

# A project report

Science



A PROJECT REPORT ON “ AYURVEDIC MARKETING" Project submitted to the University of Pune in partial fulfillment of the course Submitted By: Hammad Sorathia Bilal Sakhiyani Nandish Mehta Alay Patel Rahul Prasad B. B. A.

Semester — III Under the guidance of: \_\_\_\_\_

Prof. Moon Paithannkar Prof. Subhasis Pal Sinhgad College of Arts and Commerce Pune: 411001 Assessment Year 2008-09 SINHGAD COLLEGE OF ARTS & COMMERCE (Affiliated to University of Pune) CERTIFICATE This is to certify that HAMMAD SORATHIA has successfully completed the project work titled “ AYURVEDIC MARKETING" in partial fulfillment of requirement for the award of Bachelor of Business Administration prescribed by the University of Pune. He has worked under our guidance and direction. His work is found to be satisfactory and complete in all respect. Semester: IIIrd Roll no. \_\_\_\_\_

\_\_\_\_\_ Lecturer’s Signature Principal’s Signature Date:

\_\_\_\_\_ Examiner’s Signature ACKNOWLEDGEMENT We are

obliged to take this opportunity to express our deep gratitude to all those people with whose help this project has been success. We are thankful to respected Principal Dr. K. V. Bachute, our project guide Prof. Subhasis Pal, our co-coordinator Prof. Moon Paiithankar whose help and guidance has been of immense value throughout the completion of this project. We also convey our thanks to all the workers and officials working in all the organizations to provide all the necessary and valuable information which proved handy in preparing this project. Lastly we thanks to all the faculty members of the Sinhgad College of Arts and Commerce, Narhe for helping us in completing this project. Thanking You HAMMAD SORATHIA BILAL

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Introduction To Research Methodology It would be difficult to explain the nature and content of research without an appreciation of the method we designate as scientific. Research, simply put, is an endeavor to discover intellectual and practical answers to problems through the application of scientific methods to the knowledgeable universe. The scientific methods and procedures have been developed to increase vastly the likelihood that classes of questions- What? How? And to limit extent-Why? Relating to the experimental phenomena will be successfully answered. Science is the attempt of the human mind to find a connection between the world of ideas and world of phenomenon. Research is a scientific and redefined technique of thinking: Researcher starts with the problems, collects data or facts, analysis them critically and reaches decision based on the actual evidence. Research is a Science of thinking: Research means discovery, development and verification of the facts. Aim: Advancement of knowledge: Research is the scientific endeavor of human mind. Meaning and Definition of Research: Research is common parlance refers to a search for knowledge. Research simply put, is an endeavor to discover answers to problems (intellectual and practical) through the application of scientific method to the knowable

universe. The Webster's international directory gives a very inclusive definition of research as "careful critical inquiry or examination in seeking facts or principles: diligent investigation in order to ascertain something." 1. According to John. W. Best: Research may be defined as the systematic and objective analysis and recording of controlled observation that may lead to the development of generalization, principles or theories resulting in prediction and possibly ultimate control of events. 2. According to Kerlinger: He has defined research as "a systematic, controlled, commercial and critical investigation of hypothetical proposition about the presumed relations among natural phenomenon." Nature of the Research: Research aims at adding new knowledge of human beings about the problems which face the society. Social Research discovers facts about social relationship, social behavior, and social interactions for understanding social problems and finding solutions for social problems. Research is an active undertaken to establish the facts and principles in a scientific way and extend horizon of knowledge, rather it is a method of discovering the truth in a scientific way. Social research deals with social phenomena. It studies behavior of human beings as member of society and pursuit of truth with the help of study, observation, comparison and experiment. Thus, research is nothing but the search for knowledge through objective. It is a systematic method of finding a solution of a problem. Scope of Social Research: Social Science includes various disciplines dealing with human life, human behavior, social group and social institutions. They consist of anthropology, behavior, science, commerce, demography, economics, education, geography, historic, law, linguistic, management, political science, psychology, public administration, sociology and work. Through this science are treated as separate branches

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of knowledge for the purpose of study, they are interdependent studies of the different of the same object, viz. man. As P. Y. Young points out that, “ Man lives in a socio-economic and political world and thrives on its varied relationships. It is inconceivable that at study of bare and isolated event on any aspect of man’s life would yield any meaningful results. ” Objectives of Social Research: Social research is guided by certain objectives which are as under: 1. Development of knowledge: Every science tries to collect systemized body of knowledge about the branch or the subject-matter that it studies. For this, it applies the research as a method. The main object of research is to add to the knowledge. Similarly, social research is an organized and scientific effort to acquire further knowledge about the social the phenomenon and social facts. 2. Scientific study of social life: Social life of research is an attempt to acquire scientific knowledge about the social phenomenon and social facts. The researchers makes study of the collective processes, social changes, social structure, social processes, etc. apart from it, it asks study of human beings, human behavior and collect data about various of the social life of man and formulates laws in the regard. 3. Welfare of Humanity: No scientist or researcher makes study only for the sake of the study. He has to direct his studies to some higher aim which is invariable as “ WELFARE OF HUMANITY”. To promote the welfare of humanity by the result of investigation may be the ultimate aim of one scientist. Another may set his goal for the achievement of material security and social prestige for himself. A third one may find scientific enquiring and end itself in the sense that the satisfaction he derives from his scientific work is a reason enough for engaging in it. 4. Classification of facts: In the words of P. V. YOUNG, “ Social research aims to clarify facts. In a given universe of discourse to find

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the specific determined sequences and interrelationship of fact and their social setting. To develop a series of a clear cut concept and to exam the old concepts which are to defined social life. " AIM AND OBJECTIVES Objectives of the Study The Objectives of this study are as follows;

- To determine the market share of various ayurvedic companies in retailers and consumer.
- To know the major competitors of ayurvedic product in the market.
- To know the availability of ayurvedic product in various retail shops.
- To compare the quality of each brand available in the market.
- To determine the consumers demand of the different brand in the market.

Choice of topic

- We have chosen this topic for the project because it deals with the individual health which is the most essential and worthy parts of its life.
- The entire ayurvedic products are made of different herbs and they do not have any side effect.
- Since herbs are a leading component of the ayurvedic medicine, the upcoming generation will be mostly reliable on ayurvedic.
- To observe the buying trend of the customers due to changes in the economic structure considering the past few years.

SCOPE OF STUDYING India with about 102. 9 crore population shows a huge untapped potential for the players in the ayurvedic industry. The private sector in India which provide a variety of product to the consumers with their choice. So, the consumers should be ready now because market is going to give them an array of product, different in price, feature and the benefit. How the customer is going to make his choice will determine the future of the industry? The market survey vital role in understanding the investment pattern of the consumer and the level of his satisfaction. It is very important for the company to perform such activity like market research and survey at regular interval and accordingly further plans and policies can be formulated.

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The topic help in forecasting of product demand. Research and development purpose and also modification may be done in the organization structure. Market research is an on going activity in any organization. This study will serve the company as a tool to review the market and the mirror image in the eyes of customers. The feedbacks from the customer provide suggestion regarding any improvement in the product and new product development. The brand image of the company also increases in the market due to the surveys. It also helps to build the goodwill of the firm. Companies come to know the position as to where do they actually stand in the market they come to know and understand the customer requirement and accordingly implement them to have a firm position in the market.

#### DATA COLLECTION

Achieving accuracy in any research requires in depth study regarding the subject. As the prime objective of the project is to compare various ayurvedic products available in the market and the impact of entry of private players in the market, the research methodology adopted was basically based on primary data, via the most recent and accurate piece of first hand information that could be collected from all possible sources. Secondary data was used to support primary data wherever needed.

Data Sources: 1. Primary Source. 2. Secondary Source.

Primary Data: It was collected through:   
• Questionnaire Method   
• Direct Interview Method   
• Observation Method

The main tool was the questionnaire method. Further, direct interview method was used where a face to face formal interview was taken. Lastly, observation method was used continuously as one continuously observes the surrounding environment he works with.

Secondary Data: It was collected through:   
• Internet   
• Magazines   
• Newspapers   
• Journals

Sample Design: A sample design is a definite plan for obtaining

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information (sample) from a given population. The steps involved in sampling design are as follows: Sampling Unit: Who is to be surveyed? The marketing researcher must define the target population that will be sampled.

The sampling units chosen for this project are: 1. People who are genuinely interested in selective buying of ayurvedic products. Sample size: The

sample size should be optimal. While deciding the sample size, the two parameters are taken into account. These are: 1. Characteristics of

population. 2. Constrains such as budgetary and time. | Location | Sample size | | Pune Camp | 90 | Place, Sample size and Duration of the survey:

Place: Pune Camp Duration: 01/09/08 to 10/09/08 Sample size: 90

HYPOTHESIS OF THE STUDY “ People use Ayurvedic product because there is no side effect. “ People use Ayurvedic products because it fulfills all the general criteria for which spend money. “ People use Ayurvedic products because they get result in desired time. “ People use Ayurvedic products because of brand name also. CHAPTER - 2 ORGANIZATION PROFILE

In the early 20th century, Ayurvedic physicians began to organize into professional associations and to promote their case for national recognition and funding. This began to become a reality after Indian independence in 1947. Ayurveda is now a statutory, recognized medical system of health care like other medical systems existing in India. The Central Council of Indian Medicine {CCIM} governs and recommends policies for the research and development of the system. An Encyclopedia on Ayurveda has been developed to promote the knowledge of Ayurveda worldwide. In India, practitioners in Ayurveda undergo 5 and 1/2 years of training including 1 year of internship in select Ayurveda Medical Schools wherein they earn the professional doctorate degree of Bachelor of Ayurvedic Medicine and Surgery



[B. A. M. S.]. A Bachelor's degree with a major in Science [Physics, Chemistry, and Biology] and a minor in Sanskrit is desirable for candidates interested in taking up the course. In India, scientific research in Ayurveda is largely undertaken by the statutory body of the Central Government, the Central Council for Research in Ayurveda and Sridhar (CCRAS), through a national network of research institutes. A large number of non-governmental organizations are also conducting research work on different aspects of Ayurveda. However, " even staunch advocates of Ayurveda like cardiologist Dr. M. S. Valiathan... admit that 'clinical studies that would satisfy the liberal criteria of WHO World Health Organization have been alarmingly few from India, in spite of patients crowding in Ayurvedic hospitals'".

**AYURVEDIC COMPANIES PROFILE** Ayurvedic medicines are produced by several thousand companies in India, but most of them are quite small, including numerous neighborhood pharmacies that compound ingredients to make their own remedies. It is estimated that the total value of products from the entire Ayurvedic production in India is on the order of one billion dollars (U. S.). The industry has been dominated by less than a dozen major companies for decades, joined recently by a few others that have followed their lead, so that there are today 30 companies doing a million dollars or more per year in business to meet the growing demand for Ayurvedic medicine. The products of these companies are included within the broad category of " fast moving consumer goods" (FMCG; which mainly involves foods, beverages, toiletries, cigarettes, etc.). Most of the larger Ayurvedic medicine suppliers provide materials other than Ayurvedic internal medicines, particularly in the areas of foods and toiletries (soap, toothpaste, shampoo, etc.), where there may be some overlap with Ayurveda, such as having traditional herbal ingredients

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in the composition of toiletries. The key suppliers in Ayurveda are Dabur, Baidyanath, and Zandu, which together have about 85% of India's domestic market. These and a handful of other companies are mentioned repeatedly by various writers about the Ayurvedic business in India; a brief description is provided for them, arranged here from oldest to newest [pic] Dabur India Ltd. is India's largest Ayurvedic medicine supplier and the fourth largest producer of FMCG. It was established in 1884, and had grown to a business level in 2003 of about 650 million dollars per year, though only a fraction of that is involved with Ayurvedic medicine. Last year, about 15% of sales volume was pharmaceuticals (relating to medicinal drugs) the remaining 85% were mostly non-medicine items such as foods and cosmetics. Dabur's Ayurvedic Specialities Division has over 260 medicines for treating a range of ailments and body conditions—from common cold to chronic paralysis. These materials constitute only 7% of Dabur's total revenue (thus, less than 50 million dollars). Dabur Chyawanprash (herbal honey) has a market share of 70% and chewable Hajmola Digestive Tablets has an 88% share. Other major products are Dabur Amla Hair Oil, Vatika (Shampoo), and Lal Dant Manjan (Tooth Powder). [pic][pic][pic] Dabur's Health Care range brings for you a wide selection of herbal products, to provide complete care for varying individual needs. We derive our products from the time-tested heritage of Ayurveda, backed by the most modern scientific test and trials. That ensure unfailing quality and safety in anything you pick. [pic] Dabur Lal tail Dabur Janma Ghunti [pic] Dabur Chyawanprash Dabur Chyawanshakti Glucose D [pic] Hajmola Candy Pudín Hara (Liquid and Pearls) Pudín Hara G Dabur Hingoli [pic] Bhringraj Ayurvedic Tail Super Thanda Tail Badam Tail Active Blood Purifier Shilajit Gold Nature Care [pic] Sri Baidyanath Ayurvedic

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Bhawan Ltd. (Baidyanath for short) was founded in 1917 in Calcutta, and specializes in Ayurvedic medicines, though it has recently expanded into the FMCG sector with cosmetic and hair care products; one of its international products is Shikakai (soap pod) Shampoo. Baidyanath has a sales volume of about 350 million dollars, but most of the product sales are in the cosmetic range. The company reports having over 700 Ayurvedic products, made at 10 manufacturing centers, with 1, 600 employees. Included items are herbal teas, patent medicines, massage oils, and chyawanprash. [pic]HEALTH FOOD SUPPLEMENTS (Available in pack size of 60 Capsules per pack) Single Herb Products SHATAVARI (Asparagus racemosus) - A general tonic to increase lactation and also to soothe the nerves. ASHWAGANDHA (Withania Somnifera)- A general vitalizer, used as a nervine tonic and anti-stress and enhanced body immunity. HARITAKI (Terminalia chebula) Mild laxative, rejuvenator and beneficial for promoting healthy and lustrous skin. GUGGULU (Commiphora mukul) Used in Ayurveda for arthritis, inflammatory joint pains, obesity and helps normalising cholesterol. BHUMI AMLA (Phyllanthus niruri) - This well studied plant is primarily effective on liver and spleen and also in relieving inflammation throughout the body. It is used as a diuretic and improves digestion. Multi-Herb Products CHYAWANPRASH A rejuvenator tonic containing Amla fruit and herbs. It enhances body metabolism and immunity and considered to be one of the most health promoting product of Ayurveda. SURAKTA A herbal blood purifier. It is useful in improving bowel function and promoting assimilation of nutrients into the body tissues which in turn adds a natural glow to the skin. TRIKATU A herbal tribalance to improve digestion, stimulate appetite, relieve colic abdominal pains and alleviate chronic cough. KABZ-HAR Herbal laxative. Senna leaf

contained in this health food supplement acts as a safe and very effective laxative. \_\_\_\_\_ HERBAL

MASSAGE OILS - MAHANARAYAN OIL (200 ml.) - A multi herb massage oil used in rheumatic pain, paralysis, gout, locked jaw, trisnus etc. -

CHANDANBALA LAXADI OIL (200 ml.)- Made with pure Sandalwood oil and cooling herbs to balance pitta. It cools the body. - MAHABHRINGRAJ OIL (200

ml.)- A refreshing hair oil, used for centuries to add lustre and prevent premature hair loss. Bhringraj (Eclipta alba) contains a large amount of resin and alkaloid principal eclipting. - PUNARNAVADI OIL (200 ml.)- This unique

herbal oil contains Punarnava (Boerhaavia difusa) for balancing kapha.

Purnarnavadi oil is very useful for rheumatic and gouty painful joints. Also

indicated in oedema due to kidney problems. - SHRI GOPAL OIL (60 ml.)- An

invigorating massage oil for individuals of all constitutions in all seasons with kesar as one of the ingredients. It enhances energy, strength and stamina.

[pic] \_\_\_\_\_ - HERBAL

LIQUIDS Asava-Aristas are liquid preparations containing self-generated alcohol. Thus they contain water soluble as well as alcohol soluble

substances of the medicinal plants. - ASHOKARISTA - Useful in leucorrhoea, lack of iron, menorrhagia and other female complications. Good uterine

tonic. - ASHWAGANDHARISTA- Used in nervous debility and certain mental affections, like loss of memory, epilepsy and mania. Nervine tonic. -

PUNARNAVARISTA- Useful for oedema, abdominal disorders and liver complaints. Diuretic. - SARASWATARISTA- Useful in convulsion, nervous

debility, stammering and loss of memory. [pic]ABHAYARISTA- Useful in piles, anaemia, colitis etc. [pic]ARJUNARISTA- Useful in heart diseases and

respiratory disorders. A good cardiac tonic. [pic]KUMARI ASAVA- Useful in

anaemia, enlargement of liver and spleen. Normalises metabolism of the body. [pic]DASHMOOLARISTA- Useful in cough, nervous diseases, anaemia, jaundice and acts as a good pre-natal tonic. Useful after child birth.

[pic]LOHASAVA- Useful in anaemia, jaundice, liver affections, cardiac lesions etc. Increases haemoglobin. [pic]VASARISTA- Useful in cough, bronchitis, asthma, phthisis and other chest affections. [pic]BALARISTA- Indicated in hemiplegia, rheumatic pains and other vatrogas.

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[pic]HERBAL GRANULES - [pic]TRIFALA CHURNA - Alterative, astringent, mild laxative and aperient. [pic]AMLAKI RASAYAN - Astringent, alterative, aperient, stomachic refrigerent and rejuvenator. [pic]SITOPLADI CHURNA - Useful in cough, phthisis, excessive thirst, respiratory complaints and burning sensation of extremities.

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[pic]HERBAL TEAS - [pic]VATA TEA is calming and relaxing. [pic]PITTA TEA is cooling and refreshing. [pic]KAPHA TEA is invigorating. [pic]CALMING TEA is nature's own recipe to calm and relax the mind and body. [pic]ANTI-OBESITY TEA is specially formulated to hold balance and regulate fat in the body and lowers cholesterol level.

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[pic]CRUDE HERBS - [pic]We select and use over 500 herbs from South India to the Himalayas which go into our production line after thorough testing by our expert botanists. This ensures that genuine herbs are used for production. We can also supply these herbs in their natural forms or in powder form.

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[pic]CLASSICAL AYURVEDIC PRODUCTS Baidyanath manufactures over 700 classical Ayurvedic products in the following categories [pic]Bhasmas and Pishti | <https://assignbuster.com/a-project-report/>

[pic]Perfumed Hair Oils | [pic]Kupipakwa Rasayan [pic]Medicinal Oils | |  
[pic]Rasrasayan [pic]Ghritas | [pic]Lauh Mandoor [pic]Asava and Arishtas | |  
[pic]Bati or Golian (pills) [pic]Pravahi Kwath | [pic]Parpati [pic]Kshar | |  
[pic]Guggulu [pic]Ark | [pic]Churna (powders) [pic]Patent & Proprietary  
Medicines | [pic]Avleh Modak and Pak | | [pic] Zandu Pharmaceutical Works  
was incorporated in Bombay in 1919, named after an 18th-century  
Ayurvedic. The company focuses primarily on Ayurvedic products (in 1930,  
pharmaceuticals were added, but the pharmaceutical division was separated  
off about 30 years later). However, today Zandu has a chemicals division and  
cosmetics division. Its total sales volume is about 45 million dollars. One of  
its current projects is to develop a dopamine drug from a plant extract,  
applying for new drug status in the U. S. Zandu Balm [pic] Zandu Balm Top  
of Form Bottom of Form Description [Zandu Balm]: A pain relieving rub that  
contains time-tested, active herbal ingredients. A gentle application of Zandu  
balm to the affected area brings the desired relief. Zandu Balm contains  
natural potent pain relievers for minor aches and pains from sprains, strains,  
backaches, arthritis, bruises and sports exertion. Oil of Gaultheria  
(Wintergreen) is widely used in medicine as external application for  
rheumatic disorders. It is the natural source of methyl salicylate which is a  
very effective analgesic for musculoskeletal disorders. Zandu Chyavanprash  
[pic] Zandu Chyavanprash Top of Form Bottom of Form Description [Zandu  
Chyavanprash]: The nutaita a tonic which strengthens the constitutions of an  
individual. It comprises health enhancing herbs build prevent aging. Rich in  
anti-oxidants it contains the goodness of Ghee enhances the medicinal  
properties of the herbs. The fruit of P. Embilca is given to ally the effects of  
aging and to restore the organs. In an ayurvedic medicine, the fruit juice is  
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given to strengthen the pancreas of diabetes. The juice is also given to treat eye problem, joint pain and diarrhoea and dysentery. P. Emblica is a Rasayan. A regular usage confers longevity and weight gain. It improves blood picture. The fruit is a rich source of vitamin C. It features in a 7th century Ayurvedic Medical text. The sage Muni Chyavan reputedly restored his vitality with this fruit. Zandu K4 Tablets [pic] Zandu K4 Tablets Top of Form Bottom of Form Description [Zandu K4 Tablets]: Benign enlargement of the prostate gland due to the aging process may progress to the point causing obstruction of the urethra and may require surgical intervention. But surgery is not without risk because of old age and other and other associated conditions. Sometimes surgery is not possible at all because of cardiovascular and respiratory disorders. K-4 is a very effective combination of various Ayurvedic Medicinal herbs which help to decongest urethral obstruction caused by prostatic hypertrophy, clear urinary tract infection, disintegrate and expel urinary stones and prevents recurrence. Zandu Kesari Jivan [pic] Zandu Kesari Jivan Top of Form Bottom of Form Description [Zandu Kesari Jivan]: An improved formula of Chyavanprash with saffron. Delicious Kesari-Jivan promotes health, vigour and energy in diseased and convalescent conditions. Kesari-Jivan builds immunity against infection and keeps body tissues young. Used as general tonic, Kesari-Jivan adds happiness to life. In the past, saffron was credited with an immense array of health benefits. It has power to quicken the spirits and the virtue thereof pieces by and by to the heart provoking laughter and merriment. Saffron confers Kesari Jivan with the power as astringent, stimulant, carminative and aphrodisiac. [pic] The Himalaya Drug Company was established in 1934 in Bangalore. It currently has a business level of about 500 million dollars and has a U. S. <https://assignbuster.com/a-project-report/>

distribution division (Himalaya USA). It is known in the U. S. for the product Liv-52, marketed as a liver protector and therapy for liver diseases like viral hepatitis; the product was first marketed in India in 1955. [pic] Charak Pharmaceuticals was founded in 1947, and currently has three distribution centers in India; it produces liquids, tablets, and veterinary supplies. It has gained a large advantage with its new product Evanova, a preparation containing 33 herbs and minerals and non-hormonal active ingredients used as a menopause treatment alternative to HRT. Soya is one of the main ingredients in this product. The product also contains Ayurvedic herbs that act like selective estrogen receptor modulators as well as asparagus root (shatavari), which reduces the frequency and intensity of hot flashes. [pic] The Emami Group, founded in 1974, provides a diverse range of products, doing 110 million dollars of business annually, though only a portion is involved with Ayurvedic products, through its Himani line; the company is mainly involved with toiletries and cosmetics, but also provides Chyawanprash and other health products.

#### AYURVEDA OVERVIEW History

There is a concept that has been passing down verbally from generation to generation in India about the origin of Ayurveda. Accordingly, the ancient "Rishis" or wise men of India gathered at the foot of the Himalayas. Their objective was to innovate together the secret of leading a healthy, long life. The final product of their effort came to be known as Ayurveda or the "science of life".

#### Tridosha system

The central concept of Ayurvedic medicine is the theory that health exists when there is a balance between three fundamental bodily humours or doshas called Vata, Pitta and Kapha. Vata is the impulse principle necessary to mobilize the function of the nervous system Pitta is the energy principle which uses bile to direct digestion and

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hence metabolism into the venous system. Kapha is the body fluid principle which relates to mucous, lubrication and the carrier of nutrients into the arterial system. All Ayurvedic physicians believe that these ancient ideas, based in the knowledge discovered by the Rishis and Munis, exist in harmony with physical reality. These Ayurvedic concepts allow physicians to examine the homeostasis of the whole system. People may be of a predominant dosha or constitution, but all doshas have the basic elements within them.

**Ayurvedic tastes** Ayurveda holds that the tastes of foods or herbs have specific physiological effects. Those tastes that transform after digestion (Vipaka) are more powerful. Sweet (Madhura) - Sweet foods nourish, cool, moisten, oil, and increase weight Sour (Amla) - Sour foods warm, oil, and increase weight Salty (Lavan) - Salty foods warm, dissolve, stimulate, soften, oil, and increase weight Bitter (Katu) - Bitter foods cool, dry, purify and decrease weight Pungent (Tikta) - Pungent foods warm, dry, stimulate, and decrease weight Astringent (Kasaya) - Astringent foods cool, dry, reduce stickiness.

**Medications** Ayurvedic practitioners believe that the tulsi (holy basil) plant has medicinal qualities Ayurveda operates on the precept that various materials of vegetable, animal, and mineral origin have some medicinal value. The medicinal properties of these materials have been documented by the practitioners and have been used for centuries to cure illness and/or help maintain good health. Ayurvedic medicaments are made from herbs or mixtures of herbs, either alone or in combination with minerals, metals and other ingredients of animal origin. The metals, animals and minerals are purified by individual processes before being used for medicinal purposes.

**Safety concerns** There is evidence that using some ayurvedic medicine, especially those involving herbs, metals, minerals, or

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other materials involves potentially serious risks, including toxicity. A research study published in the Journal of the American Medical Association found significant levels of toxic heavy metals such as lead, mercury and arsenic in 20% of Ayurvedic preparations that were made in South Asia for sale in America. The Journal found that, if taken according to the manufacturers' instructions, this 20% of remedies " could result in heavy metal intakes above published regulatory standards" Similar studies have been performed in India, and have confirmed these results. Cases of metal toxicity from use of ayurvedic medicines are well known.

#### AYURVEDIC MARKET IN INDIA

Ayurvedic medicines are produced by several thousand companies in India, but most of them are quite small, including numerous neighborhood pharmacies that compound ingredients to make their own remedies. It is estimated that the total value of products from the entire Ayurvedic production in India is on the order of one billion dollars (U. S.). The industry has been dominated by less than a dozen major companies for decades, joined recently by a few others that have followed their lead, so that there are today 30 companies doing a million dollars or more per year in business to meet the growing demand for Ayurvedic medicine. The products of these companies are included within the broad category of " fast moving consumer goods" (FMCG; which mainly involves foods, beverages, toiletries, cigarettes, etc.). Most of the larger Ayurvedic medicine suppliers provide materials other than Ayurvedic internal medicines, particularly in the areas of foods and toiletries (soap, toothpaste, shampoo, etc.), where there may be some overlap with Ayurveda, such as having traditional herbal ingredients in the composition of toiletries. The key suppliers in Ayurveda are Dabur, Baidyanath, and Zandu, which together have about 85% of India's domestic

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market. The market for Ayurvedic internal medicines is dominated by Chyawanprash, an herbal honey comprised of about 3 dozen ingredients, with amla (emblic myrobalans) as the key ingredient. The leader in this field is Dabur, which had a 69% market share at the end of 2002; followed by Baidyanath, with nearly 11%, and Zandu and Himani (Emami Group) with about 7.5% each. A variety of individual herbs, traditional formulations, and proprietary medicines make up the rest of the health products section involving internal remedies, while the remainder of the market is taken up by toothpastes and powders, skin creams, massage oils, shampoos, and other topical preparations. Entrepreneurs in this country have determined, rightly, that the demand for traditional style Ayurvedic medicines both inside and outside the region is limited, despite growth trends as high as 20% annually encountered in the late 1990s. They have aimed to bolster interest by carrying out scientific research into promising herbs and formulas that are based on Ayurveda but not necessarily reflecting traditional practices.

**MARKET SCENARIO** Ayurveda and its products are becoming popular with increasing demand the world over. Ayurveda as a system of medicine has been in practice in India for centuries but its growth as an industry has commenced only a few years back. This was mainly on account of lack of awareness and initiative by its practitioners, industry and even the Government. We have been non-receptive and reclusive for modern techniques and advancement that has occurred in the modern pharma industry. In recent past, the tradition of preparation of medicines by the Ayurvedic practitioner has almost come to an end. Now we find a much organized and commercial production of Ayurvedic medicines in big factories. The pressure of the people of the respective countries to adopt <https://assignbuster.com/a-project-report/>

Ayurvedic products has amounted to many countries now allowing and regularizing sale of these products in to their countries . This has boosted the globalization process. Ayurveda has to live upto the expectations, otherwise we have the risk of getting washed out forever. Hence, Ayurveda needs immediate and extensive reorientation to gain scientific credibility , as this traditional old system of medicine if given the opportunity , is poised for an unprecedented expansion globally . There is, therefore , a need to transform Ayurveda into a dynamic , scientifically validated and evidence based which takes its roots from rich knowledge base of oral tradition and scriptures. In the study we found that the major hurdle in the wider acceptability of Ayurveda and its products is the lack of proper standardization techniques and its unprepared ness to accept global challenges. The quality of raw drugs used in manufacturing as well as the finished drugs of Ayurveda and other traditional systems from India are seen with a suspicion. We need to reassure our global partners by providing them evidence of quality of medicines. Some of the reasons for our unprepared ness are: Lack of good teachers and good institutionsof Learning. Absence of adequate scientific documentation is, probably the fundamental problem and most serious limiting factor faced by this sector from the very beginning. Problem confronted by the exporters of Ayurveda products is the absence of herbal monographs in Indian Pharmacopoeia. STATUS OF AYURVEDA IN INDIA The Indian government and non-government organizations have been collecting statistics on the Ayurvedic system in India and these data about the manpower and institutional aspects of Ayurveda have emerged: - Number of registered medical practitioners: 366, 812 - Number of dispensaries: 22, 100 - Number of hospitals: 2, 189 - Number of hospital beds: 33, 145 - Number of

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teaching institutions (undergraduate): 187 - Number of upgraded postgraduate departments: 51 - Number of specialties in postgraduate medical training: 16 - Number of pharmacies manufacturing Ayurvedic medicines: 8, 400 In India, 60% of registered physicians are involved in non-allopathic systems of medicine. In addition to the nearly 400, 000 Ayurvedic practitioners, there are over 170, 000 homeopathic physicians; India has about 500, 000 medical doctors (similar to the number in the U. S., but serving nearly 4 times as many people). Reliance on Ayurvedic medicine is heavy in certain regions of India, such as Kerala in the Southwest. Many Ayurvedic practitioners in small villages are not registered. CHAPTER — 3

DATA INTERPRETATION Q1. Do you use Ayurvedic Products ? Ans. | Response

| No. of respondents | | Yes | 80 | | No | 10 | [pic] Interpretation: The above graph shows that how many persons use Ayurvedic Products. It suggests that 89% of the respondents use Ayurvedic Products and rest of 11%

respondents don't use it. Q2. If yes, which brand do you go for? Ans. | Brand

| No. of respondents | | Dabur | 24 | | Zandu | 15 | | Himalaya | 36 | | Others | 05 | [pic] Interpretation: The above graph shows that which brand is

preferred by people. It suggests that 30% of the respondents use Dabur,

19% of people use Zandu, and 45% followed by Himalaya and 6% of

respondents use other brand. Q3. If no, what are the reasons for not using

them? Ans. | Reasons | No. of respondents | | Time of effect | 06 | | Price

factor | 02 | | Availability | 01 | | Others | 01 | [pic] Interpretation: The above

graph shows that how many persons don't use Ayurvedic Products. It

suggests that most of the respondents don't use because of time of effect.

Q4. Criteria for selecting ayurvedic products? Ans. | Response | No. of

respondents | | Good quality | 22 | | Suitability | 10 | | Key ingredients | 10 | |

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No side effects | 38 | [pic] Interpretation: The above graph shows that 28% of the respondents select ayurvedic products for their good quality, 12% go for suitability and its ingredients and 48% go for it because of no side effects.

Q5. Since how long you have been using your brand? Ans. | Time period | No. of respondents | | 4-8 months | 15 | | 8-12 months | 17 | | 1-2 years | 15 | | More than 2 years | 33 | [pic] Interpretation: The above graph shows that

how long the respondent is using the ayurvedic products. It suggests that most of the respondents have been using these products for more than 2

years. Q6. What prompts you to go for these brands? Ans. | Response | No. of respondents | | Attractive advertisements | 17 | | Brand ambassadors | 15 | | Brand's reputation in market | 37 | | More variety of products | 11 | [pic]

Interpretation: The above graph shows that Brand's reputation in market is the main reason because of which people go for these brands. Q7. Did you

get the desired result within the expected time? Ans. | Response | No. of respondents | | Yes | 45 | | No | 35 | [pic] Interpretation: The above graph

shows that how many people get result in expected time. It suggests that most of the respondents get the desired result in expected time. Q8. Are you

frequent or an impulse buyer? Ans. | Response | No. of respondents | |

Frequent | 46 | | Impulse | 34 | [pic] Interpretation: The above graph shows that around 58% of the respondents were frequent buyers and rests were

impulsive buyers. Q9. Do you want to change your brand? Ans. | Response |

No. of respondents | | Yes | 51 | | No | 29 | [pic] Interpretation: The above graph shows that around 64% of respondents are loyal to their brand. Q10.

Does price play an important role while selecting the product? Ans. |

Response | No. of respondents | | Yes | 62 | | No | 18 | [pic] Interpretation:

The above graph shows that around 77% of respondents said that price does

play an important role in selection of the product. Q11. How would you rate the following for your product? Ans. | Response | Excellent | Good | Fair | Poor | | Quality | 28 | 30 | 17 | 05 | | Result | 36 | 20 | 22 | 02 | | Price | 22 | 26 | 28 | 04 | [pic]

Interpretation: Most of the respondents rate their products as

according: Quality: Good Result: Excellent Price: Fair Q12. How would you

rate your overall experience with your brand? Ans. | Response | No. of

respondents | | Awesome | 10 | | Above Average | 34 | | Average | 30 | |

Disappointing | 06 | [pic] CHAPTER — 4 OBSERVATION AND CONCLUSION  
Observation: Observations in different segment are as follow:- “ Most of the retailer shops are found with Dabur and Himalaya brand sign boards.

“ Most of the retailers stock, personal care product and health care

product. “ One important feature of ayurvedic market is that it is a credit market. Company that can give the maximum credit can easily sell there

product to the retailers. “ Dabur carries the high percentage of share in

the market then the other. “ The key suppliers in ayurvedic are Dabur,

Baidyanath, and Zandu. “ Quality of the product is good but the prices

are not as per the expectation of the consumer. Conclusion: “ Most of the responded use ayurvedic products. “ By referring to question no. 2, out of

the people who use ayurvedic products, 30% go for dabur, 19% go for

Zandu, 45 % of the responded go for Himalaya and rest of go for other

brands. “ By referring to question no. 4, we come to know that responded

select Ayurvedic product on the basis of good quality is 28% followed by

suitability of the product is 12% and the 48% for side effect. “ By

referring to question no. 6, we come to know that the customer use their

brand because of good reputation in the market. “ By referring to

question no. 8, we come to know that 58% of the responded are frequent

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buyer of the product while 42% are impulse buyer. “ By referring to question no. 10, it seen that price of the product plays an important role for 77% of the responded. “ By referring to question no. 11, we come to know that product carries a good quality, excellent result and fair prices.

#### CHAPTER — 5 RECOMMENDATION AND BIBLIOGRAPHY Recommendations: Ź

Ź The company should focus on proper selection, remuneration, training and motivation of the sales force. As sales force are link between customer and company, so their performance should be appraised on regular interval so that they become effective in customer handling and have a sense of belongingness. Ź Become more creative in capturing wider range of customer by using multiple distribution channels. Company should practice aggressive selling and direct selling and the sales person should be equipped with all the facilities that will help in increasing market share. Ź Creation of awareness of importance and need of ayurvedic product is very necessary. The customers are not aware of the need of the ayurvedic products.

Ayurvedic companies has to arrange programme for those kind of people and tell them need and importance in everybody’s life. Ź New product innovation, lower rate, smaller size of the product, better service is crucial for the company to increase its market share. Bibliography: Reference Books: 1. Marketing Management Philip Kotler 2. Research Methodology C. R. Kothari Websites; 1. www. himalaya. com 2. www. dabur. com 3. www. zandu. com 4. www. google. com

#### CHAPTER — 6 ANNEXURE QUESTIONNAIRE

Personal profile:- Name: Address: Sex: Age: Occupation: Q1. Do you use Ayurvedic Products? ( Yes ( No Q2. If yes, which brand do you go for? ( Dabur ( Zandu ( Himalaya ( Others Q3. If no, what are the reasons for not using them? ( Time of effect ( Price factor (Availability ( Others Q4. Criteria for



selecting ayurvedic products? ( Good quality ( Suitability ( Key ingredients  
 ( No side effects Q5. Since how long you have been using your brand? ( 4-8  
 months ( 8-12 months ( 1-2 years ( More than 2 years Q6. What prompts you  
 to go for these brands? ( Attractive advertisements ( Brand ambassadors  
 ( Brand’s reputation in market ( More variety of products Q7. Did you get the  
 desired result within the expected time? ( Yes ( No Q8. Are you frequent or  
 an impulse buyer? ( Frequent ( Impulse Q9. Are you loyal to your brand?  
 ( Yes ( No Q10. Does price play an important role while selecting the  
 product? ( Yes ( No Q11. How would you rate the following for your product? |  
 Response | Excellent | Good | Fair | Poor | | Quality | | | | | Result | | | | |  
 Price | | | | | Q12. How would you rate your overall experience with your  
 brand? ( Awesome ( Above Average ( Average ( Disappointing