

**Summer Training at
Micro Labs Limited, Bhopal**

A Study on Doctor's Perception on Effect of Digital Gadgets on Human Eye

**By
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**Under the guidance of
Mr. Abhishek Dadhich**

**MBA Pharmaceutical Management
2017-2019**

The logo of IIHMR University, featuring the letters 'IIHMR' in a large, bold, serif font, with 'UNIVERSITY' in a smaller, sans-serif font to the right. The letters are white and set against a dark purple rectangular background.
School of Pharmaceutical Management
The IIHMR University, Jaipur
2018

CERTIFICATE

This is to certify that **Mr. Om Kumar Dadhore** has undergone summer training at **Micro Labs Limited** in **Bhopal** from **10 April 2018** to **10 June 2018** on **Marketing Project on Doctors Perception on Effect of Digital Gadgets on Human Eye.**

The candidate himself completed the project assigned to him during the tenure of his summer training. His approach to the project was sincere and proactive. This summer training is in partial fulfillment of the course requirement recommended for the award of MBA in Pharmaceutical Management.

I wish him success in all his future endeavors.



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MICRO LABS LIMITED

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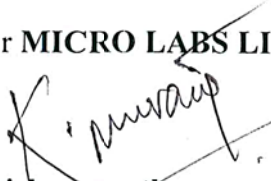
Date: August 2, 2018

TO WHOM IT MAY CONCERN

This is to certify that **Mr. Om Kumar**, student of Master of Business Administration program of IIHMR University, Jaipur, has successfully completed his internship entitled “**Market Research**” at Bhopal headquarter of Micro Labs Limited, Bangalore, for two months starting from April 10, 2018 to June 9, 2018.

We found him sincere, hardworking, technically sound and result oriented. He worked well as a part of team during his tenure. We wish him all the best for his future.

For **MICRO LABS LIMITED**


Krishnamurthy
GM - Human Resources

Acknowledgement

The internship opportunity I had with Micro Labs was a great chance for learning and professional development. Therefore, I consider myself as a very lucky individual as I was provided with an opportunity to be a part of it. I am also grateful for having a chance to meet so many wonderful people and professionals who led me through this internship period.

Bearing in mind previous I am using this opportunity to express my deepest gratitude and special thanks to the Mr. Ashok Kumar (Vice President of Micro Labs) who in spite of being extraordinarily busy with her/his duties, took time out to hear, guide and keep me on the correct path and allowing me to carry out my project at their esteemed organization and extending during the training. I express my deepest thanks to Mr. Sandeep Narula (Associate Professor IIHMR University Jaipur) & faculty mentor Mr. Abhishek Dadhich, Assistant Professor IIHMR University and my Organization mentor Mr. Akshaya Devlalikar [Zonal Manager Micro Labs] for taking part in useful decision & giving necessary advices and guidance and arranged all facilities to make life easier.

It is my radiant sentiment to place on record my best regards, deepest sense of gratitude to Mr. Bhupendra Sisodia, [Regional Manager Micro Labs], and Mrs. Shweta Parwardhan, [Medical Representative Micro Labs Bhopal] for their careful and precious guidance which were extremely valuable for my study both theoretically and practically.

I perceive as this opportunity as a big milestone in my career development. I will strive to use gained skills and knowledge in the best possible way, and I will continue to work on their improvement, to attain desired career objectives. Hope to continue cooperation with all of you in the future,

Sincerely,

Om Kumar Dadhore

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Acronyms/Abbreviations

MR - Medical Representative

CME - Continuing Medical Education

OTC – Over the Counter Drug

DTF – Diabetes Task Force

CMC – Carboxymethylcellulose

Min – Minutes

RCPA- Retail Chemist Prescription Audit

OPD- Out Patient Department

Organization Learning

Introduction:

Micro Labs Limited is a multi-faceted healthcare organization with a proficient marketing team, state-of-the-art manufacturing facilities and R&D centres that are at par with international standards. All this robustly backed by a strong distribution network and path-breaking research work has placed us amongst India's fast growing transnational healthcare organizations.

Ranking 14th among prescriptions (as per SMSRC May 16') and 19th in sales (as per AWACS MAT May'16), Micro's brand portfolio includes some of the topmost brands in various specialties like Cardiology, Diabetology, Anti-infectives, Ophthalmology, Pain, etc. Amidst our proud achievers is Dolo, an award-winning brand highly prescribed for fever management.

The company is also at the forefront in social contribution, striving to be a model corporate citizen in terms of Environmental Protection & Social Initiatives with significant contributions in the areas of education and health. Micro Labs is poised to achieve unparalleled status in the global pharmaceutical industry. Backed by a profound and resolute vision, we now have our eyes set on attaining the \$1 billion mark by 2020.

Business Segments:

Under the current leadership of **Mr. Dilip Surana** (Chairman & Managing Director) and **Mr. Anand Surana** (Director), Micro Labs has evolved into a diversified pharmaceuticals manufacturing company with products ranging from oral solids, oral liquids, topicals to injectables. We are ranked 19th on sales (AWACS MAT May'15) among the organized sector in the Pharmaceutical Industry. An energetic marketing team and dedicated plants for penicillin and non-penicillin categories have been the catalyst for our impressive rankings.

Micro Labs has 14 plants that have been contributing significantly to the healthcare needs of domestic market for over three decades.

Vision 1 & 2 – Ophthalmology:

Vision is an Ophthalmic division of Micro Labs Ltd. Inception of Vision was in the year 1999 with the mission to manufacture and market high quality eye care products at an affordable price in India and all over the world.

Vision made its mark in the very first year of its launch with the introduction of the breakthrough steroid with anti-infective combination, Microflox DX (Ciprofloxacin + Dexamethasone) which revolutionized post-operative care bringing steroid with Fluoroquinolone for the first time ever in the Ophthalmic market.

The R & D of Micro Labs indigenously developed the first Indian formulation of Fluorometholone, Flurisone and this pioneering effort opened gates for molecules & formulations available in the global market to be developed in India.

Since then Vision has pioneered the introduction of a plethora of Ophthalmic products across therapy areas of Ophthalmology like, Lubrex, the first Indian formulation of Carboxymethylcellulose for the management of Dry Eyes, Misopt, the first Indian combination of Dorzolamide + Timolol for the management of glaucoma and Levobact, the first formulation of Levofloxacin eye drops for the treatment of ocular infections in paediatric patients maintaining a high level of safety alongside. These pioneering introductions provided the Ophthalmologist of the country to provide better eye care to Indian patients.

The meteoric rise of Vision in the Ophthalmic arena caught the attention of global Ophthalmic players to partner and market their research products in India." A historical and strategic partnership emerged in 2005 when LG Life Sciences" South Korea expressed their interest to market their Visco-

elastic, LG-Hyal 2000 Injections in India using the highly dedicated and disciplined marketing team of Vision.

Vision today markets over 40 Ophthalmic products across therapy areas in Ophthalmology with a turn-over of over Rs.80 Crores.

Objective:

Our vision is built around a desire to being not just the best, but a leader in the development, manufacture and sales of premium pharmaceutical products. We wish to raise the flag of Micro Labs in India as well as abroad. Micro Labs is dedicated to manufacturing medicine of the highest standard and market it at affordable prices across the globe.

Marketing Team: In the pharmaceutical company their marketing team is very important because marketing team and their effort is very important in growth of the company. Marketing teams work is to make strategy. Because Sales team is Depend on the Marketing team. How they Makes Strategy for Sales team on this Basis sales team's responsibility is to execute that strategy in the effective and efficient way. To make a good there is to be a good coordination between sales team and marketing team.

But as I observed there is a lack of coordination between Marketing team and sales team. Marketing team does not take inputs while making strategies. Marketing team must take inputs from sales team because they are working in the field and they know what is going on in the market. And both team are blaming to each other.

Medical Representative's(MR): Medical representatives are also known as sales team of the company. MR's is most important for company because they are generating the sale of company and they makes good link between Doctors and Company. M.Rs have lots of work in the field they must Visit doctors to give detailing's of the product. They must work on different types of campaigns organised by the company for doctors. As an

intern in Miro labs I've visited to doctors with my guide (MR) and worked on Summer Cool Campaign under which we distributed Juice Packs to doctors. MR's also must do closings in the ending of the month for that they have to do paper works for that they didn't have any office. It's difficult for them to do paper work in open market. and after Closing they are understand that how much sales they did in past month and what is the increment they got.

Conclusive Learning:

As I Learnt about the job of Medical Representative how they work Their work is a good as well as a Hard to do. Hard in means they must work in the field of their working station as well as out of station for attending calls and they must do multitasking works like MR's have to visit doctors in a city as well as in the other cities as well. They must meet retailer for orders their product and must execute different campaigns to doctors. Sometimes they must wait few hours to meet a doctor. It is because doctors are the customers. And as a good job I it means MR's will meet new persons every day and visit different places for their work.

1. Chemist Perception towards lubrex and preparing strategies.

Introduction:

Now a day's people are using digital gadgets and it is harm to eye and cause eye disease and eye problem like dry eye, eye irritation, dryness, eye itching." Dry eyes are one of the most common problems in peoples of all age groups and the number of patient is increasing day by day. It's all because there is rapid increase in the uses of digital gadgets". Currently in the market there are many types of digital gadgets present which makes life easier and used by all types of people. From children to elder ones all are using mobile phones, laptops, TV for their day to day life. Which is now the problem it causes sever eye problems. Ophthalmologists every day observe and meet lots of patients and most of the patients have problem of dry eyes. And in most of the cases it is because of digital gadgets. For dry eye treatment doctors mostly prescribe lubricating eye drops. Carboxymethyl cellulose is most commonly used eye drop for the treatment of dry eyes. There are many types of lubricating eye drop present in the market. But most of the eye drops is expensive/unaffordable by every people. And many of the eye drops is of low price but have poor quality which further can cause problem. Micro Labs Lubrex is one of the finest and most popular product presents in the market. Lubrex has low price and good quality which is manufactured according to international standards. There is a need to make lubrex available for all the people in every store and make people aware about lubrex and its use like an OTC product. People can buy lubrex without any doubt and with full trust. Lubrex is economical for everyone. In this project we ask questions on the basis of questionnaire to chemists about already established competitors in the market and inquire about what type of customers came to buy eye drops and also make strategies to make lubrex sell like OTC product.

The Micro Labs Lubrex is the one of the best quality and economic carboxymethyl cellulose eye drop.

Lubrex
Trusted ocular lubricant...
...for today's overstressed eyes



Product- Lubrex (Micro Labs)

Carboxymethyl cellulose (0.5%W/V)

Price- Rs.102.74

Volume – 10 ml

Rationale: Ophthalmology is very niche market and it requires proper planning and strategy for promotion of its product. From doctor to stockist to retailer each of them has a role play. Just by focusing on doctor to prescribe a product will not be help even as retailer should have that product to sell it to the patient. Most of medical representatives of ophthalmologist department are focusing on those retailers which is near by ophthalmologist and does not frequently visiting those who are far away. To increase sales of eye, drop a company should focus on retailer. And company can find out what does retailer indpendented and what they want from company. And then how companies can make retail strategy for increase their sales.

Research question: What are the opportunities to increase sales of lubrex in pharmacies which is away from clinic and hospitals.

Objective: To Formulate a retail strategy for indpendented pharmacies. That is pharmacies not attached to eye clinic with a view to increase lubrex sales.

Mode of Data Collection:

Study type: Descriptive Study

Type of data: Quantitative data

Technique: Field survey using Questionnaire

Sampling technique: Cross-sectional non-probability Purposive sampling

Data collection: Primary data

Study Timeline: Two months (April 2018-June 2018).

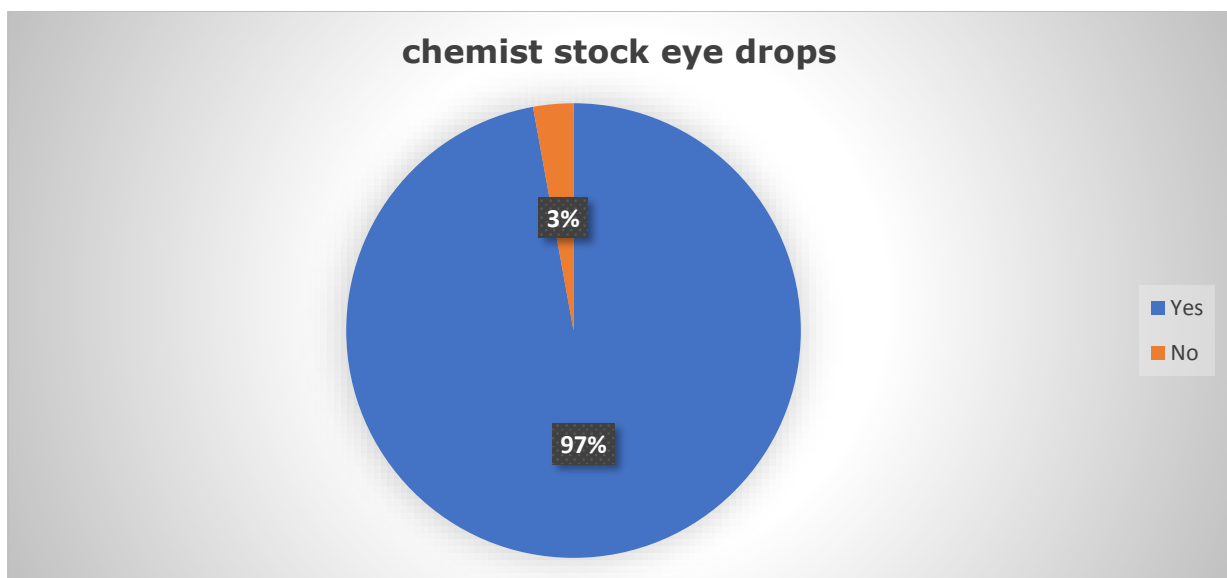
Sample size: 175: Chemists

Sample Area: Bhopal

Data compilation, analysis and interpretation:

1. Chemist stock eye drops.

Response	Responders
Yes	170
No	05

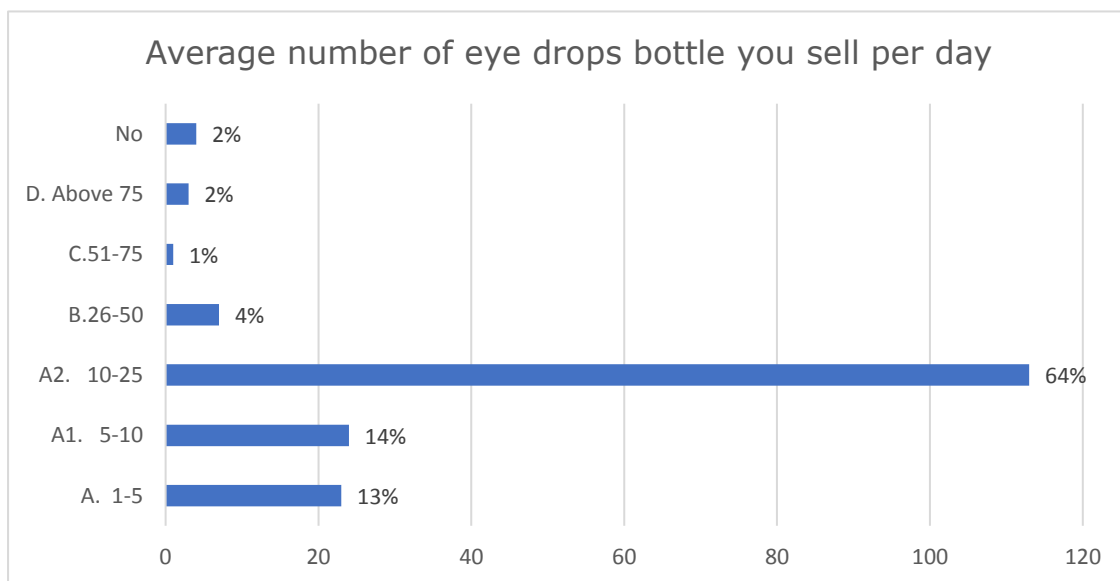


Interpretation: Maximum number of chemist said they stock some kind of eye drop.

2. Chemist are Average number of eye drops bottle sell per day.

For this question I added the options of A, A1, and No because many doctors selected that options.

RESPONSE	Responders
A. 1-5	23
A1. 5-10	24
A2. 10-25	113
B. 26-50	7
C. 51-75	1
D. Above-75	3
No	4

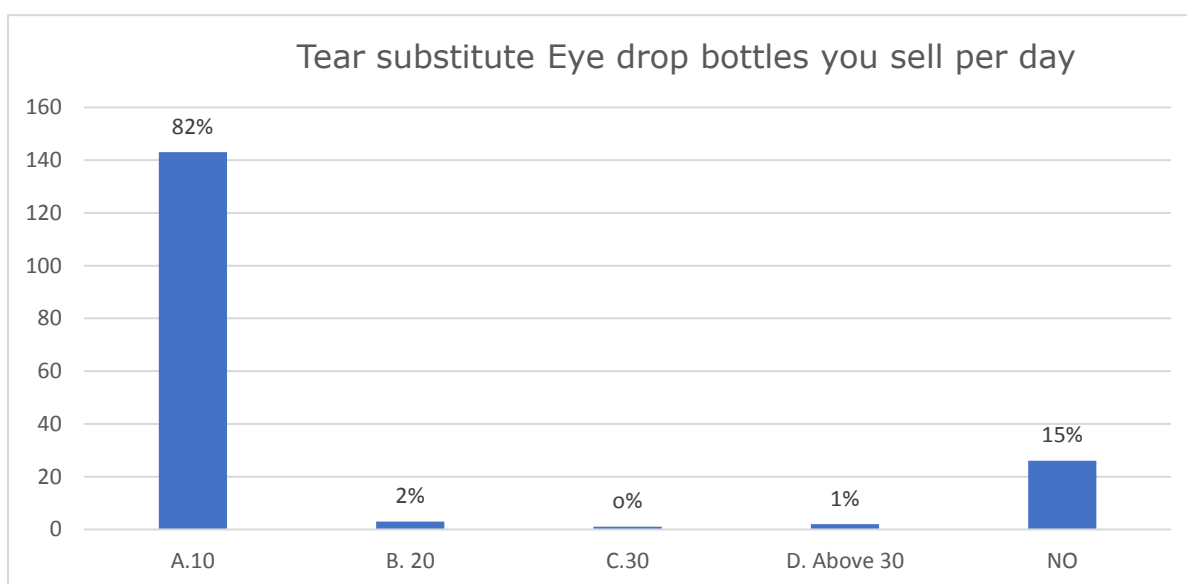


Interpretation: Most of the pharmacies (64%) sell 10-25 eye drop bottles per day.

3. Tear substitute Eye drop bottles you sell per day.

Response	Responders
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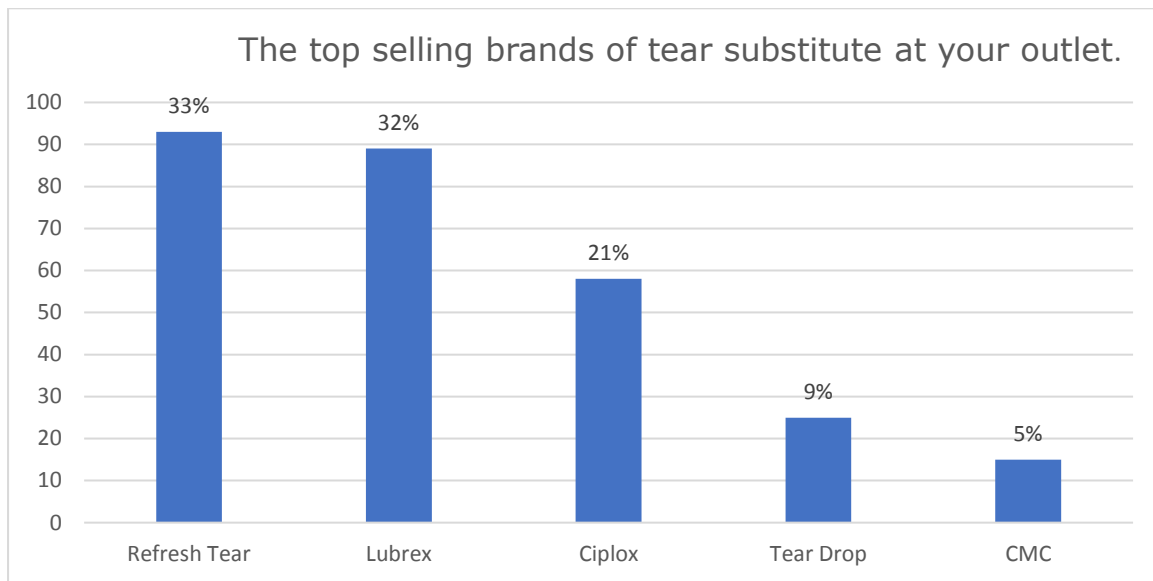
A.10	143
B. 20	3
C.30	1
D. Above 30	2
NO	26



Interpretation: 82 Percent respondents said that they sell 10 bottle of tear substitutes per day.

4. the top selling brands of tear substitute at your outlet?

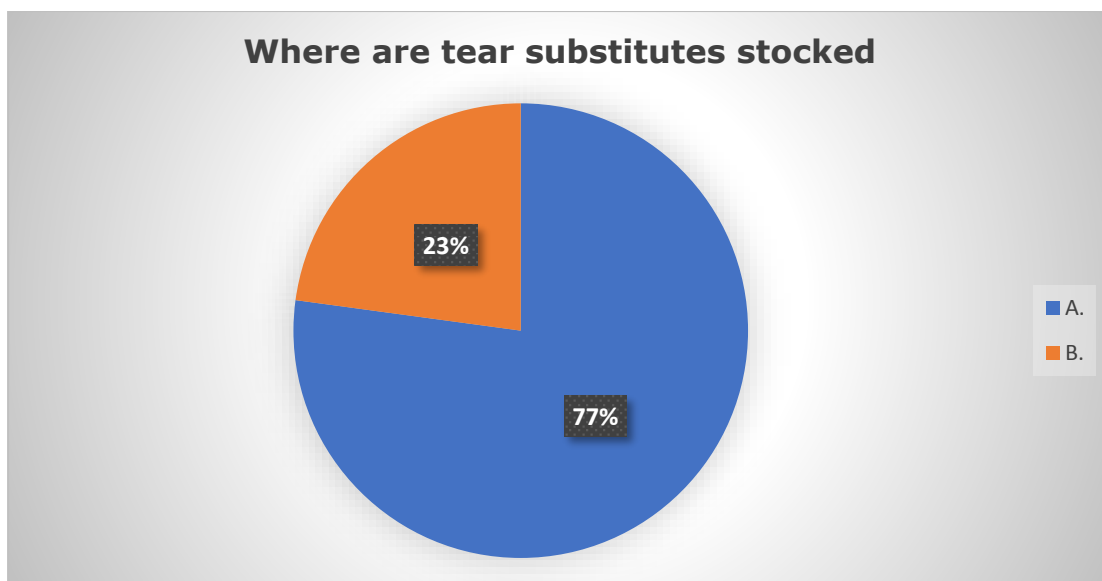
Response	Responders
Refresh Tear	93
Lubrex	89
Ciplox	58
Tear Drop	25
CMC	15



Interpretation: These are the top selling 05 brands collected from respondents. These are the direct competitor of lubrex.

5. Where are tear substitutes stocked.

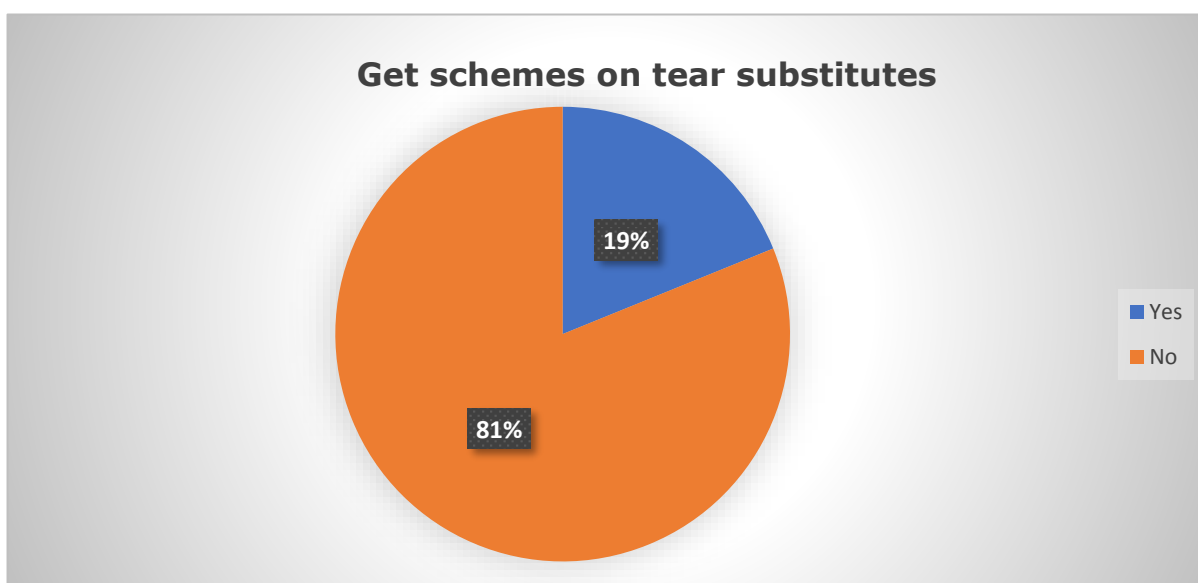
Response	Responders
A.	135
B.	40



Interpretation: 77 Percent of respondent said that they stock tear substitutes near the counter.

6. Chemist get schemes on tear substitutes What are the schemes.

Responses	Respondents
Yes	33
No	142

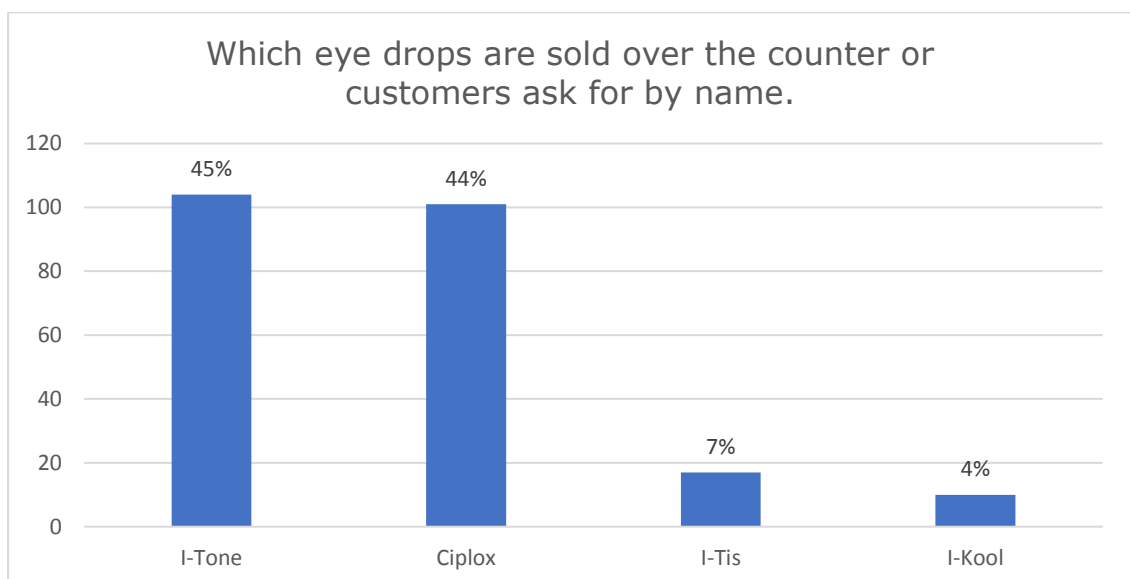


Interpretation: Most of the respondent (81%) said that they do not get any scheme and 19 percent respondents said that they get scheme

like 10+1.

7. Eye drops are sold over the counter or customers ask for by name.

Response	Responders
I-Tone	104
Ciplox	101
I-Tis	17
I-Kool	10



Interpretation: All most all respondents said that they mostly I-tone and Ciplox sold as a OTC and customers ask for by name.

8. The doctors prescribing these eye drops, do they have the preference.

Interpretation: Based on this survey I concluded the data of chemist they gave doctors name who is present nearby pharmacy. None of the doctors have any specific preference for eye drops. Because most of the chemist responded No or not answered this question.

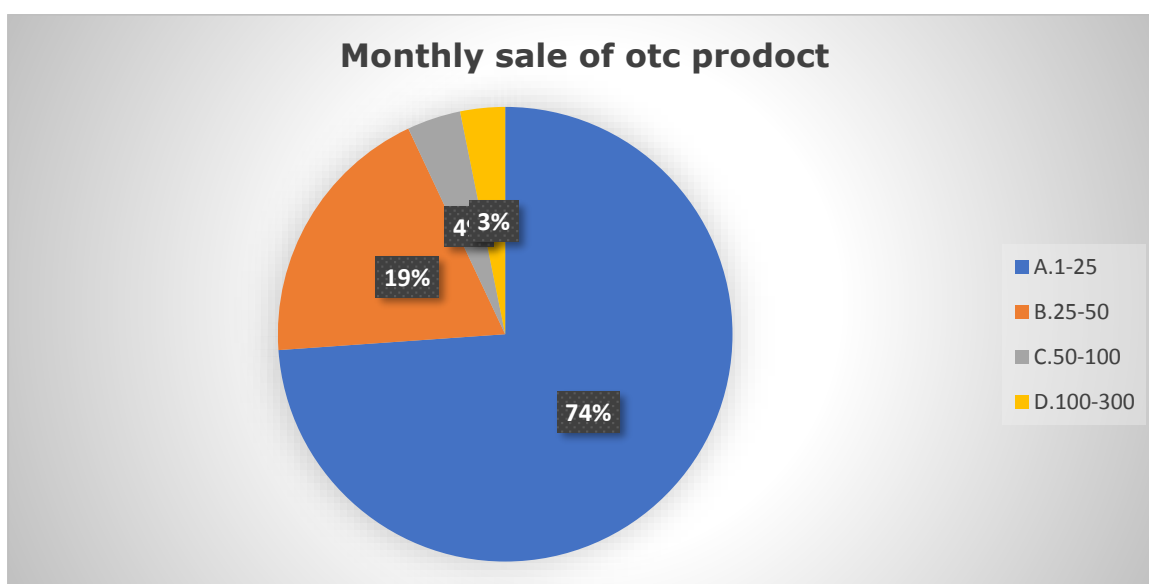
9. Sell over the counter eye drops (Eye spa/ I-tone/ Jivadaya Netraprabha/ Drishti/ any other).

Responses	Respondent
I-tone	104
Drishti	11

Out of 175 chemists 104 chemists sells I-tone as OTC product and 11 of them also have Drishti

A. Monthly sales in units

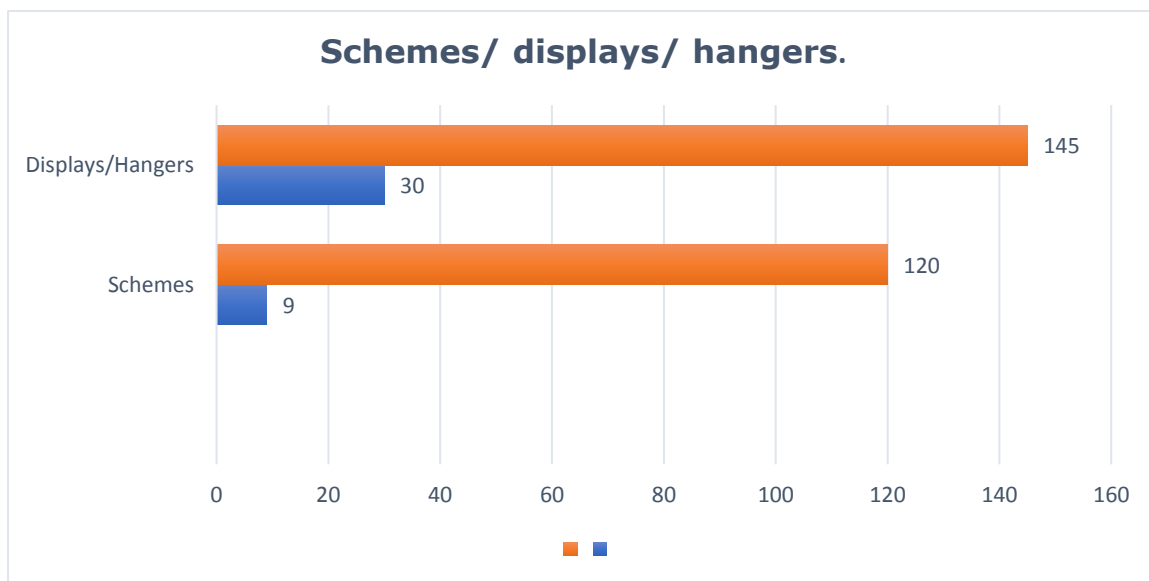
OTC Product	Pharmacies
A. 1-25	116
B. 26-50	30
C. 50-100	6
D. 100-300	5



Interpretation: 116 Pharmacies are selling 1 to 25 unit per day.

B. Schemes/ displays/ hangers/ other promotion etc?

Response	Yes	No
Schemes	09	120
Displays/Hangers	30	145



Interpretation: Out of 175 pharmacies only 09 pharmacies get scheme and 30 pharmacies show display/hangers.

10. Type of customer come and ask for eye by themselves.

Most of respondents said that they do not sell eye drop without prescription or customer ask does not any preference few respondents said that like-mahaflox, mosi, combipat Refresh tear and lubrex also customer comes and ask by name.

Recommendations: To increase the sale of Lubrex it is important for the company to increase aggressive marketing with good communicating message to chemists and pharmacy shops and increase awareness about lubrex. If chemist will understand about our product then it is possible that they will sell our product to patients with greater effort how many brands they stock, and which is direct competitor of lubrex and those doctors who are prescribe eye drops and then focus on that doctors.

For increase the sale of lubrex and increase the awareness about the lubrex. By the poster and hanger and display on the pharmacy and nearby pharmacy we should give them different type of posters hanger and display. Because those people who do not have awareness about lubrex when they will see the promotion activity they ask about them and they will buy the lubrex.

Medical representative should not avoid those pharmacy which is away from hospital and clinic of ophthalmologist. Medical representative should meet with them and discuss about product why the are not stored lubrex and ask them you get any type of scheme on the product then they said no so tell them about our scheme. And some pharmacies get scheme like 10+1.

And give some gift like pen, dairies and calendars for prolong relationship with the company.

Conclusion: Lubrex is one of the good quality brands of carboxymethyl cellulose. Lubrex also have lesser price compare to all of his competitors. There are very good numbers of chances that Lubrex is become like OTC product. Just a need is to work on its aggressive campaigning to chemists and doctors as it also has lots of benefits over other brands. on the pharmacies have a lack of poster/hanger/display and most of chemist are not getting scheme. For increase the awareness of lubrex need to work on this thing.

2. Doctor perception about effect of digital gadgets on human eyes.

Introduction:

Now a day's government is promoting digital India and India continuously goes to be digital. The uses of mobile phones, Tablets, I-pads, Computers, Laptops etc are increasing day by day. most people are use digital gadgets and over use of digital gadget so the over use of digital gadgets cause eye diseases and eye problems. In which most common disease is cause dry eye. Most of the doctors treat above eye disease lubricant, CMC, etc. product. Micro labs have a lubrex which is comes in the lubricating eye drop and lubrex in CMC (0.5%). In eye problems dry eye symptom is the most common in patients and most of time people are unaware of it." Dry eye syndrome is caused by a chronic lack of sufficient lubrication and moisture on the surface of the eye. The symptom of dry eyes is Burning sensation, Itchy eyes, Aching sensation, Heavy eyes, Fatigued eyes, Sore eyes, Dryness sensation, Red eyes, Light sensitivity, Blurred vision" This survey is conducted to know that what types of awareness activities is done by pharmaceutical companies and to be done according to ophthalmologist doctors in hospitals and clinics.

Treatment: To treat the dry eye problem doctors mostly use Carboxymethyl cellulose eye drops which is mostly beneficial in dry eye management.

Hospitals and clinics are the places where patients get treated. And these are the places where patients get educate about diseases their symptoms and how to cure them. This is done by promotional media like posters which is placed by pharmaceutical companies. These things are provided to aware the patients about eye disease/problems and how to reduce effect of these problems. In eye problems dry eye symptom is the most common in patients and most of the time people are unaware of it. **Dry eye syndrome**

is caused by a chronic lack of sufficient lubrication and moisture in the corneal surface of the eyes.

Rationale: As an intern in micro labs I must know about dry eyes awareness activities goes on in hospitals and clinics. And what are the other ways to make awareness.

Research question: What the opportunities to increase awareness in-clinic promotion program and detection and prescription of lubrex.

Objective: To assess the Devise an in-clinic promotion program to increase the awareness, detection and prescription of Lubrex.

Mode of data collection:

Study type: Descriptive Study

Type of data: Quantitative data

Technique: Field survey using Questionnaire

Sampling technique: Cross-sectional non-probability Purposive sampling

Data collection: Primary data

Study Timeline: Two months (April 2018-June 2018).

Sample size: Ophthalmologist doctors- 100 doctors

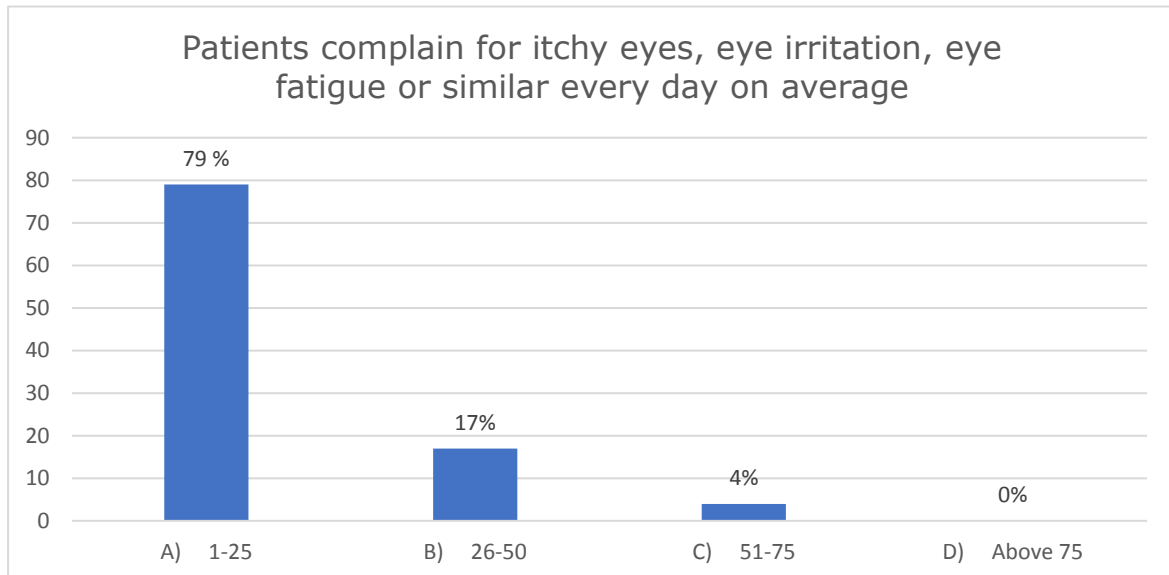
Sample area: Bhopal

Data compilation, analysis and interpretation:

1. Patients complain about itchy eyes, eye irritation, eye fatigue or similar every day on average.

Responses	Respondents
A). 1-25	79

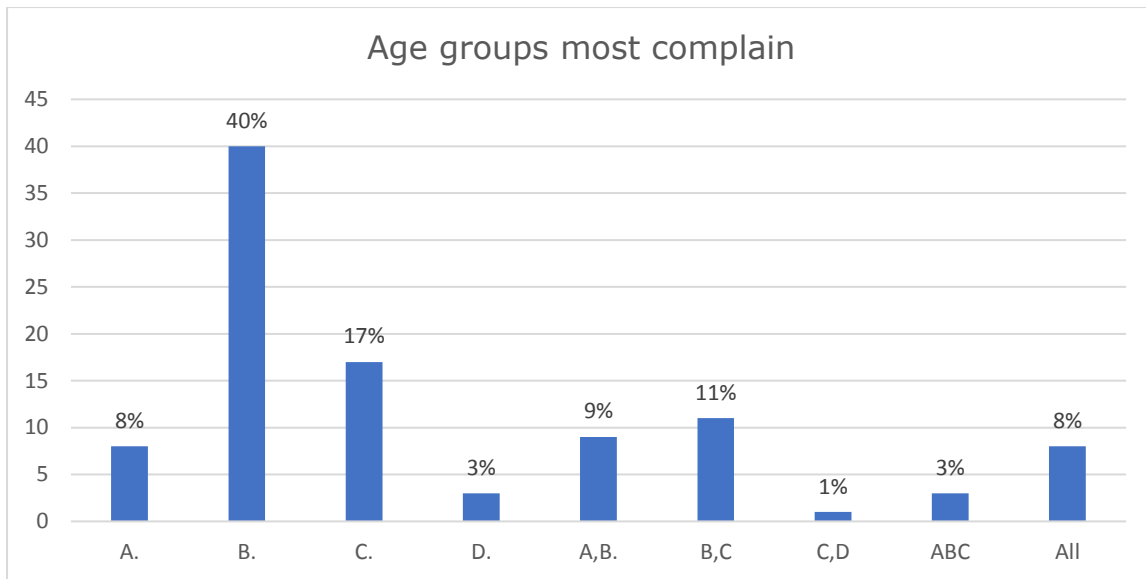
B). 26-50	17
C). 51-75	4
D). Above 75	0



Interpretation: Most of the patient visiting ophthalmologist complain about itchy, eye irritation, eye fatigue or similar problem.

2. the age groups most complain.

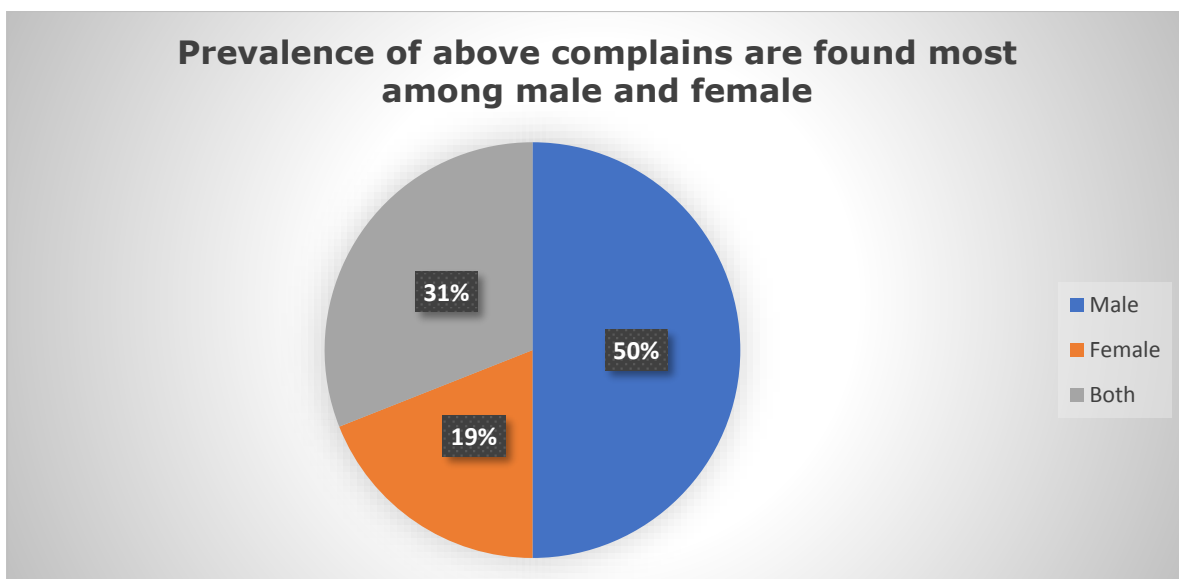
Response	Responders
A.10-15	8
B.16-25	40
C.26-35	17
D. Above 35	3
A, B.	9
B, C	11
C, D	1
ABC	3
All	8



Interpretation: Most of the complains were found those patients who have 16 to 25 and 26 to 35 years of age group.

3. The prevalence of above complains are found most among.

Response	Responders
Male	50
Female	19
Both	31

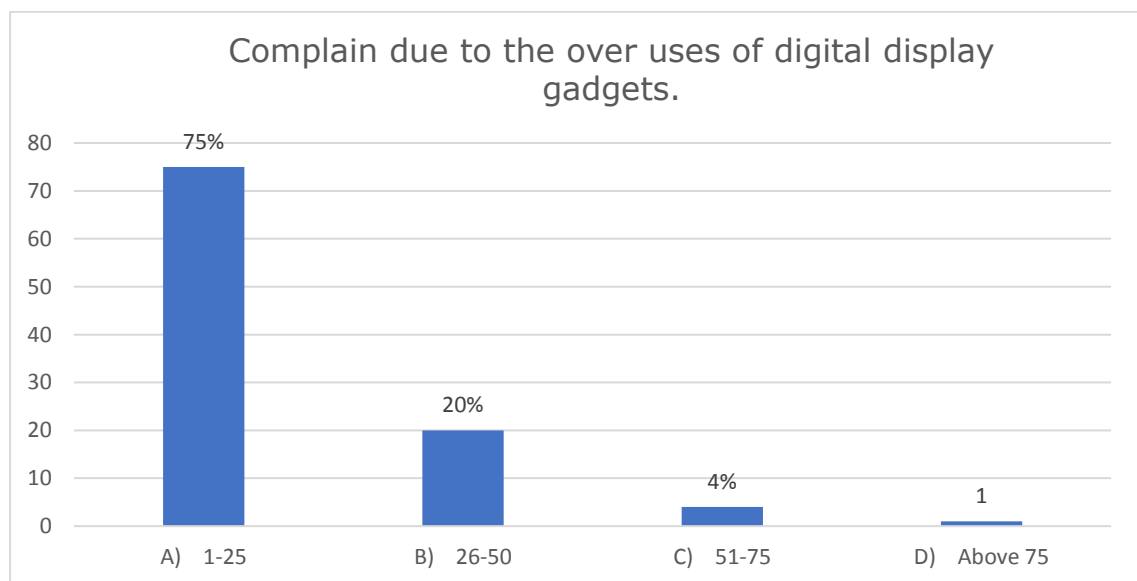


Interpretation: Most of the respondents responded on both so I added the option of both.

Maximum males complained about eye disease.

4. Out of these how many of them complain due to the over uses of digital display gadgets?

Responses	Respondents
A). 1-25	75
B). 26-50	20
C). 51-75	4
D). Above 75	1



5. Opinion how does over use of digital gadgets harm the eyes.

- Dryness eyes
- Eye irritation
- Redness of eyes
- Blue Effect
- Blinking problem
- -Strain

- Headache
- Rise in chances of myopia,
- Circulation of tear film compromised
- Causes computer vision syndrome and digital gadgets disturbs ocular surface.

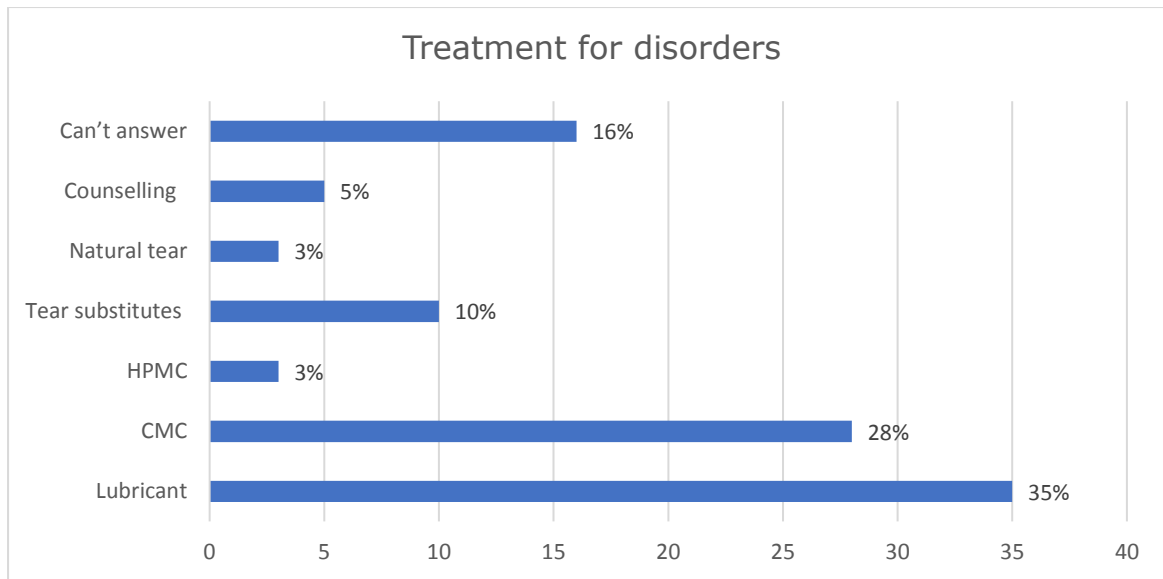
Interpretation: All most doctor's opinion is that on the over use of digital gadget harm the eye it causes dryness of eye and eye irritation.

6. Treat above disorder.

Response	Responders
Lubricant	35
CMC	28
HPMC	3
Tear substitutes	10
Natural tear	3
Counselling	5
Can't answer	16

Almost all the doctors answered: -

- Lubricants
- Carboxymethylcellulose eye drops
- Counselling with patient for exercise and rest
- 20-20 rule (20 min use digital gadgets & 20 min rest to eyes)
- Increase intake of water
- Change in life style
- Tear substitutes



Interpretation: Maximum respondents treat by the lubricant and CMC.

7. How does the use of eye drops help in treating the above conditions?

For this question only 60% doctors responded, and their response are: -

- Moist the eyes
- Prevent evaporation of tear drops
- Works as tear substitute
- It forms coating of tear film
- Increases retention time of natural tear
- Eye Drops help in Amelioration of Dry Eye Condition
- Improving Tear Film Quality
- It Relives the Allergic Reaction
- It Help in Eye Inflammation

Interpretation: Most of the respondents said that eye drops are help for moist the eyes and improve eye condition and tear film also.

8. Which brand you prefer to prescribe?

Only few doctors did answer of brand preference

- CMC
- HPMC
- Refresh tear
- Lubrex
- Natural Tear
- All brands

Few doctors answered some company name

Allergan, Alcon, Ajanta, Sun pharma, micro

9. Advise patient to use the eye drop?

Responses	Respondents
Depends on problem	8
1 Days to1 Month	31
1 Month to 3 Month	22
Above 03 Month	5
Cannot answered	34

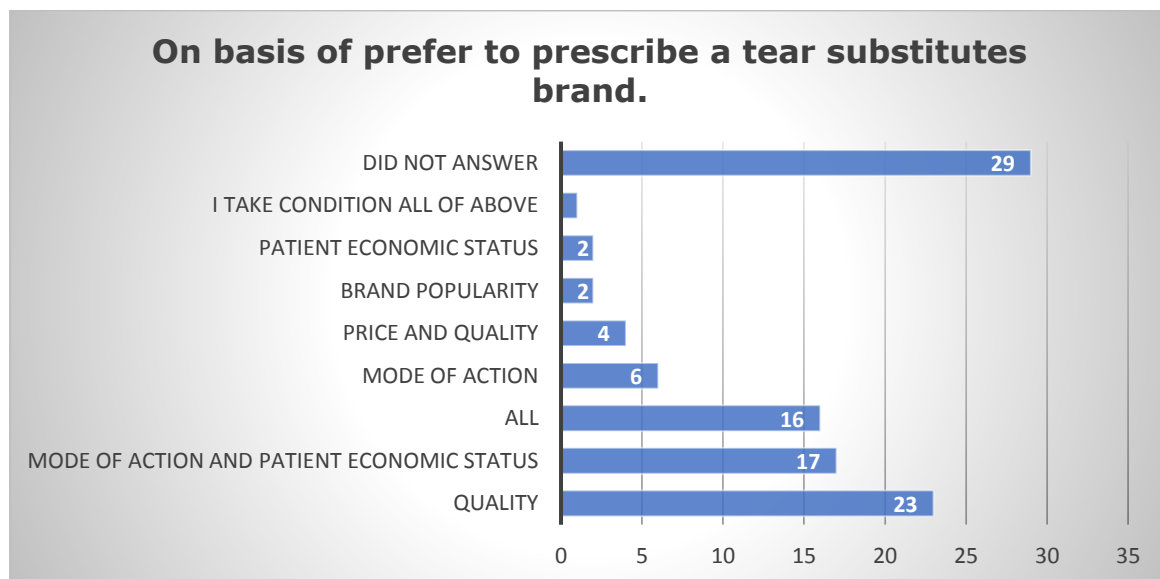
Interpretation: 31 percent respondents advise for 1 day to 1 month and 22 percent respondents advise for 1 month to 3 months.

10. On the basis doctors prefer to prescribe a tear substitutes brand.

Response	Responders
Quality	23
Mode of action and Patient economic status	17

All	16
Mode of action	6
Price and Quality	4
Brand popularity	2
Patient economic status	2
I Take condition all above	1
Did not answer	29

Most of the doctors responded on different different option so that why I made this option.

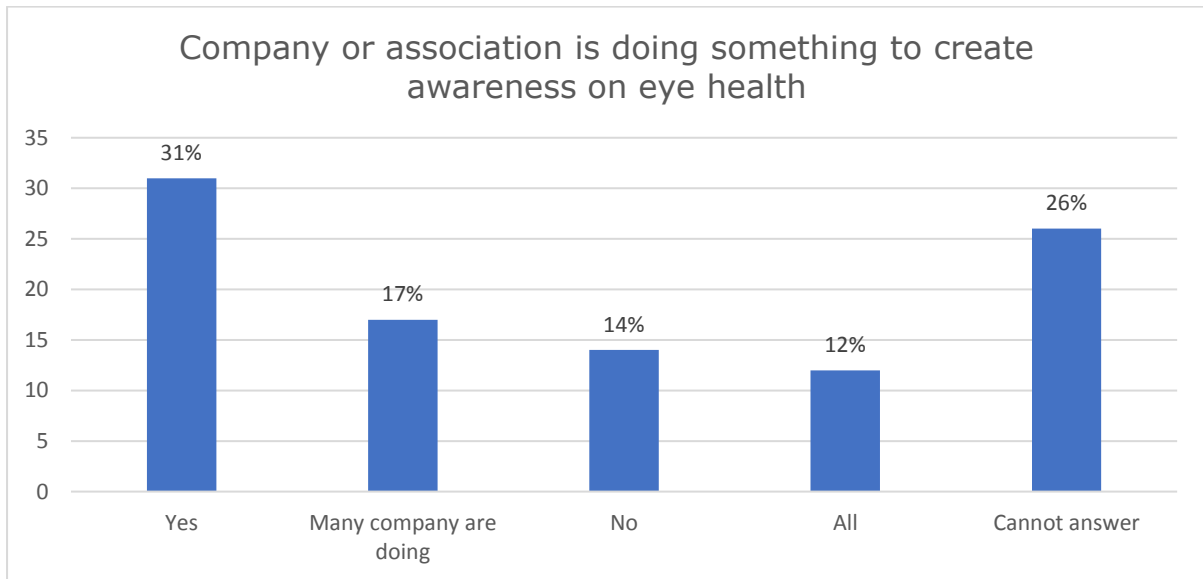


Interpretation: Maximum number of respondents prescribe a tear substitutes brand on basis of quality.

11. company or association is doing something to create awareness on eye health.

Response	Responders
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Yes	31
Many company are doing	17
No	14
All	12
Cannot answer	26



Interpretation: 31 Percent respondents said yes, and 17 percent said many company are doing like-sun pharma, micro, Alcon, and allergen.

12. They want to suggest an activity or initiative to create awareness.

The following activities is suggested by doctors to create eye awareness:

- Awareness Campaigns.
- Posters, Pamphlets.
- Role play
- Social media
- Radio talk and print media
- Stand charts
- Awareness camps hospital, clinic school, and work place.
- Leaflets/ 3-fold leaflets.
- Videos on TV screens present in hospitals or clinics via pen drive.

- Animated videos on TV screens present in hospitals or clinics.

Interpretation: Few respondents responded to the question and most of them supported to campaign and poster and pamphlets to create awareness.

Recommendation: In awareness about lubrex by the campaign and posters and pamphlets in hospital, clinic and work place.

Posters in OPD is the good way for creating awareness on dry eye or similar disease. Many companies are using this method. posters of lubrex are good to create awareness. poster should be at work place.

3D visual of an eye can be used for screening it on a TV in OPD department for creating awareness on how dryness is caused.

Micro is also doing a lubrex cool campaign it is good for promoting it. because we were give fruit juice to doctors in summer season it dehydrated body and make a good relationship between us.

When the doctors have time, they should give advice to patient and people about digital gadget that how these are harm to eye and we do not over use of digital gadget when you are use digital gadget long time then you should follow 20-20-20 rule and take lubricant eye drop in which comes lubrex. That way medical representative should request to doctors for increase awareness about lubrex among the patient and people.

Conclusion: Digital gadgets are important and helpful in day to day life but when the over use of digital gadgets then these harm to eye and cause severe eye related problem like dry eye, and eye irritation, Computer Syndrome, Headache. for treat eye disease most doctors are prescribing lubricating and CMC eye drop. so, we have opportunity for increase awareness about lubrex.

3. Doctor perception on E-communication.

Introduction:

Its 20th century and everything goes digital day by day. Digitalization is now the sign of progress and development in most of the sectors. In older days every work is done on the paper manually by hand written papers to documents. As time passes printing machines came and they made working somehow easier and faster. Then as time goes many types of changes occur in different sectors. As like other sectors pharmaceutical sector also changes. Pharmaceutical sector changes its way of presentation and detailing. Most of the pharmaceutical companies uses flip charts for detailing's in front of doctors. But now companies slowly adopting new way of detailing called e-detailing which is done on tablets and I-pads. As e-detailing is the new for all the companies so they adopt it slowly. E-detailing has many benefits its handy selective and works on software. In e-detailing whenever you visit to any doctor you will show your products detailing's by just one touch no hustle to turn the page and all. In E-detailing's companies also show their products detailing via video which is attractive for doctors.

"E-detailing came at a good time of great change for pharmaceutical industries. It is good opportunity to the companies for changing. At the time of its arrival and at the effect of 2008 economic turmoil were still being felt. With pharmaceutical firms under pressure to restrict spending across the board" Then once consequence was a widespread reduction in sales force numbers. But now a day E-detailing remain a welcome solution for pharmaceutical sales direction looking to connect with physician in a more efficient manner, and market access manager looking to enhance the impact of their value communication strategies. So, the term includes everything from targeted emailing to sample ordering. Even live online product presentation. And Pharma firms have realized that if

they invest time and resources building strong e-detailing strategies. And they can insure their product are getting in front of physician.in the past a sales representative might have waited house in a room before being offered a brief window to present a product to physician.” Now with e-detailing, pharma firms can establish. Brand awareness increases familiarity. And facilitate sales, using remote marketing that does not always even require a face to face meeting”

Rationale:

This project is wants to know the doctors perception about E-detailing. Doctors are compatible with old method of regular book type communication or doctors wants to interact with new technology it means e-detailing. And to know doctor’s advice/response about Micro Labs has to use e-detailing technique or they have to work with present method of detailing.

Research Question:

Whether e-communication is compatible for doctor’s or not.

Objective:

To Access and identify the scope of E-communication.

Mode of data collection:

Study type: Descriptive Study

Type of data: Quantitative data

Technique: Field survey using Questionnaire

Sampling technique: Cross-sectional non-probability Purposive sampling

Data collection: Primary data

Study Timeline: Two months (April 2018-June 2018).

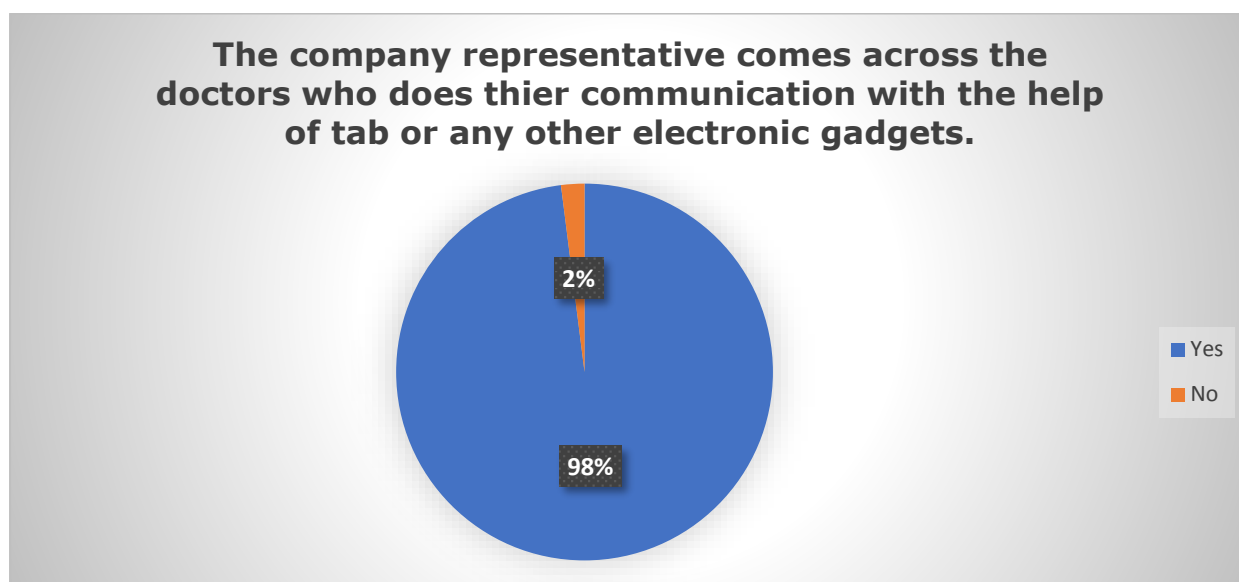
Sampling Unit: I interviewed 50 ophthalmic doctors located in Bhopal.

Sample size: 50 Doctors.

Data compilation, analysis and interpretation:

1. Now a day, do you come across company representative who does their communication with the help of Tab or any other electronic gadget.

Responses	Respondent
Yes	49
No	1



Interpretation: 98 Percent of respondents said that they have come across company representative who does use their communication with the help of tab or any other electronic gadgets. And 2 percent respondents said that company representative who does not use digital gadget. Gadgets have become trendier than ever.

2. Name some pharma companies who are using E-communication as one of their major tools for promoting their products.

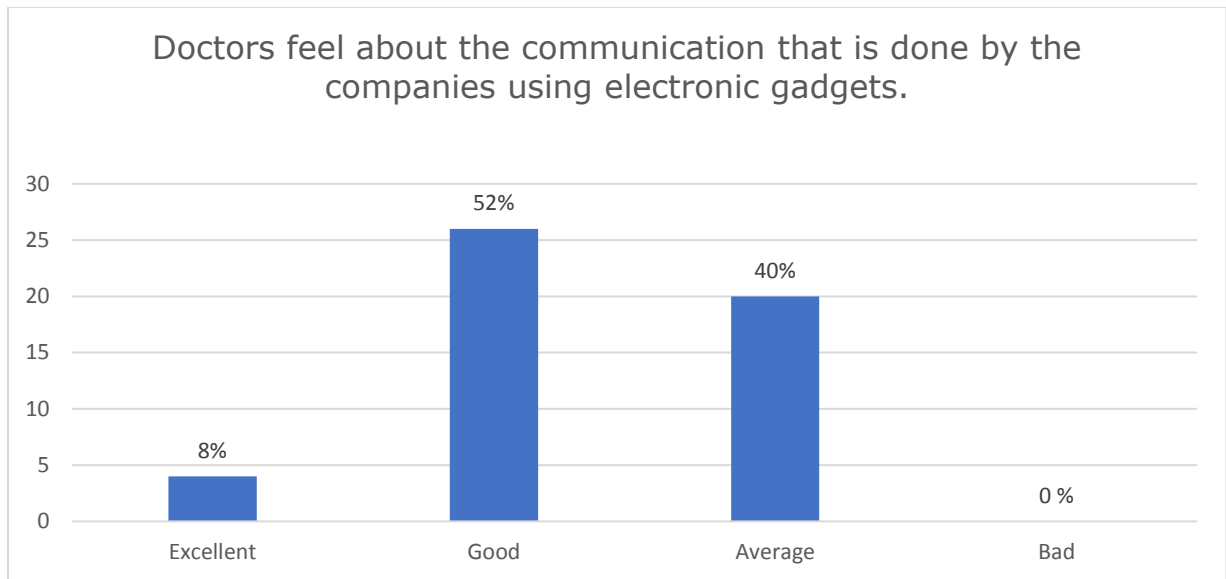
Interpretation: According to doctors these are the pharma companies who are using E-communication for promoting their product.

- 1) Sun pharma
- 2) Allergan
- 3) Lupin
- 4) Alcon
- 5) Novartis
- 6) Cipla
- 7) Vyonics

Interpretation: Most of the respondents said that company which is using E-communication for promoting their product-Sun pharma, Allergan, Alcon, Cipla, and Lupin.

3. Doctors feel about the communication that is done by the companies using electronic gadgets.

Responses	Respondent
Excellent	04
Good	26
Average	20
Bad	0



Interpretation: Most of the respondents said that they feel good about the communication done through electronic gadgets and 40 percent doctors said that they feel average with e-communication and 8 percent doctor said that they feel excellent with e-communication.

4. The above grading that you have given for communication with the help of electronic gadgets?

Only 18 doctors responded for this question.

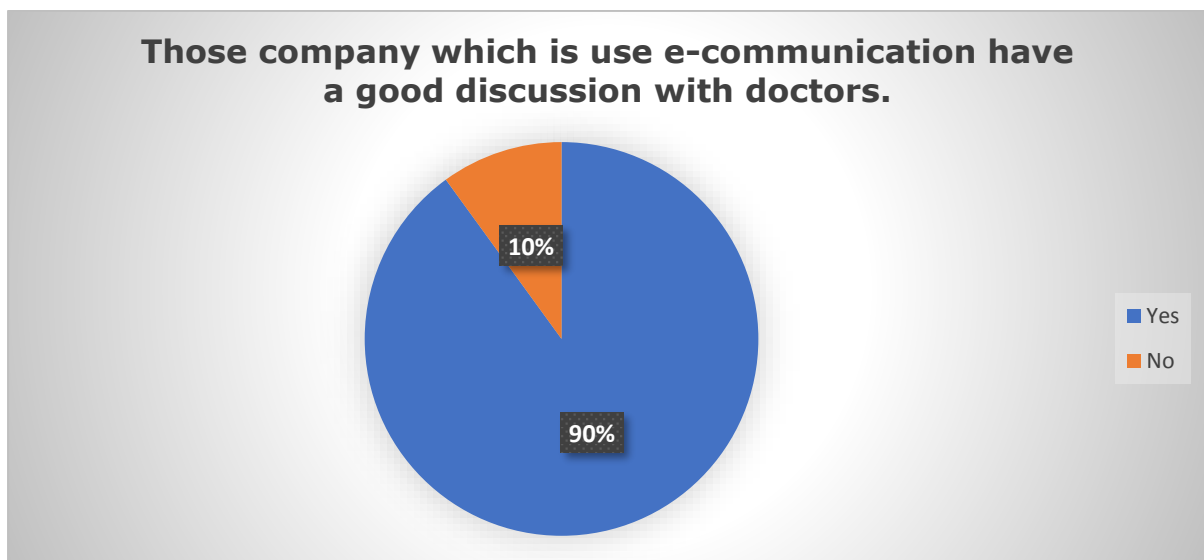
Most of Doctors said-

- Its time saving.
- It's good for better communication
- Easy to understanding.
- It's good to go with technology.
- E-Gadget take less time as compare to book type communication.

Interpretation: Most of the respondents said that the E-communication is good for better communication and it is time saving as compare to regular book type of communication.

5. Companies who are using electronic gadgets have a good discussion with you on latest studies or in other words have much better scientific communication with you.

Responses	Respondent
Yes	45
No	5



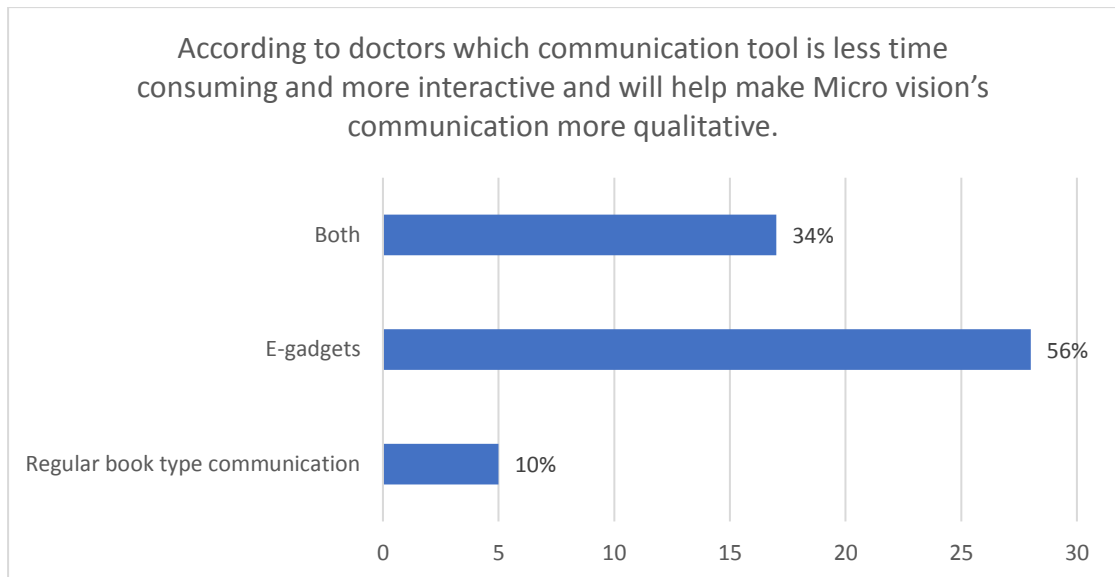
Interpretation: All most respondents said that those company which is use e-communication have a good discussion with them and it is better way of communication.

6. Which communication tool do you think is less time consuming and more interactive and will help make Micro vision's communication more qualitative.

For this question I added the option both because many doctors selected both the options.

Responses	Respondent
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Regular book type communication	5
E-gadgets	28
Both	17

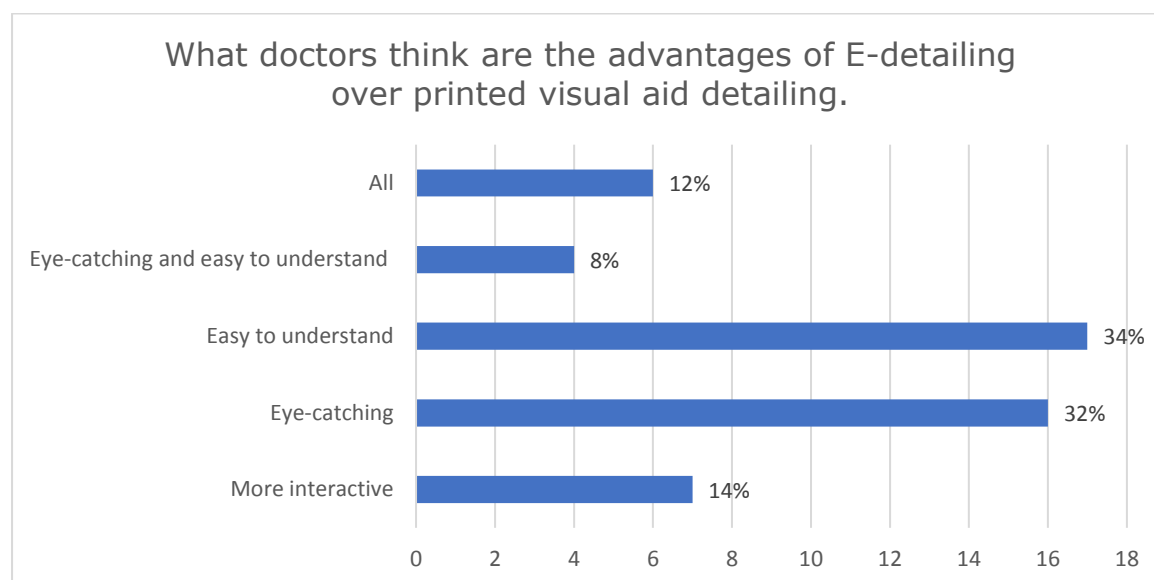


Interpretation: 56 Percent respondents said that e-gadgets and 34 percent respondents said both and only 10 percent respondents said that regular book type of communication tool is less time consuming and more interactive and will help make micro vision's communication more qualitative.

7. What do you think are the advantages of E-detailing over printed visual aid detailing?

Responses	Respondents
More interactive	7
Eye-catching	16
Easy to understand	17
Eye-catching and easy to understand	4
All	6

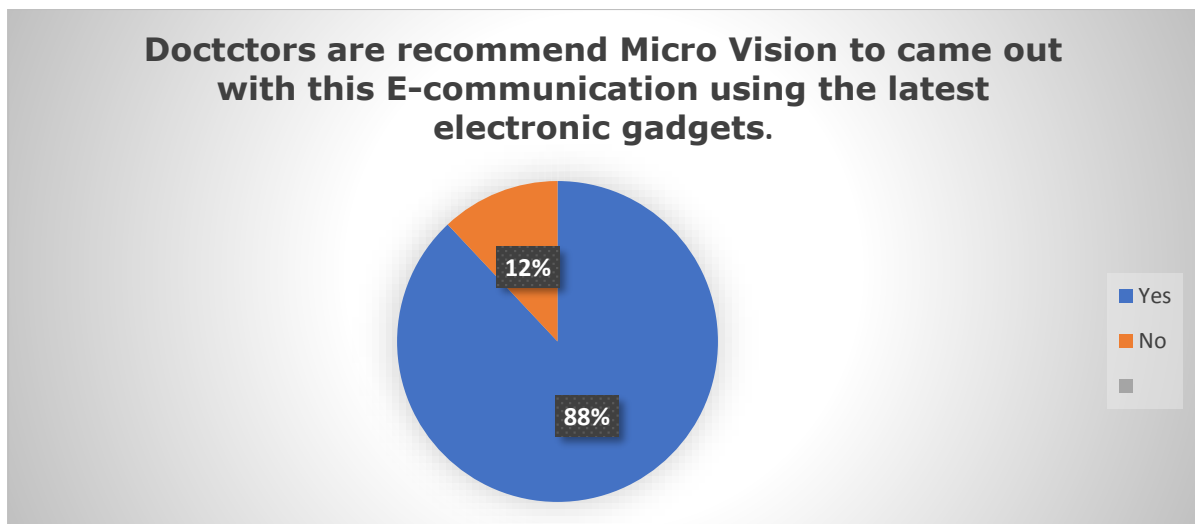
For this question I added some options easy to understand and eye catching, and all because many doctors selected both and easy to understand and eye catching the options.



Interpretation: 34 Percent respondents said that the advantage of E-detailing is easy to understand, and 32 percent doctor said that the advantage is eye catching for them and 14 percent respondents more interactive about e-detailing and 12 percent respondents said it is good for all things 8 percent respondents said that it is good for eye-catching and easy to understand.

8. Recommend Micro Vision to came out with this E-communication using the latest electronic gadgets?

Responses	Respondents
Yes	44
No	06



Interpretation: 88 Percent respondents recommend micro vision to come out with this E-communication. And it is opportunity for our company to came with E-communication.

9. Other suggestion/recommendations

- Only nine doctors answered this question most of doctor said that regular book type communication and e- detailing both are same and how M.Rs. detail their product.

Recommendation: According to this study now a day lot of company are using e-gadget and it is important and helpful for doctors and medical representative because day to day most of company bring new technology in the market. So, e-detailing is time saving and easy to understand as well as more attractive for doctor and medical representative and it is easy to handle. So, we have opportunity to bring an e-detailing in the market because doctors have less time for M.Rs. calls so they want to save their time. So, it is good for both.

Conclusion: E-communication is good way communication and effective for doctors. And it is good for time saving and easy to understand. E-detailing has lots of benefit as compare to regular book type communication. And most of top company are using e-detailing and get benefit company like Sun pharma, Cipla, Allergen, lupin, Novartis.

Reference: www.microlabsltd.com

Annexure:**Competitors: Carboxymethyl cellulose sodium 0.5% and 0.1%**

S.no	Company	Brand Name	MRP	Strength
1	MICRO LABS	Lubrex	102.74/-	0.50%
2	MICRO LABS	Lubrex DS	179.98/-	1%
3	CIPLA	Flogel	143/-	1%
4	VYONICS	Addwel	110/-	0.50%
5	VYONICS	Addwet gel	130/-	1%
6	LUPIN	Lacrimos gel	134.51/-	1%
7	SYNOVIA	Soft tears plus	130/-	1%
8	SYNOVIA	Soft tears	110/-	0.50%
9	AJANTA	Aqua lube	127/-	0.50%
10	ALLERGAN	Refresh liquigel	180/-	1%
11	ALLERGAN	Refresh tears	134.26/-	0.50%
12	JAWA	CMC	122/-	0.50%
13	SENTISS	On tears	142/-	0.50%
14	SENTISS	On tears gel	161/-	1%
15	SUN PHARMA	Glytears	127/-	0.50%
16	ALEMBIC	Veldrop gel	151/-	1%
17	ALEMBIC	Veldrop	128/-	0.50%
18	ZYDUS	Zyaqua	125/-	0.50%
19	SUN PHARMA	Tear drops	130/-	0.50%
20	ZYDUS	Zyaqua forte	140/-	1%
21	MANKIND	Lubistar	81/-	0.50%