



SUPPORT IT....! – STAND AT EASE.

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Abstract: In 2017, the estimated total population in India amounted to approximately 1.32 billion people. Out of which 60% of population comes under working category. Back pain is one of the most common medical problems which is observed in most of the countries in the world. According to the National Institute of Arthritis and Musculoskeletal and Skin Diseases, with about 1 in 4 adults experiencing at least one day of pain in a three-month period.

In addition, the job you do it may put you at risk: Some jobs may require you to pull more weights as compared to jobs which allow you to simply sit and work. – both of which can take a toll on your spine. Back pain is a major health concern for workers and is likely to affect 80 percent of adults in India during their lifetime. Backs play a focal role in supporting and protecting our bodily structure which impacts a person both mentally and physically.

Back pain may aggravate with regular lifting of heavy items at work place and also in regular course of activities performed by an individual at home or at workplace It is also noticed in many cases that back pain problems can aggravate the conditions of the business significantly. As per study it is estimated that back related problems is severe. Aggravated back problems may lose concentration and may hinder the focus on the profession. Since it impacts various professions like teaching, nursing, construction factory side etc.

Even routine office work can cause severe back pain. And hence our research paper attempts to study and evaluate these problems in Indian context and to what extent can they be effective in solving the back problem and its repercussions.

Key words: T back shaped belt, Comfortable usage, Affordable price.

Introduction: We are not really wired for the rapid pace we are living. This is an era of over booked schedules, maximum stimulation, fast food and sound bites. We live in a competitive world where everything is relative. We are taught there are winners and there are losers in every competition, however every office goer or employee consider his deadline budgets. We are taught to compete with others, and be better than everyone else. Let's face it. Work can be a pain. Full time office life which may endanger him with this aggravated back problem. In various priorities it may so happen that an employee may suffer hectic schedules which may costs him back problems.

With kids, work and other community obligations, life can get hectic very quickly. One may find himself or herself running around from sun up to sun down trying to make sense of it all. Now a research has suspected for years, work can be deep pain, and back pain is one of the major issues. Back pain is common problem faced by almost every country. Besides lost productivity and years of life, chronic back pain's major problem is how to treat it.

Some remedies may include standard pain killers, heat or ice applications or even acupuncture. And one of the effective treatment has proved to be exercised on daily basis. But in busy schedules and day to day working life is it really possible to come up to these remedies? While back pain is major problem, one of the key contributions is our back belt. A 'T' back shaped support aid to the back. Our objective is to give support to the back and correct posture.

It helps to keep your shoulders upright and have an erect posture. Research and Methodology, Objectives. Through our research, we aim- To

study the scope, effects and problems related to back pain and its remedial options . To study the prospects and challenges of the T shaped back belt. Research Design Since the base of our research topic is a study of a prospective B plan, we decided to adopt means of primary research which includes personal interviews and secondary sources comprising of archival research, institutional journals, expert views and data from syndicated sources.

Case Analysis- We have studied and analyzed some solutions related to back problems. Our research has been based on 4Cs which are – **Concept-** Highlight the idea and principle of problem related to back pain.

Characteristics- Talks about the features of comfort work life and stabilizing the back and correcting deformity.

Context- Low price as compared to other products. Material used is of high quality, doesn't give long term atrophy and shifted stress.

Current progress- focuses on recent number of people facing such problems and finding solutions. Sources of data As our research is more reliant on secondary data as well as primary data and information, our sources also include: Newspaper editions Company websites Online portal Institutional journals Expert opinions Entrepreneurial books Personal interviews Scope of research In terms of exploration our research has been supported with examples from different countries in the world, not limiting to any local region.

Negative Positive: Strengths: We provide all types of T belt, and skin colored belt. Our special belt is light in weight and easy to carry. It has feasible design. It is comfortable as well as economical. Weakness: Limited capital available for expansion. Cannot be modified beyond the point. Does not support the lower back. Opportunity: Untapped market There are unaware prospects bias. Constraints: Time constraints. Cost Internal factors External factors Analysis the estimated total population in India amounted to approximately 1.32 billion people.

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Out of which 60% of population comes under working category. Back pain can be measure issue and majority of the audience face it during their work period. The USP of the product is it does not cause muscle atrophy. The increasing technology the solutions for this problem is discussed as under T shaped belt Concept–T shaped belt is the belt used for supporting the back and maintaining the correct posture to keep your shoulder upright and helps you to have an erect posture. It's made with cotton material and acupressure point heads available.

Context-Lumbago is thought to affect 80% of people at some point in their life the condition affects both young and old people. In many cases no cause can be found for the pain, but age, arthritis, spinal damage and particularly poor posture are usually to blame. Many chemists' hospitals provide this type of belt.

Characteristics- The T shaped belt is made with cotton material. It's flexible comfortable and easy to wear. The belt to be worn inside the clothes. The T back shaped support belt helps to maintain the correct posture to avoid any pain. Acupressure beads are available in the belt which would help an individual to sit in relief so that he can focus on the work. It's flexible easily approachable, and is used by all age group which makes this belt distinct from others.

Findings: Correcting deformity. Due to congenital issues or after back surgery, braces can correct a deformity or facilitate healing. Limiting movement. After an initial low-back injury, limiting your spinal movement is helpful because it allows your injury to heal on its own by relieving excessive demand on the muscles. Stabilizing the back. Some users report that supporting their spine and abdomen relieves pain and improves posture. Light weight. They are of light weight and easy to use. Easing pain. Some belts have massaging and heating elements that relieve back stress. By wearing our T-shaped back belt it will give an effective pain relief. Market Operation The researcher will operate under the following marketing operations that specifies the pay structures

comprising of 20000, 12000, 10000p.m for marketing and admin, stitching, packaging respectively. JOB NO.OF EMPLOYEES TYPES PAY STRUCTURE(Rs) MARKETING & ADMIN 2 EDUCATED 20,000 pm STITCHING 5 SEMI-SKILLED 12,000 pm PACKAGING 2 UNSKILLED 10,000 pm

Once you experienced wearing our T-shaped back belt one will know all the benefits it provides to reduce back pain . By using this belt it not only gives right posture but also helps in transitional movements and make in changes in sitting and standing habits. Alleviate back pain Be used as non-invasive treatments as an alternative to surgery

Disadvantages of Back Belt: When support belts aren't properly fitted or maintained, one can risk a creating more problems than it started previously.

Some issues that can be faced by other back belts may include improper fitting of belt, where there is only one size for all, also it can cause skin irritation and may also result in digestive issues. Higher blood pressure: The compression of your muscles can also increase your blood pressure and resting heart rate. Doesn't support lower back. Cannot be modified beyond a point. Conclusion- On research infers that the teacher's students and office going staff are ignoring their health.

It is very important and necessary to sit in a correct posture to avoid back problems. Now a day's people have started doing yoga, going to fitness center and taking care of their health. But out of the above options the novel concepts of a 'T' back shaped belt have a greater potential that may serve the next best option for the present genre. Although, the present research paper focuses on the back problems and posture sitting; the researcher has connected the concept with various research based approaches to analyze the further feasibility and scope to convert the same into a prospering marketing opportunity.

Suggestion And Recommendation: From the above discussions and findings, here are some

suggestions we would like to put forward keeping in mind the context of a progressive India towards 'say no back pain' One of the most crucial physical needs many people tend to overlook is assuming the right posture. According to the research, most of the audience spent most of their time in offices and workplace and due to that they may face back muscle strain and shoulder aches. Poor body posture may lead to health complications and also depression.

A majority of the people suffering from back pain and shoulder fatigue don't know the cause of their problem, but there is a high probability that poor posture has contributed massively to it. Not only people with poor posture face back problems but also the audience like athletes can face it during the daily work outs. However, despite the back pain, we can't all get rest at home every time our shoulders feel fatigued and back pain hits, giving us trouble.

Even if one feels that by taking rest may give relief to back or can overcome the pain faster than they have been assuming things on the wrong grounds. If the muscles that support your back and keep it aligned with the spine don't get the proper amount of straightening and activity, they'll become less active, and this can cause the

back trouble to increase. But now the audience need not have to worry as there are T-shaped support belts that are build for correct posture and alleviate the back pain. But because of high competitive market, sometimes it become difficult for the audience to choose the right back belt for the healthier back. This prompted us to come up with this guide to help you choose the best back braces that suit your back.

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