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Subject: Re: Socially marketed brands

Posted by [deepanavin](#) on Mon, 23 Jul 2018 06:53:02 GMT

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Yes i understand how these questions got deleted - this is so ironical. On one side the Indian govt. wishes to cut down on subsidies and its clearly established that social marketing is the only solution in such situation. But we cut down on collecting relevant data. and now we have no source to see what percent of users go for socially marketed brands except for retail market data from Nielsen but that does not map appropriately the actual use and its quite limited in its coverage that does not allow for getting representations from rural areas.

Is the next survey round already on? me as a public health researcher and my team at John Snow would request you to include us in meetings / discussion forums set up for dsigning the questionnaire so that we can make a case for including these relevant questions back into the questionnaire.

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