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Emerging Trends in Cosmetic Buying Behaviour

Dr Nandita Mishra *, Aman Mishra**

Abstract

India's cosmetics market offers a wide variety of goods, such as skincare, haircare, perfumes, personal hygiene items, and colour cosmetics like makeup and nail polish. The Indian cosmetics market is populated by both foreign and native businesses. The cosmetics sector is growing mostly in metropolitan regions, but it is also making inroads into rural markets. Businesses are implementing tactics to attract consumers in rural areas, such as cheap packaging, more compact pack sizes, and focused advertising efforts. The purpose of this study is to explore the cosmetic buying behaviour of consumers in the age group of 25 years to 40 years. A sample of 103 respondents are taken for the study and content analysis was used for the study. Success in the cosmetics market is attributed to its focus on product quality, extensive range, and strategic engagement with social media influencers. To maintain its competitive edge and sustain customer satisfaction and loyalty, companies must address challenges related to product availability and customer service. By proactively tackling these issues and continuing to innovate and adapt to evolving consumer preferences, the brand can reinforce its position in the cosmetics industry and continue to delight customers with its offerings.

Keywords: Cosmetic Buying Behaviour, Online Purchase, Convenience, Brand Preference

Introduction

According to Ramya & Mohammed (2106), consumer buying behaviour refers to the buying behaviour of the ultimate consumer. Many factors and characteristics influence the individual in what she buys and the consumer in her decision making process, shopping habits, purchasing behavior, the brands she buys or the retailers

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she goes to. Purchase decision is the result of each and every one of these factors. Beauty and personal care products are greatly influenced by the contemporary and style and fashion.

In particular, the development of photography and filmmaking techniques stimulated a dramatic increase in the demand for cosmetics. The standards of what constitutes a beautiful lady began to shift as we saw pictures of well-known individuals with flawless complexions and powerful appeal. Using cosmetics has become a common way to enhance one's physical look.

History of cosmetics rose rapidly in the 1920s. Radio advertising expenditures for cosmetics went from \$300,000 to \$3.2 million between 1927 and 1930. Many of the women's periodicals first turned down cosmetics ads. But as time went on, cosmetics had advanced to the point where magazine advertisements for cosmetics became one of the main sources of income for the magazine industry. India's cosmetics market offers a vast array of goods to meet demands in grooming, beauty, and personal care.

Over the last ten years, the Indian cosmetics market has grown significantly, and this trend is expected to continue. According to Anjana, S, S. (2018) this development is attributed to a number of factors, including rising disposable income, urbanisation, shifting lifestyles, and an increasing emphasis on personal grooming.

India's cosmetics market offers a wide variety of goods, such as skincare, haircare, perfumes, personal hygiene items, and colour cosmetics like makeup and nail polish. The Indian cosmetics market is populated by both foreign and native businesses.

Among the leading companies are Amway, L'Oréal India, Procter & Gamble, Johnson & Johnson, Colgate-Palmolive, Hindustan Unilever Limited (HUL), and others. In addition to niche companies that target particular consumer interests are becoming more and more prevalent. In India, there are several ways to distribute cosmetics products: through e-commerce sites, salons and spas, direct selling (multi-level marketing), retail locations (including supermarkets, department stores and specialty beauty stores), and retail outlets.

The Food and Drug Administration (FDA) and the Bureau of Indian Standards (BIS) oversee the cosmetics business in India. Rules pertaining to ingredients, labelling, and product safety must be followed by businesses.

Indian customers are becoming more aware of the efficacy, safety, and constituents of products. Natural, organic, and ayurvedic treatments—as well as products designed to address particular skin types and concerns—are becoming more and more popular.

The cosmetics sector is growing mostly in metropolitan regions, but it is also making inroads into rural markets. Businesses are implementing tactics to attract consumers in rural areas, such as cheap packaging, more compact pack sizes, and focused advertising efforts. The consumers are eager to experience of online shopping that has distinct advantages of competitive pricing, convenient delivery, round the clock shopping, unlimited variety and most importantly information access. According to Prasad and Gudimetla, (2019) the cosmetic industry has much to gain from an understanding of the buyer and her online shopping behavior.

Overview of the Cosmetic Industry in India

Indian manufacturers of cosmetics are looking into ways to increase their market share abroad. Global demand has increased for goods including ayurvedic formulas, herbal cosmetics, and conventional beauty treatments.

India's cosmetics business must contend with issues like fierce rivalry, price sensitivity on the part of customers, fake goods, and complicated regulations. The COVID-19 epidemic has also affected supply chain operations and consumer spending habits.

Due to changing customer preferences and market realities, the Indian cosmetics industry offers a lot of room for expansion and innovation. The cosmetic industry is influenced by various growth drivers that have contributed towards the ever increasing growth trends

Growth Drivers

1. **Increasing Disposable Income:** As the Indian economy grows, customers have more disposable income to spend on cosmetics.
2. **Greater Awareness & Image: Consciousness:** As consumers become more cognizant of the value of self-care and beauty trends, the market for high-end goods expands.
3. **Changing Demographics:** Young people who have greater access to the internet are a great target market for cosmetics companies.
4. **E-Commerce Boom:** The e-commerce boom has increased accessibility to cosmetics, particularly in tier-2 and tier-3 cities.
5. **Demand for Natural and Organic Products:** Because of health concerns, consumers are looking for natural products free of chemicals.
6. **Rise of Male Grooming:** There is a growing need for specialised items in the male grooming market.
7. **Emphasis on Personalisation and Customisation:** Customers want goods that are made to fit their unique needs and skin types.

The **essential success criteria** for the cosmetics sector comprise several key components that promote growth over the long run and competitiveness. Among these are:

1. **Consumer Preferences and Trends:** Gaining insight into the changing inclinations and patterns of Indian consumers with respect to cosmetics items, particularly their inclinations towards natural, herbal, and ayurvedic formulations.
2. **Brand Recognition and Trust:** Evaluating how much the Indian cosmetics market's consumer decisions are influenced by a brand's reputation, trustworthiness, and recognition.
3. **Product Quality and Safety:** Examining the role that safety, regulatory compliance, and product quality play in gaining the confidence and allegiance of customers.
4. **Distribution Channels and Accessibility:** Examining how well direct selling channels, e-commerce sites, and conventional retail stores work to reach various consumer segments in both urban and rural locations.
5. **Price Sensitivity and Affordability:** Recognising Indian consumers' sensitivity to price as well as how promotions, discounts, and pricing tactics affect sales and market share.
6. **Innovation and Product Differentiation:** Evaluating the role that USPs, or unique selling propositions, play in helping a business stand out from the competition and draw in customers.
7. **Marketing and Advertising Strategies:** Examining how well influencer relationships, digital marketing, celebrity endorsements, and experiential marketing initiatives raise brand awareness and increase customer involvement.
8. **Regulatory Compliance and Certification:** Being aware of the legal framework that governs cosmetics items in India and realising how crucial it is to abide by rules, follow specifications for product labelling, and get the necessary certifications.
9. **Consumer Education and Awareness:** Examining consumer education programmes, product packaging, and consumer engagement programmes to inform customers about the contents, advantages, and uses of products.
10. **Social and Cultural Factors:** Taking into account how, in the Indian context, social and cultural factors—such as cultural norms, beauty standards, and regional preferences—affect consumer behaviour and product selection.
11. **Supply Chain Management and Logistics:** Evaluating how well inventory management, supply chain management, and logistics techniques ensure on-time delivery, minimise stockouts, and ensure product availability.

12. After-Sales Support and Customer Service: Analysing the function of engagement, after-sales support, and customer service in creating enduring bonds with clients and encouraging brand loyalty.

These essential success factors shape the Indian cosmetics market's growth trajectory and competitive landscape and help businesses meet the expectations in satisfying customer needs.

The changing business scenario has a plethora of **opportunities** for the cosmetic industry:

1. Expansion of Tier-2 and Tier-3 City : As disposable incomes rise, these cities have enormous expansion potential.
2. Increased investment in R&D: Creating cutting-edge, superior products with distinctive formulas can provide businesses a competitive advantage.
3. Emphasis on Sustainability: Environmental impact is a concern for consumers. Packaging that is environmentally sustainable and ethically sourced can set you apart.
4. Digital Marketing: To effectively reach target audiences, social media and influencer marketing can be very effective strategies.
5. Technology: Virtual try-on experiences and augmented reality has improved the customer experience. Bhatt, S. and Bhatt, A., (2012) stated that due to online presence the cosmetic industry is growing and able to attract rural consumers also.
6. M&A Activity: Businesses has increased their market share by consolidating through mergers and acquisitions.

The cosmetic industry has numerous **challenges** and can be handled by implementing proper rules and regulations

1. Counterfeit Products: The availability of counterfeit makeup can damage brand loyalty and customer trust.
2. Sector Fragmentation: There are many tiny businesses in the Indian cosmetics sector, which is very fragmented.
3. Complicated Regulatory Environment: For newcomers, navigating the tight rules and getting approvals can be difficult.
4. Problems with logistics and distribution: It's still difficult to reach customers in remote places and guarantee effective product delivery.
5. Absence of Skilled staff: For tasks like R&D, product development, and marketing, the sector need a skilled staff.

6. Seasonal Fluctuations: Businesses must efficiently manage inventories because demand fluctuates greatly with the seasons.

The Indian government implements various initiatives to support and regulate the cosmetics sector.

1. Regulatory Framework:

- The 1940 Drugs and Cosmetics Act provides the legal foundation for the safety and quality control of cosmetics in India.
- The Central Drugs Standard Control Organisation (CDSCO) is in charge of upholding laws pertaining to cosmetics, particularly those pertaining to product clearance and safety oversight.
- BIS requirements: Cosmetics are subject to voluntary safety and quality requirements issued by the Bureau of Indian Standards (BIS).

2. Initiatives for Growth:

- Skill Development: Through certification and training programmes, the Beauty & Wellness Sector Skill Council (B&WSSC) seeks to develop a skilled labour force.
- Made in India: This programme promotes the manufacture of cosmetics in the country, which could increase employment and manufacturing.
- Online shopping Foreign Direct Investment (FDI) regulations have been loosened, which permits more investment in the e-commerce industry and makes it easier to sell cosmetics online.

3. Potential Areas for Further Initiatives:

- Simplifying Regulations: Innovation and quicker product launches could be fostered by streamlining the approval procedure for new cosmetics.
- Encouraging R&D: Government grants for research and development can assist Indian businesses in creating cutting-edge cosmetics.
- Emphasis on Exports: The Indian cosmetics industry can access international markets with the support of export-oriented initiatives.

4. Finding Information on Government Initiatives:

- Websites of the Department of Industrial Policy and Promotion (DIPP), Ministry of Skill Development and Entrepreneurship, and Ministry of Ayush (traditional medicine).

- The government releases alerts and news releases. Publications and reports from the industry.

Competitive Scenario

The Indian cosmetics industry is a vibrant battleground with a mix of established domestic giants, foreign multinationals, and a growing number of new-age, digital-first brands.

Table 1- Competitive Analysis

Company	Strength	Weakness
Hindustan Unilever (HUL)- Lakme	Broad distribution network; Excellent brand portfolio	Less focus on premium brands
L'Oreal	Focus on innovation, strong brand recognition;	Some products are expensive
Nykaa	Strong online presence, emphasis on personalised suggestions	Limited offline presence in comparison to other brands
Maybelline	Reasonably priced, extensive selection of colour cosmetics	Vigorous competition in the mass market category
Dabur	Ayurvedic heritage; Strong brand trust	Limited penetration in contemporary cosmetics areas
Emami	Strong brand recognition for products like Boroplus and Navratna	Needs to broaden product portfolio beyond traditional categories
Sugar Cosmetics	digital-first brand with significant social media presence	Limited product selection in comparison to established companies
The Body Shop	Focus on natural ingredients and ethical sourcing	Higher price point compared to certain domestic brands

Analysis of Competitive Advantage

1. HUL: To reach a broad audience, it makes use of its extensive brand portfolio and distribution network.
2. L'Oreal: Well-known for its inventive, high-quality products and powerful brand awareness.

3. Nykaa: Provides a smooth online shopping experience together with a hand-picked assortment of brands and personalised recommendations.
4. Maybelline: A well-liked option for people on a tight budget looking for fashionable makeup products.
5. Dabur: Makes use of its reputation as a trusted brand and Ayurvedic tradition to provide natural and secure cosmetics.
6. Emami: Well-known brand with well-established channels of distribution for its main product categories.
7. Sugar Cosmetics: Develops a robust brand identity via active participation on social media platforms and serves the expanding millennial demographic.
8. The Body Shop: With its emphasis on natural, ethically derived materials, it offers a distinct selling strategy.

Additional Considerations

1. Private Labels: Well-known brands are facing competition from numerous stores that are introducing their own private-label makeup lines.
2. International Niche Brands: Targeting the premium market, luxury and niche international brands are making their way into the Indian market.
3. Growth of Ayurveda and Natural Products: This trend is presenting chances for companies that provide Ayurvedic and natural cosmetic substitutes.

Objectives of the Study

1. To study the emerging trends in the changing cosmetic industry.
2. To understand the factors influencing the consumer buying behaviour of cosmetics

Emerging Trends

New trends are often emerging in the Indian cosmetics industry to meet changing consumer tastes. A few are enumerated below.

1. Emphasis on Organic and Natural Ingredients:

Because they want to use healthier beauty products and are worried about harsh chemicals, consumers are looking more and more for natural and organic alternatives. Consumers seek for products that include essential oils, botanical extracts, and other natural elements in their formulations.

2. **Sustainable Beauty Techniques:**
Customers that care about the environment are pressuring cosmetic companies to adopt eco-friendly procedures. This covers cruelty-free production methods, ethical ingredient sourcing, and environmentally friendly packaging constructed of recycled materials.
3. **The emergence of customised and tailored beauty**
Customers are looking for goods made specifically for their skin types and demands DIY beauty kits, personalised product suggestions, and consultations are all part of this trend.
4. **Rethinking minimalism:**
Minimalism in beauty regimens is back, thanks to the pandemic and hectic lifestyles. Still, there's a yearning for a little glitz. Buyers look for multipurpose items that streamline processes and provide a variety of advantages.
5. **Beauty That Is Age-Neutral:**
In the beauty sector, traditional gender stereotypes are starting to break down. Gender-neutral skincare and makeup brands are expanding, appealing to a wider range of expressions and genders.
6. **Social commerce and digital influence:**
Consumer tastes are greatly influenced by social media influencers and online reviews. Social media platforms are being used by brands to appeal to consumers directly and conduct social commerce.
7. **Emphasis on Grooming for Men:**
In India, the men's grooming market is expanding significantly. Men now for a wider range of products specifically formulated for men's skin concerns and needs.
8. **Integration of Technology:**
Virtual try-on experiences and augmented reality (AR) are growing in popularity. Before making a purchase, customers can virtually put on makeup thanks to these technologies.
9. **Growth of Indigenous and Ayurvedic Beauty Products:**
Traditional Indian ingredients and beauty methods such as Ayurveda are gaining popularity again. Seek out companies that use Ayurvedic formulas and botanicals in their products.

10. Put Inner Peace & Holistic Beauty First:
Customers are realizing that physical attractiveness and inner well-being go hand in hand. Companies are pushing holistic beauty strategies that incorporate self-care and skincare routines.
11. Localization and Regionalization:
It is increasingly important to accommodate different skin tones and regional preferences. Companies are creating product lines tailored to the unique requirements of various Indian areas.

Research Methodology

- Research Design and Technique: The research is descriptive in nature and Simple random sampling technique is used for the study. Quantitative Research Methodology is used for interpreting statistically. Quantitative data is collected through questionnaires using google forms and the size of the sample is 103. Close ended questionnaire design is used and data is collected in google form.

Results and Analysis

Data was collected from 103 respondents . The respondents are in the age group of 25 years to 40 years working professionals. Based on the above emerging trends and competitive analysis has, the questionnaire for the study was developed and analysed to evaluate the changing cosmetic buying behavior.

Table - 2 Cosmetic Buying Behaviour

1. Shop Cosmetic Products	Online- 18.9 % Offline- 20.8 % Both- 60.3 %
2. Frequency of Cosmetic Purchase	Occasionally- 45.3 % Monthly- 32.1 % Requirement Based- 22.6 %
3. Reasons of selecting a particular brand /product	Product Quality- 59 % Range of Products- 46 % (not mutually exclusive)
4. Factors Influencing Buying Decision	Pricing & Discount- 66 % Convenience- 44 % Reviews- 41.5 % Product Availability- 36 % Brand Loyalty- 28.4 % Website Experience- 17 %

5. Influence of Social Media on Buying Decision	High Influence- 61 % Low Influence- 39 %
6. Regular Purchase of Cosmetic Brand	Nykaa- 56.8 % Lakme- 49.1 % L'Oreal- 45 % Maybeline- 43.4 % Sugar Cosmetics- 39.6 % Emami- 15.1 % Body Shop- 15.1 %

Discussion

Nykaa has emerged as a dominant force in the cosmetics market, leveraging its emphasis on several key factors to solidify its position. The study has therefore focused on the Nykaa and evaluated the factors that influences cosmetic buying behaviour. According to Kishore and Pai, (2021), Nykaa has emerged as a successful brand because of E- tailing

Central to its success is Nykaa's unwavering commitment to product quality. By curating a selection of high-quality cosmetics from both established and emerging brands, Nykaa has earned the trust and loyalty of its customers. This focus on quality not only ensures customer satisfaction but also distinguishes Nykaa as a reliable destination for beauty enthusiasts seeking premium products. In addition to quality, Nykaa boasts an extensive range of cosmetics, catering to diverse tastes and preferences. Whether customers are in search of popular mainstream brands or niche, specialty products, Nykaa offers a comprehensive selection that appeals to a wide audience. This breadth of choice empowers customers to explore new products and experiment with different looks, fostering a sense of excitement and discovery that keeps them coming back to Nykaa. Crucially, Nykaa has adeptly leveraged the power of social media influencers to amplify its brand presence and reach a broader audience. Collaborations with influencers allow Nykaa to showcase its products in authentic, relatable contexts, resonating with consumers who value peer recommendations and aspirational lifestyle content. By strategically partnering with influencers who align with its brand values and target demographics, Nykaa effectively taps into the influential reach of social media platforms, driving engagement and generating buzz around its products. Nykaa has made a really astute approach to entering the industry. Sharma et al. (2013) analysed how Nykaa has made use of the Porter's value chain framework, a technique for calculating competitive advantage through market price variations. This analyses the primary focus of how Nykaa's business operations differ from one another in terms of pricing and costing concept.

However, despite its remarkable success, Nykaa faces certain challenges that warrant attention to ensure continued customer satisfaction and loyalty. One such challenge

is product availability. In a competitive market where demand fluctuates rapidly and new product launches generate considerable excitement, maintaining adequate stock levels can be a complex endeavor. Failure to address this challenge may result in missed sales opportunities and frustrate customers who encounter out-of-stock items when shopping on Nykaa's platform.

Another area that requires careful consideration is customer service. While Nykaa has established a strong online presence, providing exceptional customer service remains paramount in nurturing positive customer experiences. Timely responses to inquiries, efficient resolution of issues, and personalized assistance contribute to a positive perception of the brand and foster long-term customer loyalty. Failure to meet customer service expectations could erode trust and drive customers to seek alternative shopping destinations. According to Jadhav and Khanna, (2016), the main influencing factors for online shopping were identified as availability, low price, promotions, comparison, customer services, attitude and time consciousness.

In conclusion, success in the cosmetics market is attributed to its focus on product quality, extensive range, and strategic engagement with social media influencers. However, to maintain its competitive edge and sustain customer satisfaction and loyalty, companies must address challenges related to product availability and customer service. By proactively tackling these issues and continuing to innovate and adapt to evolving consumer preferences, the brand can reinforce its position in the cosmetics industry and continue to delight customers with its offerings.

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Impact of Corporate Social Responsibility (CSR) on Women Development: A Case Based Study

Dr. Renu Yadav *, Pallavi Tiwari, Twinkle Sharma, Shazia Ali**

Abstract

This study report provides an in-depth analysis of the beneficial effects of corporate social responsibility (CSR) on women's lives. It examines how CSR can significantly aid women's development and success in the modern world by reviewing extensive research and conducting original studies. The analysis focuses on various criteria, including workplace practices that ensure equal pay and opportunities for women. Our findings indicate that businesses that properly implement CSR can significantly improve women's lives by assisting them in starting their own enterprises, advancing their careers, and securing leadership positions. Furthermore, CSR helps ensure fair treatment for women both in the workplace and in society at large. However, not all efforts are equally effective; sometimes, businesses engage in token efforts that only appear to support women superficially. It is crucial for companies to integrate support for women into their core business strategies rather than treating it as a side activity. The objectives of this research paper are to clarify how CSR contributes to women's empowerment and to discuss measures that support women's empowerment within the context of CSR in organizations. Through their CSR programs, businesses can focus on educating and empowering women to combat inequality. In essence, this study demonstrates that through CSR, businesses have the potential to significantly improve the lives of women. Therefore, if businesses and leaders want to make a positive impact on the world for women, they should take CSR seriously and integrate it into all aspects of their operations.

Keywords: Corporate social responsibility, business opportunity, economic engagement, healthcare, women's empowerment, and business.

Introduction

Businesses are increasingly recognizing their role in fostering social change and promoting equality through Corporate Social Responsibility (CSR) initiatives. One

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significant area where CSR can make a profound impact is in the development and empowerment of women. This case-based study delves into the multifaceted ways in which CSR activities contribute to women's development, highlighting real-world examples and best practices from leading corporations. By examining various CSR programs aimed at enhancing women's economic, social, and professional well-being, this study underscores the importance of an intersectional approach that addresses the unique challenges faced by women from diverse backgrounds, including women of color, LGBTQ+ women, and women with disabilities. Through this comprehensive analysis, the study aims to provide insights into how strategic CSR initiatives not only advance gender equality but also drive business success and societal progress.

The changing concepts of corporate social responsibility (CSR) have placed businesses at the forefront of social issue influence in today's corporate environment (Ghosh, (2015.)) The goal of gender equality and women's empowerment stands out as one of these issues. This study delves deeply into the complex relationship between corporate social responsibility (CSR) and women's progress, with an emphasis on the particulars of India. Our investigation includes a thorough examination of CSR programs aimed at empowering women, sourced from a variety of different industries and regions. It also features insightful case studies of businesses that, by demonstrating real-world examples of excellent practices and their results, have made remarkable progress in promoting women's causes through CSR initiatives.

We also examine how CSR interventions can help women advance to leadership positions in the corporate sphere, exploring the importance of these programs in developing leadership abilities and fostering a supportive environment (Acker, (1990)). In addition, we examine the problems with token initiatives that frequently fall short of the larger objective of women's empowerment, highlighting the vital necessity of real dedication and comprehensive approaches. The last section of the study explores the corporate laws and regulatory framework that support women's empowerment through corporate social responsibility (CSR) in India. It outlines the legal processes that promote corporate social responsibility and gender equity. In summary, this research attempts to contribute to the larger conversation on gender equality by offering a comprehensive, multifaceted view on how CSR affects women's growth in India.

Rationale

The research article provides a strong justification for its investigation of the effects of corporate social responsibility (CSR) on women's development. Understanding CSR's unique influence on women's development is essential as businesses increasingly incorporate it into their business models. The acknowledgment that women's empowerment has important economic ramifications in addition to being a social justice issue forms the basis of the study. Statistics and facts are necessary to substantiate this. Encouraging gender equality in the workplace might boost the

world economy by \$12 trillion by 2025, according to a 2015 McKinsey Global Institute analysis. The study also incorporates data from the World Bank, which shows a favorable correlation between women's labor force participation and overall economic growth.

This study aims to provide evidence-based insights that can help businesses and policymakers promote gender equality, which in turn contributes to sustainable economic development and social well-being. It does this by examining the effects of corporate social responsibility (CSR) on women's education, healthcare, and economic opportunities.

Relevance of the Study

In today's world, the study on how Corporate Social Responsibility (CSR) affects women's development is quite pertinent. A company's commitment to sustainability, moral business conduct, and enhancing the welfare of the communities it serves is referred to as corporate social responsibility (CSR). It is important to look into how it affects women's development for a number of reasons.

First, as stated in the Sustainable Development Goals (SDGs) of the United Nations, gender equality is an essential worldwide objective. Achieving these objectives depends on the development and empowerment of women. Businesses can have a good effect on women by putting gender-inclusive CSR programs into practice. Promoting women's education, providing skill-building programs, and guaranteeing equitable work opportunities are a few examples of these activities. Statistics and data emphasize this topic's importance even more. The Global Gender Agenda of the World Economic Forum . According to the Gap Report 2021, there is still gender inequality in a number of areas, including access to healthcare and education, political empowerment, and economic engagement. For example, internationally, women's earnings still make up only 63% of men's earnings. CSR initiatives focused on the advancement of women can aid in bridging these gaps in this situation. Studies can look

into how successfully certain corporate social responsibility initiatives affect women's general well-being and socioeconomic standing additionally; researching how corporate social responsibility affects women's development might inspire companies to implement more sustainable and inclusive policies. This study can shed light on effective CSR tactics that advance women's rights and opportunities, resulting in a society that is more prosperous and egalitarian. Knowing how corporate social responsibility (CSR) affects women's development is important as the world works to achieve gender parity.

Objectives of the Study

- To evaluate and examine how much CSR efforts in different sectors or areas have focused on women's development and empowerment.
- To determine which major CSR initiatives and approaches have had the biggest effects on women's advancement.
- To assess how well CSR programs support women's access to healthcare, education, economic empowerment, and general well-being.
- To investigate the difficulties and impediments that organizations encounter when putting into practice CSR initiatives aimed at the advancement of women.
- Investigate how women lead and participate in CSR projects, as well as how this affects program results.
- To offer suggestions and best practices for companies and decision-makers to increase the beneficial effects of corporate social responsibility on the advancement of women.

Fig 1 Fields of Studies CSR focuses on



Source <https://th.bing.com/th/id/R.06ea07d56b00961>

Literature Review

Corporate Social Responsibility (CSR) has become a crucial aspect of modern business practices, and research on its complex relationship with women's development is becoming more and more interesting. The complex relationship between corporate social responsibility (CSR) and women's development has become more well-known because of its capacity to address and reduce the widespread gender disparities that exist in a variety of fields. In addition to acting as a means of addressing these differences, corporate social responsibility (CSR) is a proactive tactic that promotes women's advancement (Bansal, 2019). in the social, cultural, and economic spheres. In terms of the economy, CSR initiatives, which are specifically designed to support women's economic empowerment, comprise a variety of initiatives such as the creation of jobs, skill development, and support for female entrepreneurship, working together to improve women's earnings, access to credit, and general financial well-

being. In the social context, CSR interventions greatly improve women's quality of life by extending their influence to important issues like better access to healthcare, education, and community engagement. Furthermore, companies that actively promote gender diversity and inclusivity become change agents in redefining societal norms and attitudes toward women, contributing to broader cultural shifts in favour of gender equality. This is why the cultural transformation supported by CSR is equally significant. In this dynamic environment, corporate social responsibility (CSR) is essential for both empowering women and reshaping the business landscape strategically (Ahonen et al., 2014). It creates a more fair and socially conscious marketplace where the success of businesses and women is mutually beneficial. New programs and approaches that seek to further elevate the role of CSR in women's development, improve the reputation of businesses, draw in diverse talent, find new market opportunities, and foster an atmosphere of openness and accountability are always emerging as more and more businesses realize the importance of gender-inclusive CSR. This development shows a positive trend toward a time when companies and women's empowerment will support one another to create a path of advancement and empowerment.

Methodology

The research design comprises comparative case studies and a qualitative methodology.

Data Collection: This involves a comprehensive review of the literature, interviews with businesses, analysis of official documents, and data gathered from NGOs.

Data Analysis: The analysis includes both quantitative methods and cross-case comparisons to identify patterns and draw conclusions.

Limitations: Potential limitations include restrictions on the availability of data and possible biases in the selection of case studies.

Key Findings of the Study

- **Income Generation:** Research has shown that CSR initiatives greatly boost women's income and economic independence, especially when combined with microfinance and women's self-help groups. One of these initiatives might be to support women-owned businesses with grants or small loans.
- **Access to Education:** CSR initiatives focusing on women's education have the potential to improve educational outcomes for girls and women by increasing enrollment rates and lowering dropout rates. This can include awareness campaigns, school infrastructure upgrades, and scholarships.

- **Maternal and Child Health:** By giving women and their families access to nutrition programs, immunization campaigns, and prenatal and postnatal care, CSR initiatives in the healthcare industry, particularly in rural areas, can improve maternal and child health.
- **Gender Inclusivity in Workplaces:** Research frequently shows how CSR initiatives that support gender diversity and inclusion in the workplace can result in legislation that supports work-life balance, equal pay for women, and better representation of women in leadership roles.
- **Community Empowerment:** CSR programs can raise women's standing in society and give them more influence over decisions. Programs that, for instance, include women in community development project decision-making processes can be beneficial.
- **Financial Inclusion:** CSR programs from banks and other financial institutions frequently try to give women access to banking services, which can enhance their capacity for saving and financial literacy.
- **Women's Health:** Certain CSR initiatives, such as campaigns to increase awareness about reproductive health and support for maternal care, are specifically focused on women's health.

Cases in Point

Procter & Gamble is the company (P&G)

The P&G Women's Economic Development Program Case Study explores the corporate social responsibility (CSR) initiative introduced by Procter & Gamble (P&G) in 2010, aimed at empowering women economically, particularly in developing countries. As a renowned global consumer goods corporation with brands such as Pantene, Pampers, and Always, P&G sought to enhance women's economic power by offering opportunities and skills. The program focused on three primary goals: skill development, entrepreneurship, and access to education. Skill development involved providing training and programs to enhance women's skills, particularly in areas related to P&G's manufacturing and supply chain operations. Entrepreneurship was encouraged by assisting and motivating women to start their own businesses, often incorporating P&G products. Additionally, the program promoted access to education by encouraging women and girls in P&G's operational areas to pursue education and literacy. To implement the program, P&G partnered with various local organizations and non-governmental organizations (NGOs). For instance, in India, collaborations with WEConnect International and the Self-Employed Women's Association (SEWA) provided women entrepreneurs with resources and training, including classes on product distribution, business management, and financial literacy. The initiative yielded several positive outcomes, such as economic empowerment, where women

achieved financial independence through employment and entrepreneurship. Participants also developed valuable skills that enhanced their business acumen and employability. The program had a positive impact on local communities, promoting stability and economic growth, and contributed to gender equality by advancing women's roles in society. The case study offers numerous lessons for businesses and researchers. It highlights the positive impact of CSR efforts on women's growth by providing access to education, employment opportunities, and skill development. It emphasizes the importance of partnerships with NGOs and local organizations to effectively reach and empower women in various regions. Sustainability is crucial for ensuring long-term benefits for women and communities, and measurable outcomes are essential for evaluating the success of such programs. Moreover, P&G's global implementation of the program underscores the need to tailor CSR initiatives to regional contexts. Overall, the P&G Women's Economic Development Program serves as a compelling example of how a global corporation can leverage CSR initiatives to positively influence women's development, illustrating the potential benefits of integrating gender-focused initiatives into a company's broader CSR strategy.

The term Corporate Social Responsibility (CSR) denotes an organization's dedication to operating in an ethical and responsible manner, taking into account the concerns of various stakeholders, including female employees. It includes programs designed to advance gender equality, women's well-being, and their advancement both personally and professionally.

CSR Activities towards Women Empowerment in India

Group Tata:

One well-known Indian conglomerate, the Tata Group, has been actively involved in CSR (corporate social responsibility) initiatives that support women's empowerment. A primary focus of theirs is the advocacy of Self-Help Groups (SHGs). According to the most recent data available, there are more than 500 SHGs in operation, and more than 200 of them run microenterprises to generate revenue. These Self-Help Groups (SHGs) have been expanded to seven hundred villages, forming a network that enhances women's financial autonomy and decision making skills. The Tata Group prioritizes economic empowerment in tribal areas of Jharkhand, Orissa, and Chhattisgarh in addition to SHGs. Over 40,000 tribal women in 400 villages will benefit from this program, which has been allocated about 100 cores. Women's economic empowerment is facilitated by the Tata Group's bolstering of agriculture and income-generating industries additionally; the Group has had a significant influence on rural communities' access to clean water. By installing 2,600 tube wells, they have improved the health and well-being of women in these areas by giving more than four lakh people in various regions access to safe drinking water.

ESSAR Group:

In their CSR strategy, the ESSAR Group has taken a holistic stance on women's empowerment. Their programs deal with social and health issues in addition to economic ones. Their Reproductive Health Project plays a pivotal role in increasing consciousness and offering essential support to women both during and post pregnancy. With the goal of lowering maternal mortality and enhancing reproductive and child healthcare in India, the project has had a positive impact on over 5,000 women.

Additionally, ESSAR concentrates on helping rural women build their businesses and enhance their skill sets. Through the formation and upkeep of self-help groups (SHGs), they empower women to generate supplementary income. With Essar's assistance, these SHGs have experienced notable success. In one particular case, a SHG mela held in Dabuna(Orissa), led to the establishment of over 25 SHGs, giving women the tools and resources they needed to start their own businesses.

Indian Oil Corporation of India

Indian Oil has launched a number of community development programs to support women and other marginalized groups through its Indian Oil Foundation. Their Development Programme covers a wide range of topics, especially in the areas closest to their major installations: women's empowerment, drinking water, sanitation, family welfare, health, and education. The Indian Oil Foundation has made large investments in the program's clean drinking water supply. In order to guarantee safe water access—which is essential for women's and their families' health and wellbeing—hand pumps, bore wells, and water purifiers must be installed. In addition, thousands of women in the local communities benefit from the health and medical camps that the Foundation hosts, which emphasize family planning, immunization, AIDS awareness, and prenatal and postnatal care.

In the field of education, Indian Oil supports women's and their children's empowerment by offering educational resources. This includes a number of programs designed to increase women's access to education, which is essential to raising their socioeconomic standing. The aforementioned endeavors by the Tata Group, Essar's Group, and Indian Oil highlight the significance of women's empowerment and the indispensable function that corporations can perform in cultivating constructive transformations within their local communities. Women in India now have better livelihoods, greater health, and more economic opportunities as a result of these programs.

Avon Cosmetics

Avon Cosmetics' commitment to women runs deeper than the boundaries of business. Through the Breast Cancer Crusade, Avon demonstrates its continued understanding

and support of women, who are at the core of the company's success. Enhancing access to high-quality breast health care for women is the aim of the Avon Foundation Breast Cancer Crusade. Low-income, uninsured, and underprivileged communities, as well as to promote biomedical research centred on preventive and enhanced techniques for breast cancer diagnosis, treatment, and prevention. Such important CSR initiatives from well-known businesses are desperately needed. They have the power to alter the course of events and the perception of Indian women in a number of important areas, including employment, politics, culture, sports, health, and education. They can also advance women's empowerment in areas that are still unexplored but will enable them to lead independent, honorable lives, which they are entitled to because they are an essential and indispensable part of society. Corporate and societal development is impossible without the proactive involvement of women. In the shared goal of uplifting women, corporations, the media, and NGOs should work together.

CSR Affects Women's Development

Parity of Gender in the Workplace: Businesses with gender diversity in the top quartile are 21% more likely to outperform in terms of profitability, according to a McKinsey & Company report. Additionally, Catalyst's research revealed that companies with a higher proportion of female leaders outperformed financially (Butler, 1997).

Skill Development and Education: Organizations such as Intel, with their "She Will Connect" program, have provided millions of women in developing nations with digital literacy, which has impacted their ability to access opportunities for education and work.

Health and Welfare of Women: Avon's dedication to women's health and well-being, exemplified by its breast cancer awareness campaigns, has improved the company's reputation and prevented countless deaths by raising awareness of the disease.

Benefits of CSR

The diagram illustrates the various benefits of Corporate Social Responsibility (CSR) for businesses. It is divided into two main branches, each listing several specific advantages.

Left Branch:

Media interest and good reputation: CSR activities attract positive media coverage and help build a good reputation for the company.

Attracting, retaining, and maintaining a happy workforce: Companies engaged in CSR are more attractive to potential employees, help retain current employees, and maintain overall workforce satisfaction.

Enhancing the influence in the industry: CSR initiatives can position a company as a leader and influencer within its industry.

Access to funding opportunities: Companies with strong CSR programs may have better access to funding from investors who prioritize ethical and responsible business practices.

Right Branch:

Differentiating the company from its competitors: Engaging in CSR can help a company stand out from its competitors by showcasing its commitment to social and environmental issues.

Increased customer retention: Customers are more likely to remain loyal to companies that demonstrate responsible and ethical behavior.

Health/Saving money on energy and operating costs: CSR practices often lead to improvements in health and safety, as well as operational efficiencies that save money on energy and other costs.

The diagram emphasizes how CSR initiatives not only contribute to societal and environmental well-being but also offer tangible benefits to businesses in terms of reputation, workforce management, industry influence, financial opportunities, competitive differentiation, customer loyalty, and cost savings.

Fig 2. Benefits of CSR



Source: <https://qph.fs.quoracdn.net/main-qimg-b3f90e113e3911848f296f63dc6e5728>

Government Policies Promoting Corporate Social Responsibility (CSR) for Women's Empowerment:

Government rules are crucial in determining how businesses behave, especially when it comes to CSR initiatives that support women's emancipation.

This section examines certain laws and rules that require or reward businesses for participating in corporate social responsibility initiatives that promote the empowerment of women.

Equal Pay Laws: Globally, governments have acknowledged the significance of gender

parity in compensation. For example, the Equal Pay Act of 1963 in the United States requires businesses to compensate men and women equally for labour of equal value. Companies must abide by this regulation in order to guarantee that women receive equal compensation for their work. It pushes companies to offer salary transparency and set up procedures to address pay inequalities.

Family-Friendly Policies: Government rules frequently support work environments that are conducive to families and that assist female employees. Workplaces that support working moms are fostered by the implementation of comprehensive parental leave legislation and subsidized day-care in countries such as Sweden. These laws force businesses to implement comparable strategies in order to draw in and keep female employees while encouraging a work-life balance.

Diversity and Inclusion Laws: A number of countries have passed legislation requiring businesses to advance gender diversity as well as other forms of diversity and inclusion. Laws in nations like France and Norway require women quotas on company boards (Orgerson, 2007). Companies are now required by these requirements to prioritize gender diversity, especially when it comes to leadership positions, by making sure that women make up a larger portion of the boardroom.

Government Policy's Effect on Business Conduct

Compliance: Businesses make an effort to abide by laws pertaining to gender in order to stay out of trouble and protect their reputations. One of the main drivers of business involvement in CSR initiatives pertaining to women's empowerment is compliance.

Competitive Advantage: Organizations that actively embrace and implement gender-inclusive policies stand to benefit. Top personnel and customers who respect inclusive and socially conscious companies are drawn to them. Growth and success within the company are facilitated by this competitive edge.

Reputation and Branding: Government rules have an impact on the reputation and branding of businesses. Businesses that comply with these rules present a favorable public image, which can improve their standing in the market and financial success.

Post-Pandemic CSR

In addition to changing the world, the COVID-19 pandemic has had a big impact on corporate social responsibility (CSR) initiatives. The pandemic has presented new chances and challenges for women's development, therefore CSR programs need to be re-evaluated.

The Pandemic's Effect on Women's Development:

Inequalities in Income: Women have been disproportionately impacted financially by the pandemic. The impact was greatest on industries like retail and hospitality where women make up the majority of the workforce. Compared to men, women experienced a higher percentage of job loss and decreased work hours. The economic recovery and empowerment of the most impacted women must now be the main goals of CSR activities.

Medical Care and Wellness: Women have been at the forefront of the pandemic as caregivers and healthcare providers. Their susceptibility to the virus has increased as a result. Women's health and wellbeing are now priorities for CSR programs, which also need to address work-related health risks and guarantee access to healthcare and mental health support.

Learning: Women's educational attainment has been impacted by disruptions in education caused by school closures and the shift to online learning. In order to guarantee on-going education and skill development, CSR initiatives should assist women and girls in having access to digital resources and close the digital gap.

Work-Life Harmony: Women's work-life balance has been impacted by remote work and lockdowns, which have blurred the lines between work and personal life. To help with these issues, CSR programs can support policies that are family-friendly, flexible work schedules, and childcare assistance.

Difficulties and possibilities for CSR

CSR Strategies That Adapt: The pandemic has brought attention to the necessity of flexible and quick CSR tactics. Businesses need to adapt quickly to changing challenges and prioritize the needs of women as circumstances change.

Digital Inclusion: Women's digital inclusion can be improved as a result of our heightened reliance on technology. CSR can fund internet access, digital literacy initiatives, and the advancement of technological skills.

Access to Healthcare: The pandemic emphasizes how crucial it is for women to have access to healthcare. CSR programs can help the healthcare system, increase awareness of issues pertaining to women's health, and supply resources for pandemic preparedness.

Mental Health Support: The pandemic has affected women's mental health. CSR can help de-stigmatize mental health by offering resources for mental health support.

Enhancing Women's Development And Empowerment Through Intersectional Corporate Social Responsibility (CSR)

Corporate Social Responsibility (CSR) programs can significantly aid women's development and empowerment, but it is crucial to recognize the variety of difficulties women face. Women from diverse backgrounds, including women of color, LGBTQ+ women, women with disabilities, and other marginalized groups, often encounter unique and compounding challenges in their personal and professional lives. To create meaningful and effective CSR strategies that address these particular challenges, it is essential to adopt an intersectional perspective that considers the overlapping factors of gender, race, sexual orientation, and ability.

- Women of color often struggle with the dual discrimination based on both race and gender, making them more susceptible to inequalities in the workplace, access to high-quality education, and economic disparities. CSR initiatives should prioritize advancing diversity and inclusion in the workplace to empower women of color (Burton and Dunn, 1996). This includes implementing inclusive hiring practices, offering career advancement and mentoring programs tailored to the unique needs of women of color, and supporting leadership and education development in underserved communities. (Butler, 2004).
- LGBTQ+ women face distinct challenges due to their gender and sexual orientation, frequently encountering workplace discrimination, unfair treatment, and a lack of inclusive policies. CSR initiatives should promote LGBTQ+ inclusive laws and create safe, accepting workplaces where staff members can be their authentic selves. Allyship programs and sensitivity training can also help dismantle barriers and promote inclusivity.
- Women with disabilities confront particular challenges such as restricted physical access, workplace discrimination, and a lack of accessible resources. CSR initiatives should prioritize accessibility by ensuring that services and workplaces are technologically and physically inclusive. They can also support the inclusion of disabled women in the workforce by offering training on disability-related topics, raising awareness, and making reasonable accommodations.

To effectively address these intersectional challenges, CSR initiatives can employ several strategic approaches:

Programs for Inclusion and Diversity: CSR initiatives should aggressively integrate inclusive hiring practices, provide unconscious bias training, and establish mentorship programs that specifically address the difficulties marginalized women face. These programs foster a more inclusive and equitable workplace.

Education and Skill Development: Funding programs designed to help marginalized women enhance their education and skills can contribute to closing the economic opportunity gap. Scholarships, career advancement programs, and vocational training

equip women from diverse backgrounds with the necessary skills and knowledge to succeed.

Healthcare and Well-Being: Access to inclusive healthcare services is a critical component of women's development. CSR initiatives should ensure that marginalized women have access to healthcare and promote awareness of health issues that disproportionately impact these groups, thereby enhancing their quality of life.

Mental Health Support: Many marginalized groups, especially LGBTQ+ women, face higher rates of mental health issues due to societal stigma and discrimination. Recognizing the significance of mental health for women's overall development, CSR initiatives can offer resources for mental health support.

CSR programs should collaborate with organizations and advocacy groups focused on issues related to marginalized women to effectively address intersectional challenges (Bowring, 2004). This cooperative approach ensures that programs are tailored to meet the specific needs of various groups and enhances their efficacy.

In summary, CSR programs have the potential to significantly address the unique challenges faced by women from different backgrounds. By implementing initiatives that support education and skill development, ensure access to healthcare, promote diversity and inclusion, and provide mental health support, corporations can make a substantial contribution to the empowerment and well-being of all women, regardless of their backgrounds.

The Impact of Corporate Social Responsibility (CSR) on Women's Development

The subject of women's development and Corporate Social Responsibility (CSR) holds immense importance, as it not only illustrates the moral obligation of businesses to uphold but also highlights the potential advantages that these initiatives may have for society and the companies themselves. In addition to providing data and statistics demonstrating the noteworthy advantages enjoyed by businesses that have actively participated in such initiatives, this research paper investigates the beneficial impact of CSR activities on women's development.

Case Studies of Businesses Advancing Women's Development through CSR

TATA Group: TATA Group actively participates in CSR programs that advance women's development. Investments in women's education and vocational training have increased the number of women in their workforce and leadership roles.

Procter & Gamble: Thanks to the company's "Women in Business" campaign, there are now 30% more women in leadership positions, which has enhanced both innovation and financial performance.

Indian Oil and ESSAR: These companies have also made significant strides in supporting women's development through targeted CSR initiatives.

This research paper concludes by highlighting the significant influence of Corporate Social Responsibility (CSR) on women's development and stressing the business-specific advantages and moral obligation that CSR presents. Empirical evidence and compelling data demonstrate that CSR initiatives centered around gender equality in the workplace, education, health, and economic empowerment are not only financially beneficial but also socially responsible. Businesses with the potential to change the world include TATA Group, Procter & Gamble, and Goldman Sachs. By investing in the well-being of women, businesses can improve their own profitability, innovativeness, and reputation while also making a positive impact on creating a more equal society.

Implications of The Study

The implications of this study are multifaceted, impacting various aspects of corporate, community, and societal structures. To promote greater gender diversity, companies may need to modify their recruitment, retention, and promotion strategies. This shift could result in a more welcoming workplace culture, ultimately aiding women's advancement within the organization. CSR programs that prioritize women's education and skill development can lead to a workforce of more educated and capable women, thereby enhancing their career advancement and economic prospects. Furthermore, CSR initiatives that support women by addressing issues like access to healthcare, education, and economic opportunities can uplift communities, significantly impacting the development of women in those areas. Businesses can create gender-responsive policies and practices that are more attuned to the needs and challenges women face, such as anti-discrimination laws, maternity leave, and flexible work schedules. Additionally, CSR initiatives that support women's development may encourage companies to influence their partners and suppliers to adopt similar actions, thereby broadening the impact. The study underscores the importance of collaborations between corporations, governments, and non-governmental organizations (NGOs) to advance women's development, suggesting that policymakers should explore cooperative projects for better outcomes. Moreover, the study can increase public awareness of the link between corporate social responsibility and women's advancement, potentially sparking social movements and advocacy for women's empowerment and rights. Businesses might also need to establish more accurate methods for measuring the impact of their CSR efforts on women's development, leading to the development of uniform reporting standards and metrics (Amigot & Pujal, 2009). Incorporating women's development as a fundamental component of long-term sustainability strategies can ensure the continuous promotion of gender equality. These specific implications highlight the extensive and varied effects that a study on CSR and women's development can have on companies, communities, and society at large.

Conclusion

This study underscores the significant impact of Corporate Social Responsibility (CSR) on women's development and empowerment. By analyzing various CSR initiatives, it is evident that strategic and authentic CSR efforts can greatly enhance women's socioeconomic status. Companies like Tata Group, Procter & Gamble, Indian Oil, and ESSAR Group have demonstrated how CSR programs can improve education, health, and economic opportunities for women. Effective CSR initiatives contribute to both business success and social equity. Businesses that prioritize gender-inclusive policies not only perform better financially but also foster innovation and attract top talent. However, superficial or token efforts fall short. A holistic and intersectional approach is crucial to addressing the diverse challenges faced by women. In conclusion, CSR has the potential to drive substantial positive change for women. For maximum impact, CSR initiatives must be integral to corporate strategies, and collaboration among businesses, governments, and NGOs is essential. By doing so, companies can achieve greater success while contributing to a more inclusive and equitable society.

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Unmet Healthcare Needs of Adolescent Girls: A Study in Bangalore, in view of need-based Hospital Service Planning

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Author Note

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Abstract:

Adolescent health concerns of girls are an issue that hinders them from providing their best attempt in academics and resulting in a range of related disorders as well. This study attempts to explore the healthcare-seeking behaviours of Adolescent girls to determine their healthcare needs with a view to propose plans for hospital-based services. A community-based cross-sectional research was conducted among adolescent girls in age of 13 to 19 years in Bangalore. Descriptive and inferential statistics were applied for analysis. The chi-square method was used for testing the hypothesis at 0.5 level. The study shows that there are more than 40 percent of adolescent girls have growth and hormonal issues including menstrual problems. TB, Asthma, and other common health issues were next to this. Nutritional needs were unmet amongst the age category of 13 to 15. Almost half of them carry headache which is said to be 'migraine'. The varied needs of adolescent girls such as nutritional, physical, hormonal, and menstrual should be addressed comprehensively in the adolescent-friendly clinics supported by a multidisciplinary team of experts.

Keywords: Adolescent Healthcare, Adolescent clinic Planning, Adolescent Health Needs, Healthcare Seeking Behaviour

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Introduction

With 250 million adolescents, India has the greatest Adolescent population in the world, making up 21% of the overall population. In the state of Karnataka, Adolescents represent approximately 19% of the resident population. Adolescence is a transitional stage, and changes taking place during this time are often accompanied by a series of issues unfamiliar to them; such changes and the approach towards them can have a serious impact on the physical and mental health of the girls during that age as well as in the future (George et al., 2018).

The psycho-physical problems faced by Adolescent girls are various. Public health experts have found that the most common issues are: menarche and irregular menstrual cycles, hormonal and non-communicable ailments including obesity and overweight which could also lead to poor body image and psychological issues related to that, nutritional issues, visual health matters, stress, anxiety, depression, and such mental health problems. In addition to changes in their physique and structure, adolescents during this age gain nearly fifteen percent of their eventual adult height, forty-five percent of their adult bone mass, and half of their adult weight (George et al., 2018). Awareness about physical and mental changes during adolescence is not adequate among Indian young people. For instance, the majority of Adolescent females have an inadequate and incorrect understanding of menstrual physiology and hygiene, according to researchers. It was also established that mothers (who are either not having a proper understanding or not able to educate their children well), media, peers, teachers, and relatives were adolescent girls' primary sources of knowledge about menstruation (Thakre et al., 2011).

A cross-sectional study was done by George et al., (2018) in Ramanagara district, South Karnataka. The results show that 79.7% reported at least one health issue, 63% had some learning issues, 20.71% of adolescents were overweight and 10.5% had a significant risk of mental health disorders. Nutritional assessment is done for Indian adolescents neither in schools nor in public health facilities. Mental health issues are still considered as taboo and not being referred to professionals. Availing of expert support from doctors and healthcare professionals is not considered to be important by people at large.

In addition to health and life skill instruction, adolescent-friendly centres (AFC) assistance for counselling, referral, and follow-up are crucial in order to improve adolescents' help-seeking behaviour (Joshi et al., 2006). Adolescents who seek help and use support systems have lesser emotional and behavioural issues and better adjustment as a result of these buffering effects on stress reactivity. As adolescents often seek assistance in a casual manner and may not view this type of assistance as an act of "seeking help," they may choose to do it from informal sources. Adolescents could also believe that someone close to them and familiar with them would be more understanding of their needs and continue to appreciate

them despite their weaknesses (Gopi Krishna et al., 2006). Developing medical intervention packages and adolescent-friendly health services with the goal of reducing the risk of health issues caused along by menstruation, reproductive, and urinary tract issues (Tamang et al., 2015).

The attitude of female adolescents and their behaviours in seeking out health care was associated. Comparatively to those with negative attitudes, those with positive attitudes will develop good health-seeking behaviour to address menstruation problems (Gustina et al., 2017). Adolescents who seek help and lean on support systems have a more moderate reaction to stress, which promotes better readjustment and fewer emotional and behavioural problems. In order to increase usage, medical facilities should be improved to offer teen-friendly treatments. Adolescents in India exhibit poor health-seeking behaviour in addition to having little awareness of numerous health conditions (Kumar et al., 2017).

In the context of the metropolitan city of Bangalore with several hospitals and more than a dozen medical college facilities, any researchers in health systems would be interested to know if the above-said issues are still haunting city-living adolescents. The research questions one would raise in such a context are: (a) Are the same physical, growth-related, and psychological problems anyway different among the city living adolescents? (b) Do the youngsters in the city have more scientific sources for getting necessary information and education about their health issues? (c) How many of them are availing healthcare facilities to get solutions for their varied needs of adolescence?, and (d) What could be the major considerations in offering adolescent health services in the city of Bangalore?

Methodology

A community-based cross-sectional study was conducted amongst adolescent females in the age range of 13-19 years in Bangalore, Karnataka, India. The subjects were included through snowball sampling and a sample of nearly 200 could be collected within the time frame. A pre-designed and validated structured questionnaire was used for data collection. The variables were assessed on a five-point Likert's scale. Descriptive and inferential statistics were applied for analysis. Chi-square tests were used for testing the hypothesis at 0.5 level.

Data Analysis

The survey questionnaire carried questions on the sources of health education, health problems, menstrual issues faced by them, healthcare needs, and health-seeking behaviour. The respondents of the study were asked to select the disease which they most often suffer from. As found in Table 1, complications associated with menstruation were the single most common health issues faced by them. While 27.8 percent of them said yes to the same, another 6.3 percent said to have

both Thyroid issues combined with menstruation issues. It is also to be noted that an additional 7.8 percent selected hormonal issues which could also be growth-related issues. Thus combining all these aforesaid, it might be said that more than 40 percent of them have growth and hormonal issues including menstrual problems. TB, Asthma, and other common health issues were next to this, with a percentage of 15.1.

The study also attempted to identify the health issues which are most often considered by Adolescent girls and for which they do not seek healthcare and prefer to ignore. Three options were given to the respondents to choose whichever they felt as having. Visual strain due to working with computers was reported among 66.8 percent of the sample. About sixty percent of them had health issues related to long sitting in the classrooms. Nearly 46 percent said that they have migraine (ref. Table 2).

The responses of participants were asked on a five-point rating scale to identify the challenges faced by them in terms of nutritional needs. The responses show that more than 70 percent of them need scientific guidance on nutritional issues.; 30 percent of them strongly agreed with it. Nearly 60 percent of them stated the need for occasional medical consultation; 29.8 percent felt it very strongly. More than 58 percent of them stated that they still have unsolved problems related to nutrition. (Ref. Table 3A).

These nutritional needs were further categorized into low, moderate, and high based on the scoring and cross-tabulated with the age categories: 13 to 15, 16 to 18, and 19 or above. It was found on cross-tabulation that the nutritional needs were higher among the lower age categories and the 13 to 15 years of age group had the highest needs. The chi-square test done at a significance level of 0.05 showed a significant association ($p = 0.023$) between the age categories and nutritional need rating. (Ref. Table 3B, 3C)

Menstrual health issues being a key element in the health issues related to adolescent girls, it was dealt with due importance in this study. Although a minor proportion of the sample did not respond (nearly 2 percent), others did express their problems related to menstruation. Stomach along with bleeding during periods was the problem expressed by nearly 70 percent of them. Nearly half (52.7 percent) feel weakness during periods. Other two major issues are heavy flow and irregular cycles which are experienced by 23.9 and 15.1 percent respectively among the study subjects. (Ref. Table 4).

Menstruation being a major concern of the Adolescent girls, the sources of getting educated about the same was subjected to study. The Adolescent spend most of their time in the school and academic institutions. The inquiry into the role of the schools in educating the young girls on their menstrual health was raised to them.

The responses show that more than one-third of them (36 percent) are of the opinion that they are not getting any education in menstrual health from schools. It is a very positive indication that nearly two-thirds (62.9 percent) acknowledged that they are being educated on menstrual health, in the schools themselves. Majority (79 percent) of the respondents get menstrual education from their parents. Friends also turn out to be the source of education for almost the same proportion (74.6 percent). Only 28.3 percent considered television as a source of menstrual education, but nearly two-thirds (66.3 percent) get it from the Internet. Even certain other sources are being used by less than ten percent of the study participants. (Ref. Table 5)

Hospital Service Planning

Our major objective of the study was to bring about the premises required for planning hospital-based services for adolescents, may it be an exclusive Adolescent clinic or an additional service in the scope of the facility. Hence our inquiry was on how far the healthcare needs of adolescent girls are met and where the gaps are.

From the above-said analysis depicted above, one can infer that adolescent girls are having health problems related to growth and menstruation. In addition to their nutritional challenges, they also face other physical health issues as shown in Table 2. A gap in scientific education and guidance on menstrual issues is indicated through the data in Table 4 which says that although parents and schools are educating Adolescent girls on this issue, a lion share of them still seek support for menstrual education from friends and the internet.

Interestingly, support from medical professionals to treat menstrual problems was sought by nearly 80 percent of them; such episodes assumingly must have turned to be the sources of menstrual education as well (Ref. Table 6).

Among the 205 participants of this study, only 22 percent stated that Adolescent friendly healthcare facilities exist in their vicinity, while 28.8 percent of them said categorically that no such facilities exist in their vicinity. The gap in knowledge about such facilities came out from the mind of nearly half (49.3 percent) who said that they do not know about the same (Ref. Table.7).

Some of the major reasons placed by people for not seeking treatment for their illnesses were thrown to the Adolescent subjects to get their response. It is interesting to know that 26.3 percent of them avoid treatment because of the high cost of treatment. The absence of Adolescent care facilities is expressed by one-fourth of them. An interestingly higher proportion (47.8) depend on home remedies for their Adolescent health issues. There is a minor proportion of less than 10 percent who depend on several other means. But nearly 20 percent were silent on this point. (Ref. Table.8).

In the context of Bangalore where all different systems of medicine are available, the participants were asked to choose their preferred system of choice for their Adolescent healthcare needs. The allopathic system is preferred as the 'often' choice by nearly 77 percent of them, among which around 46 percent 'most often' use the allopathic way. The second highest preferred choice was the traditional system. Cumulatively 55.1 preferred it often. Homeopathy (40 percent) was the third and Ayurveda (31.2 percent) was the fourth among the four options as rated by the respondents as 'often' used by them. An equal proportion of them (51.2) rated Ayurveda as the rarely used system for their healthcare needs. Surprisingly, there were two participants who used all four systems for their healthcare needs. Four of them used three systems, while 12 of them used two systems for their needs. (Ref. Table.9).

Findings

The study shows that there is more than 40 percent of Adolescent girls have growth and hormonal issues including menstrual problems. TB, Asthma, and other common health issues were next to this, with a percentage of 15.1. Visual strain due to working with computers was reported among two-thirds of the sample. Long sitting in the classroom results in health issues among them. Almost half of them carry headache which is said to be migraine.

Nutritional issues are still observed among adolescent girls and some of them did take medical advice. Still, many of them feel they require guidance on the same issue. The majority of them are being educated by their parents on menstrual health, but one must also note that a great majority of them are still surfing the internet and seeking other sources for more information. One of the probable reasons might be the limited facts being shared by the parents or the deficiency of scientific backup of the parental advice.

The need for physical growth-related and age-specific guidance and medical consultation is felt among the study subjects. Although a few of them said that they go to hospitals and that they are aware of the presence of Adolescent friendly clinics, the majority are of the opinion that they do not know such facilities exist in their vicinity and some of them denied the existence of such facilities.

Cost considerations are holding some of them back from going to hospitals for their growth-related issues, as stated by a few of them. Whereas many of them confide in home remedies. In general, openness to go for medical advice and acceptance of the allopathic medical system is found widely among Adolescent girls.

Discussion

Indian cities have shown similar trends among Adolescent girls as per the studies reported. A study done in Bhopal, showed that nutritional issues were haunting

nearly 69 percent of them were undernourished. Bhopal being in one of the most poverty-affected states of India, the proportion is higher than that of Bangalore. The research study by Joshi et al., (2006) on the reproductive health of Adolescent girls showed that physical problems among Adolescent girls are found in relation to their periods, excessive vaginal discharge, genital itching, and urinary difficulties. Our Bangalore city sample also shows similar problems being faced by girls of the same age.

Our study is in alignment with the findings of Gustina et al. (2017) that adolescent girls seek assistance and they do it more in a casual fashion than in formal ways. Our sample relies on friends, school and internet-based sources for more guidance and knowledge. Kumar et al. (2017) in their study about girls in Dehradun, India stated that Adolescent girls in India lack knowledge about their growth-related issues and their health-seeking behaviour is poor. The same inferences could also be made about the subject of our study in Bangalore. In 2015, Tamang et. al, suggested based on their research in Nepal that adolescent-friendly health services need to be developed with the goal to reduce the health issues related to menstruation and other issues of Adolescents.

Conclusion and Recommendations

Adolescent girls are having health issues related to nutrition, vision, hormonal changes, menstrual issues, and lack of scientific guidance on matters specific to their age. They are looking forward for scientific guidance although their parent do it to a limited extent. The allopathic system is preferred by majority of the Adolescent girls participated in the study. Except for cost consideration for a few of them, they are willing to accept such Adolescent-friendly services.

In the light of this study and the literature we surveyed, the following recommendations could be made to the policy makers in health systems management and administrators of hospitals: Adolescent-friendly health services are to be offered through allopathic healthcare facilities. The varied needs of adolescent girls such as nutritional, physical, hormonal and menstrual should be addressed comprehensively in such adolescent friendly clinics where they can be quite open and casual but supported by professional experts. Multidisciplinary team comprising of experts in Nutrition, ophthalmology, general medicine/ paediatrics, gynaecology, psychology and even Orthopaedics would be required in such facilities. The public hospitals must also attempt to provide such services so as to make it possible to cover the lowest quintile.

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Table 1: The Diseases most prevalent among the subjects as reported by them.

Disease type	Frequency	Percentage
Common diseases (TB, Hypertension, Asthma, and other diseases)	31	15.1
Thyroid and menstruation Complications	13	6.3
Complications associated with menstruation	57	27.8
Hormonal disease	16	7.8
None of the above	85	41.5
No Response	3	
Total	205	100

Table 2 : Physical health issues reported by the sample of respondents.

Physical health issues	Presence	Absence	Response percentage
Visual strain due to computer usage	66.8	32.2	99
Health issues related to long classroom sitting	60.5	38.5	99
Migraine	46.8	50.7	97.6

Table 3A: Challenges related to nutritional health

Nutritional challenges and needs	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Scientific guidance	1.0	2.4	20.0	42.9	30.7
Occasional medical consultation on nutritional issues	4.9	11.2	24.4	29.3	29.8
Nutritional problems unsolved	2.9	12.7	25.4	31.2	27.3

Table 3B: Cross Tabulated Data

Age Category	Low Need	Moderate Need	High Need	Total
13-15 Years	8	18	49	75
16-18 Years	16	24	30	70
19 Years	8	22	22	52
Total	32	64	101	197

Table 3C: Association of nutritional needs and age category

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11.295	4	.023
Likelihood Ratio	11.189	4	.025
Linear-by-Linear Association	5.199	1	.023
N of Valid Cases	197		

Table 4: Percentage distribution of the subjects experiencing menstrual problems (n=200)

Menstrual problems	Yes	No	No response	Total
Irregular cycles	15.1	82.4	2.4	100
Heavy flow	23.9	73.7	2.4	100
Stomach pain during periods	69.3	28.3	2.4	100
Weakness during periods	52.7	45.4	2.0	100

Table 5 : Response about the sources of menstrual health education

Sources	Yes	No	Response percentage
School	62.9	36.1	99
Parents	79.0	21.0	100
Friends	74.6	25.4	100
Television	28.3	71.7	100
Internet	66.3	33.7	100
Others	9.3	90.7	100

Table 6: Treatment-seeking behaviour on menstrual health issues.

Treatment seeking	Frequency	Percentage
Yes	163	79.5
No	39	19.0
No response	3	1.5
Total	205	100

Table 7: Awareness about Adolescent friendly health services in the vicinity.

Adolescent friendly facility in the vicinity	Frequency	Percentage
Yes	45	22.0
No	59	28.8
Do not know	101	49.3
Total	205	100

Table 8 : Reasons for not seeking treatment for Adolescent problems

Reasons	Yes	No	Response percentage
Cost of treatment	26.3	53.7	80
Absence of facilities	24.9	55.1	80
Transport issues	14.1	65.9	80
Dependency on home remedies	47.8	32.2	80
Others	8.3	71.7	80

Table 9: Usage of the different systems of medicine

System of choice	Very rarely	Rarely	Not aware	Often	Very often	No response
Allopathy	2.0	12.2	7.3	31.7	45.9	1.0
Homeopathy	16.1	29.8	9.3	30.2	9.8	4.9
Ayurveda	20.0	31.2	13.2	23.9	7.3	4.4
Traditional systems	10.7	22.4	8.3	39.5	15.6	3.4
Usage of multiple systems of medicine				No. Of respondents		
Using all four systems very often				2		
Using any of the three systems very often				4		
Using any of the two systems very often				12		

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