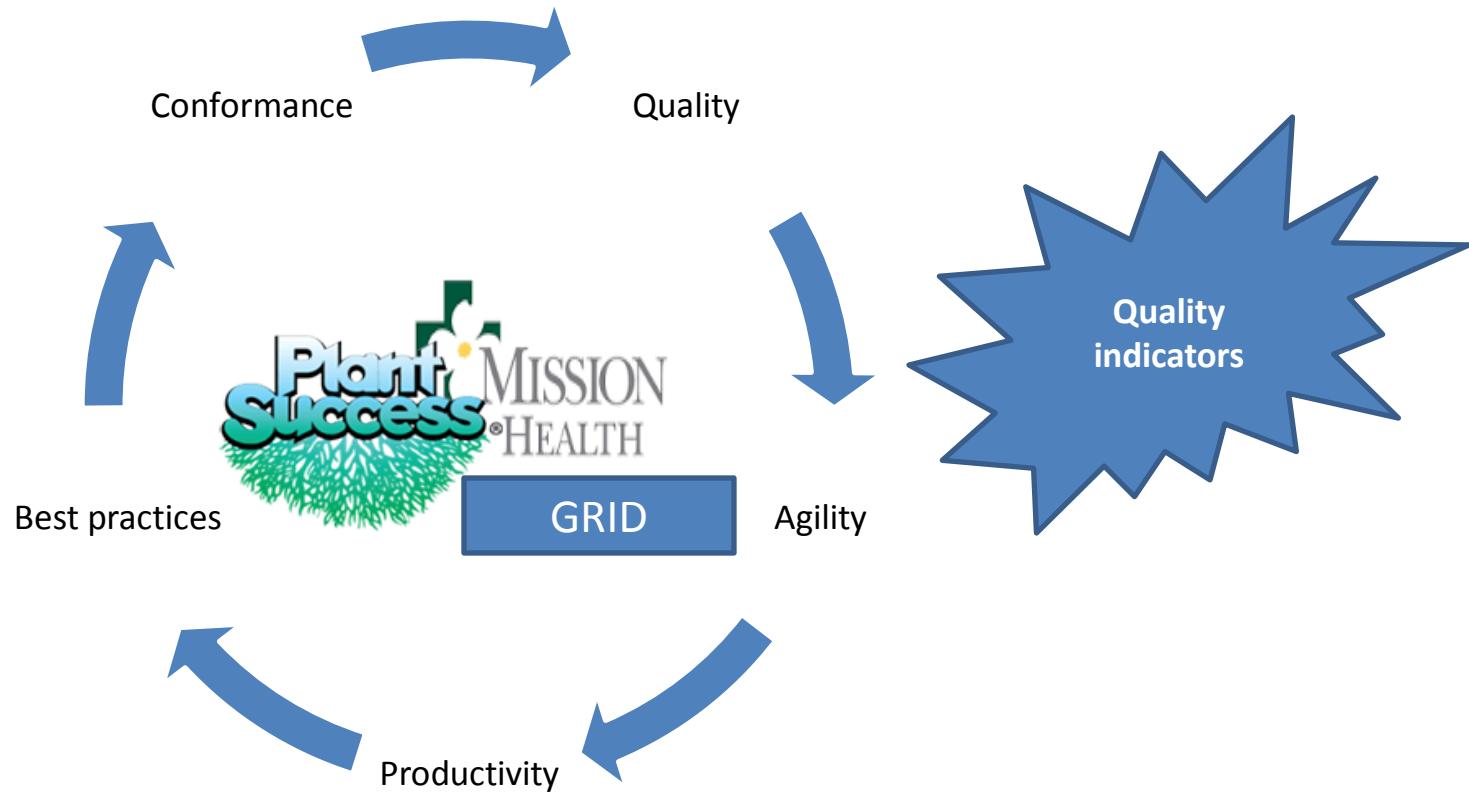
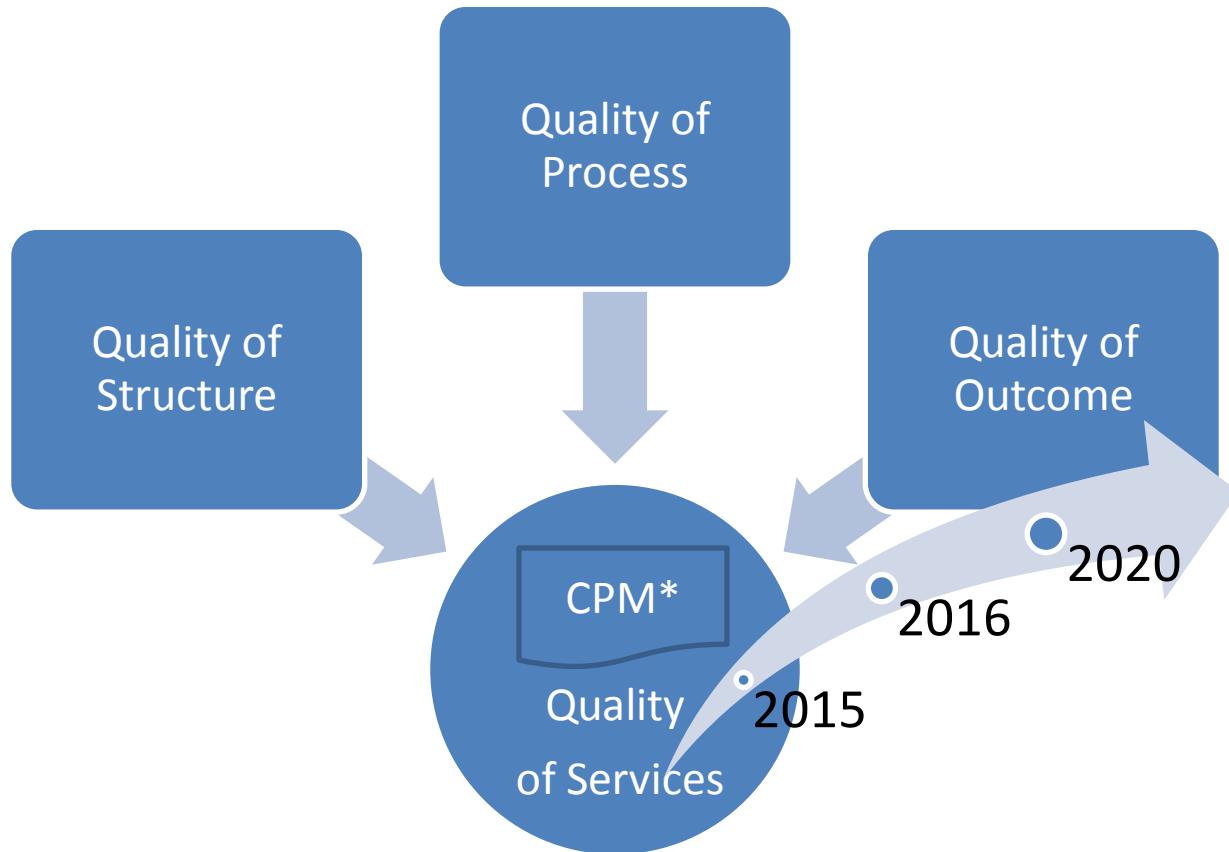


# Towards Sustainable Health and Wellness products and consumables



# Critical Product Leverage Management



# CPM\*

- **Scope**
- This analysis does not expect to replace the efforts by clinical practitioners, nutritionists and dieticians to prescribe drugs, medicines and/or a balanced diet for health or wellness but looks at herbal remedies for restoration of health, wellness and fitness.
- It does expect the person filling in the information to be conversant with product literature, but can be simplified to permit feedback and information collection to acknowledge and control involvement to mitigate climate change, combat new or emerging diseases, unforeseen or increasing disease causing vectors, higher mortality rates, increasing cases of malnutrition, mutations in health, growth, immunity patterns or genes, inflammatory diseases.

# CPM\*

- **This analysis focuses on the following bio-clusters:**
  - A. Couples planning for a baby
  - B. Mothers to be
  - C. Babies and children in their early years (0-12 years)
  - D. Teenagers
  - E. Young adults
  - F. Not so young adults
  - G. Senior citizens
  - H. Sick, afflicted and debilitated patients
- I. Uncategorized consumers of health & wellness products

# CPM\*

- **Product name:** **Product Id:**
- **Bio-cluster:** Select from A-J (enumerated in page 4)
- **Description of product:**
- **Assessment and Feedback:**
- **1. Does it satisfy the needs of consumers in a country, city, town, area or region**
  - [ ] on a demographic basis (Mandatory)
  - [ ] on a climate basis (High priority)
  - [ ] on a tradition or culture basis (Optional)
  - [ ] on a lifestyle basis (High priority)
  - [ ] on a health condition basis (High priority)
  - [ ] on a technological needs basis that is in turn
    - expertise-based or state-of-art technology basis (Optional)
  - [ ] on a legality or credibility basis (High priority)
  - [ ] on a socio-cultural interests basis (Optional)
  - [ ] on a green product culture basis (High priority)

# CPM\*

- **2. Does it satisfy the need to be easily available (or improve consumerism)**
  - [ ] pricing (High priority)
  - [ ] places where available (High priority)
  - [ ] promotions to reach out to consumers (High priority)
  - [ ] stock control for consumers (Mandatory)
  - [ ] single-window clearance to help consumers (Mandatory)
    - "return or reject products"
  - [ ] with anticipatory area fulfillment to serve the weaker and marginalized sections (High priority)
- **3. Does it satisfy the need to be of good quality with**
  - [ ] satisfactory or remarkable physical evidence (Mandatory)
  - [ ] incorporation of food & safety controls (FSSAI/RDA/RNI/food safety practices, sustainability and climate change mitigation) (Mandatory)
  - [ ] self-corrective methodologies to help the manufacturer/ distributor/supplier/ reseller/retailer/commercial entity respond to problems, risks, threats and issues (High priority)

# CPM\*

- **4. Does it satisfy the need to accelerate or aid**
- [ ] involvement for environmental safety (Mandatory)
- [ ] involvement for social goals (Mandatory)
- [ ] involvement for national health goals (Mandatory)
- [ ] incorporation of a link to an information hub that will (High priority)
  - help the health and wellness industry improve the
  - following aspects of the herbal product
- (1) Relevance for H (Health) G (Growth) I(Immunity) makeup
- (2) Usefulness for HGI makeup
- (3) Relativity for HGI makeup
- (4) Reliability for HGI makeup
- (5) Linear progression to address need for RDA/RNI/food safety practices, sustainability and climate change mitigation

# CPM\*

- **5. Does it include product packaging, product literature or consumer information like**
- [ ] color coding for nature of product and its ingredients (Mandatory)
- [ ] description of nature of testing for conscious consumers (Mandatory)
- [ ] fulfillment policy for longer shelf life in product (Mandatory)
- [ ] fulfillment policy for practices while using pesticides & insecticides in go-downs/facilities (Mandatory)
- [ ] fulfillment policy to prevent unintended traces or residues (Mandatory)
- [ ] listing out of warnings, hazards, prescriptive consumption (Mandatory)
- [ ] highlighting of need for feedback (for a unified Green Customer Performance Program) (Mandatory)

# CPM\*

- **Using the response for the various questions**
- **A. For a product lifecycle consultant or business link**
- If the answer is Yes for all questions that have a (Mandatory) tag, then the product making and supply chain management is conformant for Critical Product Leverage.
- If the answer is Yes for all questions that have a (High priority) tag, then the product making and supply chain management is acceptable for Critical Product Leverage.
- If the answer is Yes for all questions that have an (Optional) tag, then the product making and supply chain management is socio-cultural convergent and tech savvy for Critical Product Leverage.
- For more detailed feedback, the toolkit also includes
  - **1. A Manufacturer Satisfaction Survey**
  - **2. A Supplier Satisfaction Survey**

# CPM\*

- **B. For a consumer**
- The unified effort to assess a product for its convergence with marketability, will help a consumer provide feedback that can report the current leverage of the product in the market.
- If the answer is No for all questions that have a (Mandatory) tag, then the product making and supply chain management is not conformant for Critical Product Leverage.
- If the answer is No for all questions that have a (High priority) tag, then the product making and supply chain management is not acceptable for Critical Product Leverage.
- If the answer is No for all questions that have an (Optional) tag, then the product making and supply chain management is not socio-cultural convergent, nor tech savvy as perceived by the end-consumer.
- For more detailed feedback, the toolkit also includes
- **1. A Customer Satisfaction Survey**

# CPM\*

- **About the Satisfaction Surveys**
- The 3 different Satisfaction Surveys are packaged in the toolkit in a specific folder.
- These can be customized further to suit the organization manufacturing health & wellness products and consumables.