demand for products which are curated specially for men. There are many problems which are related to men's intimate parts. Taking care of it and indulging in hygiene practices can help combat these problems. The needs vary according to age. Pharmaceutical companies have a lot of opportunities in this segment like medicated intimate wash/ wipes for specific problems like fungal infections. Not only they can come up in this segment but also bring some products for prophylaxis. 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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ANNEXURE
QUESTIONNAIRE

Your Age (in completed years)

From where do you belong?

What is your profession?

What is your annual income? (in Rupees)

- Below 2.5 lakh
- 2.5-5 lakh
- 5-10 lakh
- 10-20 lakh
- Above 20 lakh

1. Which hygiene practices do you follow in your daily routine? (Select one or more options).

- Oral hygiene
- Skin/Body hygiene
- Armpit and intimate hygiene
- Hair care
- Hand washing

2. Do you spend time in taking care of intimate hygiene?

- Yes
- No

3. How important is for you to take care of intimate hygiene?

- Very important
- Moderately important

- Not important

4. What is the frequency of practicing intimate hygiene?

- Daily
- Weekly
- Monthly
- Once in a while

5. How do you clean your intimate parts? (Select one or more options).

- Soap
- Water
- Intimate wash
- Intimate wipes
- Other (specify).....

6. Do you think lack of knowledge and carefree attitude towards intimate hygiene acts as a barrier in hygiene?

- Yes
- No
- May be

7. Is lack of privacy (eg. When using public toilets) a hindrance towards following intimate hygiene practices?

- Yes
- No

8. Is sweating in private parts due to exercise or rigorous physical work a cause of concern in personal hygiene?

- Yes
- No
- Can't say

9. If you face any challenges in intimate hygiene practices, how do you tackle it?[eg. Visit doctor, advice from someone, look on internet etc.]

.....

10. What products in the market would you prefer to keep your private parts clean?
(Please rate on the following).

OPTIONS	Not preferred	Slightly preferred	Moderately preferred	Strongly preferred	Very strongly preferred
Soap					
Water					
Intimate wash					
Intimate wipes					

11. A) Do you use any of the intimate hygiene products which are currently available in the market?

- Yes (Mention the name)
- No

B) If yes, how satisfied were you with product?

- Very much
- Somewhat
- Undecided
- Not at all

C) If you don't use, then what are the reasons?

- You don't feel the need
- You are not aware of the products available in the market
- Not sure about quality including safety and efficacy
- Cost of the product
- Other

12. Are you suffering from any of the disease condition mentioned below –

- Diabetes
- High BP
- Heart diseases
- Kidney disorders
- UTI (Urinary tract infections)
- I am not suffering

13. A) Are you aware of the problems associated with poor intimate hygiene? (Select one or more options)

- Balanitis [inflammation of the glans, or the head, of the penis, due to infection or another cause.]
- Fungal infections [eg. Candidiasis]
- Posthitis [is the inflammation of the foreskin (prepuce) of the human penis.]
- Penile cancer
- Don't know

B) Have you ever suffered from any of the problems mentioned above?

- Yes
- No

14. If you have any specific product need, please specify.....

