Information Technology: A Digital strategic ingredient of Sales policy in Ayurvedic Companies

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ABSTRACT

Ayurveda an ancient science of life and health is about 5-10 per cent of the entire food and personal care category, estimated at 1,50,000 crore. With this growing demand trend and the number of stock keeping units(SKU) it is impossible for retailer or kirana store keeper to economically and physically viable to keep the entire stock of the complete product range up to date. This is the reason why nowadays online sales of Ayurvedic products are a better channel of distribution. Due to this new distribution channel many Ayurvedic companies across pan India small or a big created their footprint in the market share . With consumerisation of information technology especially with mobile it has increased the sales of every company many fold as against the erstwhile classical approach. With the accumulation of huge sales data in IT systems, big data analytics coupled with Artificial intelligence, Machine learning, deep learning, natural language processing it has immensely helped companies to unearth the hidden stories about consumer and patient about their taste , likings , choices , inclination , brand cautiousness etc. Hence in the current digital age, it is imperative to have a advance digital roadmap in sales policy as a strategic ingredient.

INTRODUCTION

Ayurveda being there as anancient science of life and health and indeed a unique heritage India has gifted to the world and has stood the test of the time for several centuries, it has not picked up as the preferred medicine ever since the birth of allopathic medicine . Competent medical minds will still be utilized to interpret the information, and they should benefit from having more and better information to base decisions on. Today's healthcare professionals are often overwhelmed with too much information, and these smart computer systems can help sift through excess to unearth the essential facts. For example, the right AI system might predict the outcomes of overusing antibiotics for patients, even before the doses are administered. This has helped a developing nation like India, whose population is majorly rural-based and whose dependence on medicine is reaching to an alarming level With this generations becoming more serious about health and shifting scenarios of changing times, concepts of health and disease of the present times, there has been an amazing arousal of interest which is likely to be accelerated with the growing trends of information technology, economic globalization and industrial activism.

Information Technology is a powerful tool in the hands of the developed and information rich countries in the globalisation process. Information technology: Digital era and wave is really getting into nerves of the current generations including the older generations and disrupted the way the marketing, branding, sales etc is done.

Objective

The key focus of this study is to bring out the imperative need of Digital strategy as an integral part of Sale and marketing policies to survive and excel.

METHODOLOGY

Literature search which was shown here is largely based on the secondary data and information available in Research Articles, Databases, Research Journals and on internets

A. Research Articles:

A research article reports the results of original research, assesses its contribution to the body of knowledge in a given area, and is published in a peer-reviewed scholarly journal.

1. Research articles Journal Of Ayurveda and Integrative Medicine
2. DHARA: Digital Helpline for Ayurveda Research Articles

A. Database:

A database is a collection of information which is organised on a structure, which further eases to store and retrieve the information.

1. NLAM: National Library of Ayurveda Medicine
2. TKDLTraditional Knowledge Digital Library

B. Newsletters:

Is the informational periodical that is generally distributed to the members of the interested group's Dietary supplement, Herbal information?

C. Research Journals:

1. PubMed Central
2. National institute of science Communication and Information Resources (NISCAIR)
3. BioMEd Central
4. Green Pharmacy www.greenpharmacy.info

D. Internet:

Myriad of information on and documents on Ayurveda, Information technology impact on the sales with numbers are available on web portals, blogs, newspapers etc. . .Likehttps://www.patanjaliayurved.net/

DISCUSSIONS AND CONCLUSION:

Education and learning is a lifelong process, hence the Digital and analytics view of information technology influences progression and penetration of ayrvedic.

There are four ways where Artificial Intelligence can create a positive and constructive impact in the Indian healthcare.

1. 69.2 million Indians suffer from Diabetes as per data from World Health Organization. Detection of Diabetic Retinopathy (DR) in India is a major challenge, which can be solved through incorporation of AI. AI Technology can help doctors collect images of retina of diabetic patients and then run them through machines which can quickly scan the images and arrive at a collection of data. AI specialists can derive a pattern from the data and write algorithms to detect the dormant signs of the disease, ensuring an early diagnosis and prevention of the disease amongst diabetics.
2. For every 1681 citizens in India, there is only one doctor available as per medical council of India report published in May 2016. The doctors work under tremendous pressure, diagnosing and treating thousands of patients daily. AI based systems can improve diagnosis by studying past patient data and medical records
3. 68.84% of population resides in rural India as per recent census. Last mile delivery of healthcare amenities is still a major challenge in India, especially to places that lack the connectivity of routes. Lack of proper healthcare centers, doctors, testing labs and medical facilities in rural India, results in a high mortality rate from diseases. Technology can help the rural population by providing diagnostic facilities, therapeutic knowledge and preventive and predictive technology in healthcare. Predictive modelling of diagnosis data and patient health record will help in identifying and preventing disease outbreak. AI based applications can be extremely helpful in preliminary diagnosis.
4. India is known to suffer from a dual disease burden Rapid diagnostic tests, through the aid of AI enabled technology, have had a significant impact on screening for malaria and HIV.

There are several diseases which allopathic medicine fails to cure or cater, with this data there can be a big shift from generic / classical approach to innovative based of product development and making those products available through sales team. This data will help team formulate their sales polices.

CONCLUSION

Information technology's digital strategic inputs in the sales policies will immensely boost the product penetration with new digital distribution channel. Together the synergy of new technologies, with the help of big data and AI, is primed to combat the disease- prone diaspora of India. The key is to ensure that majority of the population can access and therefore benefit from this technological disruption.

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