

MARKET ASSESSMENT OF HEALTH SUPPLEMENTS IN INDIAN WOMEN

Dissertation Submitted to



The IIHMR University, Jaipur

for the partial fulfilment for the award of the degree of
Master of Business Administration (MBA)
in
Pharmaceutical Management

by

Sakshi Sneha

Under the Supervision and Guidance Of

Mr. Rahul Sharma

(Assistant Professor)

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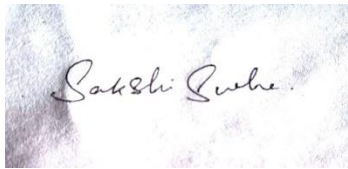
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(Assistant Professor)

DECLARATION BY STUDENT

I hereby declare that this dissertation titled “Market Assessment of Health supplements in Indian Women” is the bonafide record of my original research work. I declare that it has not been submitted to any other university or institution for the award of any degree or diploma. Information derived from the published or unpublished work of others has been duly acknowledged in the text.

A handwritten signature in cursive script, reading "Sakshi Sneha", is displayed on a light-colored, textured background.

(Signature)

Name of the student – SAKSHI SNEHA

CERTIFICATE

This is to certify that Sakshi Sneha in partial fulfilment of the requirements for the award of the degree of MBA (Pharmaceutical Management) from the IIHMR University, Jaipur has successfully completed her internship at IIHMR University, Jaipur during March 22, 2021 to June 19, 2021.

Preceptor/Head of the Organization
Name of the organization

Place- DEOGHAR

Date- 6TH JULY, 2021

CERTIFICATE

This is to certify that dissertation titled “Market assessment of Health supplements in Indian Women” is a record of the research work undertaken by SAKSHI SNEHA in partial fulfilment of the requirements for the award of the degree of MBA (Pharmaceutical Management) from the IIHMR University, Jaipur under my guidance and supervision and his/her approach to the research study has been sincere, scientific, and analytical.

Faculty Guide

IIHMR University, Jaipur

Date-

School Dean

IIHMR University, Jaipur

Date-

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The fulfillment and happiness that go with the fruitful finishing of the task would be fragmented without the notice of the individuals who made it conceivable.

Most importantly, I express my savvy feeling of appreciation and obligation to our President, Mr. P. R. Sodani, IIHMR University.

I want to broaden my true and ardent gratitude to my mentor MR. Rahul Sharma, professor of IIHMR UNIVERSITY, Jaipur for giving me a chance to learn and grow expertly.

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To put on record, I owe an obligation of appreciation to every one of my instructors for preparing me and my colleagues for the motivation expected to work with devotion and inspiration all through as an Intern at IIHMR University, Jaipur.

I trust that I can expand upon the experience and information that I have picked up and make an important commitment towards the business in coming future.

SAKSHI SNEHA

About the organization:

IIHMR University is a particular examination University in administration research, postgraduate instruction and preparing in the wellbeing area. The University intends to produce new information and innovations to give proof and contributions to creating successful arrangements and wellbeing intercessions and techniques. The workforce is multi-disciplinary that addresses general wellbeing, the board, financial aspects, measurements, demography, social and conduct sciences, provincial turn of events, and drug area.

The University has joint efforts with significant colleges and organizations like Johns Hop-families University, USA; Chester University, UK; University of Montreal, Canada; Curtin University, Australia; and BP Koirala Institute of Public Health, Nepal.

The Ministry of Health and Family Welfare, Government of India distinguished it as 'Organization of Excellence' for its critical commitment to reinforcing wellbeing frameworks by advancing and directing wellbeing strategy and program the board, examination, preparing and limit building. In the course of the last three and half many years, the University is occupied with research, educa-tion and limit working in the center spaces of Public Health, Health and Hospital Manage-ment, Pharmaceutical Management, Health Economics and Finance, Population and Repro-ductive Health, Rural Management, Institutional Networking and limit building.

Our Vision

To arise as a top notch post-graduate and examination University in creating and scattering information and giving understudies a novel learning experience in administration schooling and exploration that will best serve the advancement of society.

Our Mission

IIHMR University is committed to the improvement in norms of wellbeing through better administration of medical care and related projects. It tries to achieve this through administration research, preparing, conference and institutional systems administration in a public and worldwide viewpoint.

The IIHMR University has been set up and joined as a postgraduate examination University by Government of Rajasthan vide the IIHMR University Ordinance, 2013 (Ordinance No 30 of 2013) declared on September 27, 2013, by the Governor which was re-set by the IIHMR University Act, 2014 (Act No. 3, of 2014) passed by the State Legislature on February 07, 2014. The Act of 2014 got the consent of the Governor on the 25th day of February 2014 and was told in Rajasthan Gazette Extraordinary on February 26, 2014. It has considered to have come into power on and from September 27, 2013.

Beginning

The beginning of the IIHMR University traces all the way back to October 5, 1984, when its supporting body, the Indian Institute of Health Management Research (IIHMR) was set up and enrolled as a non-benefit Society under the Rajasthan Societies Registration Act, 1958. The Institute was set up with a mission of progress in norms of wellbeing through improve the board of medical services and related projects through administration research, schooling, preparing, discussion, and institutional systems administration in a public and worldwide point of view IIHMR effectively made and set up another order of wellbeing the executives in the country. Throughout the most recent 36 years, IIHMR has set up itself as a remarkable exploration, instruction and preparing association in India and Southeast Asian Region. Subsequent to having sought after the reason for the board examination, scholastics, and limit constructing only in the wellbeing area for around thirty years, the foundation presented a proposition before the State Government under the rules for the foundation of private colleges by discrete Act. The proposition of the college was acknowledged by the public authority.

IIHMR ACTIVITIES:

Scholastics

The Institute offers a two-year full-time Postgraduate Program in Hospital and Health Management, Pharmaceutical Management and Rural Management. This instructive program targets creating prepared proficient supervisors with imperative abilities in arranging and working administration strategies; diagnosing and tackling the board issues; and securing consultancy abilities, with the end goal of setting them up to oversee medical clinics, drug and medical care establishments in non-industrial nations, both in people in general and the private areas, and to satisfy the rising need for quality consideration.

Exploration

In the space of exploration the organization is adding to the advancement of wellbeing and populace approaches, techniques, program checking, assessment and age of new information. Over the course of the years there has been an extension in the nature and extent of activities and exploration contemplates embraced by the Institute. The reach is wide; from examines including review and information age to exploratory and affect investigations of wellbeing administrations and projects.

Preparing

Creating administrative and authority abilities at different levels in medical care, including clinics, is a significant mission of the Institute. The Institute's ability building program has laid specific accentuation on fortifying specialized and administrative limit working of program authorities, NGOs and scientists working at various levels in India and different nations in the South-Asia district. Throughout the long term, it has obtained the qualification of a zenith preparing foundation in the country.

Rules for Internal Quality Assurance Cell (IQAC):

Presentation Since quality upgrade is a constant interaction, the IQAC is a piece of the IIHMR University framework and work towards acknowledgment of the objectives of value improvement and food. The great assignment of the IQAC is to foster a framework for cognizant, steady and reactant improvement in the general execution of University. Crafted by the IQAC is the initial move towards disguise and systematization of value improvement drives.

Its prosperity relies on the feeling of belongingness and cooperation in every one of the constituents of the organization. It won't be one more progressive construction or a record-keeping exercise in the organization. It's anything but a facilitative and participative willful arrangement of the foundation. It can possibly turn into a vehicle for introducing quality upgrade by working out arranged interventionist procedures by IQAC to eliminate inadequacies and improve quality like the "Quality Circles" in businesses.

Social Responsibility:

IIHMR University's degree is a lot more extensive than that of a customary establishment. Its exploration and preparing exercises stretch out to more extensive spaces of worry to society. A portion of the focuses which work explicitly on such concerns include:

- The Center for Innovation, Incubation, and Entrepreneurship
- The Center for Gender Studies
- The Center for Mindfulness, Wellness, and Ethics
- The Center for Injury Research

We have confidence in 'gigantic reach,' 'positive social effect,' and 'extraordinary quality administration instruction.' We accept wellbeing is a central right of each person. As a general wellbeing foundation, we have the obligation to improve and ensure the soundness, everything being equal, particularly the most powerless of these—youngsters, the older, poor people, and

the underserved. We expect to give data that advances wellbeing in populaces and engages people to settle on solid wellbeing choices. We support giving examination, educating, local area association, and correspondence.

Learnings from Dissertation:

- Data analysis
- Marketing Strategies
- Aim for excellence
- Time management

Rationale: -

The reason for the investigation is to give different parts of supplement, this theme as a long way from being depleted as an examination region. In particular, this examination can be led in explicit zone of the utilization of enhancements in Indian ladies to give data to the association to take right choice in this particular zone gynecology. In spite of the fact that this paper will likewise discover the hole of supplement the executives in Indian ladies. which isn't talked about yet and will be a significant viewpoint for the association.

Introduction: -

A dietary improvement might be something made expected to update the eating routine when taken orally as a pill, compartment, tablet, or fluid. An improvement can give supplements either eliminated from food sources or manufactured, freely or together, to expand the measure of their utilization. The class of supplement mixes combines supplements, minerals, fiber, unsaturated fats and amino acids. Dietary enhancements besides can contain substances that haven't been ensured as being central to life, regardless, are advanced as having an ideal typical impact, similar to plant covers or polyphenols. Creatures moreover can be a wellspring of supplement decorations, concerning model collagen from chickens or fish. These also are sold exclusively and together and ought to be gotten along with supplement decorations. In the us and Canada, dietary upgrades are viewed as a subset of substances, and are controlled appropriately. The European Commission has additionally settled blended rules to help guarantee that food supplements are protected and appropriately named.

Dietary improvements are those things which assist us with fulfilling our ordinary essential of enhancements which regardless not fulfilled by our typical eating routine. They join a good bunch of non-food varieties, non-quiet substances proposed to improve the eating routine, yet aren't intended to treat contaminations or issues of the actual body.

A person's body can't convey all that it must limit. There are six principal supplements that individuals got the chance to consume through dietary sources to manage ideal prosperity.

The six fundamental enhancements are supplements, minerals, protein, fats, water, and sugars.

The World Health Organization (WHO) note that fundamental enhancements are pressing in supporting a person's spread, constitution, and advancement. The WHO segment these key enhancements into two classes: micronutrients and macronutrients.

Micronutrients are supplements that an individual need in little parts. Micronutrients include supplements and minerals. In spite of the way that the body simply needs restricted amounts of them, a need can cause unhealthiest.

Macronutrients are supplements that an individual need in greater wholes. Macronutrients consolidate water, protein, sugars, and fats.

Consistently, an individual who eats an eating routine rich in vegetables, normal items, and lean proteins can get every one of the supplements they have in their food. In any case, those that eat less results of the dirt, and people with stomach related conditions may have to require a supplement upgrade to cut back or avoid a need. In this way, for rich individuals it is anything but difficult to take that all sort of food yet for needy individuals it is preposterous.

Be that as it may, presently a day it is possible that it is rich or needy individuals. None of them were taking that much sort of adequate eating regimen to increase all sort of adequate supplements. Because of occupied everyday practice.

Along these lines, ladies having more instances of loss of sustenance in India, why in light of the fact that each lady have two stages throughout her life.

1. Family, a lady is a key individual of the board in each home, they deal with all their relatives.
2. Corporate life, a lady has likewise worry of her corporate life.

Along these lines, I think ladies have a lot of occupied daily practice in his everyday life instead of a man, in this setting they were having so much pressure and they don't take appropriate food and having lack of nourishment. (Times of India, 2019) (Chugh, 2012)

About Rajasthan population: -

Rajasthan has the most noteworthy number of vegans: 73.2 percent men and 76.6 percent ladies.

Purpose behind the enormous populace of veg-cherishing individuals in the vivid territory of Rajasthan are as follows: -

1. Jain Influence: - Rajasthan has most noteworthy number of Jains in India after Maharashtra which is almost 1% of state's populace yet this little part of individuals impacts overall population. Individuals in Rajasthan are an excessive amount of associated with one another and Jain culture affected numerous to eat just unadulterated veg feast liberated from garlic and onion.
2. Strong Faith: - Rajasthan is brimming with culture and solid convictions which are profoundly trailed by Rajasthani's. Pretty much every area has one neighbourhood divinity who is famous among the majority and every one of them adore them entire heartedly. The truth of the matter is that none of the neighbourhood divinity supporter can have non-veggie lover food (aside from a couple) as they accept that their ruler proposed that (for example Ramdevji, gogaji, pabuji, karnimata and so on.)
3. Desert: - Rajasthan's 65% land is desert which prompts less natural life and basically no meat accessible! Because of desert's brutal conditions, individuals of desert state incline toward vegan food as eating Meat produce more warmth in the body and they don't need it by any means.
4. Lord Hanuman's belt (Salasar Balaji)- The sanctuary of Salasar Balaji in the Churu district is broadly well known in Rajasthan and neighbouring territory of Haryana, Punjab and MP

and above all North and Northeast Rajasthan which covers 30% region of the state. Hanumanji's admirers firmly maintain a strategic distance from meat and this prompts another portion of individuals to pick veggie lover food.

5. Love for the nature: - Communities like Bishnois of Rajasthan are profoundly associated with nature and they don't permit anybody to cut trees and mischief creatures (recall Khejarli Massacre in seventeenth century).

Every one of these variables and a few others impact individuals to remain veggie lover. (E RAJASTHAN.COM, 2018) (QUORA, 2018)

Literature Review: -

1. **(Laura Wood, 2018)**, According to this report, the dietary enhancements showcase in India is needed to foster CAGR of ~20% from 2015 to 2023. Supplements and minerals have a greater segment of the pie in the Indian dietary upgrades grandstand - 40% - followed by the local area contributing 30%, proteins piece contributing 25% and various sections contributing around 5% of the full scale market. The supplement and mineral upgrades grandstand contains around 100 market players. The metropolitan people in India that stays in metro metropolitan networks fantastically eats up protein supplements. Cardiovascular, against diabetic, dermatology, antibodies, supplements, minerals and enhancements are the fastest creating divides in the dietary improvements publicize. Supplement upgrades order the dietary improvements publicize in India. Amway India Enterprises Limited is the market head in the supplements and dietary improvements part, with ~33.8% piece of the general business, followed by Pfizer Limited, Merk, Bayer, and Abbott. The probiotic prescriptions and dietary improvements area is managed by Dr. Reddy's Laboratories, Tablets India, and USV India. (WOOD, 2018)
2. **(Jenna Fletcher, 2019)**, According to him, Commonly, an individual who eats an eating regimen wealthy in vegetables, natural products, and lean proteins can get all the nutrients they need in their food. In any case, the individuals who eat less foods grown from the ground, and those with stomach related conditions may need to take a nutrient

enhancement to diminish or maintain a strategic distance from a lack. (FLETCHER, 2019)

Objective: -

To analyse the usage of health supplements in population of Jaipur in Indian Women.

Methodology: -

Study Design:

Descriptive Study.

Sample population:

Gynecologists.

Test Size:

Respondents: 200 Gynecologists

Test region:

Jaipur

Tool:

Questionnaire to collect primary data via google forms.

Microsoft Excel for analysis

Data Collection:

Primary- Through questionnaire

Study term: 1st April- 31st June 2021 (90 days)

Information examination, Findings, and Interpretation:

This section presents the report of information examination, Interpretation, and outline of discoveries. As referenced in research technique, the investigation used clear measurements. Recurrence tables were created to feature the aggregate scores for factors of interest. For pictorial show, structured presentations and diagrams were attracted to empower clients to conceptualize the outcomes.

Results and Discussions:

1: - It was found from the research study that every doctor prescribes multivitamin supplement in their day to day practise.

Figure 2: -

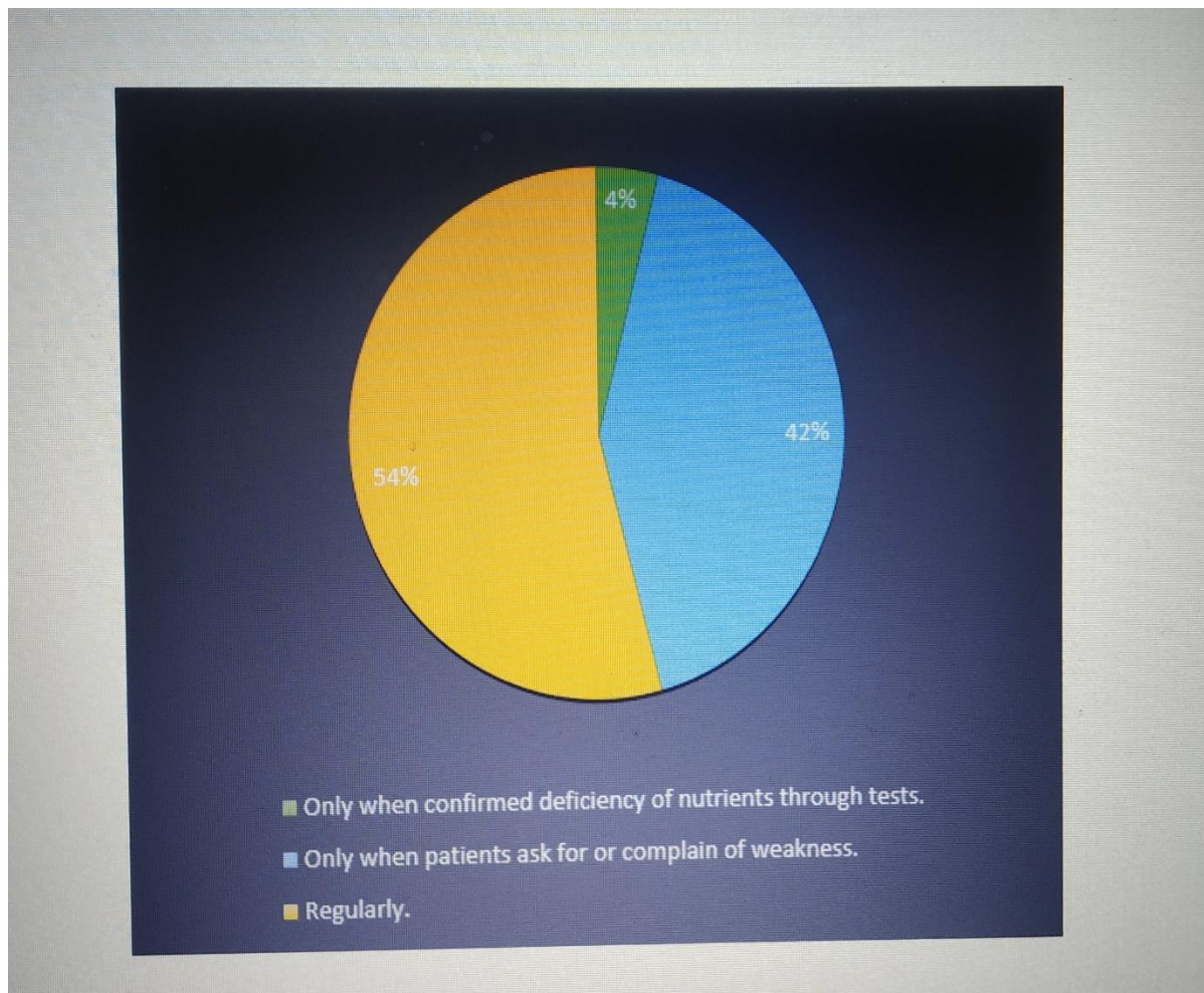
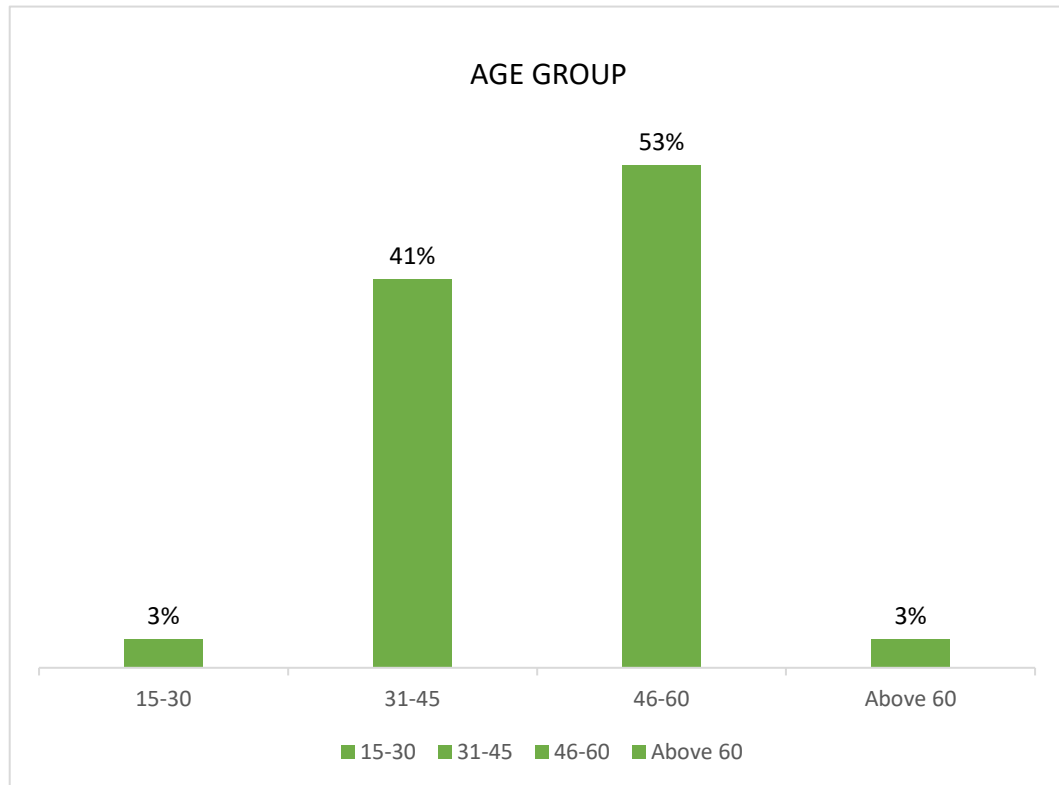


Fig: How often doctors prefer supplements

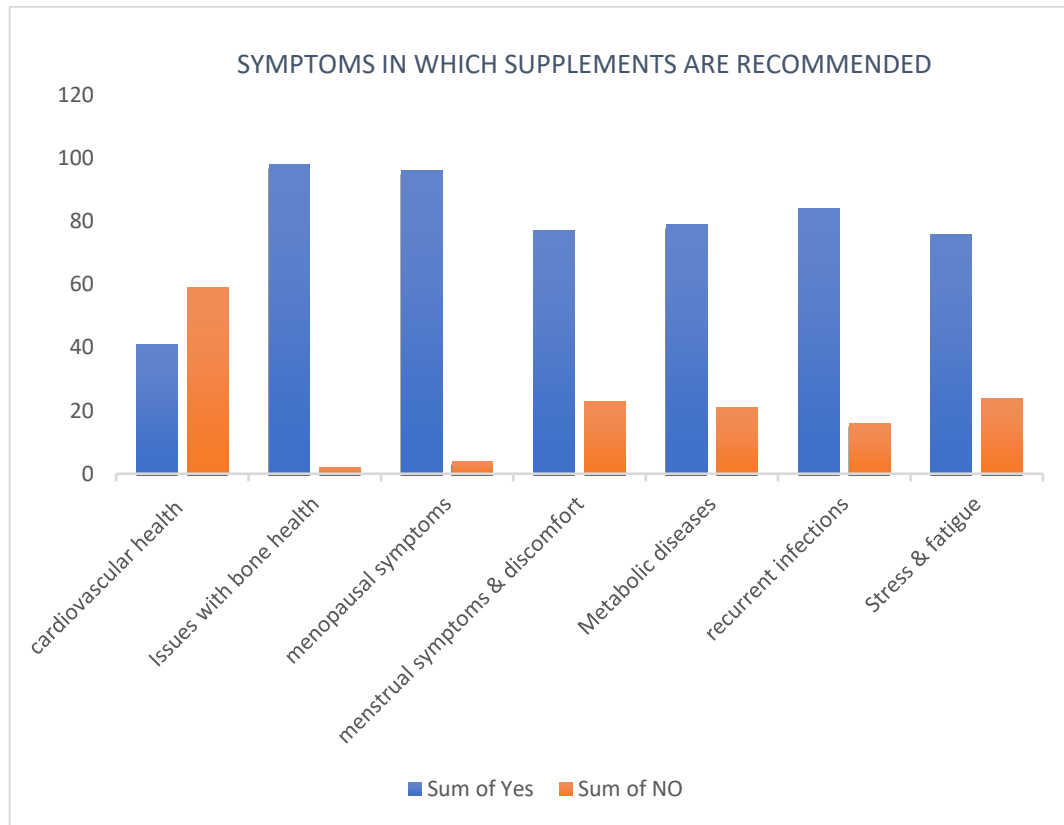
When asked from the doctors about how often they prefer supplementation, 54% of the doctors said they prefer regularly. This question throws light upon the prescription behaviour on supplementation. 42% gave their preference to only when patients ask for or complain of weakness.

Figure 3: -



This question throws light upon the age group demanding/ requiring supplements regularly. From this graphical presentation, the maximum patients belong to 46-60 and 31-45 years of age.

Figure 4: -



This graph shows various symptoms and whether the doctors recommend supplements in those symptoms. This graphical presentation represents that cardiovascular health is having an opposite ratio rather than any other specific symptoms.

Figure 5: -

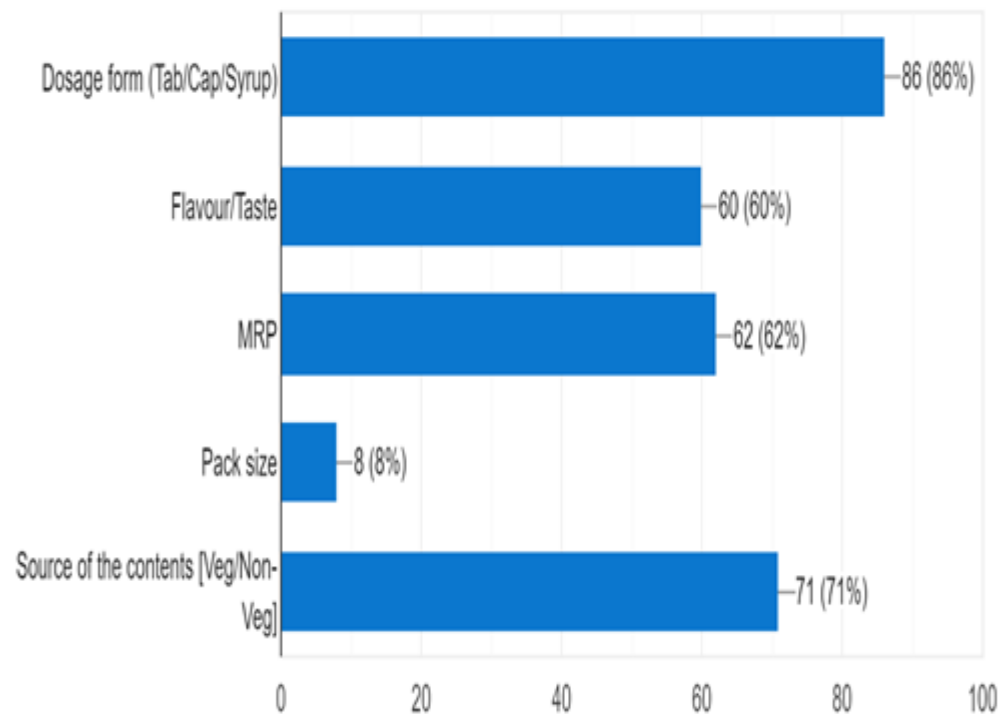
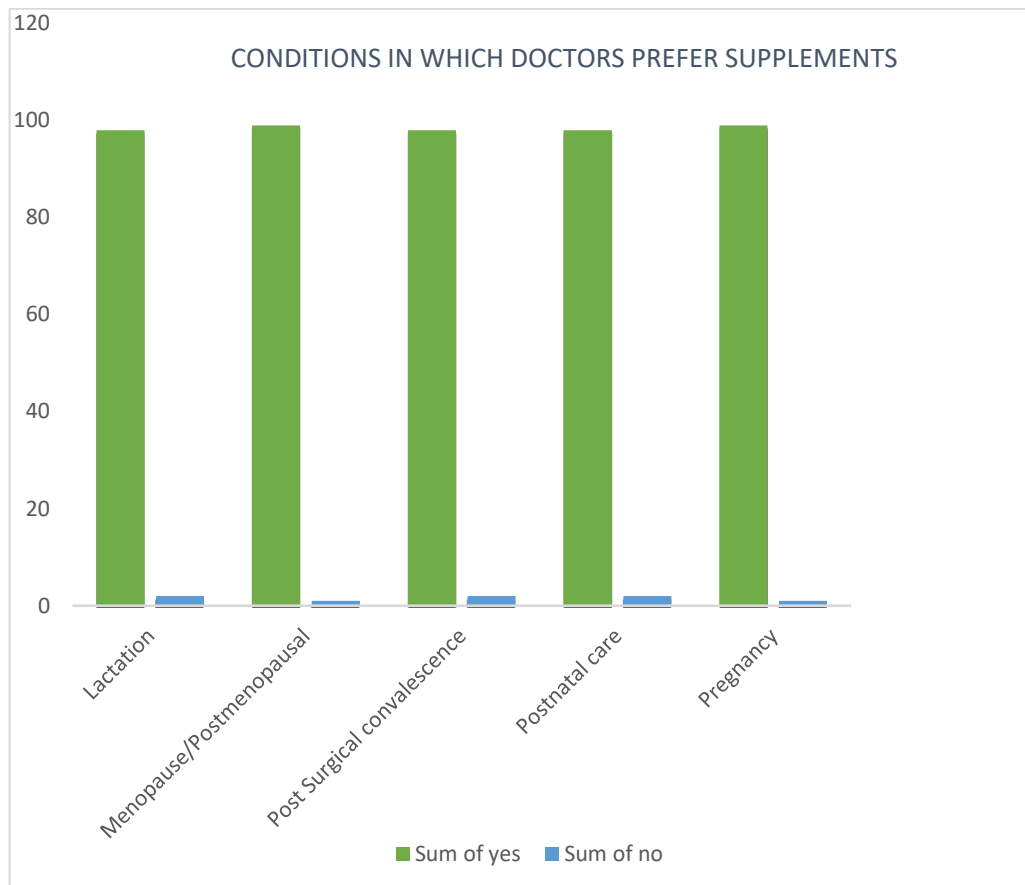


Fig: Factors affecting better patient compliance

This question throws light upon the factors affecting better patient compliance. I asked and through the results, it is clear that patients only not bothered about pack size, but the rest of the factors may impact as shown in the figure above.

Figure 6: -



When the question was asked by the researcher to the doctors about whether they prefer to give supplements in the above conditions, figure shows that almost every doctor prescribes supplements in all the mentioned conditions.

Figure 7: -

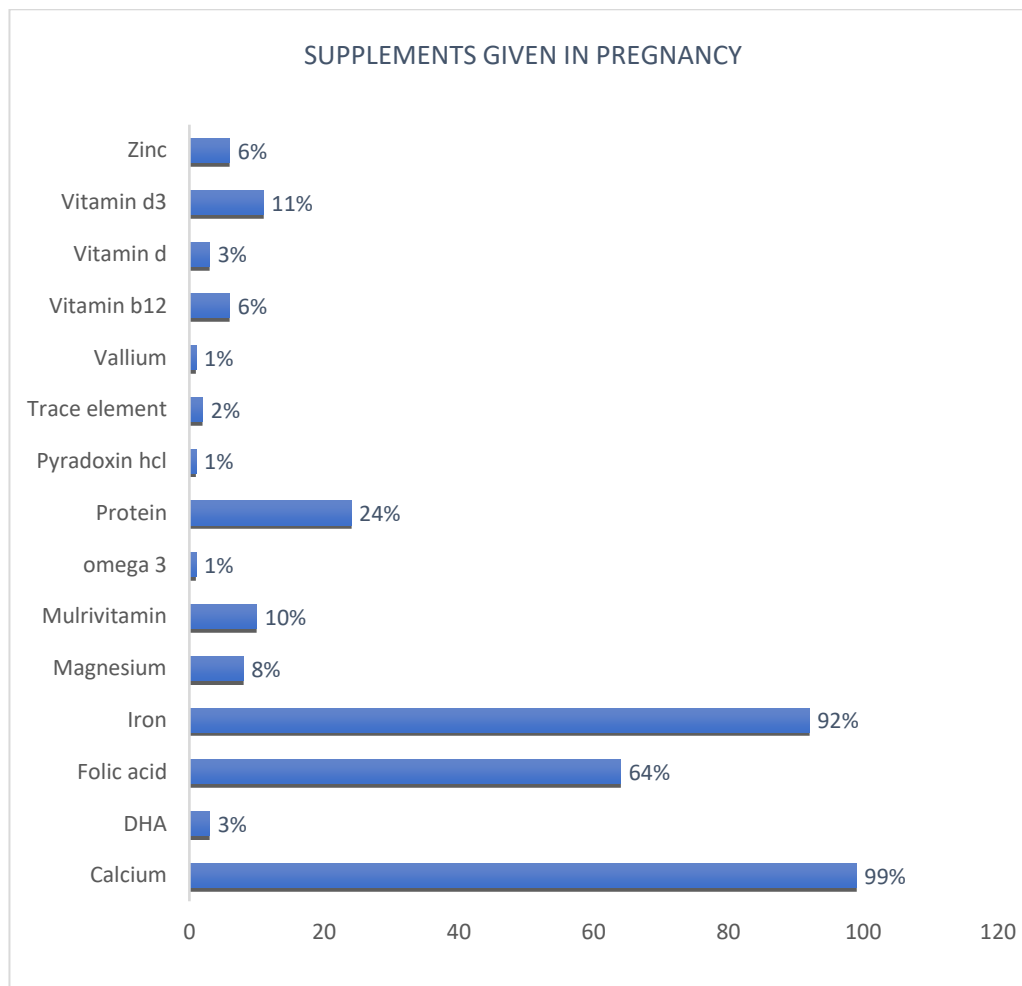
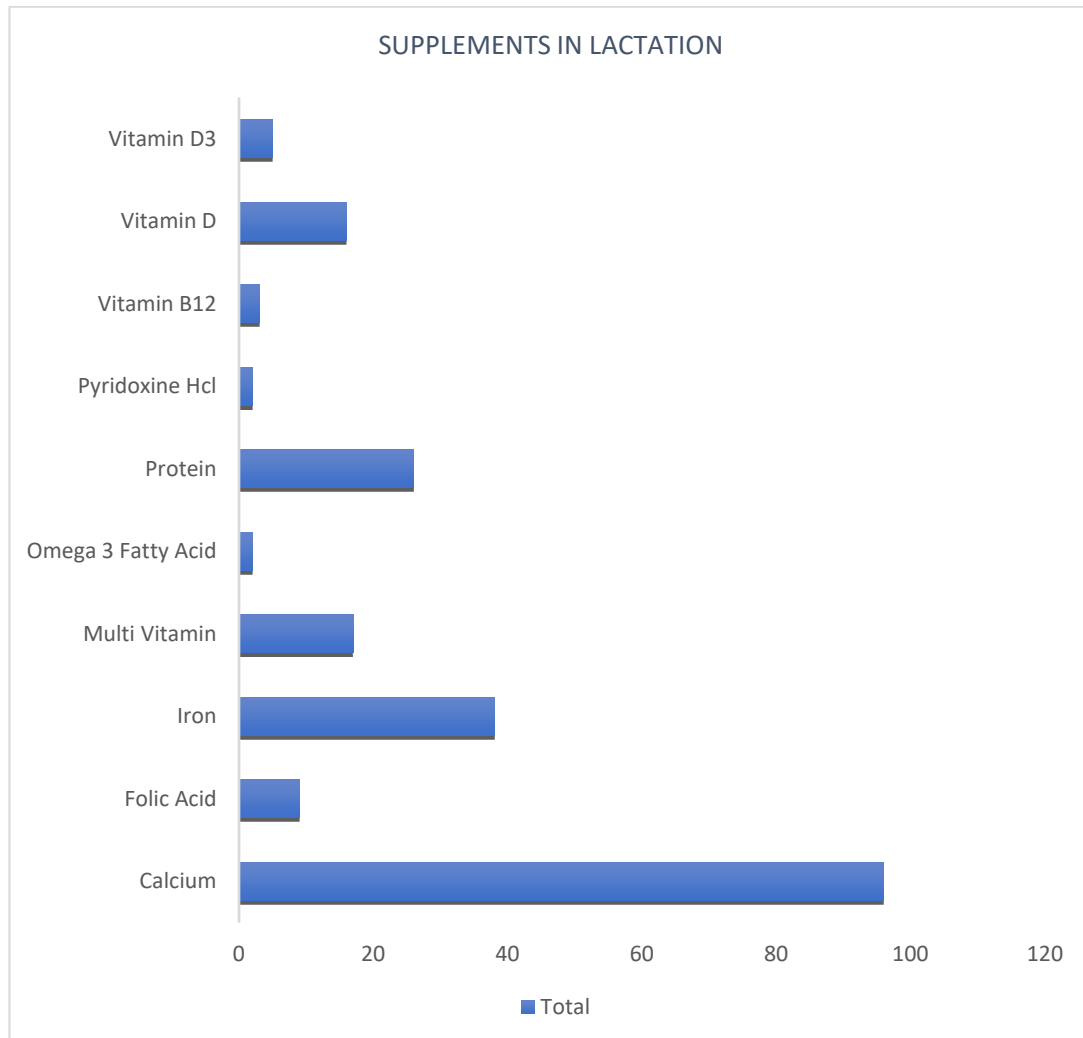


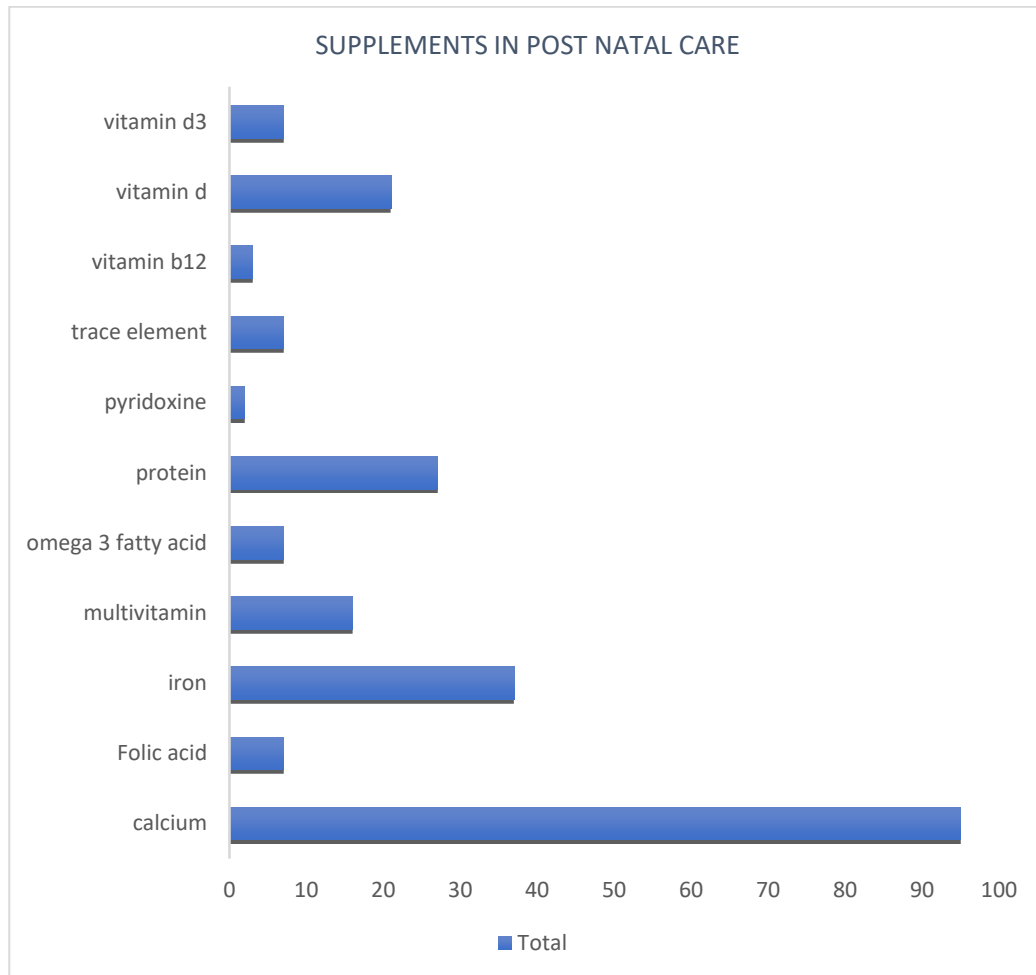
Figure shows that majorly iron, calcium and folic acid were given by doctors in case of pregnancy.

Figure 8: -



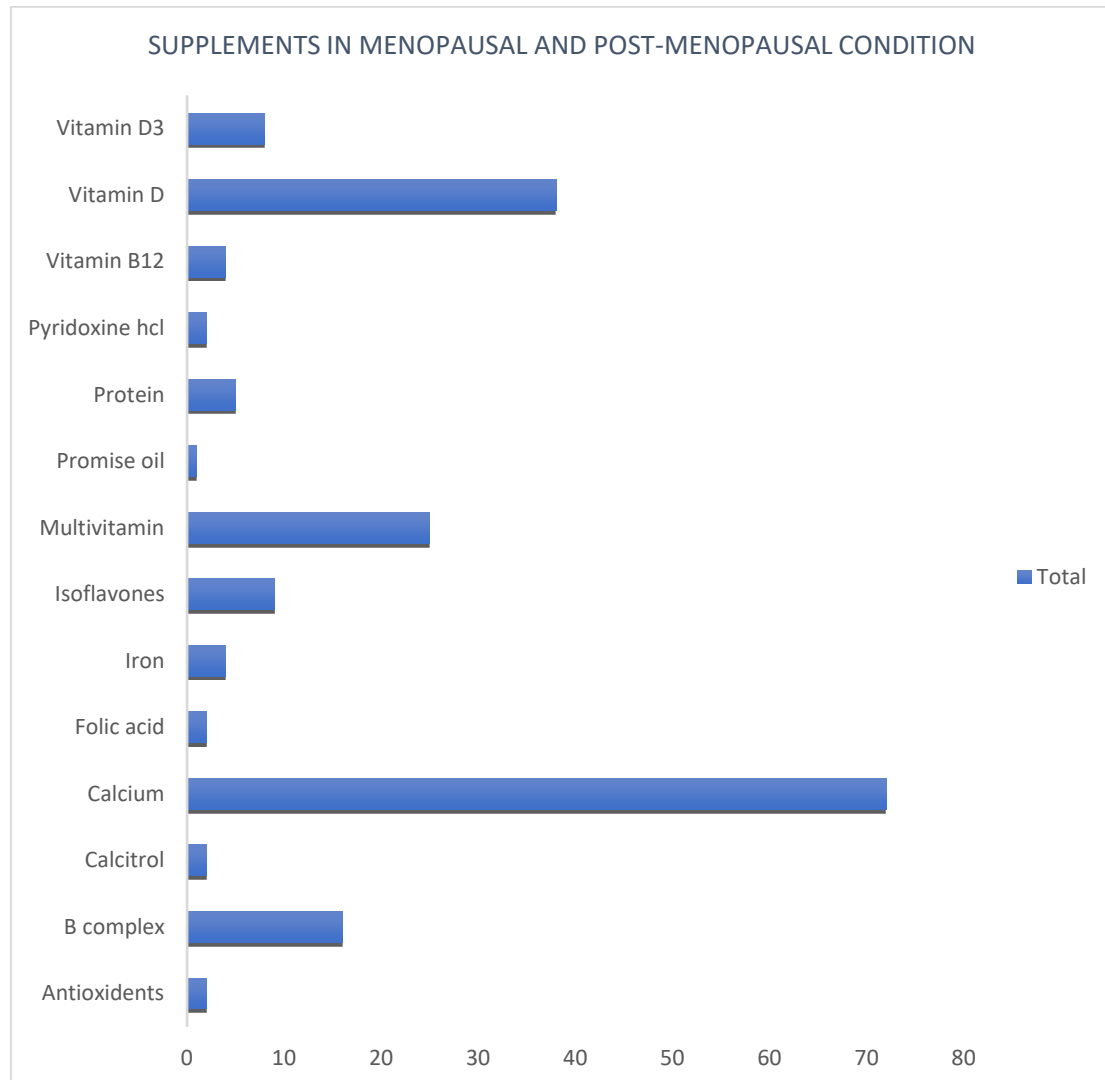
Graph shows iron, calcium, protein and vitamin D were the prominent player in lactation.

Figure 9: -



This graph is similar to lactation, many of the doctors give same supplement as lactation during postnatal care.

Figure 10: -



This graph represents that calcium, multivitamin, vitamin D, B complex were most prescribed in the case of menopause and post-menopausal conditions.

Figure 11: -

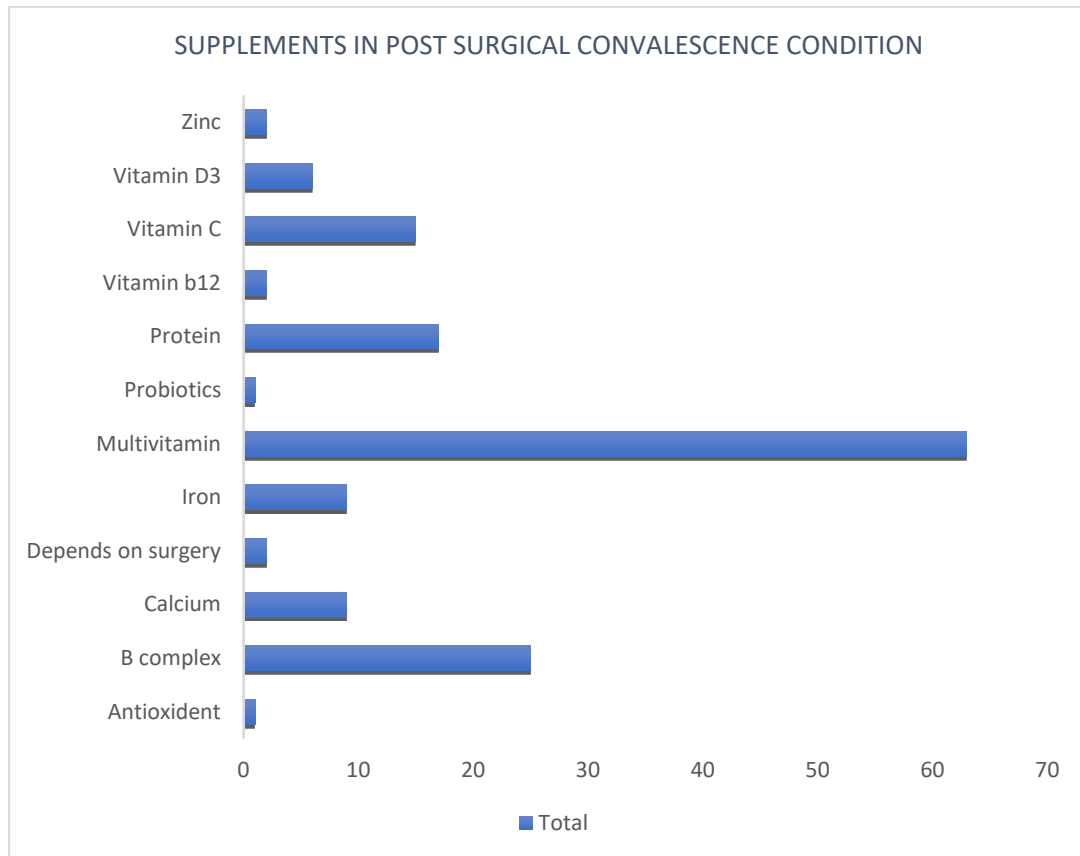
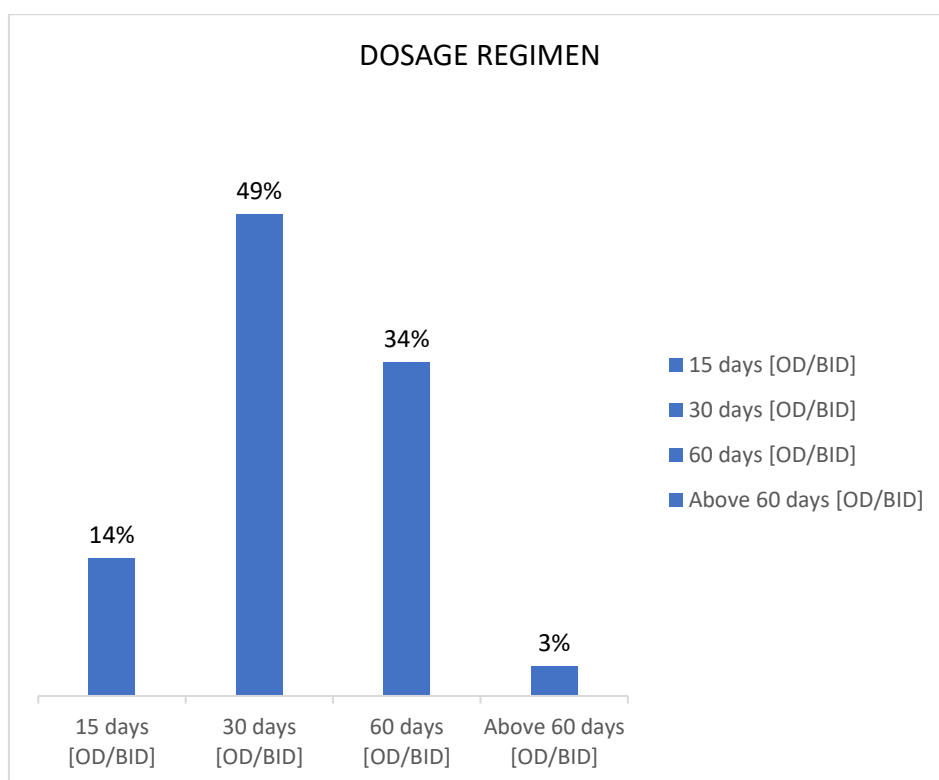


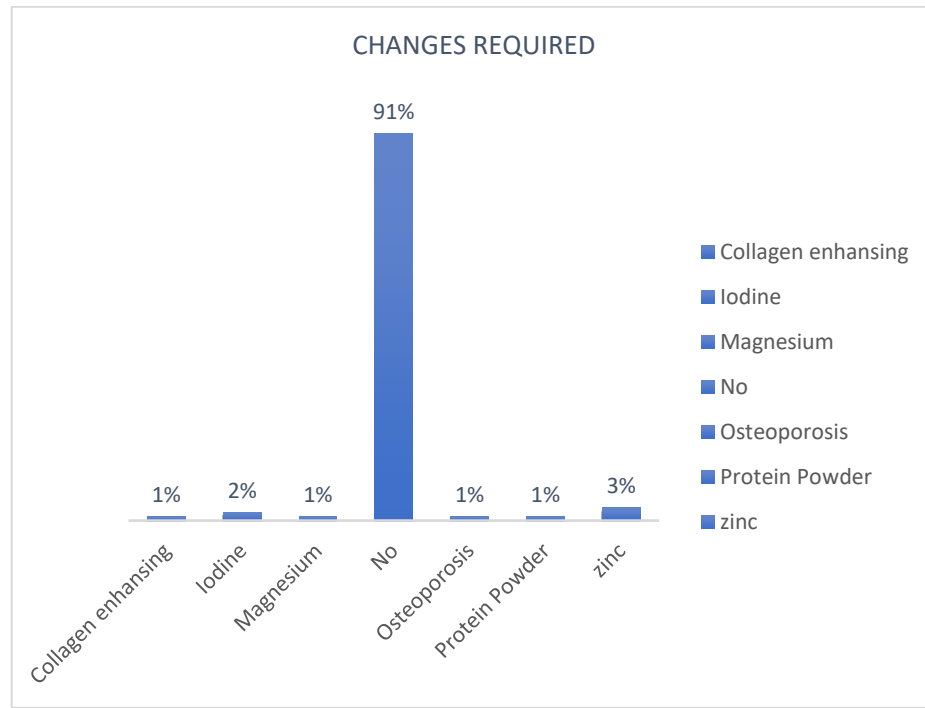
Figure shows, multivitamin, B complex, protein and vitamin c were most prescribed in Postsurgical convalescence condition.

Figure: - 12



The above Figure represents the dosage regimen that majority of doctor prescribe 30 and 60 days [OD/BID]

Figure 13: -



When asked from the doctors that if they desire any changes in supplements that are still not available in current brands, Maximum of doctors told that all attributes are available, but very few doctors suggested having iodine, magnesium, collagen enhancing, zinc and better protein powder.

Other findings: -

As we were all realize that greater part of nutrient was gotten from creature source and the proportion of vegan individuals is a lot of high, so they didn't want to take any sort of thing which is having non veggie lover content.

Rajasthan has the most elevated number of veggie lovers: 73.2 percent men and 76.6 percent ladies.

Along these lines, the factor that sway quiet consistence is wellspring of substance.

Limitation of study: -

- Due to COVID 19, the online wrongdoing is high nowadays. In this way, specialists were not intrigued to open any sort of connection identified with overview.
- Doctors were reluctant to respond because of the ongoing crisis scenario.
- They didn't have enough time to fill in the questionnaire that was being provided.
- Unavailability of doctors at the said time made the response collection a bit tedious.

Conclusion: -

From the above research study, almost every gynaecologist prescribes multivitamin supplement in their day to day practise. There is huge demand of multivitamin in the market because above 50% doctors prescribe multivitamin supplement regularly.

For Rajasthan, the main factor that impact patient compliance is source of content as Rajasthan state is having huge population of vegetarian.

Calcium is the supplement which is given in every condition. So, calcium is having a key supplement in the market which is used in every condition.

Recommendations: -

Market has high rivalry in this portion for the most part promoting procedure ought to be grown so specialists can recall that the item is to some degree not the same as other item.

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Url: <https://www.quora.com/Why-does-Rajasthan-have-the-highest-number-of-vegetarians-in-India>

ANNEXURE:-

1. Doctor, do you prefer multivitamin Supplementation for your patients? [kindly tick the option]
 1. Yes
 2. No

2. How often do you prefer supplementation? [kindly tick the option/s]
 - a. Regularly
 - b. Only when patients ask for or complain of weakness.
 - c. Only when confirmed deficiency of nutrients through tests

3. Dr, do you prefer supplements in any specific symptoms, such as: [can tick on multiple options]

Symptoms	Yes/No
Stress & fatigue	
menstrual symptoms & discomfort	
recurrent infections	
Issues with bone health	
menopausal symptoms	
cardiovascular health	
Metabolic diseases	

4. What is age group demanding/ requiring multivitamin Supplementation in your day to day practice? [kindly tick the option/s]
 - a. 15 years to 30 years
 - b. 31 years to 45 years
 - c. 45 years to 60 years
 - d. 60 years & above

5. Dr, do you prescribe any supplements during conditions with increased nutritional demand, and what would be your specific requirement in the supplement for the condition?

Condition	Yes/No	Specific content
Pregnancy		
Lactation		
Postnatal care		
Menopause/Postmenopausal		
Postsurgical convalescence		

6. What dosage regimen do you generally recommend the multivitamin combination?
[kindly tick the option/s]

- 1) 15 days [OD/BID]
- 2) 30 days [OD/BID]
- 3) 60 days [OD/BID]
- 4) Above 60 days [OD/BID]

7. According to you what are the factors impacting better patient compliance? Kindly suggest your recommendation.

Parameters	Recommendations
Dosage form (Tab/Cap/Syrup)	
Flavour/Taste	
MRP	
Pack size	
Source of the contents [Veg/Non-Veg]	

8. Anything that you desire in supplements which is still not available in current available brands?