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Indian Journal of Forensic Medicine and Pathology

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Epidemiology of Domestic Violence on women at Addagutta, Secunderabad, TS

T Vikramaditya¹, M A Sattar², R K Devi³

How to cite this article:

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Abstract

Back Ground: Domestic violence is one of the common evils of society and it is a worldwide phenomenon. It is more common in underdeveloped countries. Wide variations in domestic violence are observed in rural and urban slums. Present study to know in depth the reasons for DV. It is more common in the age group of 12 to 50 years.

Objectives: 1. To study various types of domestic violence. 2. To know the nature and periodicity of violence. 3. To understand the triggering points and underlying factors. 4. To compare the results of the study with regional and national statistics.

Methodology: The present study is a longitudinal study conducted in a slum area of Hyderabad, TS from April to September 2018. A pre-designed questionnaire was prepared and tested in a slum area and after necessary correction it was administered to women in the study area. 100 women included in the study after taking oral/written consent based on educational status. Demographic and socio-economic factors were included in addition to factors pertaining to domestic violence in designing format.

Results: Statistics on 100 women showed 90% of them were from nuclear family and only 10% from joint family lack of elders support was the preliminary cause, 35% did not have any educational qualifications, 60% of the women were depended on their spouses, 55% were unemployed, 60% of the women were harassed by their husband 20% by their father and remaining 10% by their sons, the type of assault was verbal abuse, paranoid behavior, suspicious nature. Frequency was daily in 75% of women, 5% weekly and the triggering factor being Dowry in 22%, Birth of a girl child in the family 14% and 64% were suffering harassment from paranoid husbands. 90% of them had suffered from the social stigma of revealing to their close people and were silent sufferers.

Keywords: Domestic violence; Trigger points.

Introduction

This study of Domestic violence on women of age groups from 12 to 50 years who were subjected

to cultural deprivation and low socioeconomic status. Lack of awareness of criminal laws, birth of a girl child, female infanticide, sexual harassment and paranoid alcoholic husbands abusing their wives was the main subject of study. Women who were subjected to violence of various types like not giving dowry, economic, political, social, family, partner, self-abuse, Interpersonal, suicidal behavior etc. were the preliminary factors taken into consideration while surveying was done.

Women in India is a personification of Goddess Lakshmi, having all the qualities of a good home

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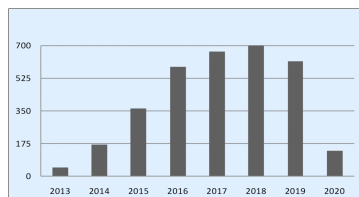


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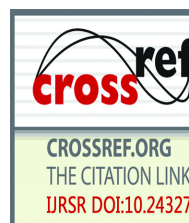
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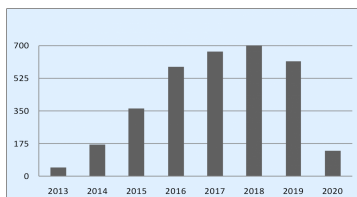
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Antibacterial properties of tamarindus

Author: Kusuma Dorcas, Praneetha Palakodeti, Harshitha Yadav, Vidyarani Yerra, Varshini Majjiga

Plants are common source of antimicrobial agents. Tamarindus is a cheap and an easily available plant in India. The antibacterial activity of leaf and fruit extracts of Tamarindus using methanol, ethanol, isopropanol and aqueous extracts were studied against five different bacteria; Escherichia coli, Staphylococcus sp., Pseudomonas sp., Bacillus sp. and Klebsiella sp. by agar well diffusion method. In leaf extract, Klebsiella sp., E.coli, Staphylococcus sp. and Pseudomonas sp., the ethanol extract showed best antibacterial activity, while in Bacillus sp. methanolic extracts showed better activity. In fruit extract, isopropanol extracts showed best antibacterial activity. The phytochemical screening of fruit extract has revealed the presence of carbohydrates, flavonoids, alkanoids and vitamin C whereas the studies in leaf extract has revealed the presence of alkaline reagents, flavonoids, lead acetate, alkanoids and vitamin C. This study reveals the possible use of this plant in drug development, for human consumption in treatment of various infections.

Keywords: Antibacterial activity, Leaf extracts, Fruit extracts, Phytochemical screening, Bacteria.

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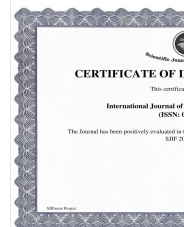
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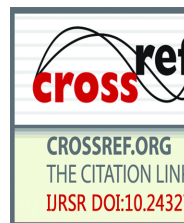
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A Study on SWOT Analysis with Special Reference to Oriflame Online Business

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Abstract: As days are heading up with technology, innovations many changes are being taken place from beginning of era till now. The technology has major impact and given rise to digital era. The growth of online business is a boom in India. The Internet has exploded and online business spreading more and more consumer's hold virtual world as a safe and convenient shop. Many traditional traders and businesses are turning to online business which will have positive impact in near future. The present paper is "A STUDY ON SWOT ANALYSIS WITH SPECIAL REFERENCE TO ORIFLAME ONLINE BUSINESS". Oriflame an online business which has founded in 1967, is a social selling beauty company in over 60 markets, with a diverse portfolio of Swedish, nature-inspired, innovative beauty and wellness products sold and marketed through approximately 3.6 million Oriflame Brand Partners. Which helps all the women earn and how they become an entrepreneur by just sitting at home. This paper also touches the SWOT analysis of the Oriflame Company.

Key Words: Technology, Online business, Oriflame, Brand Partner.

Article History

Received: 11/08/2020; Accepted: 15/09/2020

Corresponding author: Varalaxmi Tulasi, Email id: varalaxmi.tulasi@gmail.com

OBJECTIVES

- To analyze the online business in the near future
- To study the consumer satisfaction and perception towards online business and Oriflame products
- To study the SWOT analysis and overview of Oriflame online business.

SCOPE OF STUDY

The scope of study extends to a select company - "Oriflame" an online business company offering services to more than 60 markets/countries by manufacturing beauty, skin and hair care products for both male and female customers. The present paper is to find out its Strengths, weaknesses, opportunities and Threats.

LIMITATIONS OF THE STUDY

- The study is limited to 30 respondents only.
- The study is confined to respondents of twin cities of Telangana State.
- The analysis is based on the responses given by respondents may or may not be true.

RESEARCH METHODOLOGY

The study on the topic, "A STUDY ON SWOT ANALYSIS WITH SPECIAL REFERENCE TO ORIFLAME ONLINE BUSINESS" is based on the basic research methods, both primary and secondary data are taken into consideration.

- A. **Sample Design**: This study focusses on the customer's perception and satisfaction towards online business and Oriflame products. The data has been collected from 30(sample size) respondents using simple random sampling techniques for collecting the primary data.
- B. **Sources of Data**:
- Primary Sources**: A structured questionnaire is drafted and information is collected from the customers, their perception towards online business and Oriflame products.
 - Secondary Sources**: Research papers, articles, websites are the other tools to aid the research.
- C. **Statistical tools and techniques**: The data has been analyzed using simple tables, graphs and simple percentages. MS-Excel and MS-Word has also been used to analyze the data.

I. INTRODUCTION

Over the past 10 years, the retail sector has dramatically evolved. The industry has seen a shift in consumer behaviour towards online shopping and ultimately, e-commerce has changed the face of the market. Every small to large businesses have begun to establish their online presence through websites. It has created an enormous demand for online business. All you want are just a PC with internet connection and a bit of creativeness. And also due to the ever-increasing

number of individuals who surf the online using mobile devices like Smartphones and tablets, businesses are now realizing the necessity to adopt mobile marketing as a way of targeting prospects that use mobile devices. Since indicators are suggesting that mobile devices will continue to dominate for a long time. With the dramatic increase within the recognition of social networks like Facebook and Twitter, businesses are deeming it more necessary than ever to start out these platforms for reaching out to prospects. This has led to a huge demand for marketing consultants who advise businesses on how to promote and market their products and services on social networks; and this demand will keep increasing for as long as social media continues to remain relevant. Due to this state of the economy, businesses attempt to hunt down cost and streamline their operations. One way businesses are trying to achieve this is by outsourcing freelancers. Due to the technological innovations and development, now most of the jobs can be done without leaving your doorsteps. To survive in the competition, Equip yourself with every new search engine updates and change your tactics regularly to thrive as we move towards 2025 it's all about harnessing certain technologies at the proper time and place, be that in store or online, to enhance the customer journey. Understanding the customer and their love for convenience, preference for immersive and interactive experiences, desire for complementary products or services and enthusiasm for content in varying formats is vital. Adopting online business in the near future is no more a competitive advantage but a typical business process.

A business whose primary office is the owner's home, actually the online makes operating a virtual company from home more feasible and popular than ever. In today's connected world where technology affords us more flexibility in how and where we work, home-based businesses comes in a huge kind of forms. Most of the home makers does online business by sitting at home using technology or simply by using their mobile phones or pcs with internet and one of them is offering services of Oriflame products to customers via online. Faced with the changing market landscape, retailers need not feel frightened. Change brings with it new opportunities to make businesses forward, in line with consumer demands. Armed with the knowledge of the customer, and the new and improving technologies that are enhancing the customer experience, the future of retailing exciting.

II. Introduction to Online Business

Online Business or electronic business is any kind of business or commercial transaction that includes sharing information across the internet. The E-business processes include

buying and selling of goods and services, servicing customers, processing payments, managing production control, collaborating with business partners, sharing information, running automated employee services, recruiting and more. Unlike traditional business, E-Business uses internet, extranet, web, and intranet to conduct businesses. E-Business is quite similar to E-Commerce, but it is more than just a simple act of buying and selling products and services online-Business includes a wider kind of business processes, such as electronic ordering processing, supply chain management, customer relationship management, etc. So basically, E-Commerce is a part of E-Business.

There are two E-Business types:

- 1. Pure play:** This means that a company that focuses on one particular kind of product or service, instead of various kinds at once.
- 2. Brick and Click:** This term is used for a company that runs their business in both online and offline method. That means, while they have a website and offer their products or services online and at the same time they also have a physical store and sell their products or services there.

Online Business in the coming years

The growth of digitalisation helping the online business to a huge extent and very soon it becomes the new normal. The number of consumers and number of online business services will be more and more in near future as the rapid increase in technology, innovations etc. The online business will contribute a lumpsum to the economy as many traditional consumers and traders are being turned towards online. Especially the industry will somehow be transformed to a digital version of it.

Online business will flourish as younger generation is comfortable in online format. Online Education, online career counselling, online placement services, online training, online trade and commerce, online marketing research, digital branding, digital marketing, online selling, digital security solutions, online retailing etc. all these will flourish and have great growth in online business.

III. OVERVIEW OF ORIFLAME

Oriflame Cosmetics could even be an instaneousselling company. The prime categories in which Oriflame sells products include skin care, makeup, fragrance, bath &body, hair and accessories for men, women, and children. The corporate was first established in the year 1967 by two brothers and their friend, Oriflame is now an international beauty company selling direct in more

than 60 countries worldwide, with a diverse portfolio of Swedish, nature-inspired, innovative beauty and wellness products sold and marketed through approximately 3.6million Oriflame Brand Partners (independent sales representatives). Currently, Oriflame products can also be sourced from their website. The corporate which has been in operation for more decades and boasts about a robust researchcentre with around 100 scientists and the company invests in superb R&D facilities.

Oriflame offers the leading business opportunity for people, all over the earth who want to start out making money from day one and work towards fulfilling their personal dreams and ambitions through our unique business concept - Make Money Today and Fulfil Your Dreams Tomorrow. Respect for people and nature are our fundamental operating principles, which is reflected in many of our social and environmental policies. Oriflame is proud to support numerous charities worldwide and is a Co-founder of the World Childhood Foundation. They are enthusiastic to fulfilling dreams and creating opportunities to strengthen people's lives. They help bring beauty and wellbeing to the numerous, respecting people and nature every step of the way. That's why they celebrate with people in the Oriflame community who go above and beyond.

IV. SWOT ANALYSIS

SWOT stands for 'Strengths, Weaknesses, Opportunities and Threats'. This is a method of analysis of the environment and the company's standing in it. The two external factors, opportunities and threats, are not in the company's control. The primary objective of a SWOT analysis is to help organizations develop a full awareness of all the factors involved in making a business decision thereby plan for the future endeavours.

SWOT ANALYSIS OF ORIFLAME: Let us discuss each element of SWOT in detail

A. STRENGTHS OF ORIFLAME:

- **History of the brand:** Oriflame has a history of over 50 years and is one of the earliest companies to have established a strong market presence through multi-level marketing model. Oriflame is one of the best direct selling beauty company The Company has also been into avid research and have shown proven success in understanding skin types and related issues.
- **Natural ingredients:** Customers today are increasingly conscious of the ingredients in every product they use. The best thing about Oriflame is all products are made up of natural ingredients. Oriflame uses natural ingredients in all their products and their

products are also not tested on human beings or animals for side effects. Both these increase the appeal of the brand amongst customers.

- Three-pronged distribution strategy: Oriflame uses a three-pronged strategy to sell its products namely direct selling, catalogue marketing, and online selling. This not just helps them gain access to more customers but also gives their clients multiple options to choose from based on their convenience in each situation.
- Advertising strategy: Quite unlike competitors like Amway, Oriflame has never relied on magazines or television advertisements. In fact, they primarily use word of mouth advertisements and testimonials from customers which are featured in the catalogues, brochures, and website for advertising which in turn cuts down the promotional budgets significantly.
- Commitment to sustainability: Oriflame through cutting down the usage of paper by featuring products online and also streamlining their logistics network has displayed the increased commitment.

B. WEAKNESSES OF ORIFLAME

- Difficulty in recruitment: Oriflame primarily looks at homemakers or unemployed women to recruit as sales representatives. As the number of working women have grown, Oriflame is finding it difficult to get good sales representatives which in turn is affecting their business model.
- Inability to meet expectations: In a bid to get in more sales representatives, Oriflame has often been alleged to inflate the expectations of their representatives in terms of commissions and perks. However, once they become part of the network, these representatives realize that their commissions are commensurate with the volume of sales they are able to generate and they feel disillusioned.
- Quality issues: In the comparison to earlier days the customer is more exposed to higher quality brands and in comparison to them Oriflame products seem low grade and cheap. This makes it challenging for sales representatives to get the necessary sales for the company.
- Poor training: The success of a multi-level marketing firm is about how the representative is able to convince the customer since that is their only interface with the company,

Oriflame does not give regular training to their representatives on products or on selling skills with the result that their agents are not able to get good business for the company.

C. OPPORTUNITIES OF ORIFLAME

- Need for something extra: As the rate of inflation increases people who already have jobs often scout for an extra source of income to supplement their basic source. This is an opportunity that multi-level marketing companies can target but with the right training and strategy.
- Act as a Consultant: There are two ways of making money with Oriflame. As a Brand Partner, you can order products at a reduced-price level and sell to customers at catalogue price. Furthermore, you can invite others to join Oriflame as well and build a team of people selling products, and thus earn additional income.
- Personal and financial growth :Oriflame completes all dreams of all individual women, Oriflame gives lots of opportunities to housewives who wants to make career and growth in their personal life

D. THREATS OF ORIFLAME

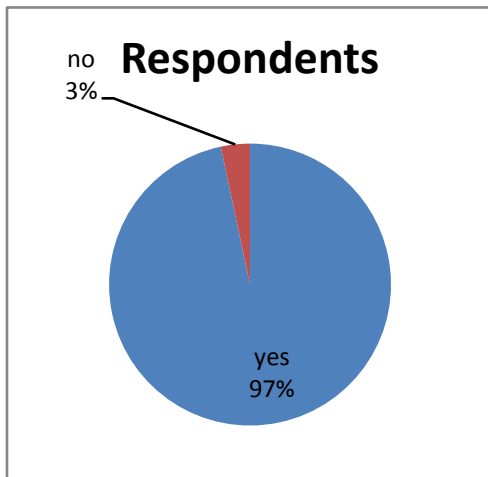
- Competition: Like other businesses Oriflame also has the rivalry between companies selling similar products and services. The main competitor of Oriflame are Avon, Amway, Amazon, and Flip kart.
- Online retailers: Electronic retailing is the sale of goods and services through the Internet. The presence of online retailers is making it simpler for the customer to have access to better quality brands and more products from the global market from the comfort of their home or office. Though Oriflame also sells online, it has not been able to replicate the success of popular retailers like Alibaba, Amazon or flip kart.

V. Data Analysis and Interpretation

A study was conducted with the help of a questionnaire on a sample size of 30 and the following results were obtained. The data consisted of members from different walks of life, age profile, occupation and gender. This study focusses on the customer's perception and satisfaction towards online business and Oriflame products.

The following questions were asked:

1. Are you satisfied with online services?

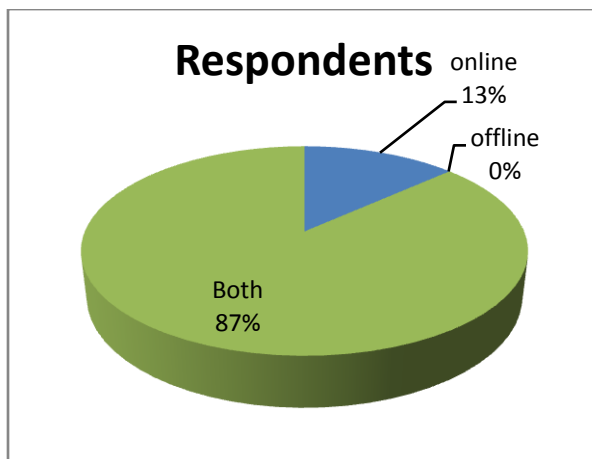


Options	Respondents	Percentage
Yes	29	97
No	1	3

Interpretation

97% of respondents are satisfied with the services provided by online services whereas 3% of respondents are not satisfied with the online services.

2. How do you want to shop in future?



Options	Respondents	Percentage
online	4	13
offline	0	0
Both	26	87

Interpretation

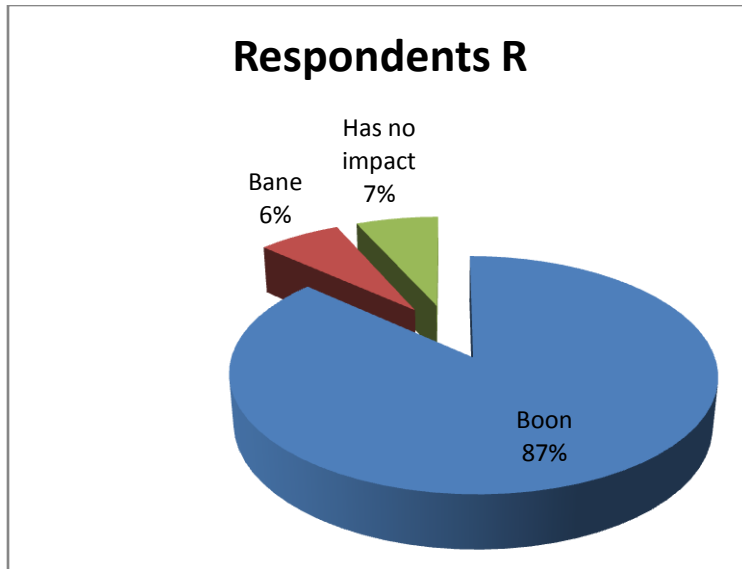
13% of respondents said that they like to shop online in near future and 87% of respondents said that they will continue to shop both offline and online and none of the respondents chose offline way of shopping in future

3. Online business is a boon or bane to economy

options	Respondents	Percentage
Boon	26	87
Bane	2	6
Has no		

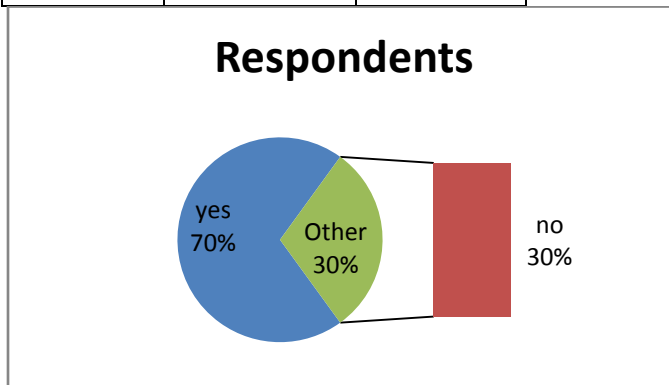
Interpretation

87% of respondents said online business is a boon to the economy and 6% of respondents said online business is a bane and 7% of respondents said online business has no impact on Economy



4. Do you use Oriflame Products?

Options	Respondents	Percentage
yes	21	70
no	9	30

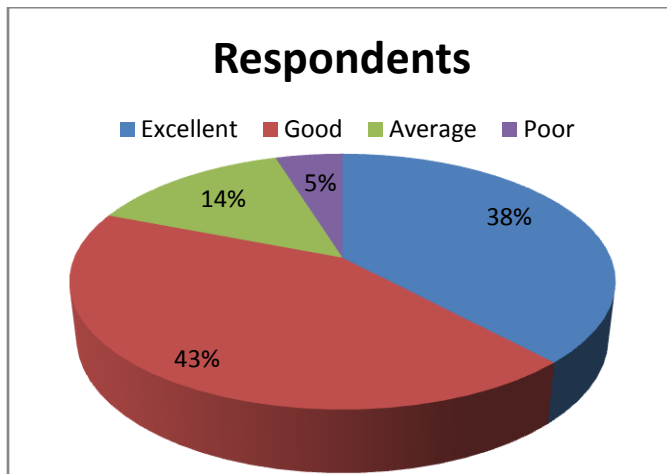


Interpretation

70% of the respondents use Oriflame products and 30% of the respondents does not use Oriflame products

5. If yes, how do you rate the quality of Oriflame Products?

options	Respondents	Percentage
Excellent	8	39
Good	9	43
Average	3	14
Poor	1	5

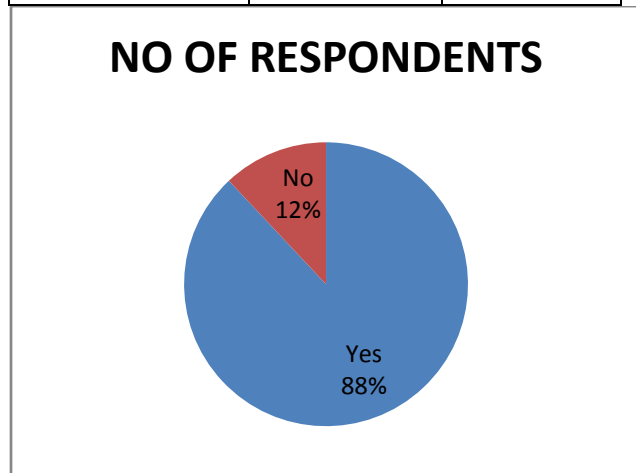


Interpretation

38% of the respondents said the quality of Oriflame products are excellent, 43% of the respondents said the quality of the products are good, 14% of the respondents said the quality of products are average and 5% of the respondents said that the quality of the products are poor.

6. Do you suggest Oriflame products to your friends and relatives?

options	Respondents	Percentage
Yes	18	88
No	3	12



Interpretation

88% of the respondents said that they will suggest Oriflame products to the friends and relatives and 12% of respondents are not willing to suggest Oriflame products to others.

VI. Conclusion

From the study we conclude that as evolving of technology online business has been widely spreading, it provides many services to users and the online business is a boon to Indian economy and will definitely have a positive impact in the future. The vision 2025, most of the traditional businesses and new startups will turn towards online business the 5G networking will help smooth conduct of online business and bring more opportunities. Most of the customers are

satisfied with the online business and many would like to continue utilizing the services .The Oriflame business is a beauty company selling globally, increasing its sales and providing employment opportunities to many. 70 % of respondents use the Oriflame products and are very much aware of them and also impressed with the quality of the product and are interested to suggest the products to others .The company which has spread to 60 countries/markets with a diverse portfolio of Swedish, nature-inspired, innovative beauty and wellness products and marketed through approximately 3 million brand partners, consumers withstanding competition overcoming its flaws, and trying to reach out more.

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Appendix

A Survey on consumer satisfaction and perception towards online business and Oriflame products

*** Required**

Gender *

- Female
- Male

Name *

Your answer

Are you satisfied with online services *

- Yes
- No

How do you want to shop in future *

- Online
- Offline
- Both

Online business is a boon or bane to economy

- Boon
- Bane
- Has no impact

Do you use Oriflame Products?

- Yes
- No

If yes how do you rate the quality of Oriflame Products?

- Excellent
- Good
- Average
- Poor

Do you suggest the Oriflame products to your friends and relatives?

- Yes
- No.