

**Summer Training at
Bharat Serums and Vaccines Ltd**

**“Insights on Use of Mamofeel TM Breast Self-Examination Glove Among
Gynecologists and Creating Awareness about Importance of Breast Self-
Examination at Targeted Customer Level in Jaipur”**

**By
Jasmine Lamba**

**Under the guidance of
Mr. Rahul Sharma**

**MBA Pharmaceutical Management
2017-2019**


School of Pharmaceutical Management
**The IIHMR University, Jaipur
2018**

CERTIFICATE

This is to certify that **Ms Jasmine** has undergone summer training at **Bharat Serums and Vaccines Ltd** in **Jaipur** from **4th April to 4th June 2018**.

The candidate herself completed the project assigned to her during summer training. Her 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 her success in all her future endeavors.



Mr. Rahul Sharma
Assistant Professor

IIHMR UNIVERSITY, JAIPUR



Dr. Sandeep Narula
Dean – in – Charge

(School of Pharmaceutical Management)

IIHMR UNIVERSITY, JAIPUR



BHARAT SERUMS AND VACCINES LIMITED

(CIN : U24230MH1971PLC015134)

Registered Office : 17th Floor, Hoechst House, Nariman Point, Mumbai - 400021, India

Tel. : +91-22-6656 0900 / 6656 0980

E-mail : corporate@bharatserums.com

Fax : +91-22-6656 0933

Website : www.bharatserums.com

7th August, 2018

To whomsoever it may concern

This is to certify that **Ms. Jasmine Lamba**, Second year **MBA in Pharmaceutical Management** student from **The IIHMR University, Jaipur, Rajasthan**. Has successfully completed her internship program in this organization from **4th April 2018 to 4th June 2018**. The topic of her internship was **"Insights on use of MamofeelTM Breast Self-Examination Glove among gynaecologists and creating awareness about importance of Breast Self-Examination and use of MamofeelTM at targeted customer level in Jaipur"**.

During the duration of the internship, She has worked under our supervision and guidance and has shown a great amount of sincerity, interest and dedication in carrying out the responsibilities assigned to her.

We are satisfied with the output of her work and we wish her all the success in future.

For Bharat Serums and Vaccines Limited

Akhilesh Mishra

Senior Vice President – Human Resources

Corporate Office
3rd Floor, Liberty Tower,
Behind Reliable Plaza,
Airoli, Navi Mumbai,
Pin - 400 708.
Tel. : +91-22-4504 3456
Fax : +91-22-4504 3200

R & D Centre
3rd Floor, Liberty Tower,
Behind Reliable Plaza,
Airoli, Navi Mumbai,
Pin - 400 708.
Tel. : +91-22-4504 3000
Fax : +91-22-4504 3200

Thane Factory
Plot No. A-371/372, Road No. 27,
Wagle Industrial Estate,
Thane (West), Pin - 400 604.
Tel. : +91-22-2582 2181, 2582 1399
+91-22-6797 7696
Fax : +91-22-2582 3640
E-mail : factory@bharatserums.com

Ambarnath Factory
Plot No. K-27, Anand Nagar,
Additional M.I.D.C.,
Ambarnath (East), Pin - 421 501.
Tel. : 0251-262 1645 / 262 1648 / 262 1083,
656 4623 / 656 7857
Fax : 0251-262 1089
E-mail : ambarnath@bharatserums.com

Warehouse
Building No. H-4, Premise No.1
Survey No. 15, Sonale Village,
Mumbai - Nasik Highway,
Taluka - Bhiwandi,
Dist. Thane, Pin - 421 302.
Tel. : 0252-2663 026 / 27

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Acknowledgement

The gratification and delight accompanied with the successful execution of this project would not be complete without acknowledging the people who made it possible. First, I express my sincere gratitude to our Chairman Dr. S.D. Gupta, and IIHMR University. I would like to extend my profound and heartfelt thanks to MR. Rakesh Dave, Vice-President, Bharat Serums and Vaccines Ltd. for providing me an opportunity learn and develop professionally. I would also like to express my deep sense of gratitude to Ms. Poonam Chaudhary and my faculty mentor Mr. Sandeep Narula and Mr. Rahul Sharma. I am greatly indebted to them for providing their valuable guidance at all stages of the study, their advice, constructive suggestions, positive and supportive attitude and continuous encouragement, without which it would have not been possible to complete the project. To place on record, I owe a debt of gratitude to all my teachers for grooming me and my classmates for the inspiration needed to work with dedication and motivation throughout as an Intern at Bharat Serum and Vaccines Ltd. I hope that I can build upon the experience and knowledge that I have gained and make a valuable contribution towards the industry in coming future.

Executive summary

The project assigned was “To create awareness for Breast Self-Examination and use of Mamofeel Breast Care Glove at targeted customer level in Jaipur”.

The study aimed to create brand awareness and brand recall of the product Mamofeel among targeted customers, along with generating awareness among the women of Jaipur about practice of breast self-examination. Also, opinion of gynaecologists regarding the brand Mamofeel was studied by utilising a structured questionnaire for data collection from respondent i.e. 50 gynaecologists from Jaipur out of which 42 responded. Data was analysed & the findings obtained with doctor’s opinion and a comprehensive review of the market situation is used for framing and suggesting the market strategy.

The project was carried out in 3 stages:

1. Conducting Mamofeel awareness camps
 2. Demonstration of Mamofeel at doctors’ clinics and preparing questionnaire to take feedback from gynaecologists.
 3. Increase Mamofeel product exposure on social media
- In stage 1, awareness campaigns about breast cancer and breast self-examination were conducted, along with demonstration of Mamofeel glove to potential customers at 3 levels i.e.
- High School/Girls School /College (Standards VII to Final year girls),
 - Local Communities, NGO,
 - Corporate offices
- These outreach programs sensitised the public about importance of breast self-examination and much needed awareness about BSE was created, facilitating the marketing strategy ‘Promotion through awareness’ hence promoting Mamofeel at 2 tiers – community women and corporate/ working women. It was observed that majority of women were enthusiastic to know more about early screening of breast cancer, breast cancer symptoms, BSE and use of Mamofeel glove. However, most women from rural household were unable to understand Mamofeel and breast self-examination was alien concept for them.
- This was followed by stage 2 which involved preparing questionnaire and meeting with the gynaecologists in various government and private hospitals and conduct the survey along with performing in-clinic Mamofeel demonstration for patients. The survey was conducted to collect feedback of doctors regarding the product Mamofeel. The survey data was analysed to get conclusion. Following findings were observed after meeting with gynaecologists:
 - The survey reported that 52% of doctors examine 4-6 patients coming with sign and symptom of breast cancer on monthly basis.
 - This study shows that all the surveyed gynaecologists are aware about Mamofeel and 60% of them feel it will help in proper screening of lumps.
 - It was also observed that 52% gynaecologists feel lack of awareness about performing breast self-examination among people was the major roadblock in recommending Mamofeel to them.

The in-clinic demonstration of Mamofeel in patient waiting area was conducted in 6 hospitals of Jaipur, with gynacs permission, to promote Mamofeel.

- Stage 3 was about social media marketing of Mamofeel focusing to increase product exposure on social networking sites, mainly 'Facebook'. The Facebook promotion of Mamofeel was done by making Facebook page which reached 276 likes and 282 followers in the span of 2 months. Several engaging posts were posted along with promoting the offline community outreach programs on Facebook. It is observed that social media marketing of Mamofeel has good potential to reach maximum customers.

Company Profile

Bharat Serums and Vaccines Limited (BSV) is one of the fastest growing biopharmaceutical companies in India and have been ranked amongst the top 10 Indian biopharmaceutical companies. The Company, founded in 1971 by Dr. Gautam and Bharat Daftary, the company has 2 manufacturing units in Ambarnath, Maharashtra, 3 independent R&D facilities and a horse farm in outskirts of Maharashtra and over 900 employees. BSV researches, develops, manufactures, and markets injectable biological, pharmaceutical, and biotech products. Its product portfolio comprises 25 brands which include plasma derivatives, monoclonal, fertility hormones, antifungals, anaesthetics, cardiovascular drugs and equine immunoglobulin's / antitoxins. BSV provides its products to retail outlets and hospitals through distributors primarily in India and internationally. In addition to its commercial operation, the Company has an extensive research and development platform working on the development of new drug delivery systems, biotechnology / recombinant therapeutics, and biological / equine products. BSV currently has two private equity investors, Kotak Private Equity and Orbimed. Bharat Serums and Vaccines Limited is a company with a noble mission to give life to life. BSV is a company that focuses their scientific knowledge to for the research, development, manufacturing and marketing of specialized biological, pharmaceutical and biotechnology products that combat disease and enhance quality of life. BSV pursue the purpose by bringing to the world a wide range of plasma derivatives, monoclonal, hormones, equine anti toxins and serums, antifungals, anaesthetics, cardiovascular and diagnostic products. With range of products and their efficacy has made BSV a market leader in many segments and one of India's fastest growing bio-pharmaceutical companies. BSV is looking forward to sustaining this growth in the future by continually evolving and expanding its product portfolio. BSV is research-oriented organization with state of the art R&D facilities in India, Germany and USA. BSV have company owned and joint venture-based manufacturing facilities in Ambarnath, Ahmedabad, and Aachen, Germany. The company also has a horse farm for production of equine anti sera and anti-toxins. Our brands are marketed all over India and exported to over 45 countries across the world BSV's mission is to be an innovative, caring and trustworthy partner in bringing life to life. As a part of its mission, the Company is committed to mitigating the anguish and suffering of millions. BSV achieves this with its scientific processes, manufacturing expertise and ethical pursuits that introduce new biological and biotechnology products, as well as novel drug delivery systems.

Vision & Commitment

- To Be an Innovative, Caring and Trustworthy Partner in Bringing Life to Life
- Mitigating the anguish and suffering of millions.
- Underlying fairness and transparency in dealings with all stakeholders including employees and business partners.

The Group is driven by an informal culture fostering cohesion and innovation Presence Domestic Products are sold through 6 specialized divisions and have over 25 brands.

- DIVA: prime division of BSV, operating in Gynaecology and Obstetrics segment

Flagship Brand: Rhoclone and Hucog

-ASPIRE: A complete solution in AST (Assisted reproductive Technology)

Flagship Brand: Foligraf

- ELITE: A tender division of BSV, operating in hospital-based emergency medicine and Casualty

Flagship Brand: Tetglob, Equirab and ASVS

-ALTIUS: Second largest division of the company and operating in Critical Care segment

Flagship Brand: Gamma IV and Albumin

- ANAGEN: Offering corner stone therapies in Transplantation and Aplastic Anaemia

Flagship Brand: Thymogam and Ampholip

- UROCARE: Offering corner stone therapies in Urological problems

Flagship Brand: Luprodex.

International -

With a zest born out of the desire to improve health and quality of life globally, BSV started its international business operations in early 2000. The international business operation got a major boost with the commissioning of the new Ambarnath plant in 2003. → The Company's products are registered in more than 45 countries and its manufacturing facilities are accredited and certified by various regulatory authorities from Asia, Latin America, Middle East, Africa etc. → The company also has global subsidiaries namely o BSV BIOSCIENCES, INC (United States) BSV BIOSCIENCE, GMPH (Germany)

Timeline

- 1971 Incorporation of Bharat Serums and Vaccines Limited
- 1972 Establishes Blood Bank 1972 Exports Polyclonal Sera
- 1978 Commissioning of the Thane Plant
- 1980 Launch of Indigenously developed Plasma fractions
- 1982 Import Substitution Awards from the Indian Government for Anti D Blood Grouping Sera Strips for detection of Diabetes
- 1982 Receives R&D recognition by Department of Scientific and Industrial Research, Government of India
- 1983 Launch of Pseudoglob- India's first Pseudomonas globulin
- 1996 Sets up three independent focused R&D divisions
- 1998 Launch of Rhoclone – World's First monoclonal Anti D
- 1999 Filing of the first Product Patent Application
- 2000 Equity Investment from reputed Indian Institutional Investors
- 2001 Commissioning of the Animal Farm at Khoni, near Mumbai
- 2003 Commissioning of the injectable Manufacturing Facility at Ambernath, near Mumbai
- 2003 Incorporation of BSV Bio Inc. USA
- 2005 Formation of Zydus BSV Pharma, a 50:50 Joint Venture with Zydus Cadila
- 2007 Incorporation of BSV Bio GmbH, Germany
- 2007 Equity Investment from reputed Indian Institutional Investors
- 2008 Equity Investment from reputed Global Institutional Investors
- 2008 Launch of Foligraf- India's first recombinant FSH Biosimilar Product
- 2010 EU approval of the German Subsidiary, BSV Bio
- 2011 Commissioning of the Biotech facility at Ambernath, near Mumbai
- 2012 Launch of U-Tryp- India's first Ulinastatin formulation for Sepsis
- 2012 Frost and Sullivan award for the Fastest Growing Biotech Company

Introduction

Breast Cancer

The term “breast cancer” refers to a malignant tumor that has developed from cells in the breast. Usually breast cancer either begins in the cells of the lobules, or the ducts, the passages that drain milk from the lobules to the nipple. Less commonly, breast cancer can begin in the stromal tissues, which include the fatty and fibrous connective tissues of the breast. Sometimes, cancer cells can invade nearby healthy breast tissue and make their way into the underarm lymph nodes. If cancer cells get into the lymph nodes, they then have a pathway into other parts of the body. The breast cancer’s stage refers to how far the cancer cells have spread beyond the original tumor.

Causes of Breast Cancer

Breast cancer is always caused by a genetic abnormality, only 5-10% of cancers are due to an abnormality inherited from your mother or father. 85-90% of breast cancers are due to genetic abnormalities that happen because of the aging process and the “wear and tear” of life.

Breast Cancer symptoms and diagnosis

Breast cancer may have various symptoms ranging from lump or swelling in breast tissue, skin changes, pain etc and sometimes breast cancer may not have any obvious symptom. In some cases, a lump may be too small to feel or notice on your own. Many times, an abnormal area turns up on a screening mammogram which leads to further testing.

In other cases, the first sign of breast cancer is a new lump or mass in the breast that a person or doctor can feel. A lump that is painless, hard, and has uneven edges is more likely to be cancer. But sometimes cancers can be tender, soft, and rounded.

According to the American Cancer Society, following changes in the breast can be a symptom of breast cancer:

- swelling of all or part of the breast
- skin irritation or dimpling
- breast pain
- nipple pain or the nipple turning inward
- redness, scales, or thickening of the nipple or breast skin
- a nipple discharges other than breast milk
- a lump in the underarm area

Breast self-exam (BSE)

Breast self-exam (BSE) means regularly examining your breasts on your own. It is a way to find a breast cancer early when it is more likely to be treated successfully.

Importance of BSE:

It is debated how valuable BSE is in early screening of breast cancer and to increase the likelihood of survival. But because of the ongoing uncertainty raised by some studies about usefulness of BSE, the American Cancer Society advise women that BSE is an “optional” screening tool. However, it is still believed in medical community that BSE is a useful and essential screening strategy, especially when it is used in combination with regular physical exams by doctor and mammography. According to breastcancer.org, about 20% of the time, breast cancers are found by physical examination rather than by mammography. Therefore, it is recommended that BSE should be part of monthly health care routine of every women. The earlier the breast cancer is screened and diagnosed, the better are the chances of beating it.

Mamofeel breast care glove :

The Breast Care Glove is a glove that aids breast-cancer self-examination by heightening finger sensitivity. When wearing the glove, the fingertips become extra-sensitive, enabling highly effective palpation.

Key features of Mamofeel:

- Doctors generally recommend applying soap during bath to make the skin smooth and slippery before conducting self-examination. But with Mamofeel, waiting for bath-time is not required. With Mamofeel it becomes easy to perform self-palpation at any preferred place or time.
- Mamofeel uses an ethyl vinyl acetate (EVA) composite that adheres closely to the skin and increases the sensitivity of fingers thereby enabling an individual to detect tiniest of the breast lumps which can otherwise go undetected during BSE.
- The glove is made of a powder-free material, so it is free of allergens and proteins that can dirty or irritate the hands and skin.
- The MRP of one pack is 550 INR.

Objective & Scope of Study

Objective: The main objective of this study is to promote the brand Mamofeel at targeted customer level along with spreading awareness about breast cancer and importance of BSE practice.

Primary Objectives

- To create awareness about breast self-examination glove (Mamofeel) and practice of breast self-examination at different targeted customer levels in Jaipur.
- To analyse the number of patients visiting gynaecologists per month with signs and symptoms of breast cancer.
- To understand the opinion of the gynaecologists in Jaipur area about the breast self-examination glove.
- To understand the possible issues associated with the use of breast self-examination glove.
- To assess the market trends and formulate a market strategy for the product.

Scope of the Study

The project scope involves the study of Breast self-examination and its importance in early screening of breast cancer. The project scope also involves the finding of doctor's feedback regarding Mamofeel breast care glove with the marketing research and developing a marketing strategy for increasing the sales of Mamofeel from the collected data.

Managerial Usefulness of the Study

I have learnt to do the branding of a product which includes marketing campaign, action plan, input planning and detailing and understanding product promotion, marketing research basic terminologies & different strategies for different market situation.

Methodology

1. For increasing brand recall and recognition:

Brand category - Consumer healthcare

Brand strategy - “Visibility through awareness” ; awareness campaigns about breast cancer, breast self-examination and Mamofeel glove to potential target customers at 4 tiers:

TIER I - Gynacs.

TIER II- Corporate, hospitals, educational inst.

TIER III- Community

TIER IV- Social media

2. For survey:

Sample Design: Descriptive study

Sampling: Non-probability convenience sampling

Sample Size: 50

Respondents: 42

Sample population: Gynaecologists

Sample area: Different areas of Jaipur (Rajasthan)

Tools Used for Data Collection: Direct Questionnaire method.

Type of Questionnaire- open and close ended questionnaire.

Data Collection: Primary- primary data has been collected by the means of questionnaire. Secondary- The secondary has been gathered from the medical journals, literatures and internet.

Data analysis- Data was compiled on MS-EXCEL

Study duration: Two months

Findings and Interpretation

I. Increasing brand recall and recognition:

- Awareness campaigns: Community level breast cancer awareness and brand awareness camps conducted in Jaipur area:
 - Mahatma Gandhi college of pharmaceutical sciences, Jaipur
 - Subodh girls college for B.Ed., Jaipur
 - Indian oil housing board society, Jaipur
 - World trade park (WTP), Jaipur
- In-clinic demonstrations in patient waiting area: Performed both on staff as well as patients in:
 - Anshu dental clinic, Jaipur
 - Shraddha hospital, Jaipur

It was found that:

- Common people were enthusiastic about learning more about breast cancer.
- Rural women were clueless about BSE; there is a need to make women aware about BSE first.
- Well trained people should be hired to make people aware so that they can address every query of public easily as the science behind the functioning of Mamofeel glove and occurrence of breast cancer was not realised by many women.
- There is a need to determine the actual awareness level of women in Jaipur about BSE, only then we can make pin point strategy because then it would be clearer what are the key areas we need to focus on.

II. To study the feedback of gynaecologists towards the brand Mamofeel:

1. Average number of patients visiting gynaecologists with sign and symptoms of breast cancer per month:

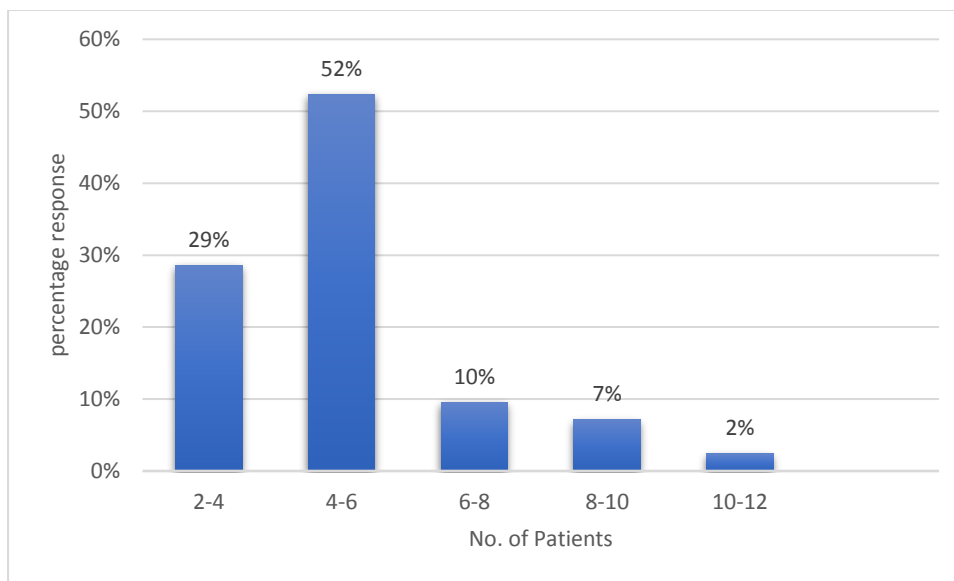


Figure 1: Total No of Patients visiting vs. Percentage Response (Per Month)

INTERPRETATION

- 52% of doctors examine 4-6 patients with symptoms of breast cancer per month.
 - Most common sign and symptom of breast cancer per month was not determined in this survey as most of the doctors were unable to answer this question.
2. Average number of patients with symptoms of breast cancer getting screened positive for breast cancer per month:
 - As it is not so common for the gynaecologists to encounter sure cases of breast cancer in a month, so no gynaecologist could tell the average number of patients with symptoms of breast cancer getting screened positive for breast cancer per month.
 3. Awareness about product Mamofeel:

- All the number of gynaecologists covered under survey (42) were aware of Mamofeel breast care glove as demonstration for the same had already been provided to them by the Marketing representatives.
 - It was observed that a few doctors were unable to recall the demonstration given to them.
4. Feedback of gynaecologists about helpfulness of Mamofeel in proper screening of lumps in breasts:

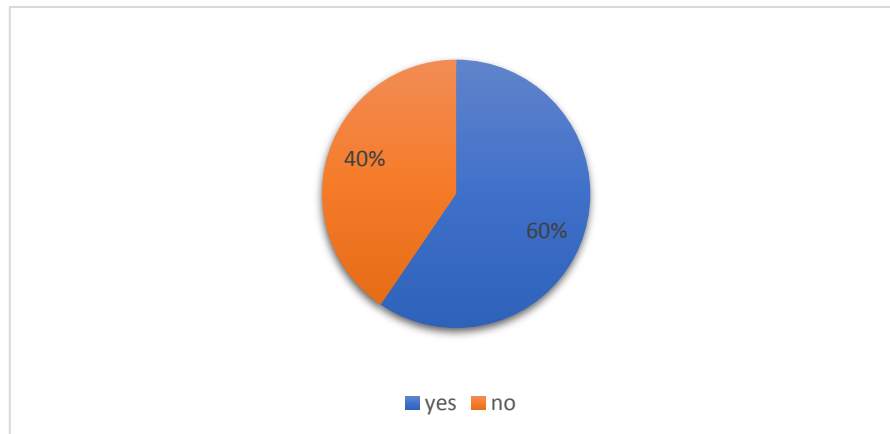
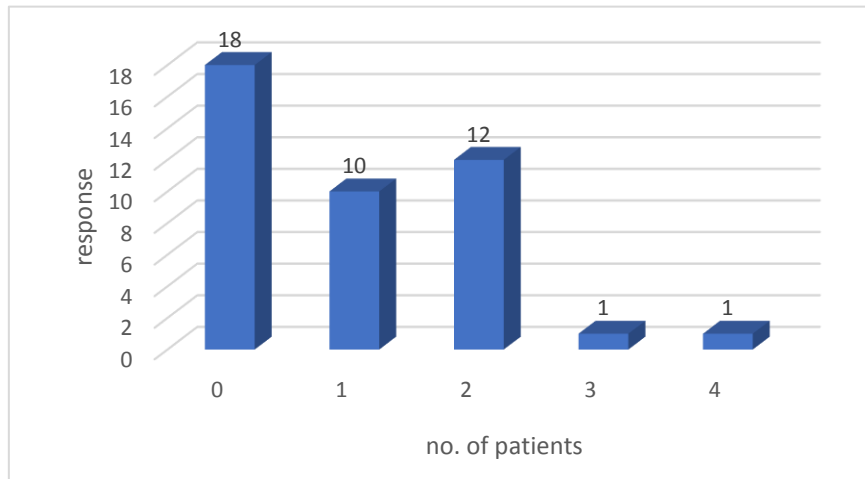


Figure 2:
Percentage of doctors who feel Mamofeel will be helpful in proper screening of lumps and percentage of doctors who feel it won't be helpful.

INTERPRETATION

- It was observed that 60% of gynaecologists feel Mamofeel is helpful in proper screening of lumps as opposed to 40% gynaecologists who feel it is not helpful.

4.a. Number of patients to whom gynaecologists can suggest Mamofeel (per month):

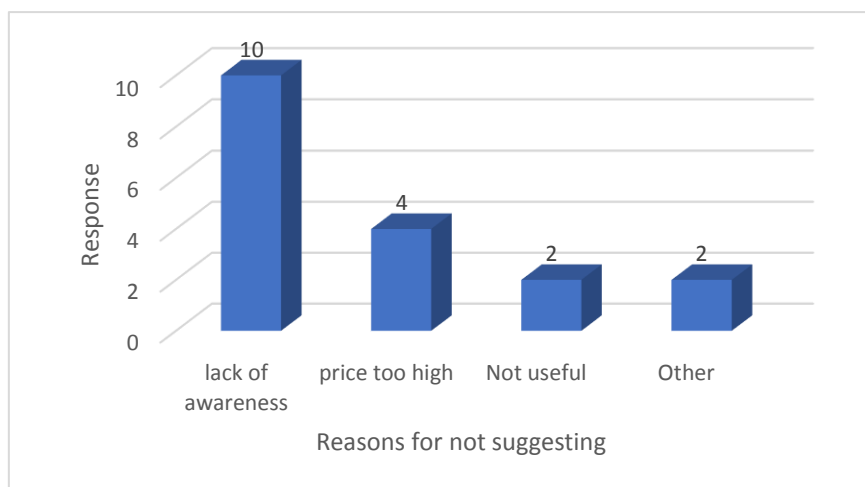


Number of
whom gynacs. can suggest Mamofeel vs. response.

Figure 3:
patients to

INTERPRETATION

- It was found that 12 doctors out of 42 would suggest Mamofeel to 2 patients per month however 18 doctors would not suggest Mamofeel to any patients in a month.
- 4.b. 18 doctors who would suggest Mamofeel to zero patients stated the following reasons:



Reasons for not suggesting Mamofeel vs. response.

Figure 4:

INTERPRETATION

- Major reason for not suggesting Mamofeel to patients according to doctors was lack of awareness among patients to perform BSE themselves as 10 out of 18 doctors who would not suggest Mamofeel to any patients stated this reason.
- Cost of Mamofeel was observed to be second leading cause of hesitation of doctors to suggest Mamofeel to patients.
- Other reasons for not suggesting -
 - Doctor would like to use the product herself first before suggesting it to her patients.

- b. It should be sold directly to patients; doctor's suggestion would not be helpful.

- According to survey, 24 gynaecologists out of 42 would recommend Mamofeel to at least 1 patient per month however these gynaecologists also stated problems which they may encounter while suggesting Mamofeel to patients:

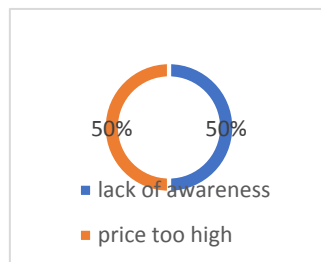
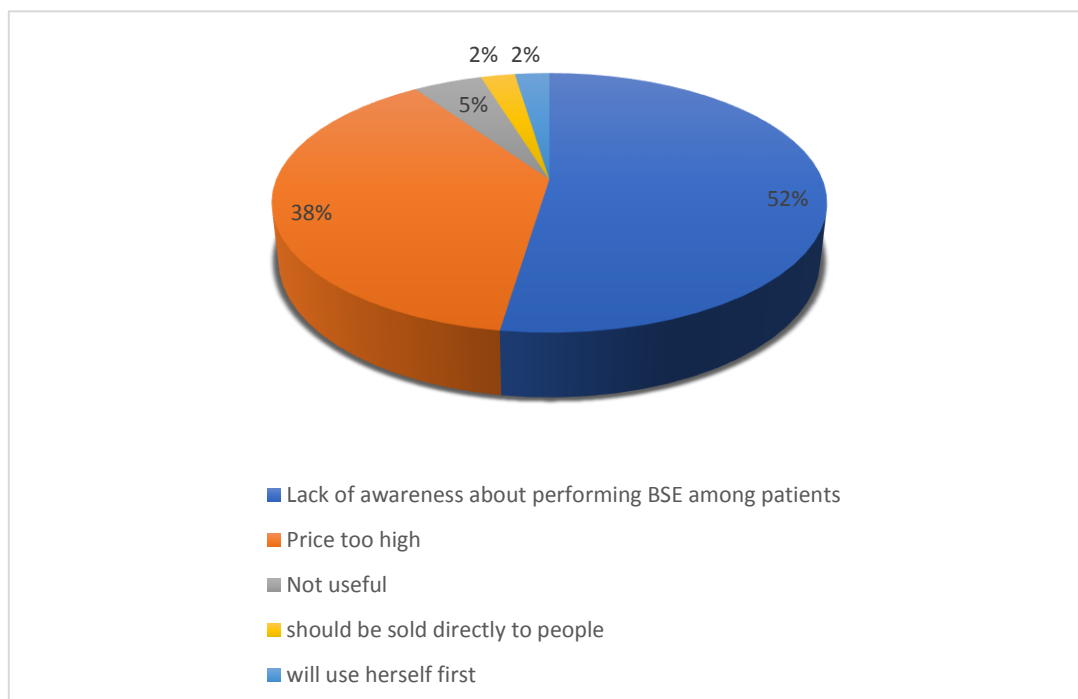


Figure 5: Problems faced by gynacs.while suggesting Mamofeel

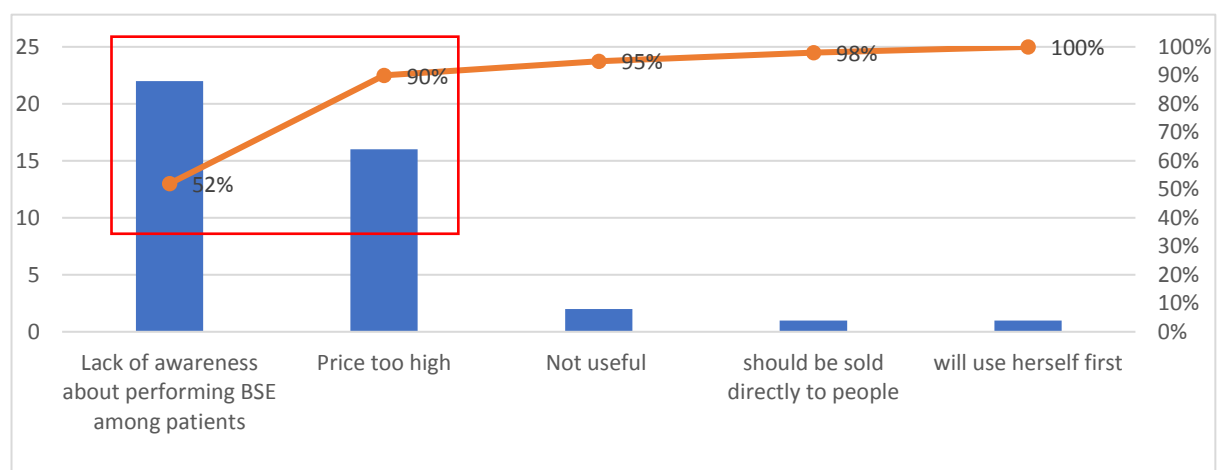
INTERPRETATION

- 50% of those gynaecologists felt there is lack of awareness and 50% thought price of Mamofeel is too high.

- Overall reasons for not suggesting Mamofeel to patients:

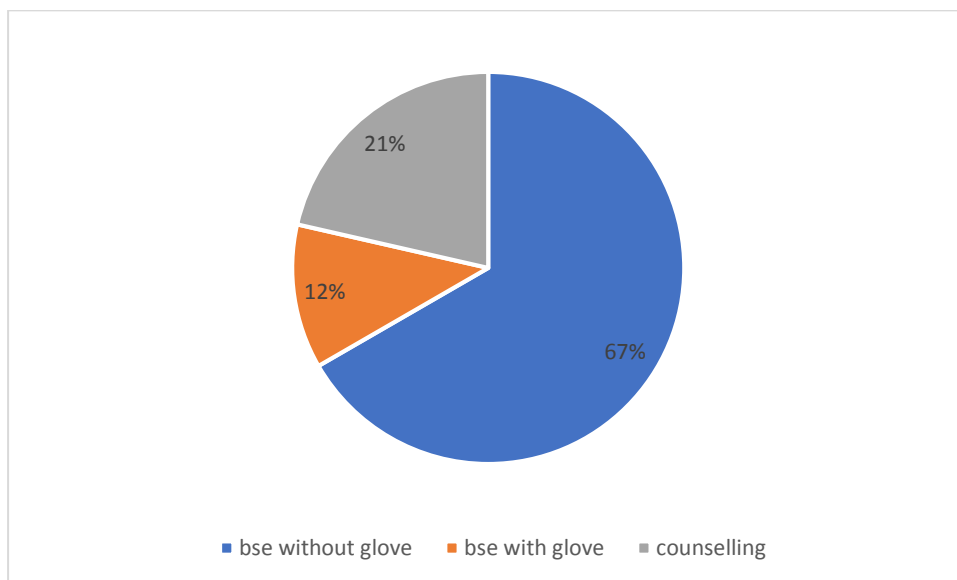


- Pareto analysis of the data:



INTERPRETATION

- The first few problem areas (i.e. Lack of awareness about performing BSE among patients and Price too high) rapidly add to a high percentage of the total problems.
5. Apart from clinical examination, what preventive or self-care measures do the doctor suggest to patients for breast cancer:



INTERPRETATION

- It was observed 67% of gynaecologists responded that they suggest regular BSE to patients without any glove and 21% counsel patients to adopt healthy lifestyle habits.
- 12% gynaecologists responded that they suggest BSE using breast care glove.

Limitation of the Study

- ☐ The sample area and sample size has been limited due to time constraint.
- ☐ Doctors (respondents) are reluctant for their feedbacks & opinions, and authenticity of their statements can't be verified too.
- ☐ All the observation and recommendation will be made on the feedback obtained from survey.

Suggestions (Marketing Strategy)

- SWOT Analysis of Mamofeel:



- **Marketing Campaign:**

1. Focus on main customers :
 - Private hospitals
 - Army hospitals
 - Corporate hospitals
 - Civil hospitals

- Awareness and value in the doctor's mind can be created by telling the benefits of the product.
- Something related to the product can be given to the doctor as a reminder.

Action Plan

1. First, the customers will be targeted geographically:

Rural

Urban

2. In Urban areas, the doctors can be divided into different categories:

Most Important

Important

Less important

3. Total 100 doctors in urban area will be taken, which will include 15 most important doctors, 35 Important doctors and 50 Less Important doctors.
4. In Rural areas, main hospitals and doctors for the business will be targeted.

Inputs Planning

1. Visual Aid

- It should be attractive.
- The product name should be in focus and should be attractive.
- It should have the punch line.
- It should include indications.
- It should also mention the USP.
- It should convey the mechanism of action.
- How to use should also be mentioned.

2. Literature

- Some amount of clinical success literature should be there related to this product.

3. Scientific Gifts

- The scientific gifts are given as a reminder to the doctors.
- It can be in different forms like:

- Journals
- Books
- Calendars

4. CME Planning

- The list of the doctors who will give us the main business will be made.
- Then, the venue will be booked.
- Invitations to the doctors will be sent.
- Main doctor as our speaker will be chosen.
- Preparation of lunch and tea.
- The decoration of the venue should be according to the product.

5. Awareness Campaigns

As it is observed that there is lack of awareness and the strategy of brand awareness and BSE awareness is useful, more stress should be given on devising new ways to promote awareness other than campaigning. The other methods of spreading awareness may involve:

- Covering more cities to conduct BSE and Mamofeel awareness programs.
- Free samples should be provided to gynaecologists so that they can use Mamofeel and see the result.
- Demonstration DVDs, storage purse, calander etc can be given inside the glove package. It will encourage the women to purchase the glove.

6. Social media marketing

- Facebook promotion (Mamofeel page) should be continued as it covers wide audience base easily with minimum input.
- To retain audience on Mamofeel page and to convert them :
 - Post often about the page, post related content often on the page. It will help to create buzz about the product.
 - A direct buying interface (an online website selling Mamofeel) should be linked with the Facebook page so that people visiting the page can take action when they visit the page. This will help in generating customers online.
 - Engage people with short video about product and the cause.
 - Promotion can be created highlighting the page.
 - Boosting of posts (prepaid) can be done on Facebook to reach potential customers.

7. Promoting Mamofeel directly to consumers:

- Using switch strategy: Consumers can be switched from purchasing Mamofeel on doctors advise to making the buying decision themselves.
 1. Shifting from a medical aid towards a consumer solution- Breast is a taboo subject in India. People hesitate to discuss about it openly moreover it is not comfortable to get your breast physically examined by a doctor every month. Mamofeel can be positioned as a solution for this inconvenience.
 2. Building emotional assurance-
Company should undertake advertising to build emotional assurance with customers. It would help customers to make an informed choice. The assurance will be based on educating them, creating familiarity and relevance instead of

making blind choice based on doctor's suggestion. Testimonial ads can also be made.

3. Creating brand authority-

A consumer contact program can be launched in selected cities and direct consumer promotion can be done by spreading awareness in healthcare centres, chemist outlets, convenience stores and other such high traffic areas.

4. Increasing accessibility-

Distribution network of Mamofeel should be expanded. Both pharma and FMCG distributors should be covered to make Mamofeel a part of the monthly health and hygiene purchase. **Network marketing-** Also known as pyramid selling, can be used by hiring non-salaried workforce selling Mamofeel.

Annexure

QUESTIONNAIRE

Dear Doctor,

With your kind permission, today I am here to get some insights about your patients who show signs and symptoms of breast cancer. I also seek your guidance and valuable opinion on Mamofeel breast care glove for breast self- examination as an aid in screening of breast cancer.

Breast Cancer

1. What is the most common sign and symptom of breast cancer observed by you in patients, per month? (can tick more than one)

Sign and symptom	Lump	Pain in breast	Change in size and shape	Change in skin texture	Colour change	Change in nipples	Nipple discharge	Rash or crusting	Other
Yes [✓]	[]	[]	[]	[]	[]	[]	[]	[]	[]

Average no. of patients									
-------------------------------	--	--	--	--	--	--	--	--	--

2. How many of the patients (on average) showing these symptoms get screened positive for breast cancer per month, under your care?

3. Are you aware of the new product “Mamofeel”- breast care glove for breast self-examination?

Yes

No

4. Do you feel it will help in proper screening of lumps? / will it be useful?

Yes

No

4. a. If yes, how many of your patients per month will get benefitted by Mamofeel with MRP of Rs. 550/-?

Nil (0)	1	2	3	4	6	8	10	>10

If Nil (0), please specify reason:

4. b. If no, what problems can you face while recommending Mamofeel breast care glove to patients?

a. Price too high

b. Lack of awareness about performing breast self-examination among people

c. Can be unhygienic

d. Not useful

e. Other
reasons_____

5. Apart from clinical examination, what preventive or self-care measures do you suggest to patients for breast cancer?

- a. Regular breast self-examination without any breast care glove
 - b. Regular breast self-examination with breast care glove
 - c. Counselling patients to have healthy lifestyle habits
 - d. Other
-

Name of Doctor:

Hospital/nursing home /clinic name:

GOVT./CORPORATE/PRIVATE:

Place:

DATE:

References

- www.breastcancer.org
- www.freepressjournal.in
- www.bharatserums.com

