

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

**Marketing Project on Doctors Perception of Effect of Digital Gadget on
Human Eye**

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

**MBA Pharmaceutical Management
2017-2019**


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

CERTIFICATE

This is to certify that **Mr. Chandra Prakash Daharwal** has undergone summer training at **Micro Labs Limited** in **Indore** from **10 April 2018** to **10 June 2018** on **Marketing Project on Doctors Perception on Effect of Digital Gadget 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.



Mr. Abhishek Dadhich

Assistant Professor

School of Pharmaceutical Management

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MICRO LABS LIMITED

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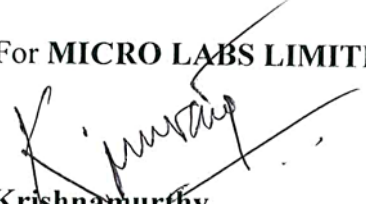
Date: August 2, 2018

TO WHOM IT MAY CONCERN

This is to certify that **Mr. Chandra Prakash**, student of Master of Business Administration program of IIHMR University, Jaipur, has successfully completed his internship entitled “**Market Research**” at Indore 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 Mr. Ashok Kumar (Voice President Micro Labs) who in spite of being extraordinary busy with 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. Akshaya devlalikar (Zonal Manager Micro Labs) and Dr. Sandeep Narula (Dean-in-charge MBA Pharmaceutical Management IIHMR University, Jaipur) for taking part in useful decision & giving necessary advices and guidance and arranged all facilities to make life easier. I choose this moment to acknowledge his contribution gratefully.

It is my radiant sentiment to place on record my best regards, deepest sense of gratitude to Mr. Bhupendra Sisodia (Regional Manager Micro Labs), Mr. Rajesh Kumar (Medical Representative Micro Labs), Mr. Rishi Baraskar (Medical Representative Micro Labs) 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,

Chandra Prakash Daharwal

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Acronyms/Abbreviations

CME - Continuing Medical Education

MR - Medical Representative

OTC – Over the Counter Drug

DTF – Diabetes Task Force

CMC – Carboxymethylcellulose

Min - Minutes

1. 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.

Micro Labs Limited 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.

Mode of Data Collection:

Type of Study: Observational Study

Data Collection: Secondary Data

Technique: Observational data is collected from Micro labs website and by carefully observing company's working in Indore.

Departments:

Marketing Team: For any pharmaceutical company the marketing team is very important because marketing team and their effort is very important in growth of the company. Marketing teams makes strategy. And sales team responsibility is to execute that strategy in the effective and efficient way. To grow faster in competitive market pharmaceutical company needs good coordination between sales team and marketing team.

But it is observed that there is a lack of coordination between Marketing team and sales team. Marketing team not have meeting before making strategies. Marketing team have to take inputs from sales team because they are working in the field and they know what is going on in the market.

Medical Representative's(MR): Medical representatives are also known as sales team of the pharmaceutical companies. MR's have to do lots of work in the field they have to Visit doctors to give detailing's of the products. They have to work on different types of campaigns organised by the company for doctors. As a intern in Miro labs I've visited to different doctors with my guide (MR) and worked on Summer Cool Campaign under which we distributed Juice Packs to doctors. MR's also have to take orders from Retailers and take it to stockist. MR's also have

to do closings in the ending of the month for that they have to do paper works for that they didn't have any office. Its difficult for them to do paper work in open market.

Conclusive Learning

As I observed the job of Medical Representative is a tough as well it requires lots of skills for working. Like conversation with doctors and convince them for prescribing our product. Medical representatives also required lots of patience and the job is tough it means they have to work in the field and have to do multitasking works like MR's have to visit doctors in a particular city as well as in the other cities as well. And also have to execute different campaigns for doctors. Sometimes they have to wait hours to meet a doctor. Which disturbs the hole day schedule to meet with other doctors.

2. Retail Strategy for Independent Pharmacies to Increase Lubrex Sale

Introduction:

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 there 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 present 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.

Product- Lubrex (Micro Labs)**Carboxymethyl cellulose (0.5%)**

Price- Rs.102.74

Volume – 10 ml

Rationale: The retail project is done to know the ways by which Lubrex will be sell in the pharmacies like an OTC product. People will buy lubrex without any hesitation and with full trust.

Research Question:

What are the opportunities to increase the sale of lubrex in pharmacies which are not near doctors clinic?

Objectives:

To Formulate a retail strategy for independent pharmacies i.e. pharmacies not attached to eye clinics with a view to increase Lubrex sale.

Mode of data collection:

Study type: Descriptive Study

Type of data: Quantitative data

Technique: Field survey using Questionnaire

Sampling technique: Purposive sampling

Data collection: Primary data

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

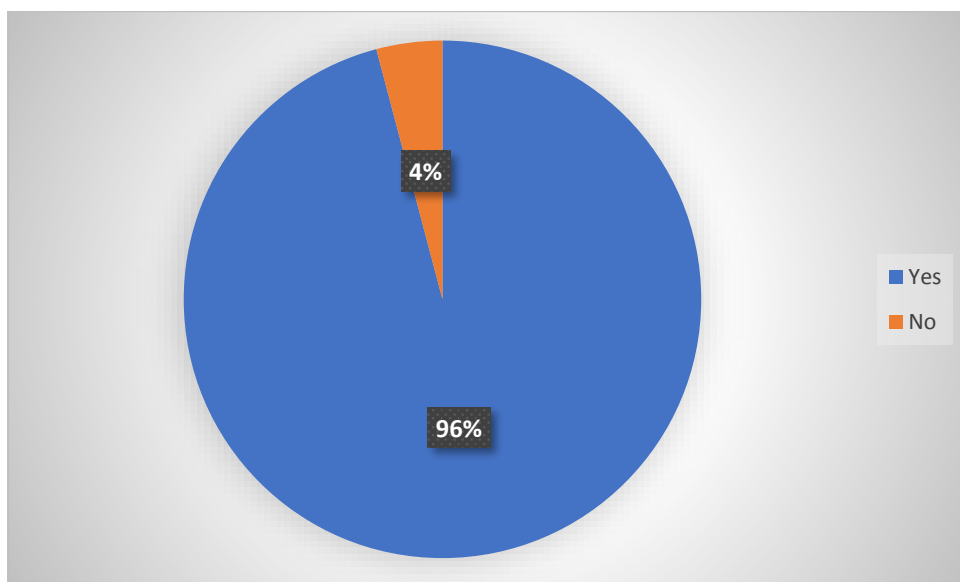
Sampling Unit: I interviewed 170 Chemists present in the Pharmacies located in Indore.

Sample size: Chemists: 170

Data compilation, analysis and interpretation:

1) Do you stock eye drops?

Response	Respondents
Yes	163
No	7

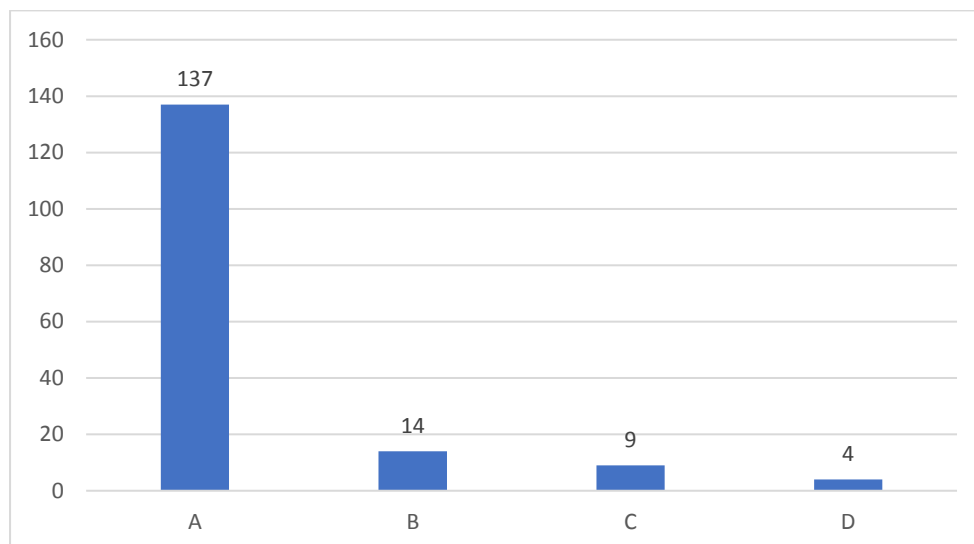


Interpretation: Eye drops is stocked in almost all the pharmacies.

2) Average number of eye drops bottle you sell per day?

Responses	Respondents
A) 10-25	137
B) 26-50	14
C) 51-75	9
D) Above 75	4
Total	160

Out of 163 chemists 3 of them have 1-2 drops sell a month so the data is generated from 160 chemists.

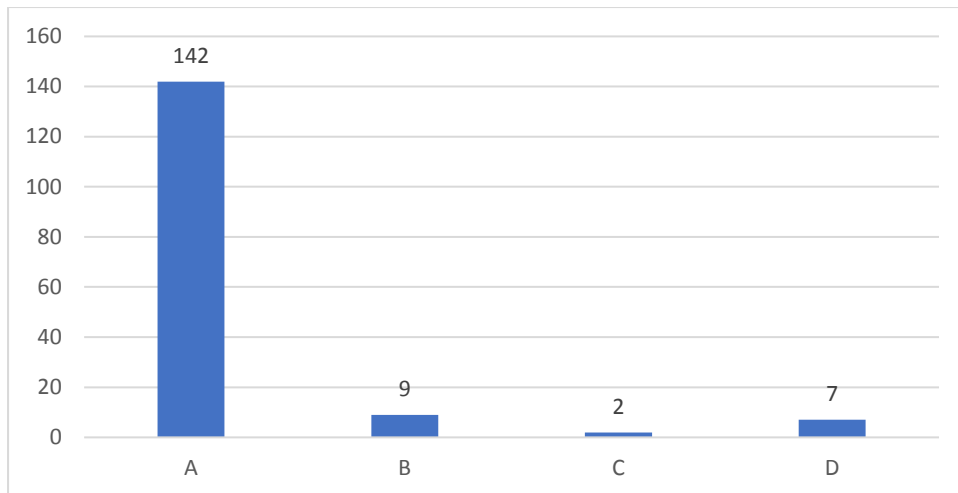


Interpretation: Most of the pharmacies which was surveyed and present in Indore has sell of 1-25 drops a day.

3) How many tear substitute Eye drop bottles you sell per day?

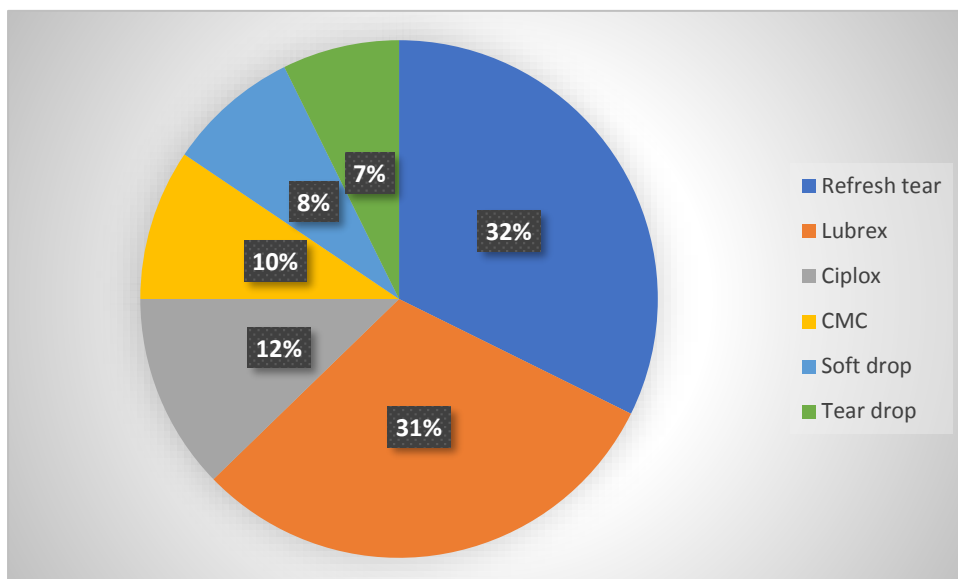
Responses	Respondents
A) 1- 10 drops	142
B) 10-20 drops	9
C) 20-30 drops	2
D) Above 30 drops	7

As most of the pharmacies have 2-3 or 4-5 drops sell per day so they all are categorise in option A and also changed B, C, D option as I faced problem while taking survey from the chemists.



Interpretation: There is large number of pharmacies who have sell of 1-10 tear substitute eye drops a day. These pharmacies is the main target group for lubrex campaign.

4) Which are the top selling brands of tear substitute at your outlet?



- 1) Refresh tear (Allergan)
- 2) Lubrex (Micro Labs)
- 3) Ciplox (Cipla)
- 4) CMC (Java)
- 5) Soft drop (Ajanta) (carboxymethylcellulose + glycerine)
- 6) Tear drop (Sun pharma)

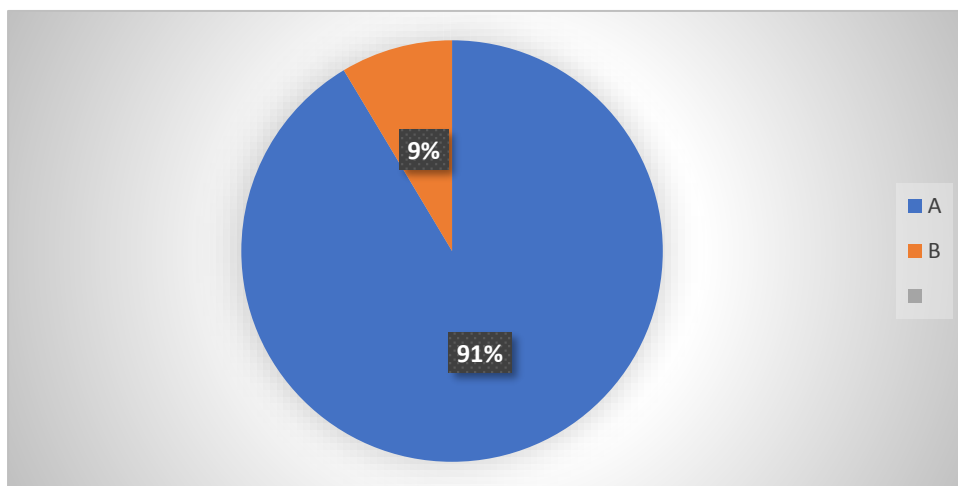
Interpretation: Micro labs has to counter Allergan's refresh tear because it is biggest competitor in market and to increase sell of lubrex it is important to target refresh tears sell.

5) Where are tear substitutes stocked?

A) Visible near the counter.

B) Far away from the counter, not visible.

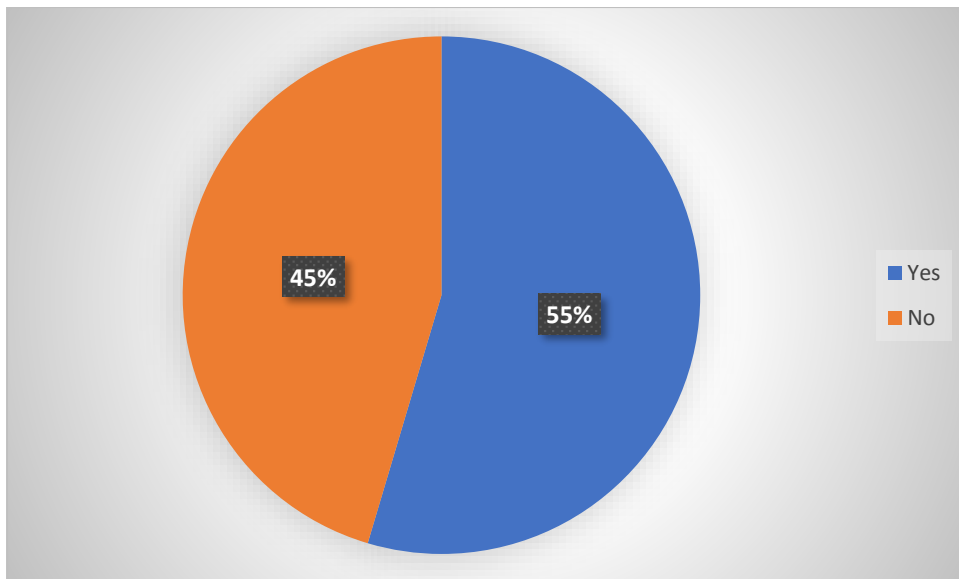
Responses	Respondent
A	149
B	14



Interpretation: Most of the pharmacies place tear substitutes near the counter from where patients easily see the eye drops.

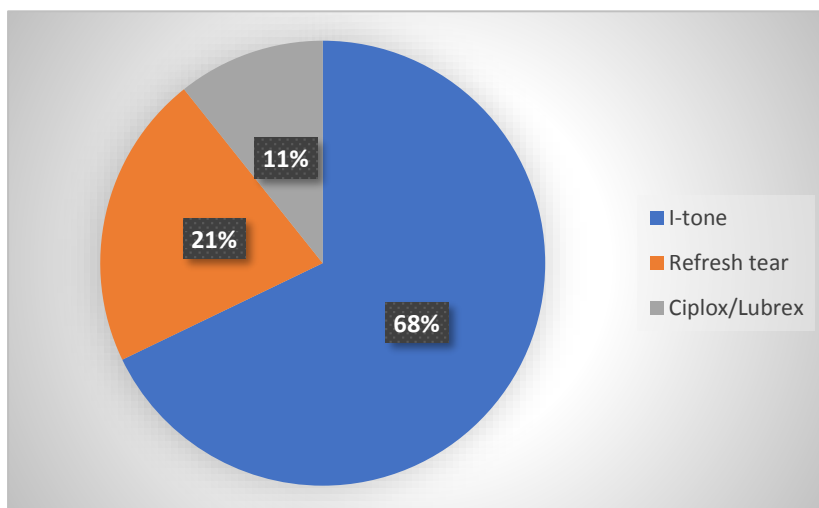
6) Do you get schemes on tear substitutes? What are the schemes?

Responses	Respondents
Yes	89
No	74



Interpretation: All the pharmacies not get the scheme because most of the companies give scheme on sell of bulk quantity of eye drops. The scheme is respectively of 10%, 20% and other schemes depends on stockist and retailer relationship. In my survey 55% chemist get the scheme from different companies.

7) Which eye drops are sold over the counter or customers ask for by name?



1) I-tone (OTC)

2) Refresh tear (Customer ask by name)

3) Ciplox, Lubrex (Customer ask by name)

Interpretation: Most of the customers ask for I-tone as OTC product and Refresh tear is remembered as prescription product. This is based on 31 responses by chemists because all chemists did not responded for this question.

8) Which are the doctors prescribing these eye drops, do they have the preference?

Interpretation: Based on survey the doctors who is prescribing the eye drops is from the hospitals and clinics present near the pharmacy and none of the doctors have any specific preference for eye drops.

9) Do you sell over the counter eye drops (Eye spa/ I-tone/ Jivadaya Netraprabha/ Drishti/ any other)?

Responses	Respondent
I-tone	84
Drishti	5

Interpretation: I-tone is one of the biggest competitor as OTC product in the market.

A) Monthly sales in units

66 Pharmacies have sell of 1-15 I-tone in a month

18 pharmacies have sell of 20-100 I-tone in a month

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

None of the chemist has responded for this question except one as schemes.

10) What kind of customers come and ask for eye drops by themselves?

Interpretation: According to chemist's patients who have repeated prescription or recently have eye problem came for eye drops and random prescription also came.

Recommendations:

Strategies to increase the sell of Lubrex in independent pharmacies.

- 1) Schemes for every chemist:** To increase the sell of Lubrex Micro labs has to give schemes to all the chemists who buys Lubrex. Some of the chemists will buy 4-5 units so they have to receive the benefit of 10% scheme and if some of the chemist will buy

more than 15 units, so they have to receive 15% scheme as well as a gift other than Lubrex like wall watch or some other gift as they will use and reminds of Lubrex. On the starting phase to make lubrex sell OTC product company has to do it because after doctor chemist is the first person who will recommend the patients about medicines.

2) CME (continuing medical education) for Chemists, Optometrists, Optical's shop owners:

Micro labs has to organise monthly CME's for Chemists, Optometrists, opticals shop owners because all of them have connections to patients many of the patients will contact to opticals shop for their eye check-up and or any other eye related problems and optical shop owners also give and prescribe eye drops to them. If company will organise CME's so they all have awareness about lubrex, its scheme and its quality, price and its also the good platform for company persons to interact with them and convince them to give lubrex to patients. And one reason is that no any other company will organise CME's for chemists.

3) Aggressive marketing of Lubrex:

To increase the sell 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.

Conclusion:

Lubrex is one of the best quality Product contains carboxymethyl cellulose. Lubrex also have lesser price compare to other competitors. There is very good numbers of chances that Lubrex is become like an 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.

3. Increase the awareness, detection and prescription of Lubrex.

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 of the work is going online because it's the faster way and compatible for users. But this digitization is also harmful for peoples. Digital gadgets will cause several types of problems to eyes some of these problems can cause full blindness permanently. There are several types of eye problems due to digital gadgets like Computer vision syndrome, Blue eye, Blurred vision, Dry eyes etc. Among these problems most common is dry eyes.

Dry eye syndrome is caused by a chronic lack of sufficient lubrication and moisture on the surface of the eye. Consequences of dry eyes range from subtle but constant eye irritation to significant inflammation and even scarring of the front surface of the eye. An adequate and consistent layer of tears on the surface of the eye is essential to keep your eyes healthy, comfortable and seeing well. Tears bathe the eye's surface to keep it moist and wash away dust, debris and microorganisms that could damage the cornea and lead to an eye infection. But in dry eyes this tear film is damaged.

In addition to being called dry eye syndrome, dry eye disease, or simply "dry eye," alternative medical terms used to describe dry eyes include:

- Keratitis sicca. Generally used to describe dryness and inflammation of the cornea.
- Keratoconjunctivitis sicca. Used to describe dry eye that affects both the cornea and the conjunctiva.
- Dysfunctional tear syndrome. Used to emphasize that inadequate quality of tears can be just as important as inadequate quantity.

Dry eyes are very common, and dry eye syndrome is a major reason for visits to the eye doctor. A recent online poll revealed that nearly half (48 percent) of Americans age 18 and older regularly experience dry eye symptoms.

Symptoms: Burning sensation, Itchy eyes, Aching sensation, Heavy eyes, Fatigued eyes, Sore eyes, Dryness sensation, Red eyes, Light sensitivity, Blurred vision.

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. Consequences of dry eyes range from subtle but constant eye irritation to significant inflammation and even scarring of the front surface of the eye. An adequate and consistent layer of tears on the surface of the eye is essential to keep your eyes healthy, comfortable. Tears lubricate the eye surface to keep it moist and wash away dust, debris and microorganisms that could damage the cornea and lead to an eye infection. In dry eyes the tear film get damaged. 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 what types of awareness activities is done by pharmaceutical companies and required to be done according to ophthalmologist doctors in hospitals and clinics to create awareness in patients and other people.

Rationale: The marketing project is done to know the ways to create awareness about dry eyes, harmful effect of digital gadgets and also for increasing awareness in hospitals and doctor's clinic about Lubrex and its uses for dry eyes.

Research Question

What is the awareness status of digital gadgets effect like dry eyes in hospitals or clinics by pharmaceutical companies? And what are the different ways to create awareness about dry eyes and Lubrex?

Objective: 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: Purposive sampling

Data collection: Primary data

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

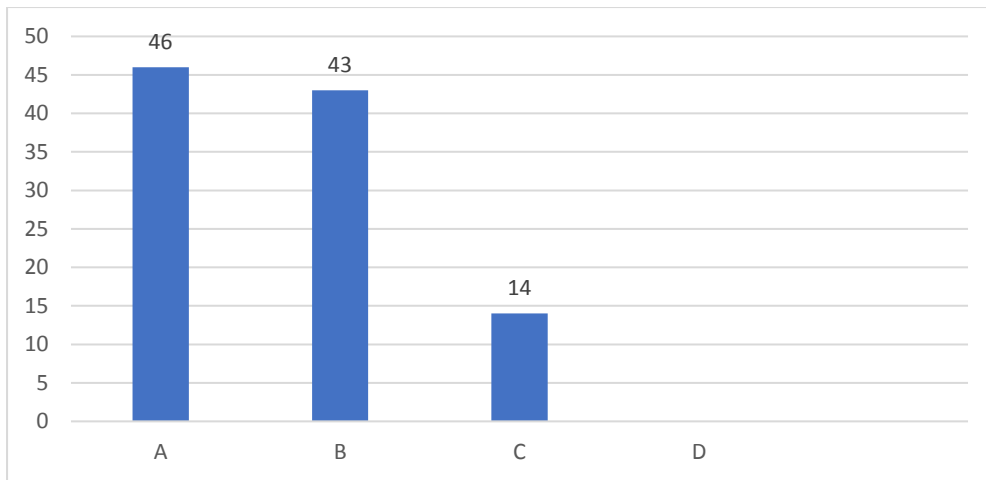
Sampling Unit I interviewed 103 Ophthalmologist Doctors from different clinics and hospitals located in Indore.

Sample size: Ophthalmologist doctors- 103 doctors

Data compilation, analysis and interpretation:

1) How many patients complain for itchy eyes, eye irritation, eye fatigue or similar every day on average?

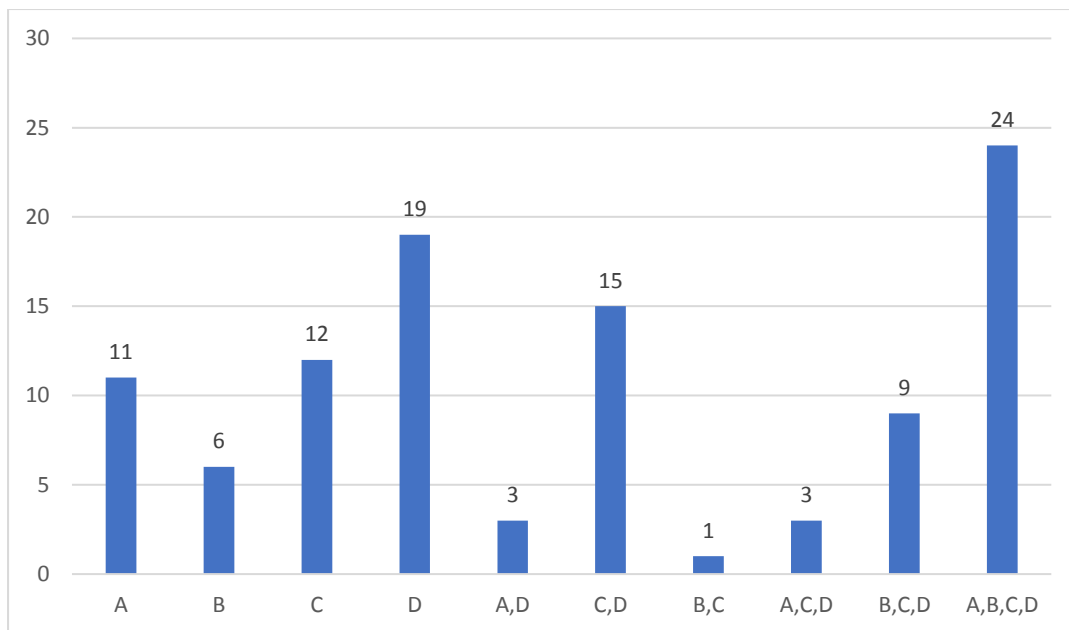
Responses	Respondents
A) 1-25	46
B) 26-50	43
C) 51-75	14
D) Above 75	



Interpretation: Almost all the doctors from clinics and hospitals came across patients who have eye problems. The number of patients varies doctor to doctor. There are less number of doctors who came across more than 50 patients who have eye problem.

2) What are the age groups most complain?

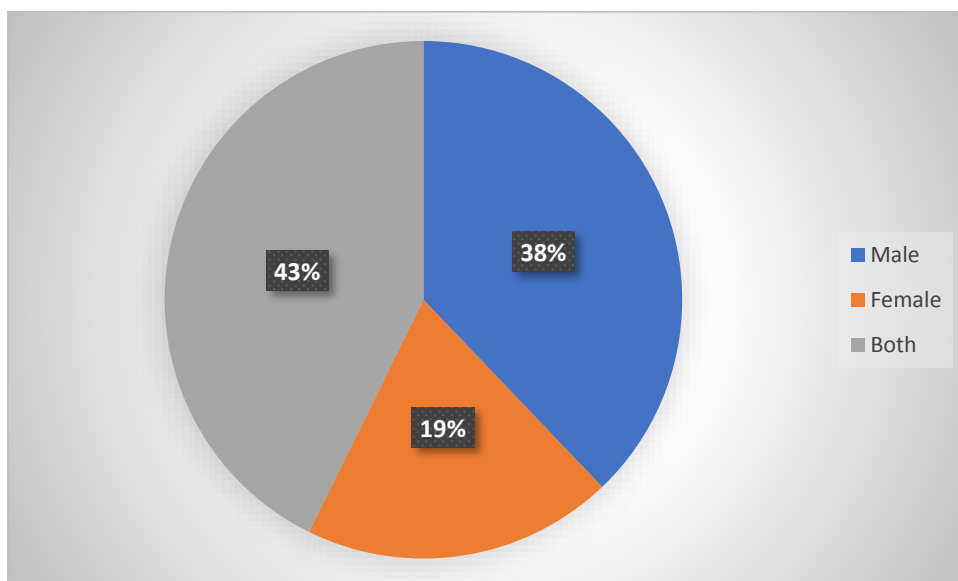
Responses	Respondents
A	11
B	6
C	12
D	19
A, D	3
C, D	15
B, C	1
A, C, D	3
B, C, D	9
A, B, C, D	24



Interpretation: Almost all the age groups have the problem of dry eyes.

3) The prevalence of above complains are found most among?

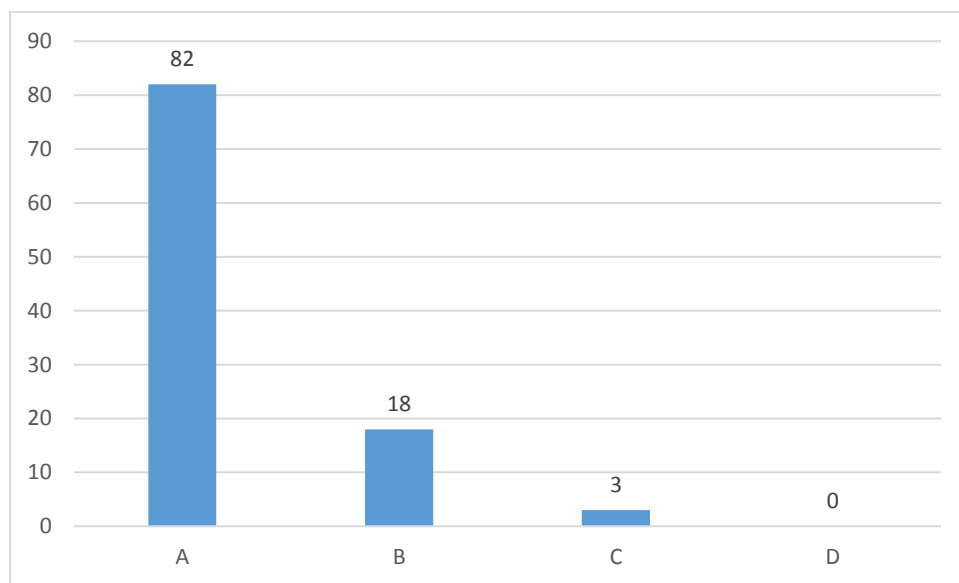
Responses	Respondents
Male	39
Female	20
Both	44



Interpretation: Prevalence of above complains is most in males.

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

Responses	Respondents
A) 1-25	82
B) 26-50	18
C) 51-75	3
D) Above 75	



Interpretation: Most of the doctors came across the patients who complain about eye problems arises because of digital gadgets.

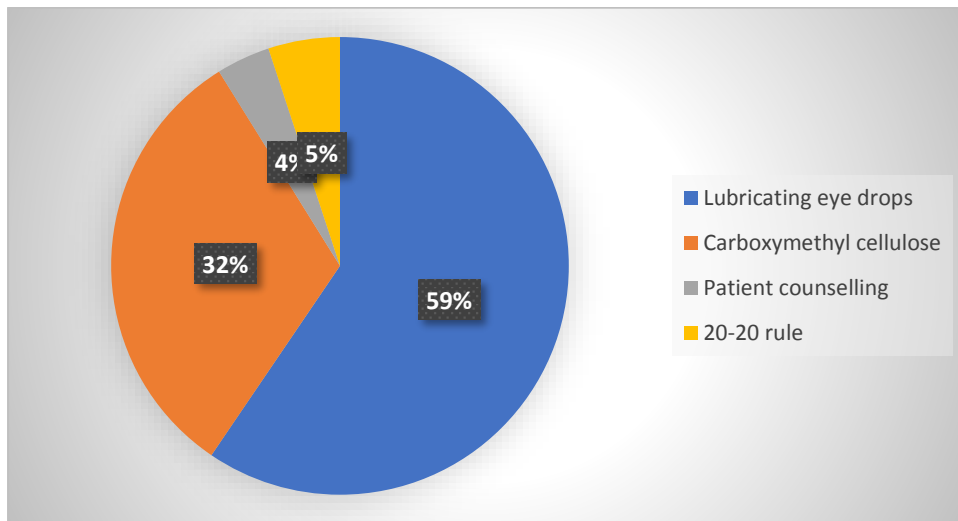
5) In your opinion how does over use of digital gadgets harm the eyes?

According to doctor's responses digital gadgets can cause

- Dry eyes
- Blinking problem
- Headache
- Rise in chances of myopia,
- Circulation of tear film compromised

- Causes computer vision syndrome and digital gadgets disturbs ocular surface.

6) How do you treat above disorder?



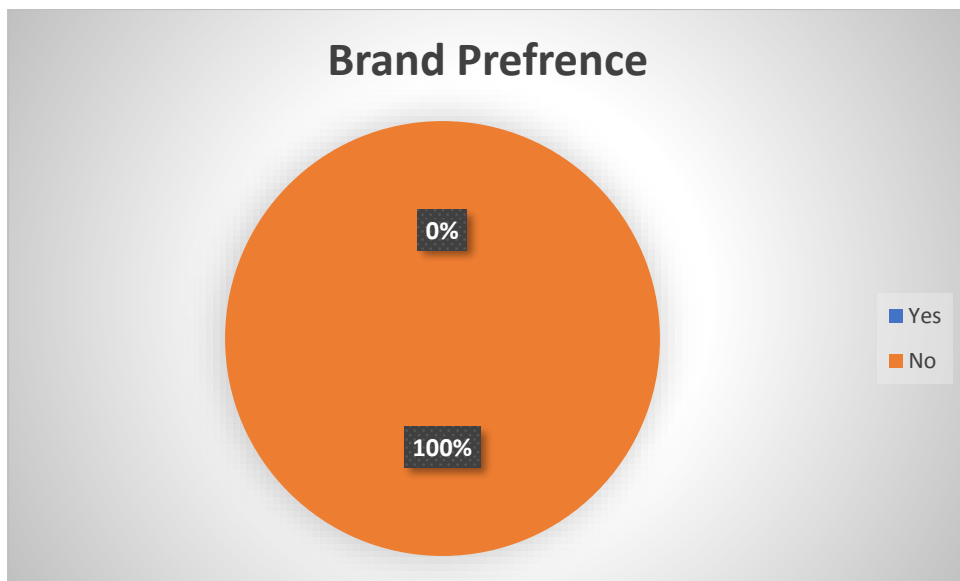
Interpretation: Lubricating eye drops is the first choice of doctors to treat above disorders.

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: -

- Moisten the eyes
- Prevent evaporation of tear drops
- Works as tear substitute
- It forms coating of tear film
- Increases retention time of natural tear.

8) Which brand you prefer to prescribe?



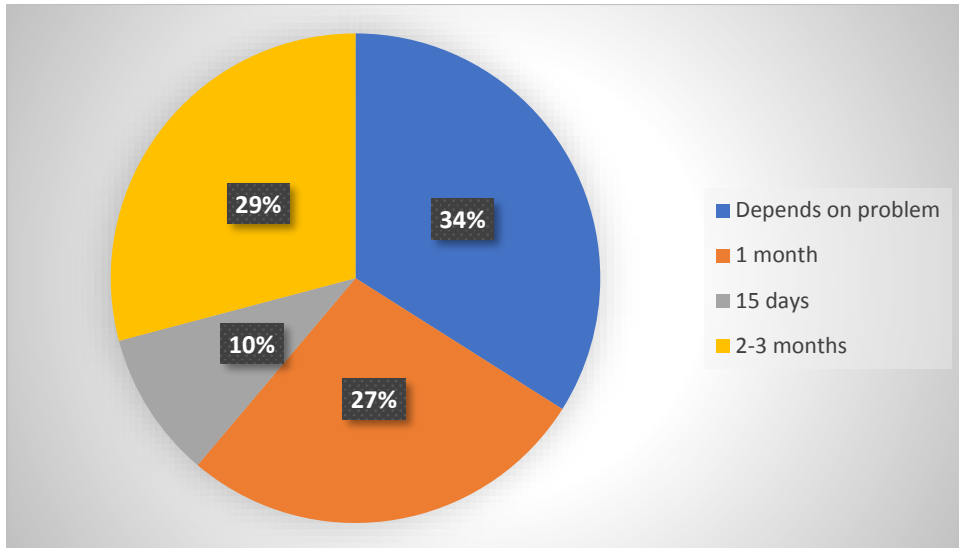
All the doctors answered they don't have any brand preference.

Interpretation: Doctors who responded will not stick to any particular brand.

9) How long do you advice the patients to use the eye drops?

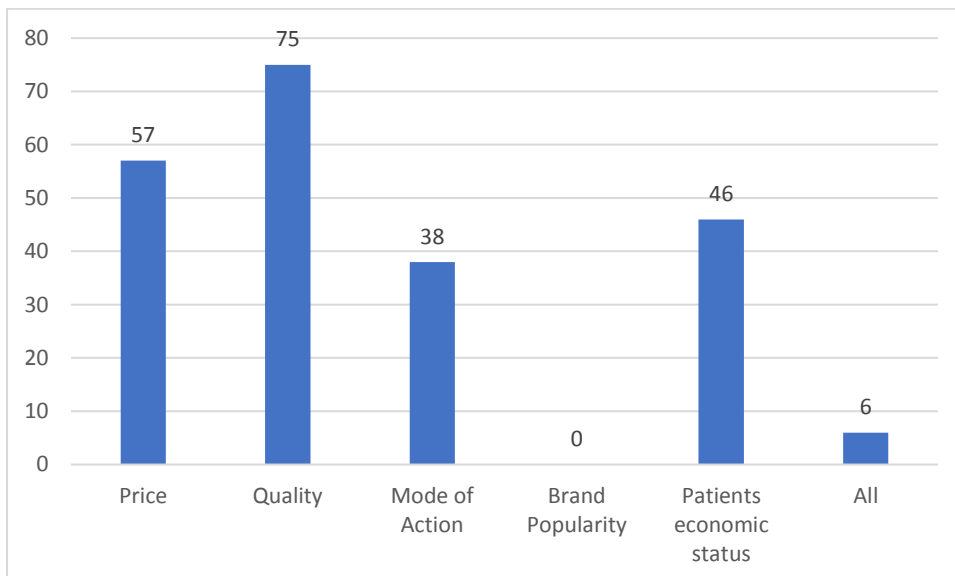
All the doctors not responded for this question

Responses	Respondents
Depends on problem	35
1 month	28
15 days	10
2-3 months	30



Interpretation: Different doctors have different choices to treat their patients.

10) On what basis you prefer to prescribe tear substitute brand?



Interpretation: Quality and Price is the main function to prescribe any eye drop to patient.

11) Is any company or association is doing something to create awareness on eye health?

Interpretation: Out of 103 doctors only 15 responded as yes but they didn't mentioned name of any company. And some of the companies posted posters in hospitals like Novartis, Sun pharma about eye awareness.

12) Do you want to suggest an activity or initiative to create awareness?

The doctors have same opinions about awareness activity.

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

- Awareness Campaigns.
- Posters, Pamphlets.
- Awareness camps.
- Stand charts.
- 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.
- Awareness campaigns with the help of IT companies.
- Mobile application which reminds you take rest in every 30 min.

Interpretation: Doctors have different opinions for creating awareness about effect of digital gadgets and awareness about Lubrex for dry eyes in clinics and hospitals

Recommendation:

Eye check-up Camps: Micro labs has to organise eye check-up camps in collaboration with any ophthalmologist. With the help of eye check-up camps company has the opportunity to increase awareness about effect of digital gadgets as well as to promote Lubrex. And aware the patients/peoples about on what conditions they will take Lubrex eye drops.

Conclusion:

Lubrex is one of the trusted brand in market and there are many ways by which people will get aware about Lubrex eye drop in hospitals and clinics.

4. Scope of E-communication.

Introduction:

Its 20th century everything going 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 in the paper manually by hand written papers, 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 communication with doctors. Most of the pharmaceutical companies uses flip charts for detailing in front of doctors. But now companies slowly start adopting new ways 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 over regular type of detailing its handy selective and works on software. In E-detailing whenever Medical Representatives visit any doctor they will show their products detailing's by just one touch no hustle to turn the page and all. In E-detailing companies also show their products detailing via video which is attractive for doctor.

E- detailing easily connects sales team with physicians in a more efficient manner. And helps managers in market access to enhance the impact of their value communication strategies. E-detailing helps in target emailing and sample orders from doctors. Online product presentation is one of its benefits. Now a days pharma firms are more concentrate their time and resources for making E-detailing strategies by which they can ensure their product came in front of Physicians. With the help of E-communication medical representatives time also saves. Some time they have to wait for hours to meet physician but with the help of e-gadget medical representatives can establish brand awareness, increase familiarity and facilitate sales using remote marketing which not always requires face to face interaction. With the help of E-gadget physicians also have benefit whenever they want to put any query with the help of their mobile phones.

Rationale:

This project done to know the doctors perception about E-detailing. Doctors are compatible with old method of detailing or doctors wants to interact with new technology. And to know doctor's advice/response about adaptation of E-communication by Micro Labs or company has to work with old method of communication.

Research Question:

What is the scope of E-communication adaptation by Doctors in Indore?

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: Purposive sampling

Data collection: Primary data

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

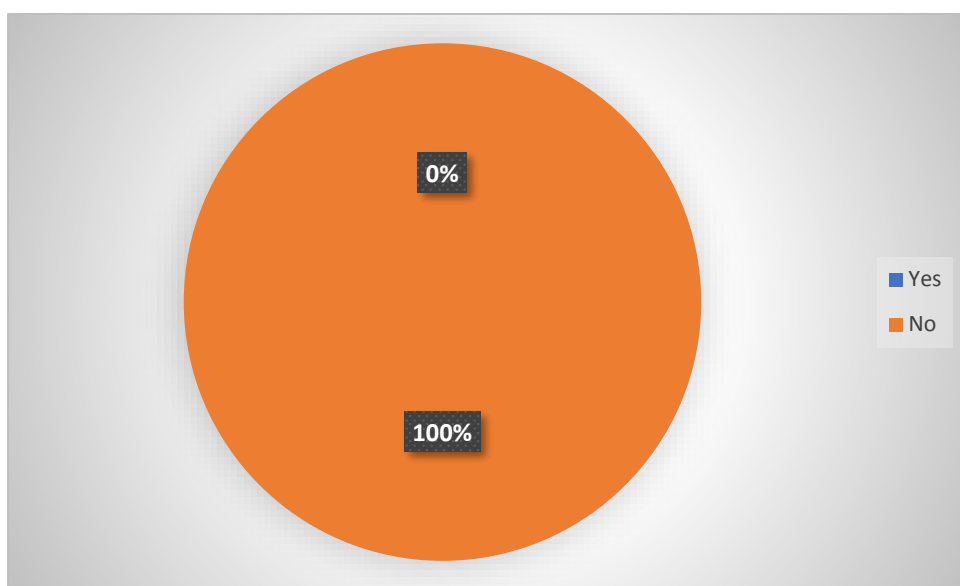
Sampling Unit: I interviewed 50 ophthalmic doctors located in Indore.

Sample size: Doctors: 50

Data compilation, analysis and interpretation:

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

Responses	Respondent
Yes	50
No	0



Interpretation: All the doctors now a days come across company representatives who does their communication by Tab or electronic gadget.

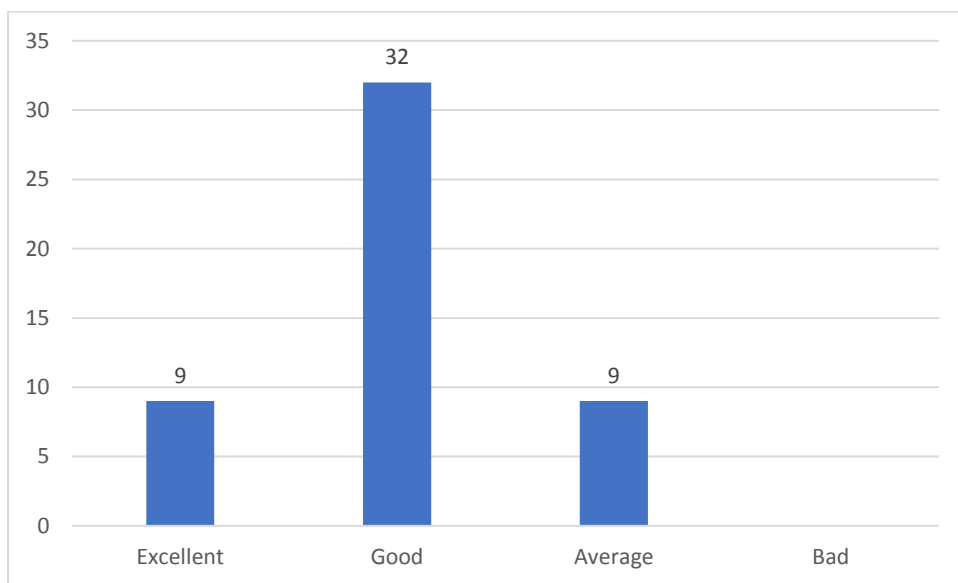
2) Can you name some pharma companies who are using E-communication as one of their major tools for promoting their products?

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

- 1) Allergan
- 2) Sun pharma
- 3) Lupin
- 4) Alcon/Novartis
- 5) Cipla

3) How do you feel about the communication that is done by the companies using electronic gadgets.

Responses	Respondent
Excellent	9
Good	32
Average	9
Bad	



Interpretation: Doctors have a good experience about e-communication by pharmaceutical companies.

4) Please justify the above grading that you have given for communication with the help of electronic gadgets?

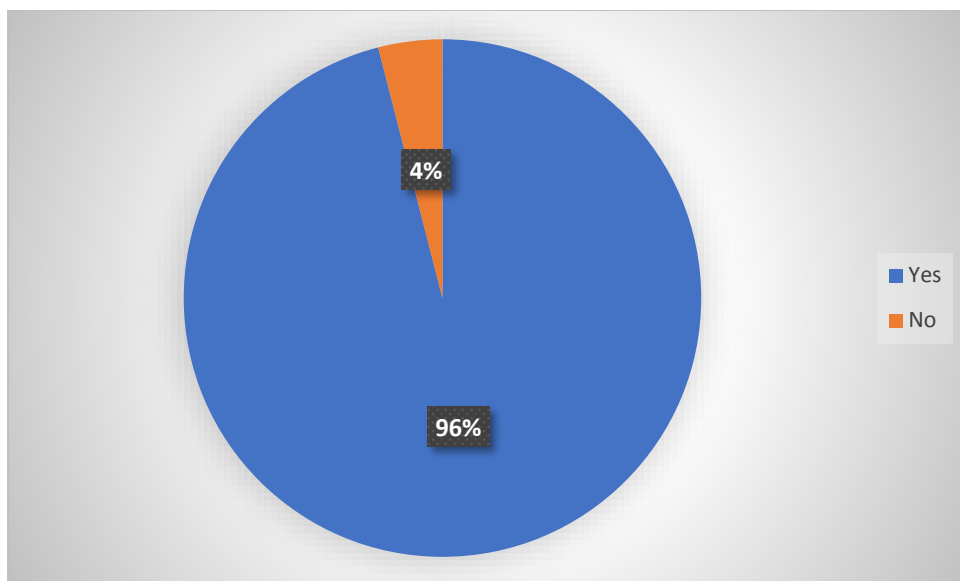
Only 7 doctors responded for this question.

Doctors said:

- Its time saving.
- With the help of video detailing product description is easily understandable.
- It's good to go with technology.

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	48
No	2

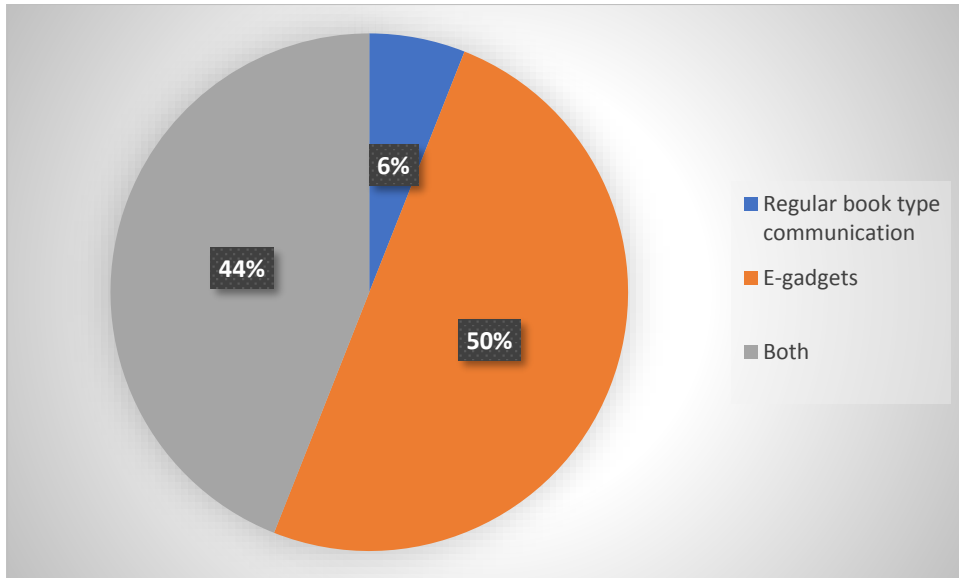


Interpretation: Most Doctors are satisfied with e-gadget communication on latest studies.

6) According to you 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

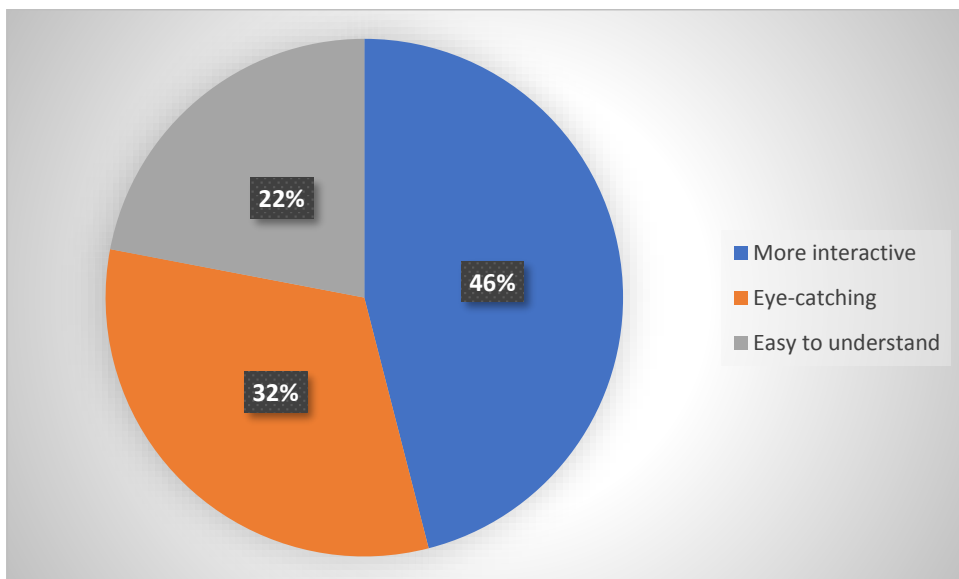
Responses	Respondent
Regular book type communication	3
E-gadgets	25
Both	22



Interpretation: Most Doctors think E-gadget communication is time saving and more interactive.

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

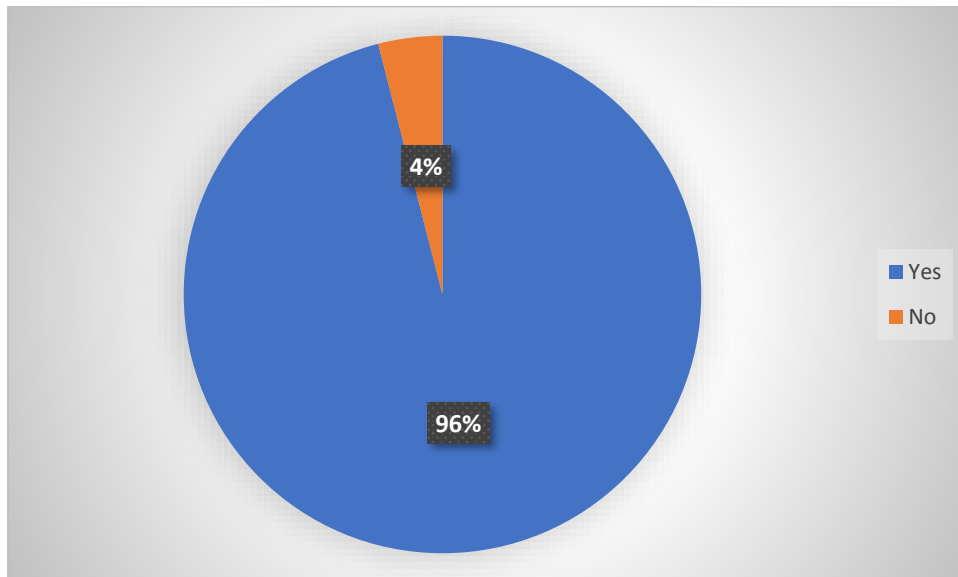
Responses	Respondents
More interactive	23
Eye-catching	16
Easy to understand	11



Interpretation: According to doctor's response E-detailing is more interactive and eye catching then other printed visual aid detailing.

8) Would you recommend Micro Vision to come out with this E-communication using the latest electronic gadgets?

Responses	Respondents
Yes	48
No	2



Interpretation: According to 96% doctors Micro Vision has to come with e-gadgets for greater communication.

Recommendation:

In this digital era where every sector wants growth. Like that in the pharmaceutical sector it is important that if there is a need to upgrade the technology for progress/growth so there is no harm to do it. If doctors are more attractive towards E-detailing/E-communication, they are more compatible with E-communication then Micro labs have to adopt this technology. There are lots of benefits of E-communication over present method of communication. Medical representatives will show companies products through videos which is more understandable and attractive for Physicians.

Conclusion:

E-communication is better way of communication if used effectively. And it is also accepted by doctors too. E-detailing has lots of benefits over regular method of communication. Top pharmaceutical companies in India already working with e-gadgets.

Reference:

- 1) www.microlabsltd.com
- 2) www.allaboutvision.com
- 3) <http://www.bertrodders.com>

Annexure 1

1.Carboxymethyl cellulose Eye drops (0.5% & 1%)

S.no	Company	Brand Name	Quantity	MRP	Strength
1	MICRO LABS	Lubrex	10ml	102.74/-	0.50%
2	MICRO LABS	Lubrex DS	10ml	179.98/-	1%
3	INTAS	Eco tears gel	10ml	144/-	1%
4	VYONICS	Addwel	10ml	110/-	0.50%
5	VYONICS	Addwet gel	10ml	130/-	1%
6	LUPIN	Lacrimos gel	10ml	134.51/-	1%
7	SYNOVIA	Soft tears plus	10ml	130/-	1%
8	SYNOVIA	Soft tears	10ml	110/-	0.50%
28	LUPIN	Lacrimos	10ml	80.8/-	0.50%
10	ALLERGAN	Refresh liquigel	10ml	180/-	1%
11	ALLERGAN	Refresh tears	10ml	134.26/-	0.50%
12	JAWA	CMC	10ml	122/-	0.50%
13	SENTISS	On tears	15ml	142/-	0.50%
14	SENTISS	On tears gel	15ml	161/-	1%
15	SUNPHARMA	Glytears	10ml	127/-	0.50%
16	ALEMBIC	Veldrop gel	10ml	151/-	1%
17	ALEMBIC	Veldrop	10ml	128/-	0.50%
18	ZYDUS	Zyaqua	10ml	125/-	0.50%
19	SUN PHARMA	Tear drops	10ml	130/-	0.50%
20	ZYDUS	Zyaqua forte	10ml	140/-	1%
21	MANKIND	Lubistar	10ml	81/-	0.50%
22	OPTHO	CCS	10ml	119/-	0.50%
23	OPTHO	CCS gel	10ml	146/-	1%
24	MICRO LABS	Extralube	10ml	127/-	
25	CIPLA	Flogel	10ml	143/-	1%
26	CIPLA	Addtears	10ml	114.35/-	0.50%
27	SUNWAYS	Just Tears	10ml	88/-	0.50%

2.Polyethylene Glycol 400 and Propylene Glycol Eye Drops

S.no	Company	Brand Name	Quantity	Price
1	VYONICS	Vysoft	10ml	240/-
2	MICRO LABS	Moistane	10ml	349/-
3	ENTOD	Bio tears	10ml	350/-
4	ALCON	Systane Ultra	10ml	376/-
5	LUPIN	Sensiyes	10ml	324/-
6	AJANTA	Ocumoist Max	10ml	235/-
7	SUN PHARMA	Normo Tears	10ml	325/-
8	ALEMBIC	Peg tears	10ml	330/-
9	ENTOD	Lacryl Ultra	10ml	280/-
10	AUSTRAK	Starlub	10ml	295/-
11	OPTHO	CCS	10ml	308/-

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41	Balaji sahayta medicals	In front of MY Hospital	a)Yes	a)10-25	2-3 drops	Refresh tear Lubrex CMC Zay aqua Aqua tears								A	Yes		Random prescription	No	
42	Shiva Medical store	Shri nagar main Chemist-Ankit	a)Yes	a)10-25	3-4 drops	Well drop gel Refresh tear Lubrex								A	Yes		Dr.RK Shrivastava	No	
43	Isha chemist	Shri nagar main Chemist-MI Khan	a)Yes	b)26-50	10-12 drops	Refresh tear Optive Lubrex Lubrex DS								A	Yes	Refresh tear	Dr.RK Shrivastava	No	
44	Shri Giriraj Medicals	Anand vihar	a)Yes	a)10-25	3-4 drops	Refresh tear Lubrex Lubrex DS Moistane								A	Yes		Dr.Vijay bhaisare	No	
45	Devyani Medical shop	Shanti Nagar	a)Yes	a)10-25	3-4 drops	Refresh tear Refresh liquigel Lubrex Lubrex DS								A	No		Random prescription	No	
46	Shri ganesh medicals	Annapurna area Chemist-Vineet	a)Yes	b)26-50	10-20 drops	Lubrex Tear drop Lacrimor Tear nature Moistane								A	No		Dr.S Burhankar Dr.S B Gujrati	I-tone	5-6 drops
47	Anand medical	Annapurna area Chemist-Rahul	a)Yes	a)10-25	5-6 drops	Refresh tear More dry Centa flox CMC Lubrex Moistane								A	Yes		Random prescription	I-tone	2-3 dorps
48	Ashirwad medicals	Annapurna area Chemist-Tannmay	a)Yes	a)10-25	3-4 drops	Moxi blue Tear plus								A	Yes		Dr.Shilpa bhagwat	No	
49	Maa Medicals	Annapurna area Chemist-Krishna	a)Yes	a)10-25	2-3 drops	Ciploxin Eye tone Lubrex Refresh tear								A	No	I-tone	Random prescription	I-tone	5-6 drops
50	New Randjit Medicals	Randjit Hanuman Mandir	a)Yes	a)10-25	2-3 drops	Tear drops Refresh tear Refresh liquigel O flox Tear plus Eye cool								A	No		Random prescription	No	
51	Easy medicals	Randjit Hanuman Mandir Chemist-Vikram	a)Yes	a)10-25	2-3 drops	Ciflox Eye tone Eye cool Refresh tear Lubrex								A	No		Random prescription	No	
52	Vinayak netralaya medicals	Vinayak Netralaya	a)Yes	a)10-25	2-3 drops	Lubrex Moistane Moxigram Optive Refresh tear								A	Yes		Random prescription	I-tone	3-4 drops
53	Yogi medicals	Satya sai square	a)Yes	a)10-25	2-3 drops	Refresh tear CMC Moistane								A	No		Random prescription	I-tone	1-2 drops
54	Laxmi medicals	Jawahar marg	a)Yes	a)10-25	2-3 drops	Refresh tear Just tear Eye cool plus								A	Yes	I-tone	Random prescription	I-tone,Drishti	5-6 drops
55	Relief Medicals	Jawahar marg Chemist-Dilip Mob-9826900269	a)Yes	a)10-25	3-4 drops	Refresh tear Refresh liquigel Lubrex CMC Tear plus								A	No		Random prescription	No	
56	Diamond medicals	Jawahar marg Chemist-Lakhan Mob-9827065152	a)Yes	a)10-25	8-10 drops	Lubrex Reshtear								A	No		Dr.Rajendra agarwal	I-tone	1-2 drops
57	Rajshree medicals	Rajwada Chemist-Vinod Mob-9826507236	a)Yes	a)10-25	3-4 drops	Refresh tear Lubrex Soft drop								A	Yes		Dr.Choudhary	I-tone	1-2 drops
58	Ajay medicals	Jawahar marg Chemist-Shivam Mob-23408255	a)Yes	a)10-25	2-3 drops	Ciplox Lubrex Refresh tear								A	No	I-tone	Dr.Rajendra agarwal Dr.Aditya Agarwal	I-tone	8-10 drops
59	MP Medicals	Rajwada Chemistr-Nikhil Mob-9825505199	a)Yes	a)10-25	2-3 drops	Refresh tear Ciplox Lubrex								A	No	I-tone	Random prescription	I-tone	5-7 drops
60	Narendra medicals	Rajwada Chemist-Azhar Mob-91111110087	a)Yes	b)26-50	5-8 drops	Refresh tear Lubrex Tear drop Just tear								A	No		Dr.Choudhary Dr.Amit saggi	No	
61	Prakash medicals	Rajwada Chemist-Prakash	a)Yes	a)10-25	2-3 drops	Refresh tear Lubrex Soft drop Soft tear								A	Yes		Vinayak netralaya	No	
62	Chandra medicals	Rajwada Chemist-Rajendra Mob-9425057730	a)Yes	b)26-50	8-10 drops	Refresh tear Lubrex Just tear								A	No	Refresh tear Lubrex	Dr.Subhash bandey Dr.Mahashabde	I-tone,Drishti	8-10 drops

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90	Sanjani	Mob-9893233134 Sapna sangeeta marg Chemist-Harul	a)Yes	a)10-25	8-10 drops	Lubrex Refresh tear Lubrex Ciplox CMC							B	No		Random	No	
91	Radhasai medicals	Sapna sangeeta marg Chemist-Tushar Mob-9977778957	a)Yes	a)10-25	4-6 drops	Ciplox Refresh tear Lubrex							A	Yes		Random prescription	i-tone	10-15 drops
92	Shubham medicals	Pardesipura Mob-9229422295	a)Yes		1-2 in week	Refresh tear Lubrex Just tear							A	No		Random prescription	i-tone	8-10 drops
93	Shreejee medicals	Pardesipura Chemist-Gaurav Mob-9589213619	a)Yes	a)10-25	3-4 drops	Refresh tear Lubrex CMC Ciplox							B	No		Random prescription	No	
94	Shree kartik medicals	Pardesipura Chemist-Chandrapal Mob-9977348667	a)Yes	a)10-25	4-6 drops	Tear plus Soft drop Soft tear Refresh tear Lubrex							A	No	i-tone Refresh tear Soft drop	Sarijubhai trust Dr.bhatnagar	i-tone	50-60 drops
95	PC medicals	Pardesipura chemist-Dinesh Mob-9406620931	a)Yes	a)10-25	3-4 drops	Ciplox Just tear Refresh tear Lubrex							A	No		Random	i-tone	4-5 drops
96	Savita medicals	UG Square Chemist-Santosh Mob-9826590033	a)Yes	a)10-25	3-4 drops	Refresh tear Soft drop Tear drop Lubrex Moistane							A	No	i-tone	Random	i-tone	20-25drops
97	Rudrabir medicals	UG Square Chemist-Shubham Mob-827589036	a)Yes	a)10-25	8-10 drops	Ciplox Soft drop Optive Refresh tear							A	No		Random prescription	No	
98	Ananad	Patnipura	a)Yes	a)10-25	4-5 drops	Refresh tear Moistane Soft drop CMC							A	No		Random	No	
99	Medicure pharmacy	Nanda nagar Chemist-Rahul Mob-8878864168	a)Yes	a)10-25	4-5 drops	Ciplox Lubrex Refresh tear Tear drop							A	No		Dr.Bhatnagar	i-tone	8-10 drops
100	Shri satya sai medicals	Nanda nagar Chemist-Lokesh Mob-9993819319	a)Yes	a)10-25	8-10 drops	Lubrex Refresh tear							A	No		Random prescription	i-tone	12-13 drops
101	Manish	Patnipura Chemist-Vinod Mob-9826031456	a)Yes	a)10-25	4-5 drops	CMC Refresh tear Soft drop Lubrex							B	No		Random	No	
102	Asha medicose	Patnipura Mob-9893940594	a)Yes		1 in week	Lubrex Refresh tear							A	No		Random	i-tone	10 drops
103	Arogya retail	Geeta bhawan Mob-9522288103	a)Yes	a)10-25	8-10 drops	Refresh tear Optive Soft drop Add tears							A	No		Random	No	
104	Shri sai	Appolo hospital area Chemist-Jitendra Mob-9993209809	a)Yes	a)10-25	8-10 drops	Lubrex Refresh tear							A	No		Random	i-tone	20 drops
105	Kanji medicals	Appolo hospital area Mob-07314299666	a)Yes	a)10-25	5-6 drops	Soft drop CMC Lubrex							A	No		Random	No	
106	Mantri	Appolo hospital area Chemist-Ajay Mob-9826069254	a)Yes	a)10-25	8-10 drops	Refresh tear Tear plus Lubrex							A	Yes		Applo hospital Roshni eye	i-tone	20 drops
107	Dhruva	Appolo hospital area	b)No															
108	Yours medical	Appolo hospital area Chemist-Akash Mob-8878322221	a)Yes	a)10-25	8-10 drops	Lubrex CMC Tear plus Soft drop							A	No		Dr.Birendra jha	No	
109	Bombay medicals	Infront of bombay hospital Chemist-Nitin Mob-9074746465	a)Yes	b)26-50	25-30 drops	Refresh tear Lubrex Soft drop Tear drop Ciplox							A	Yes	i-tone Refresh tear	Dr.Praveen sanodia Dr.Vivek Dr.Prashant	i-tone	30-40 drops
110	Meet medicals	Nawilakha square Chemist-Manmeet Mob-9713352835	a)Yes	a)10-25	5-6 drops	Refresh tear Ciplox Lubrex							A	Yes		Random	i-tone	5-10 drops
111	Mahant	Nawilakha square Mob-9425050245	a)Yes	a)10-25	4-5 drops	Ciplox Refresh tear Lubrex							A	Yes		Dr.Nema	No	
112	Rahul medicals	Nawilakha square Chemist-Rahul Mob-9826029243	a)Yes	a)10-25	5-6 drops	Ciplox Refresh tear Occupol Lubrex							B	No		Dr.Nema	i-tone	8-10 drops
113	Total medicals	Bombay hospital area Chemist-Rohan Mob-9826995737	a)Yes	a)10-25	10-15drops	Eye cool Ciplox Refresh tear Lubrex							B	Yes	i-tone	Dr.Vivek	i-tone	20 drops
114	Surya medicals	Bombay hospital area Chemist-Nirmal Mob-9098888805	a)Yes	a)10-25	3-5 drops	Ciplox Refresh tear Lubrex							A	No		Random	No	
115	Arogya	Bombay hospital area Mob-9522288105	a)Yes	a)10-25	8-10 drops	Refresh tear Ciplox							A	Yes		Random	No	
116	Kirti medicals	Jangerwala Square Chemist-Meet Mob-9993140073	a)Yes	a)10-25	3-5 drops	Refresh tear Ciplox Optive Lubrex							A	No		Dr.Agarwal	i-tone	10-15 drops
117	Yadav medicals	Infront of shalby hospital Chemist-abhishek Mob-8305463763	a)Yes	a)10-25	3-5 drops	Ciplox Tear plus Optive							A	No		Shalby hospital	i-tone	3-4 drops
118	Yanish	Infront of shalby hospital Chemist-Mayur Mob-8827433448	a)Yes	a)10-25	8-10 drops	Ciplox Refresh tear							A	No		Random	i-tone	5-6 drops
119	Shalby hospital medicose	Shalby hospital Mob-7049918800	a)Yes	a)10-25	8-10 drops	Ciplox Refresh tear CMC							A	Yes		Dr.Meeta joshi	No	

120	Biyani medicals	Jangerwala Square Chemist-Satya prakash Mob-9893265552	a)Yes	a)10-25	5-6 drops	Refresh tear CMC Lubrex							A	No		Random	No	
121	Maresh medicals	Atal dwar	a)Yes	a)10-25	3-4 drops	Ciplox Refresh tear Extralube Lubrex							A	No		Random prescription	I-tone,Dristi	10 drops
122	Singhal	Atal dwar Chemist-BK singhal Mob-9039444038	a)Yes	a)10-25	10-15 drops	Ciplox Lubrex Refresh tear Optive							A	No		Dr.Bhatnagar	I-tone	10-12 drops
123	VIP medicals	Patnipura Chemist-Anuj Mob-9589606049	a)Yes	a)10-25	10-15 drops	Ciplox Lubrex Refresh tear							A	No		Random	I-tone	4-5 drops
124	Dipali	Patnipura Chemist-Chabra Mob-9893285050	a)Yes	a)10-25	4-5 drops	Ciplox Ciplox B Eye cool							A	Yes		Random	I-tone	30 drops
125	Raja medicals	Gangwal bus stand Chemist-Vaibhav Mob-9826366001	a)Yes	a)10-25	5-10 drops	Refresh tear Moxicip CMC Just tear Advant tear Ep drop							A	No		Indore eye	No	
126	Badsha	Gangwal bus stand Chemist-Mustafa Mob-8285385111	a)Yes	a)10-25	15-20 drops	Refresh tear Lubrex							A	No		Indore eye	I-tone	15-20 drops
127	RK medicals	Morni sarees Chemist-Shubham Mob-9630107395	a)Yes	a)10-25	10-12 drops	Lubistar gel Lubistar Zyloprel							A	Yes	Ciplox	Dr.Vyas Dr.Tejas mehta Dr.Avinash	I-tone	5-7 drops
128	Harsh medicals	Sapna sangeeta marg Mob-9755537623	a)Yes	a)10-25	10-12 drops	Refresh tear Vel drop Systan ultra Soft drop Soft drop gel							A	No		Random	No	
129	Jio medicals	Palasia Chemist-Lucky Mob-9827714365	a)Yes	a)10-25	4-5 drops	Refresh tear Lubrex Vel drop							A	No		GK Hospital	No	
130	New Pious medicals	Palasia Chemist-Navin Mob-9993111674	a)Yes	a)10-25	4-5 drops	Ciplox Refresh tear Occupol Lubrex							A	Yes		Random prescription	I-tone	4-5 drops
131	Anil medical	Old Palasia Chemist-Anil Mob-9827622177	a)Yes	a)10-25	10-12 drops	Ciplox Refresh tear Eye cool							A	Yes	I-tone Eye cool	Random	I-tone	15-20
132	Medicare chemist	Palasia	b)No															
133	Vinayak	Vijay nagar Chemist-Anil Mob-9981588160	a)Yes	a)10-25	5-10 drops	Ciplox Eye cool Refresh tear Lubrex							A	No		Roshni eye Dr.Vandana	I-tone	20 drops
134	PG medicals	Vijay nagar Mob-7000731695	a)Yes	b)26-50	20 drops	Tear drop Optive Extralube							A	Yes		Dr.Vandana	No	
135	Usha medicals	Vijay nagar	b)No															
136	Aurbindo hospital	Aurbindo hospital	a)Yes	d)Above 75	80-100 drops	Refresh tear Soft drop Lubrex Tear drop CMC Zyaqua On tears Just tear Refresh tear Tear drop							A	Yes		Aurbindo hospital	No	
137	Malwa chemist	Vijay nagar Chemist-Monu	a)Yes	a)10-25	4-5 drops	Ciplox On tears Just tear Refresh tear Tear drop							A	No		Random	I-tone	5-10 drop
138	Total	Total hospital Mob-07312443111	a)Yes	a)10-25	4-5 drops	Ciplox Tear drop Lubrex CCS Lacrimose							A	Yes		Random	No	
139	Agarwal	Jangerwala square Mob-97755426926	a)Yes	a)10-25	5-6 drops	Refresh tear Lubrex Addwell Aqualube Eco tears							B	No		Random	I-tone	10-12 drop
140	RX tele pharmacy	Vijay nagar Mob-07311208	a)Yes	c)51-75	40-50 drops	Tear drop Ciplox Soft drop Adtear Lubrex Refresh tear							A	Yes		Random prescription	I-tone	10-12 drop
141	Deshna medoicals	Geeta bhawan square Mob-9098056510	a)Yes	a)10-25	6-8 drops	Refresh tear Vel drop Soft drop Flogel							A	No		Random prescription	No	
142	Shanti medicals	Choithram hospital Mob-9981641181	a)Yes	b)26-50	15-20 drop	Tear drop On tears Refresh tear Lubrex							B	Yes		Random	No	
143	Shah medicals	Geeta bhawan road	a)Yes	a)10-25	4-6 drops	Soft drop Tear drop Refresh tear Lubrex							A	Yes	I-tone	Random	I-tone	15-20 drop
144	A1 medicals	Choithram hospital	a)Yes	a)10-25	6-8 drops	Refresh liquigel Tear drop Lubrex Vel drop							A	No		Random	I-tone	10-12 drop
145	Retina	Retina hospital Mob-2553377	a)Yes	d)Above 75	65-70 drops	Systan ultra Refresh tear Zyaqua							A	Yes		Dr.Bhargava	No	
146	Arpit Chemist	Dawa bazar Mob-25619566	a)Yes	a)10-25	6-8 drops	Lubrex Refresh tear Eye cool							A	No		Random	No	
147	Regal chemist	infront of CFS Mob-9826369136	a)Yes	a)10-25	4-5 drops	CMC Lubrex Refresh tear Tear drop							A	No		Random	I-tone	10-15 drop
148	Atharva medicose	Gokuldas hospital Mob-4022258	a)Yes	a)10-25	4-5 drops	Refresh tear Vel drop							A	Yes	I-tone	Random prescription	I-tone,Dristi	10-12 drop

						Lubrex Flogel CMC													
149	Arogya	Infront of gokuldas hospital Mob-9522288138	a)Yes	b)26-50	15-20 drop	Tear drop Soft drop Lubrex CCS				B	Yes		Random	No					
150	Supreme medical store	Infront of gokuldas hospital	a)Yes	a)10-25	4-5 drops	Lubrex Zyaqua Refresh tear Aqualube				A	No		Random prescription	I-tone			5-8 drop		
151	Raj medicals	Infront of gokuldas hospital	a)Yes	a)10-25	7-8 drops	On tears CCS				A	Yes		Random	No					
152	Arogya	Rajwada road	a)Yes	a)10-25	8-10 drops	Glytears On tears Refresh tear Tear drop Flogel				A	Yes		Random	No					
153	New garg medicals	Rajwada road	b)No																
154	Ekti medicals	Rajwada road	a)Yes	a)10-25	2-3 drops	Refresh tear Lubrex CMC Soft drop				A	No		Random	I-tone			8-10 drop		
155	Annapurna medicals	Rajwada road	a)Yes	a)10-25	2-3 drops	Tear drop On tears Refresh tear Lubrex				A	No		Random prescription	I-tone			8-10 drop		
156	Agarwal pharmacy	Pardesipura	a)Yes	a)10-25	6-7 drops	Refresh tear CMC Extralube Lubrex Moistane				A	No	I-tone Refresh tear	Random prescription	I-tone			10-15 drop		
157	Amit medicals	Pardesipura	b)No																
158	Sai pharmacy	Pardesipura Mob-9826762820	a)Yes	a)10-25	1-2 drops	Refresh tear Lubrex Tear drop CMC				A	No		Random	I-tone			4-5 drop		
159	Cash chemist	Maharani road siyaganj	a)Yes	a)10-25	4-5 drops	Lubrex CMC Soft drop				A	No		Random	No					
160	Bakliwal pharmacy	Anand bazar palasia	a)Yes	a)10-25	4-5 drops	CMC Soft drop Lubrex				A	No		Random prescription	I-tone			5-7 drop		
161	Shri krishna medicals	Anand bazar palasia Mob-07314002105	a)Yes	a)10-25	1-2 drops	Systan ultra Refresh tear Zyaqua Lubrex				A	No		Random prescription	I-tone			8-10 drop		
162	Shri nitya shanti medicals	Nanda nagar Mob-09826596900	a)Yes	a)10-25	2-3 drops	Lubistar Zyloprel Refresh tear Vel drop Systan ultra				A	No		Random prescription	No					
163	Ashish	Patnipura	b)No																
164	Adinath pharmacy	Jangerwala square	a)Yes	a)10-25	6-7 drops	CMC Refresh tear Soft drop Lubrex				A	No		Random prescription	No					
165	Mahalakshmi chemist	Dawa bazar	a)Yes	a)10-25	8-10 drops	Refresh tear				A	Yes		MY hospital	No					
						Lubrex Ciplox CMC													
166	Gupta chemist	Dawa bazar	a)Yes	a)10-25	4-6 drops	Soft drop Tear drop Refresh tear Lubrex				A	No		Random	I-tone			10-12 drop		
167	Royal chemist	Dawa bazar	a)Yes	a)10-25	2-3 drops	Refresh tear Lubrex CMC				A	Yes		Random	No					
168	Kunal chemist	Dawa bazar	a)Yes	a)10-25	2-3 drops	Optive Ciplox Soft drop Optive Refresh tear				A	No		Random	No					
169	Gaurav pharmacy	Dawa bazar	a)Yes	a)10-25	3-4 drops	Well drop gel Refresh tear Lubrex				A	No		Random prescription	No					
170	Shraddha chemist	Dawa bazar	a)Yes	a)10-25	4-6 drops	CMC Lubex Refresh tear Lubistone				A	No		Random prescription	I- tone			8-10 drops		

Doctors Responses on the basis of Questionnaire														
S.no	Doctor's Name	Locality	Q.1	Q.2	Q.3	Q.4	Q.5	Q.6	Q.7	Q.8	Q.9	Q.10	Q.11	Q.12
1	Dr.Sunita Agarwal	Geeta Bhawan Hospital	c51-75	a,b,c,d	Female	26-50	very much	Lubricating	Helps very much	No	upto 1 month	Quality	No	Display boards
2	Dr.Santosh Premchandani	Geeta Bhawan Hospital	c51-75	b	Female	26-50	Dry Eye	Lubricating them	Very useful	No	Upto when disease cured	Patient economic status severity of problem	No	Digital media
3	Dr.Anilsha Lobo	Annapurna Area	a1-25	a,d	Young Male Old Female	a1-25	Yes	Explain to Patients Blinking Drink More Water	Moisten the eye	No	Continuous	Patient economic status	No	Posters Visual graphics
4	Dr.Manoj Bhatnagar	UG Square	a1-25	b,c,d	Both	a1-25	Indirectly effect if continous use	Lubricating	Helps to reduce dryness	No	15-20 Days	All are important	Yes	Display boards Plus points to product show in LCD Demo in DVD or Pandrive Standby Attracting Informative animated poster 3 fold leaf leaf
5	Dr.KB Verm	Geeta Bhawan Square	c51-75	c,d	Both	b26-50	Harms indirectly	Decongestant for Itchy eyes Lubricating for dry eyes	Very useful	No	upto 1 month	Mode of action	No	
6	Dr.Sudhaharsh bhatia	Geeta Bhawan Hospital	b26-50	a,b,c,d	Both	a1-25		Lubrication		No	15 days	Patient economic status	No	Yes
7	Dr.Sachin Arya	Vinay Netralaya(Annapurna)	a1-25	a,b,c,d	both	a1-25	No (Dry eye is seasonal)	Diagnose the cause		Moistane	Depends on	Price	No	Small pamphlets in hindi or english
8	Dr.Farukh	Jawahar marg	b26-50	d	Male	a1-25		Lubricant		No	Severity	Quality	No	
9	Dr.Amit Solanki	Vinayak Netralaya(Langerwala Square)	b26-50	b,c,d	Both	a1-25	Increase dryness	Carboxymethyl cellulose	works as tear substitute	No	Depends on Problem	Mode of action	No	Attractive Posters
10	Dr.Anshu Khare	Kanadia Road	c51-75	c,d	Both	b26-50		Lubricant	Reduce Dryness	No	15-20 days	Quality	No	Posters Stand posters
11	Dr.Meeta Joshi	Shalby Hospital(Langerwala Square)	a1-25	b,c,d	Both	a1-25	Harm after a limited use	Lubrication	Helps in reducing dryness	CMC's	15-30 days	Price	No	Make awareness seminars with the help of IT companies Yes
12	Dr.Awani Dubey	MF Hospital	b26-50	c	Male	b26-50		Lubricants & Antialeargans				Patient economic status		
13	Dr.OP Agarwal	UG Square	b26-50	b,c,d	Both	a1-25	Overuse Harmfull	Lubricants		No	15-25 days	Price		Attractive posters
14	Dr.Amit Saggi	Jawahar Marg	a1-25	a,d	Both		Yes	Lubricant			Depends on Symptoms	Quality		
												Price		
												Mode of action		Pamphlets Seminars
15	Dr.Surbhi gupta	Rohit eye hospital (UG Square)	a1-25		Both		By reducing rate of blinking	By rule of 20-20-20 Avoiding exposure to light, airflow direct to eyes Lubricants Use of plane glasses Intake of more water Lubricating				Price		
16	Dr.Sudhir Mahasabde	Indore Eye Hospital	a1-25	c,d	Female	a1-25	Yes		Lubrication helps in blinking	No	15 days	Price		Yes
17	Dr.Satish Ramchandani	Sapna sangeta road	b26-50	d	Female	b26-50	Problem in Eye Blinking	Lubricating	Work as tear substitute	No	Depends on Severity	Price	No	
18	Dr.Anusuya Chouhan	Indore Eye Hospital	a1-25	a,b,c,d	Male	a1-25	Harms	Lubricating		No	Depends on Problem	Quality	No	Yes Posters
19	Dr.Suhash Bande	Indore Eye Hospital	b26-50	a,b,c,d	Both	a1-25	Yes Harms	Lubricating		No		Price		Pamphlets Posters
												Quality		
												Patient economic status		
20	Dr.Sachin Bhaskar	Jawahar Marg	a1-25	a,b,c,d	Both	a1-25	Does Harm	Tear Substitute	It moistens the eyes	No	Depends on Problem	Price	No	Attractive Posters
21	Dr.Tejas A Mehta	Sapna Sangeta Marg	a1-25	d	Male		Yes	Carboxymethyl cellulose				Quality		
22	Dr.Bhaggyesh Pore	Sapna Sangeta Marg	c51-75	b,c,d	Both	b26-50		CMC's		No	20-30 days	Patient economic status	No	Yes
23	Dr.Radhika Bandi	Gik Hospital (Palasia)	a1-25	c,d	Both		It increases dryness	Depends on grade			Depends on Severity	Patient economic status		Videos in TV by pendrive
24	Dr.Mahesh Agarwal	Ganesh Eye Care (Palasia)	a1-25	c,d	Both	a1-25		Lubricating		No	Depends on Problem	Quality		Posters
25	Dr.Sachin Burhanpurkar	Annapurna Road	c51-75	b	Both	c51-75	Yes	Lubricants	Lubrication of eye rest	No	Regularly	Price	No	Yes
26	Dr.Urvi Burhanpurkar	Annapurna Road	on higher range of 20-25	b,c	Male	15-18	Dry eye,computer vision syndrome Headache,Chance of rising myopia, (Lower fast growth)	Lubricant drops Take intermittent break in betn computer work atleast 10 min after the work. Avoid unnessary use of mobile like fb,whatsapp, in few cases need to advice glasses	By preventing dryness	No	Atleast 4-5 times a day	Mode of action	Yes	Yes
27	Dr.Khetpal	Annapurna Road	a1-25	c,d	Male	a1-25	Yes	Lubricating drops	Intake of water,Gauges to prevent heat,UV protection glass,Lubricant		15 days	Patient economic status		Yes
28	Dr.Manish Gujarati	Annapurna area	b26-50	b,c,d	Male	a1-25	Long use may harm	Lubrication	Moisten the eye Work as tear substitute	No	Depends on severity of Problem	Price	No	Short awareness film on LCD screens
29	Dr.Shilpa Bhagwat	Annapurna Area	b26-50	d	Male	a1-25	Increases dryness	Increase water intake	Reduces dryness	No	20-25 days	Patient economic status	Yes	Yes Seminars
30	Dr.Avinash Bagzal	Centre for Site(Vijay Nagar)	c51-75	c	Male	a1-25	Patient blink less often,Circulation of tear film is compromised	Lubricating the eyes Patient Education Telling them Do's & Don't's Lubricating drops	It forms a coating of tear film,helps to retain water molecules in eye,different molecules have diffrent condition	No	2-3 months, Depends on severity & condition	Mode of action	Yes	Dry eye reminder opens App to remind you to take a break even 20 minutes
31	Dr.Teena Agarwal	Centre for Site(Vijay Nagar)		20% a,b,c,d	Male		Yes	Carboxymethyl cellulose			1 month	Quality		Patient activity broucher
32	Dr.SK Parwani	Total Hospital(Vijay Nagar)	15-20%	b,c,d	Female	30%	It causes fatigue and dryness due to poor blink rate	Educate the patient about dryness & use of pagets and prescribing tear substitute	by restoring the tear film	No	usually 2-3 months	Mode of action		
33	Dr.Sharaad Agarwal	Vijay Nagar	a1-25	a,b,c,d	Male		No	Lubricating drops		No	Depends on Severity	Quality	No	
34	Dr.Birendra Jha	Vinay Nagar	60%	c,d	Both		Yes	20-20-20 rule		No	Depends on severity	Patient economic status		Leaflets
35	Dr.Nidhi Saluja	Apollo Hospital (Vijay nagar)	c51-75	a,b,c,d	Both	a1-25	Increases dryness	Lubricating	generics	No	Depends on	Price	No	Animated videos Yes Videos,Seminars
36	Dr.Praveen Saluja	Apollo Hospital (Vijay nagar)	b26-50	c,d	Male	a1-25	Overuse creates problem	Carboxymethyl cellulose		No	1 month	Price	No	Yes posters
37	Dr.Vandana Telgote	Vijay Nagar	a1-25	c	Male	a1-25	May harm the eyes by reducing tears	Lubricating		No	15 days	Patient economic status	Yes	Yes
												Quality		
												Patient economic status		
38	Dr.RS Palod	Vijay Nagar	b26-50	a,b,c,d	Both	a1-25	Yes	Lubricating		No	Depends on problem	Price	No	Yes
39	Dr.Anurag Shrivastava	Vijay Nagar	b26-50	d	Male	a1-25	Yes	Lubricants	It makes tear film	No	Depends on Problem	Price	No	Yes
40	Dr.Sonal Mittal	Drashli Eye hospital (Vijay Nagar)	b26-50	a	Female	a1-25	Yes	CMC		No	15 days to	Quality	No	Videos & Stand chart
41	Dr.Dinesh Mittal	Drashli Eye hospital (Vijay Nagar)	b26-50	c,d	Both	a1-25	No if limited use	Carboxymethyl cellulose Patient education		No	Depends on Severity of problem	Mode of action	No	Yes posters
												Price		
												Patient economic status		
42	Dr.Saurabh Maheshwari	Centre For Site(Vijay Nagar)	b26-50	d	Male		Yes	Decongestant,Lubricant		No	1 month	Price		Presentations
43	Dr.Pragati Jain	Arvind Hospital & Medical College(SAIMS)	c51-75	c	Female	c51-75	Yes it reduce tears	Patient counselling Prescribing drops according to their problem		No		Quality		
44	Dr.Priyanka Yadav	Arvind Hospital & Medical College(SAIMS)	b26-50	c,d	Male	b26-50	It disturb ocular surface of eye, avoid blinking lead to tear film damage which is necessary for eye moisture	Take rest for few minutes between work,Lubricating eye drops	It helps in maintenance of tear film	CMC's	For 1 month & may be continued after follow up examination	Patient economic status	Yes definitely may drug comp. post graduate students are doing this kind of studies	Patients shuld know side effect of gadgets
45	Dr.Abhaya Dubey	Arvind Hospital & Medical College(SAIMS)	c51-75	c	Male	b26-50	Decrease blink Increase evaporation time	By prescribing tear substitutes and encourage frequent blinking	Indicating the stability of aqueous layer of tear film	CMC's 0.1% & 0.1% & 1% Soft drops	2-3months As per symptoms	Mode of action		Dry Eye camps
46	Dr.Suchi Paliwal	Arvind Hospital & Medical College(SAIMS)	a1-25	b	Female	b26-50				No	Depends on severity	Quality		Promoting much better lubricating drops at reasonable price
47	Dr.Stuti	Arvind Hospital & Medical College(SAIMS)	b26-50	b,c,d	Male	b26-50	It reduces blinking	20-20-20 rule Lubricants		No	1 month	Patient economic status	No	Yes Awareness programmes in hospitals
48	Dr.Trapti	Arvind Hospital & Medical College(SAIMS)	b26-50	d	Male	a1-25		Eye drops		No	1-2 months	Price	No	Awareness by videos
												Mode of action		
												Quality		
												Patient economic status		
49	Dr.S.Thatte	Arvind Hospital & Medical College(SAIMS)	b26-50	a,b,c,d	Male	a1-25		Lubricants	Increases tears	No	Depends on Severity	Price	No	Yes Posters,Pamphlets,Leaflets
												Mode of action		
50	Dr.Rahul	Arvind Hospital & Medical College(SAIMS)	c51-75	d	Female	a1-25	It increases irritation & causes fatigue eye	Take break at equal interval while working on gadgets	Eye drops increases retention time of tears	No	depends on severity of problem	Quality	Yes	Yes
												Price		
										No	Depends on	Mode of action		
51	Dr.N.Nema	Arvind Hospital & Medical	b26-50	b	Female	a1-25	Increases ocular tension	Lubricants		No	Depends on	Price	No	Yes Campaigns

		College(SAIMS)										Problem	Quality	Patient economic status		
52	Dr.A.Verma	Arvind Hospital & Medical College(SAIMS)	c s1-75	b,c,d	Male	b 26-50	Creates eye irritation	Take rest while using digital devices	Increases eye moisture	No	1-2 months	Price Mode of action	Yes	Yes		
53	Dr.L.Khan	Arvind Hospital & Medical College(SAIMS)	c s1-75	c,d	Both	b 26-50	CMC's and other eye drops	Helps in blinking		No	Depends on problem	Price Quality	No	Awareness apps which gives alarm to take rest while using mobile, laptops		
54	Dr.Jagrati Jain	Choihram Hospital	a 1-25	b	Both	a 1-25	Yes	Medicines,eye drops		No	1 month	Patient economic status		Educating the patients & Posters		
55	Dr.Navita Pathak	Rajax Eye Hospital(Genta Bhawan square)	c s1-75	b,d,f	Both	b 26-50	Dryness,eye strain	Avoid overuse of mobiles & laptops. Take 5 min break in betn your working hrs & look at infinity. Frequent blinking of eyes.		No	According to severity	Quality Brand popularity Patient economic status	No	Yes posters & leaflets		
56	Dr.Sachin Mahviya	Conticare Eye Hospital	a 1-25	c	Male	c s1-75	Reduced blink rate	Lubricants & antinfactory		No	Atleast 4 weeks	Mode of Action	No	Yes		
57	Dr.Renu Singhania	Conticare Eye Hospital	a 1-25	a	Male	a 1-25	Yes	Reflective error		No	3 times a day	Quality Mode of Action	No	Posters		
58	Dr.Hardik Jain	Choihram Netralaya (Dhar road)	b 26-50	d	Both	a 1-25		Counselling, Lubricating drops	Carboxymethyl cellulose drops	No	2-3 months thrice a day	Price Mode of action	No	Yes		
59	Dr.Ritu Verma	Choihram Netralaya (Dhar road)	a 1-25	a,b,c,d	Both	a 1-25	Increases evaporation of natural tears	Lubricating eye drops	Increases retention time of natural tears	No	Depends on eye Problem	Quality Mode of action	No	Awareness seminars Short animated videos in TV		
60	Dr.Asha Pal	Choihram Netralaya (Dhar road)	a 26-50	d	Both	b 26-50	Makes tension in eyes	Increase intake of water 20-30-20 rule		No		Price Quality	No	Yes		
61	Dr.Tina Dammani	Choihram Netralaya (Dhar road)	b 26-50	a,b,c,d	Female	a 1-25		CMC's	Works as tear substitute	No	4-5 weeks	Price Mode of action Quality	No	Yes		
62	Dr.Malind Rokde	Choihram Netralaya (Dhar road)	a 1-25	c	Male	a 1-25		Lubricants		No		Quality	No	Posters		
63	Dr.Amit Porwal	Choihram Netralaya (Dhar road)	b 26-50	b,c,d	Both	20%	Continuous Use harms definitely	Eye drops which is required		No	Depends on severity	Price Quality	Yes	Yes		
64	Dr.GVN Ramakumar	GK Hospital (Palasia)	b 26-50	d	Male	a 1-25	Overuse will effect the eyes and cause dryness	Lubricants		No	Depends on Severity	Price Quality	No	Videos in Hospital TVs Animated videos		
65	Dr.Prateek Mahajan	Macretina Hospital(Shekhra centre palasia)	b 26-50	d	Both	a 1-25	Yes	Carboxymethyl cellulose	Reduces ocular tension Helps in blinking Make tear film	No	15-20 days	Price Mode of action Quality	No	Yes		
66	Dr.Mahesh Garg	Nihar Netralaya (Gorakund)	b 26-50	c,d	Male	a 1-25	Yes harms	Lubrication	helps in blinking	No	1 month	Patient economic status Price Mode of action Patient economic status	No	Awareness campaigns		
67	Dr.Vivek Bhandari	Bombay Hospitals (Vijay Nagar)	b 26-50	b,c,d	Both	a 1-25	Dryness,fatigue	Lubricant eye drops		No	3-4 weeks	Price Quality	Yes	Stand charts,Posters		
68	Dr.Arun kumar patidar	Centre for site (Vijay Nagar)	a 1-25	c	Both	16%	Dryness,Computer vision syndrome	Lubricant eye drops		CMC's	1 month	Quality Mode of action Price	No	Eye drop Samples to patients, Patient education, work 20 min then take 15 min break		
69	Dr.Sharadini Vyas	Centre for site (Vijay Nagar)	b 26-50	d	Male	a 1-25	Dryness	Lubricants	Make eyes comfortable to blink	No	1 month	Price Quality	No	Posters		
70	Dr.Shilpa Sindhe	Saket Square		a,z,d	Both	a 1-25	It increases strain,headache, dryness	Lubricant			It depends on problem	Patient economic status Price Mode of action Quality	Yes	Reading material, posters		
71	Dr.Nitin Nema	Saket Nagar	a 1-25	c	Female	a 1-25	Dry eye symptoms	Carboxymethyl cellulose		No		Patient economic status	No	Yes		
72	Dr.Prateek Vyas	Centre for site (Vijay Nagar)	a 1-25	a,b,c,d	Both	a 1-25		Lubricants		No	3-4 weeks	Price Quality	Yes	Yes		
73	Dr.Arun Bhargava	Retina Speciality Hospital (In front of Meridiana Hospital)		a,b,c,d	Male		Long hrs usage is harmful	Counselling,medication, rest to eyes			1 month	Mode of action Patient economic status	Yes	Creating awareness in place of work, posters		
74	Dr.Jitendra Gokuldas	Gokuldas Hospital	b 26-50	a,b,c,d	Both	a 1-25	Causes dryness & Itchyness	Take rest while using digital gadgets in equal intervals.			Min. 1 month	Price Quality	Yes	Awareness campaigns		
75	Dr.Sanjay Gokuldas	Gokuldas Hospital	a 1-25	d	Both	a 1-25	Harms if overused	Lubricants Lubricating drops	Tear film substitute	No	It depends on Severity of problem	Patient economic status Price Quality	No	Posters,stand charts		
76	Dr.Shobhna Barkalle	Saket Nagar	a 1-25	a,c	Male	a 1-25		Lubricants		No	3-2 months	Price Quality	No	Yes		
77	Dr.Prateep Vyas	Centre for site (Vijay Nagar)	b 26-50	a,b,c,d	Both	b 26-50		Carboxymethyl cellulosedrops	Reduces dryness	No	1 month	Patient economic status Quality	No	Yes stand charts		
78	Dr.Anil.Kalide	Rajax Eye Hospital(Vijay Nagar)	a 1-25	b,c	Male	a 1-25	Causes dryness	Lubricants		No		Patient economic status	No	Posters		
79	Dr.Jidnya Shah	Rajax Eye Hospital(Vijay Nagar)	b 26-50	a,b,c,d	Female	b 26-50	Yes harms	CMC eye drops	Provide Lubrication to eye	CMC's	Depends	Price Quality	No	Videos in LED screens		
80	Dr.Lalita Gupta	Rajax Eye Hospital(Vijay Nagar)	a 1-25	c,d	Both	20%	Digital gadgets may cause severar dryness	20-20-20 rule	by providing lubrication	No	Depends on type of problem	Mode of action Price	No	Pampl with less discription but attractive		
81	Dr.Shivani Mourya	Bodxy Eye Hospital	a 1-25	d	Female	a 1-25		Eye drops		No	20 days	Patient economic status	No	No		
82	Dr.CM Sharma	Genta Bhawan Hospital	b 26-50	a,b,c,d	Both	a 1-25	Irritation	Lubricants		No	1 month	Quality Patient economic status	No	Posters		
83	Dr.Shreya Thatte	Y.N Road	a 1-25	a,d	Female	a 1-25	Increases ocular tension	Carboxymethyl cellulose	Provide moisture to eye	No	2 months	Price Quality Mode of action	No	Posters		
84	Dr.Rajesh Patidar	Patel Bridge	a 1-25	c	Both	25%	Dryness	Lubricating drops	Maintain aqueous layer	No	Depends on severity	Patient economic status Mode of action Quality	No	Awareness camps		
85	Dr.Franav Singh	Vinayak Eye Hospital (Jangnerwala Square)	b 26-50	a,b,c,d	Male	b 26-50	Decreases blinking	Tear substitute drops	Maintains tear film		1-2 months	Patient economic status Quality		Dry eye awareness camps		
86	Dr.SS Verma	Vinayak Eye Hospital (Jangnerwala Square)	b 26-50	d	Female	a 1-25	Causes Irritation	CMC's		No	3-4 weeks	Quality Mode of action	Yes	Awareness apps for patients		
87	Dr.Mahesh Somani	Jangnerwala Square	a 1-25	b	Both	a 1-25		Lubricants		No	20-25 days	Patient economic status Patient economic status	No			
88	Dr.Rajiv Choudhary	Rajax Eye Hospital(Vijay Nagar)	b 26-50	a,b,c,d	Both	25%	Causes dryness	Lubricating drops	Provide moisture to eyes	No	Depends on severity of problem	Patient economic status Quality Mode of Action	No	Posters Stand chats		
89	Dr.Aditya Agarwal	Dhakkan wala kua	b 26-50	d	Male	a 1-25		Lubricants				Quality	No	Posters		
90	Dr.RK shrivastava	Titik Nagar	b 26-50	a,b,c,d	Both	a 1-25	Causes problem in eye blinking	Lubricating drops			30 days	Price Patient economic status Mode of Action	No	Pamphlets		
91	Dr.Ashok Nagar	Jawahar Marg	a 1-25	d	Male	a 1-25		Lubricating drops	Works as tear film	No	3-4 weeks	Price Quality	Yes	Posters		
92	Dr.Jyoti Singhai	Roshni Eye care(Vijay Nagar)	a 1-25	a,b,c,d	Both	a 1-25	Natural tear evaporates	Reflective error Carboxymethyl cellulose		No	2-3 times a day upto 1 month	Mode of Action Patient economic status Price	No	Posters		
93	Dr.Subhash Pandit	Roshni Eye care(Vijay Nagar)	b 26-50	a,b,c,d	Female	a 1-25		Lubricants				Quality	No	Yes		
94	Jyoti Jain	Roshni Eye care(Vijay Nagar)	b 26-50	c	Female	20-25%	Reduces tears	Take rest while using digital devices	Maintainance of tear film	No	2-3 months	Price Mode of action Quality	No	Posters		
95	Dr.Vidya Verma	Vinayak Eye Hospital (Jangnerwala Square)	a 1-25	b	Male	a 1-25	Redness in eyes,Irritation Eye pain	Lubricating drops	Works as lubricant for the eyes	No	1 month	Price Patient economic status Quality	No	Awareness camps		
96	Dr.Rajendra Koothwal	Rajax Eye Hospital(Vijay Nagar)	a 1-25	d	Female	a 1-25		CMC's		No		Patient economic status	No	Posters,small animated pamphlets		
97	Dr.Dilpa Patel	Rajax Eye Hospital(Vijay Nagar)	b 26-50	c,d	Male	a 1-25		Lubricants			Depends on problem	Mode of action Patient economic status	No	3d posters,pamphlets		
98	Dr.Prashant Bhatti	Vijay Nagar									Depends on problem	Patient economic status	No			
99	Dr.Shweta Rawat	Annapurna Area	a 1-25	a,c,d	Both	a 1-25	Itchy eyes,Redness	Lubricating eye drops	Reduces dryness	No	Depends on severity of problem	Patient economic status Quality Mode of action	No	Small pamphlets		
100	Dr.Sumet Agarwal	Jazara Compound opp. M.Y Hospital	b 26-50	a,b,c,d	Male	a 1-25		20-20-20 rule Lubricating drop		No		Price Quality Mode of action	No	Posters		
101	Dr.PS Hardia	Navakha Indore	a 1-25	a,z,d	Both	20%	Dry eye,Computer vision syndrom	Lubricating Drops		No	1 month	Quality Price Mode of action	No	Posters,Awareness camps		
102	Dr.Deepek Agarwal	Maurya Centre (Jangnerwala square)	a 1-25	d	Male	a 1-25	Dry eyes	Increase intake of water, Lubricant	Make tear film	No	2-3 months	Price Mode of action Quality	No	Campaigns		
103	Dr.Arun Jain	Piplyahana Square	a 1-25	b,c,d	Both	25%		Lubricants		No	depends on problem	Patient economic status Quality Mode of action	No	Pamphlets		