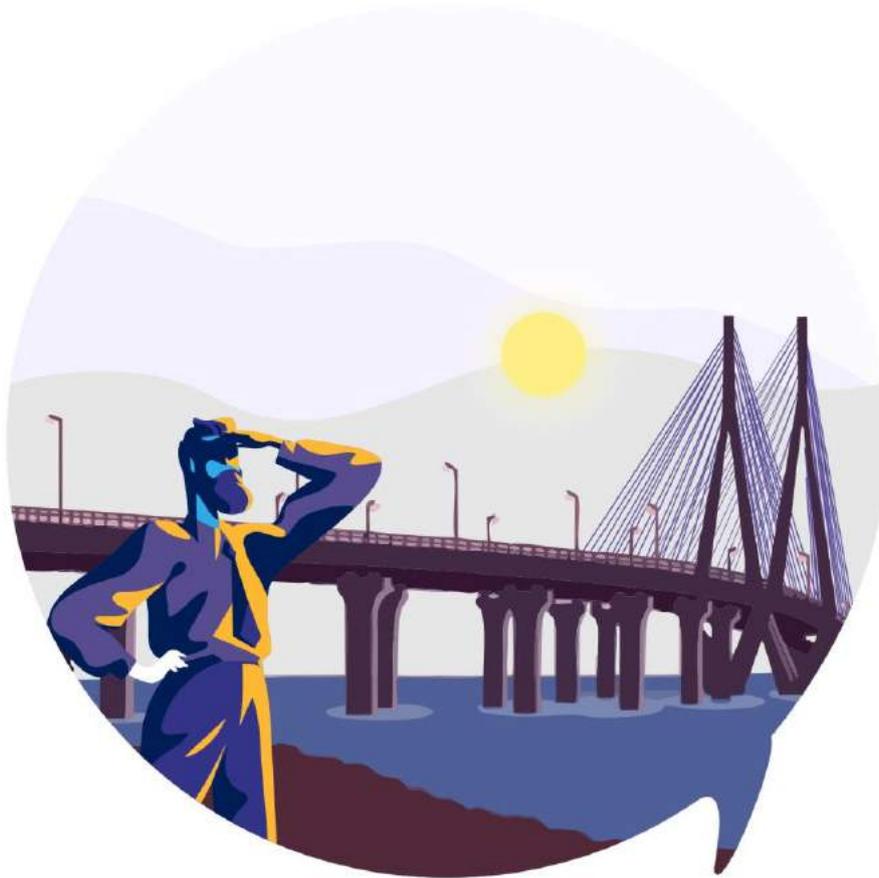


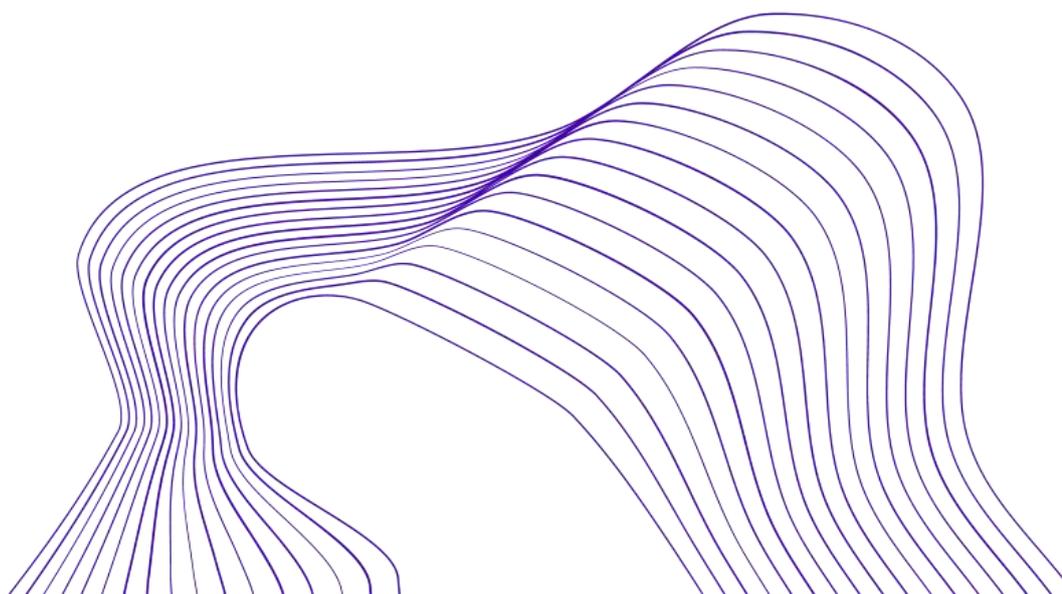
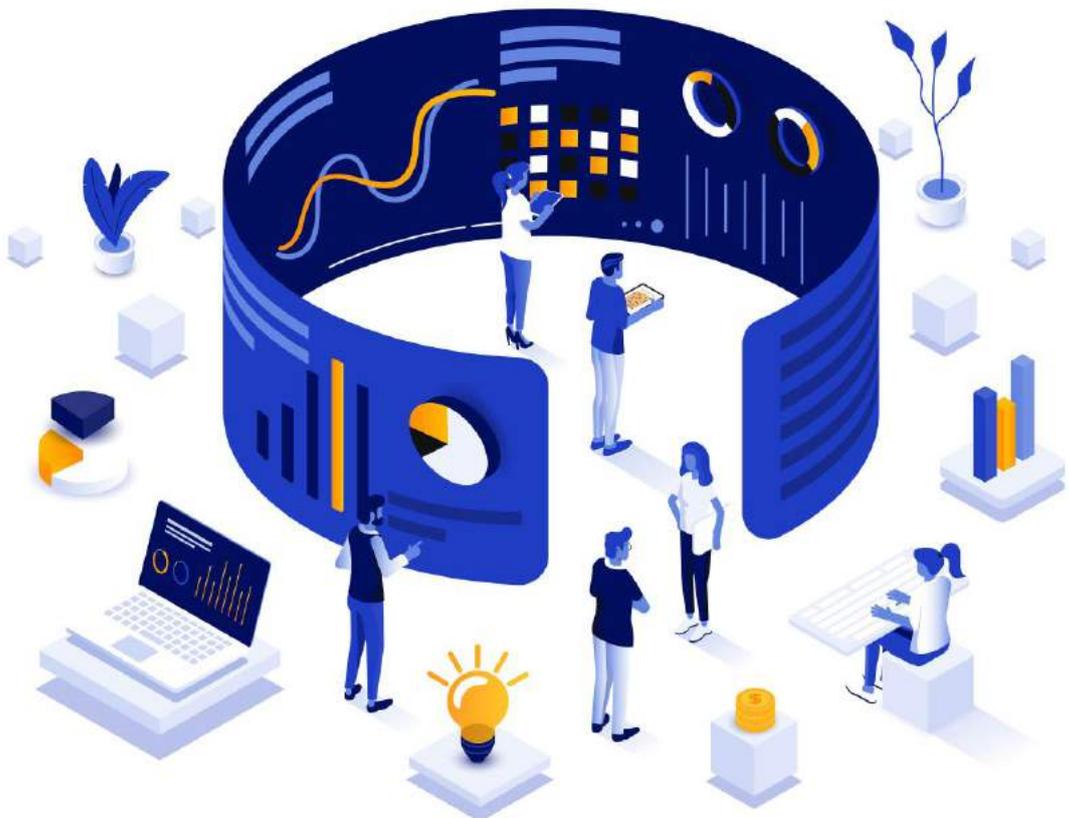


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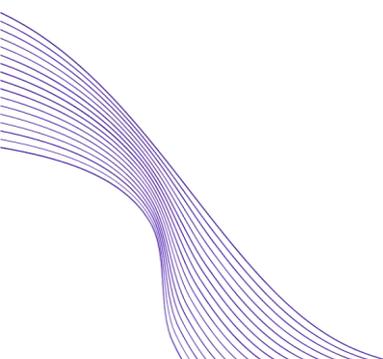


# MISSION CONFIDENCE: Maharashtra's Mood on the Vaccine



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# FOREWORD

“Believe in Yourself” are the words that have been a driving force for each member of the Lexicon Family. These words have led us to explore, grow and continuously develop in our journey of growth, innovation, and discovery at Lexicon Management of Leadership & Excellence. Our focus as a team and leadership has always been to develop our ‘Student Leaders’ with a blend of ‘theoretical’, ‘practical’ and ‘experiential’ learning to ensure that they imbibe a mindset of ‘pursuing excellence’ to make them corporate ready and extremely employable to hit the road running.

Further building on our focus on driving “Excellence in Execution”, I am extremely delighted to announce the launch of the Lexicon Centre of Research & Innovation. The Lexicon Centre of Research & Innovation (CRI) will revolve around adding value and benefit to the decision makers across the government, the industry, and the community by tracking, analysing, and making the right ethical use of data to deliver quality actionable insights.

The Lexicon Centre of Research & Innovation will be a team with comprehensive understanding & command of the market research, insights, and data science industry. It will endeavour to provide comprehensive solutions from a single point of contact to all market research, data analytics & insights related issues across functions. The Lexicon Centre of Research & Innovation will use robust research methodologies to provide pragmatic & actionable insights, solutions, and recommendations.

The Lexicon Centre of Research & Innovation dawns its beginning with the contemporary topic of the current bounce back from the Novel Coronavirus (COVID-19) pandemic and how humanity is stabilizing into the new normal behavior. The inaugural issue showcases a novel way of looking at the Maharashtrian general population’s tenacity reflected in their attitude and behavior to bounce back from this pandemic. The report dwells in depth on the mood around the vaccine and the expectations the general population has. I hope you find this report insightful and actionable. I look forward to hearing from you either on this report or any other topic of your interest where we can collaborate for data driven decisions.



**Nasir Shaikh**  
Chief Executive Officer  
Lexicon Management Institute of Leadership and Excellence  
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# EXECUTIVE SUMMARY

I feel extremely honoured and proud to present to you Mission Confidence: Maharashtra's Mood on the Vaccine, the first offering from the Lexicon Centre of Research and Innovation a trendsetter for things to come from the collaboration of energy of the students and wisdom of faculty. As this study covered 1269 respondents across the length and breadth of our state, Maharashtra with adequate representations across different age groups, gender, town class, education levels, occupation and socio-economic classification, it provides very robust and representative inferences.

The survey reveals how well prepared the Maharashtrians were and behaved in line with the best practices by planning well, using protective gear, imposing self-discipline, and improving their immunity. These behaviours were observed across genders and town classes in similar measure. The data further depicts the resilience and the fight back spirit of the Maharashtrian population as they have made lifestyle changes and are taking measures to control the spread by following the rules & regulations stipulated by the Government. Furthermore, they are positively supportive of the Government intervention and the way COVID 19 was tackled by various Government bodies, given that no one had any previous experience with the anything remotely close to this.

While the pandemic has its impact in setting up the new normal, the Maharashtrian population is positively anticipating the arrival of the vaccine which they feel would reach them in a similar timeline to anyone else in the world. They are not only expecting the vaccine to reach soon, but also are committed to use it for themselves and the entire family within a pretty short period of time from the date of availability. They are confident that with the arrival of the vaccine, the pandemic will be kept in check and the economy will bounce back to its growth storyline soon.

I hope you enjoy going through this report, which will rub-off its positivity for a better safer tomorrow for all of us. I look forward to your views on this report and would be keen to explore opportunities of collaboration on data insights thought leadership initiatives, where we can make the data speak.



**Samir Jha**  
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# BACKGROUND & OBJECTIVES



# THE NEED FOR RESEARCH

## Background

It has been sometime that Covid19 has affected the lives of people across the globe. What started off as just another virus has turned into a pandemic, causing a lot of normal practices to change. There are lots of talks about the new normal where everyone is finding ways and means to cope. People globally are taking steps to adapt and overcome this pandemic.

In these testing times people have through variety of emotions, but the human indomitable spirit has held people in good stead. In line with this. The **Lexicon Centre of Research and Innovation** conducted a research amongst the Maharashtra state general population to understand this fighting spirit, which in turn would be useful for the decision makers across the government and corporate bodies to make databased decisions.

## Objectives

The objectives of this research were to understand the following:



Behaviours depicted during these troubled times



Attitude to adapt and overcome



Perceptions towards the vaccine



Satisfaction levels with the Government intervention



Optimism for the economy to bounce back

# RESEARCH PROCESS



# 1. RECRUITMENT



Then first step in conducting any type of research. In this research respondents were recruited across the state of Maharashtra using different approaches like e-mail, RDD, street intercepts and referrals as this was a general population survey.

# 2. TOOLS DEVELOPMENT



A structured closed ended questionnaire was developed by the research team based on the research objectives. The questionnaire was administered in Marathi, Hindi and English depending on the respondent's convenience.

# 3. EXECUTION



Field work was done through mixed approaches of e-mail, CATI and F2F interviews. **A total of 1269 interviews were done.** It was controlled and continuously monitored to ensure the data quality of the highest order.

# 4. REPORTING



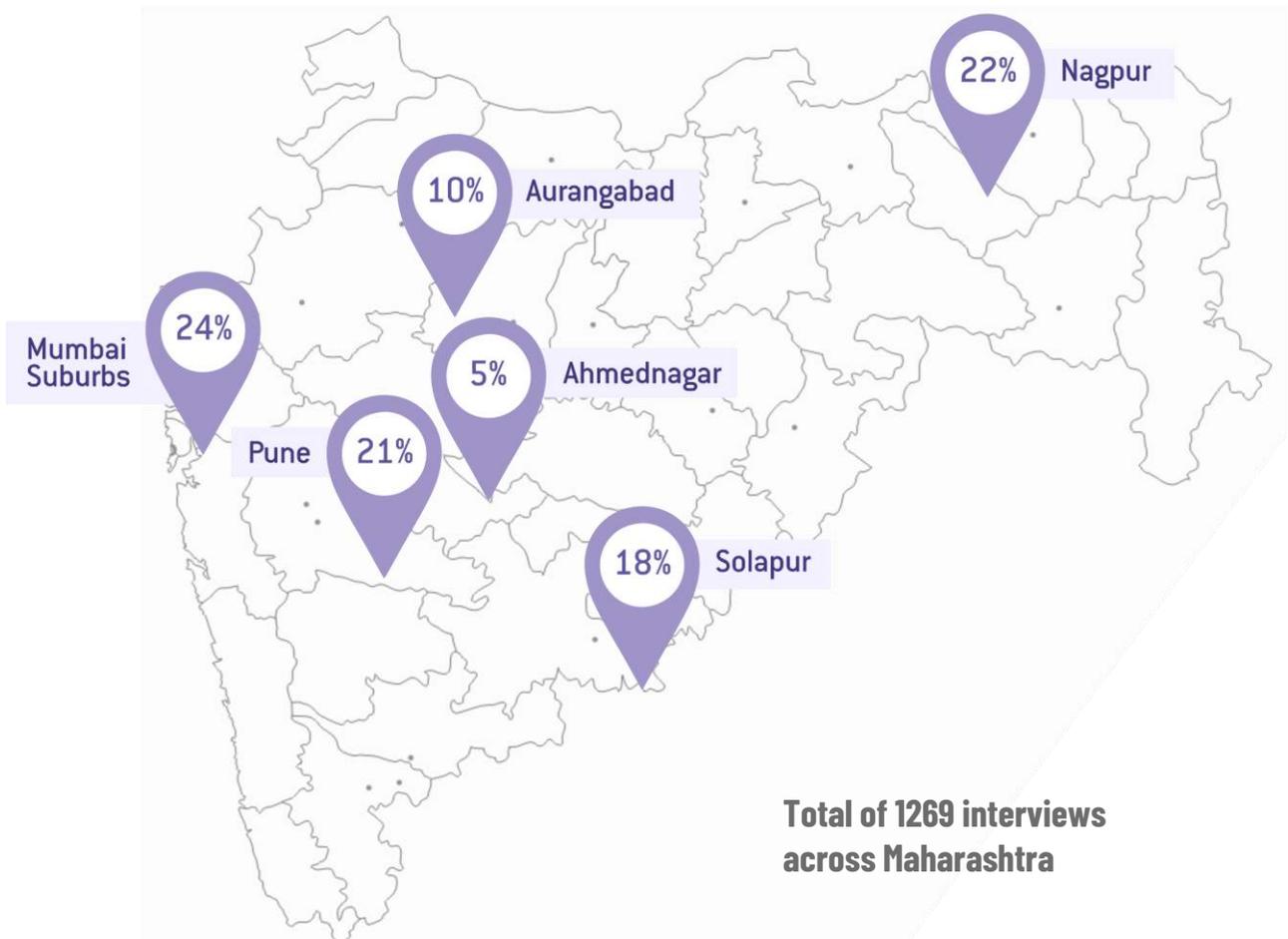
Research team then analysed the data for various hypotheses and cuts. Based on these analysis by the research, this report was created.



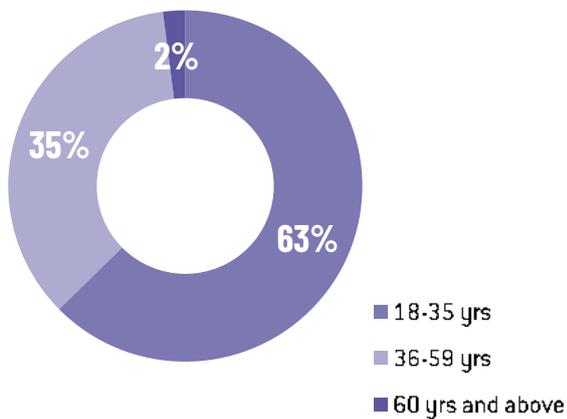
# DEMOGRAPHICS DETAILS

# DEMOGRAPHICS

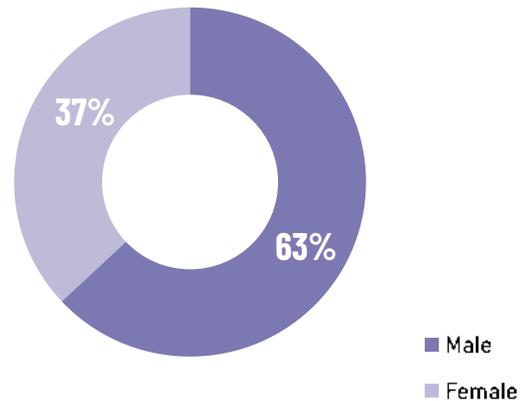
## Geographic Coverage



### Age

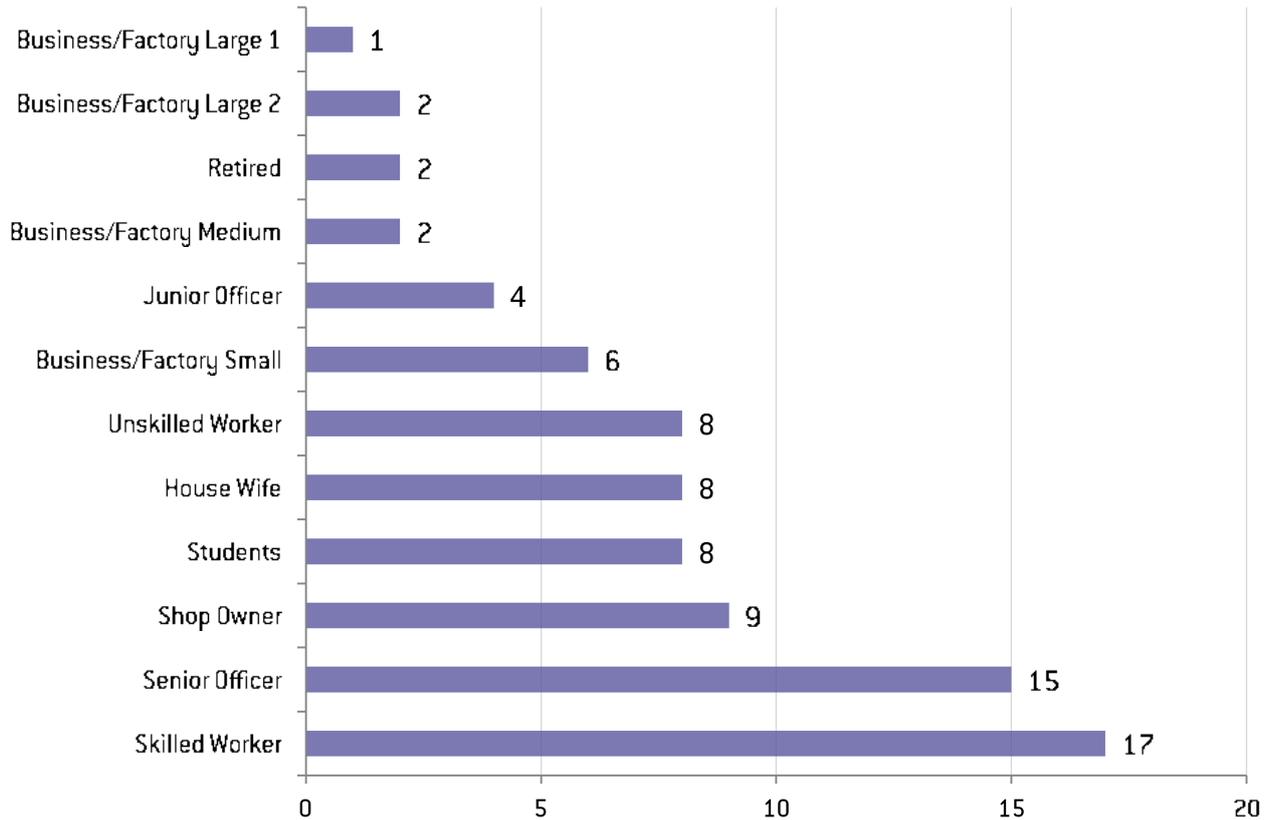


### Gender

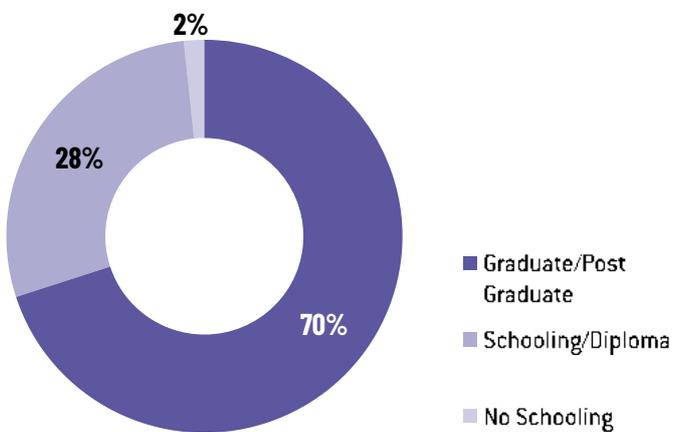


# DEMOGRAPHICS

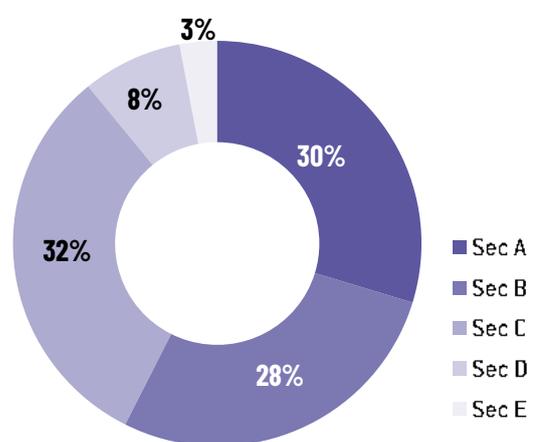
## Occupation

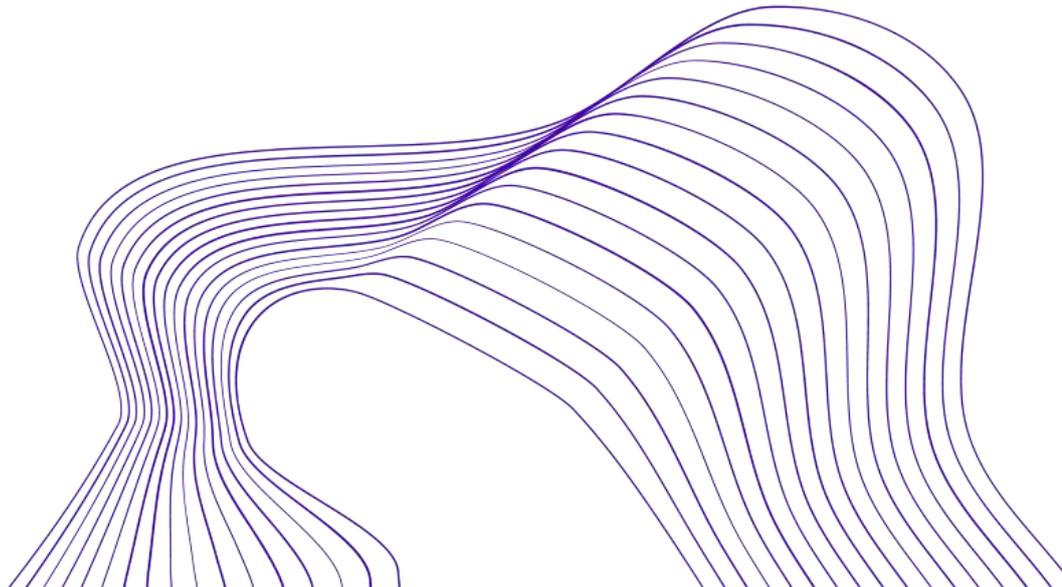
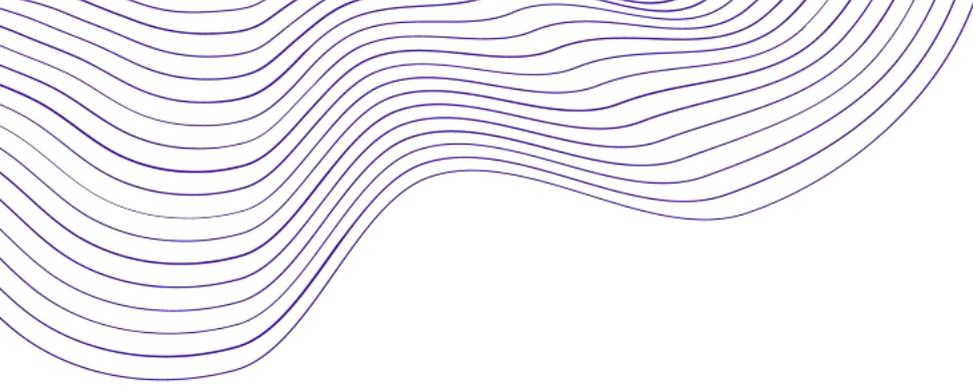


## Education



## Socioeconomic Class





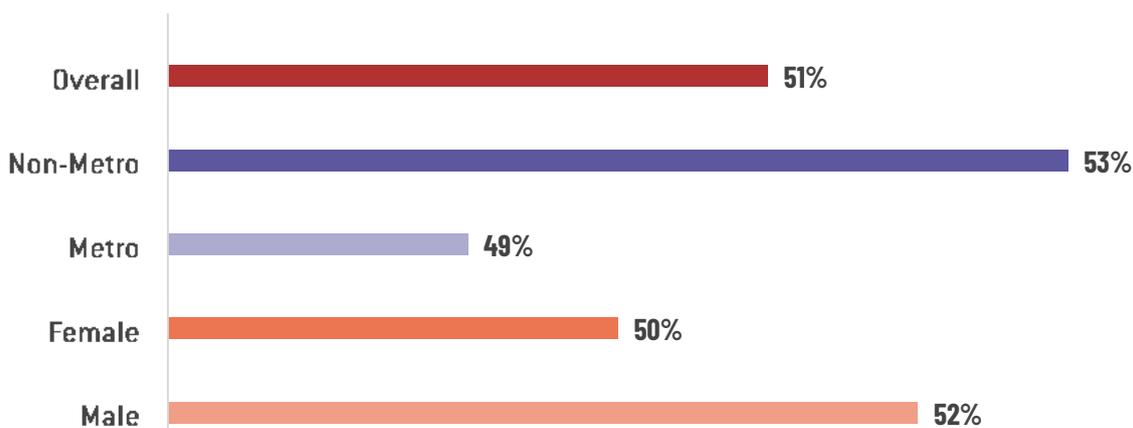


# BEHAVIOR IN COVID-19 TIMES

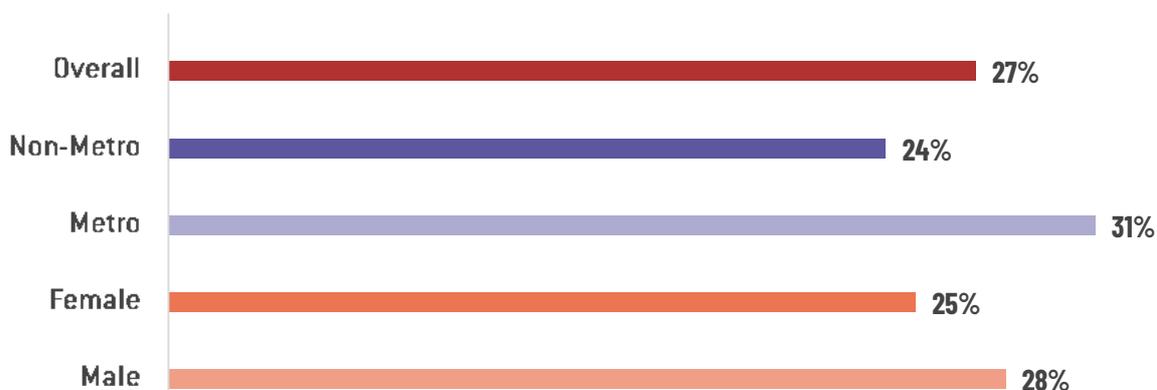
## PREVENTION

People have taken preventive measures as to avoid coming meeting other people who have travelled from another city or state or country. They've also avoided the non-emergency visits to the hospital hence evading possible contact with infected people.

### Avoided people who come from other cities/ states / countries



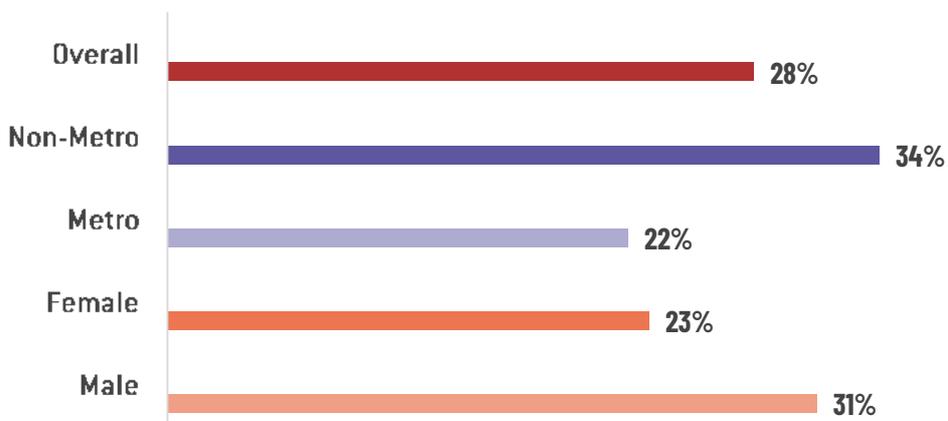
### Avoided going to the doctor with issues that could be postponed



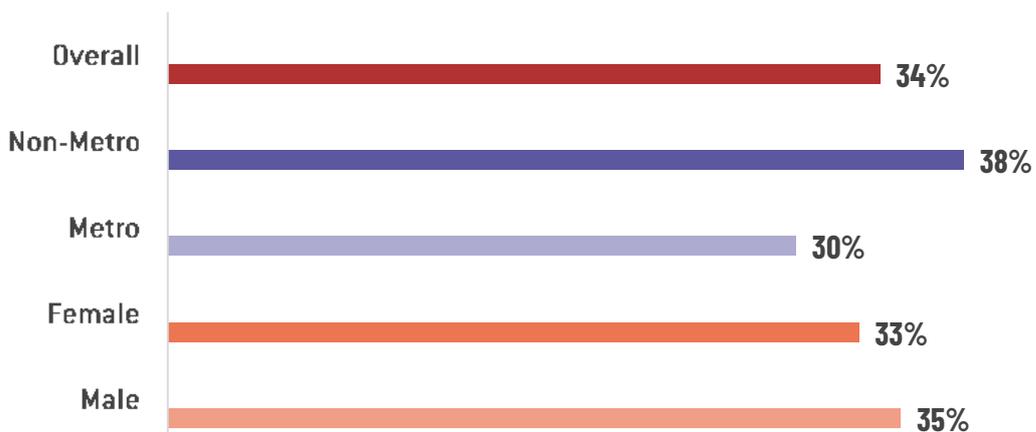
## PREVENTION

In addition to themselves, they've imposed these preventive measures on their near and dear ones like children not mingling with their friends and friends and family not allowed to visit during the pandemic, hence controlling the spread to increase safety for everyone.

### Decided that my child could not meet with a friend



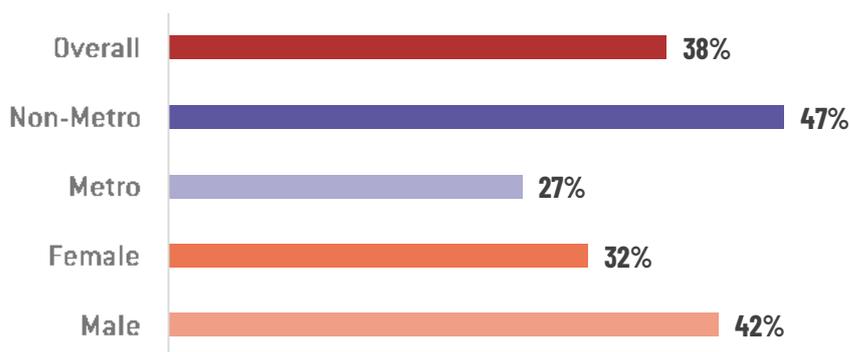
### Asked family members and friends not to visit



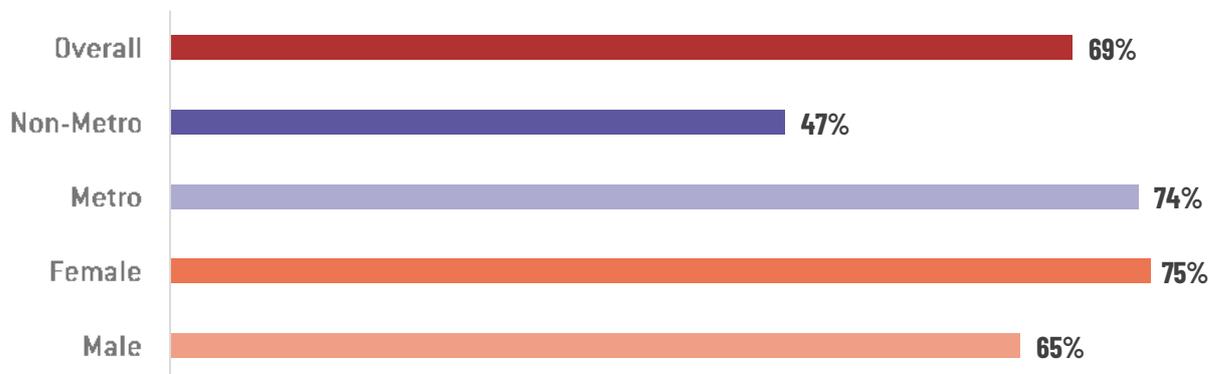
## PLANNING WELL

People have planned well to take care of their regular household items and food supplies in a responsible manner while for the protective gear they've increased the stock, hence completely prepared for the fight against the pandemic.

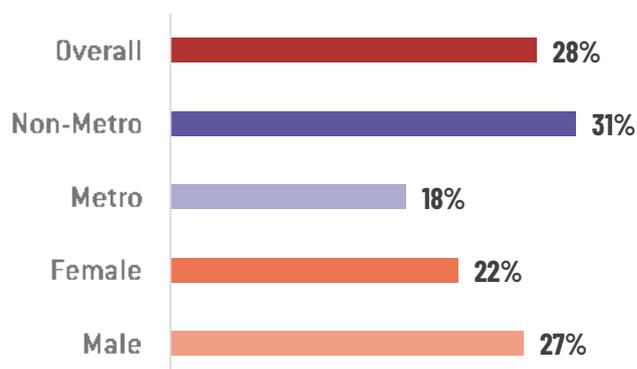
### Bought food supplies on a larger scale as compared to normal times



### Bought personal protection equipment (masks, gloves)



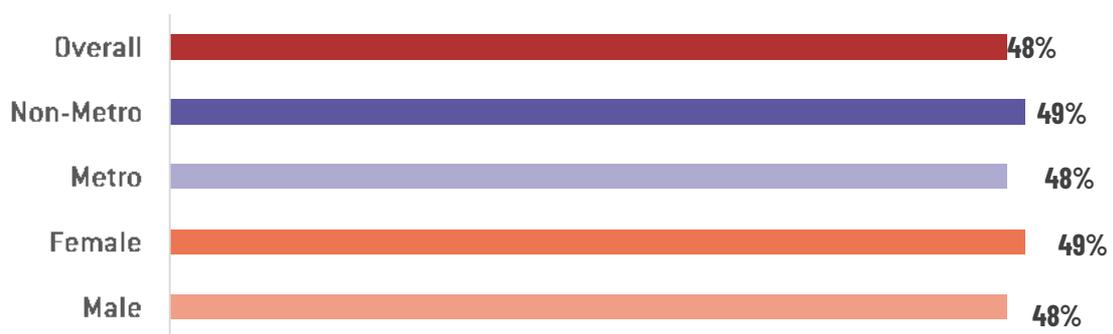
### Bought other everyday things on a larger scale as compared to normal times



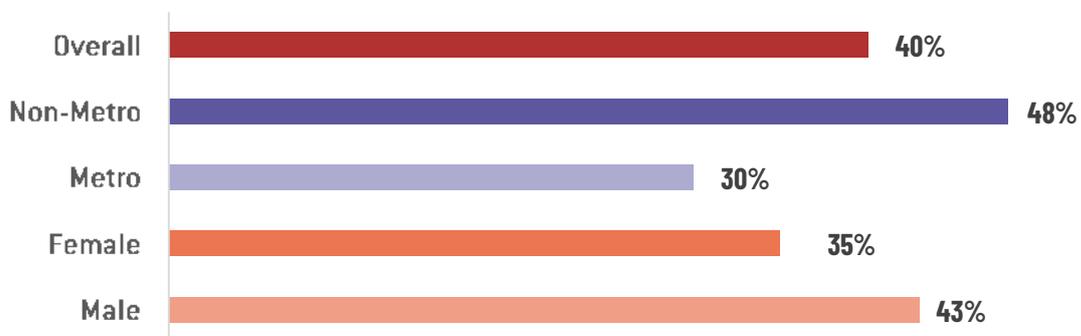
# IMPROVE HEALTH

As a preparation to fight the pandemic people have consciously decided to stay fit and keep healthy. Across Maharashtra people ate more healthy food than before. They also exercised more and reduced their alcohol consumption. This trend was observed more in the non-metros.

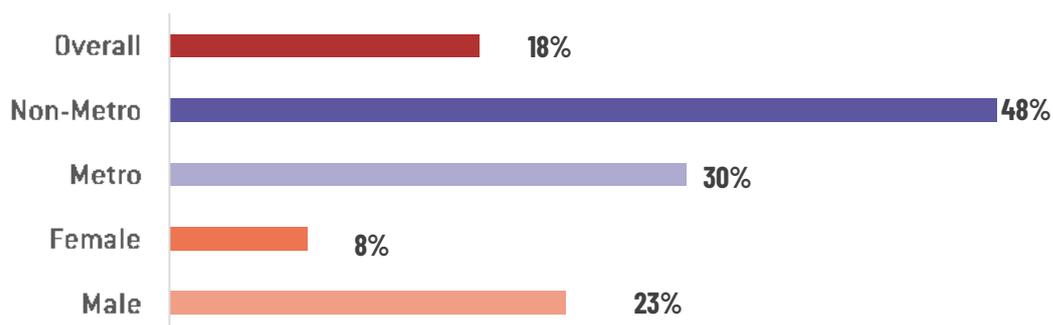
## Ate more healthy food than I usually do



## Exercised more than I usually do



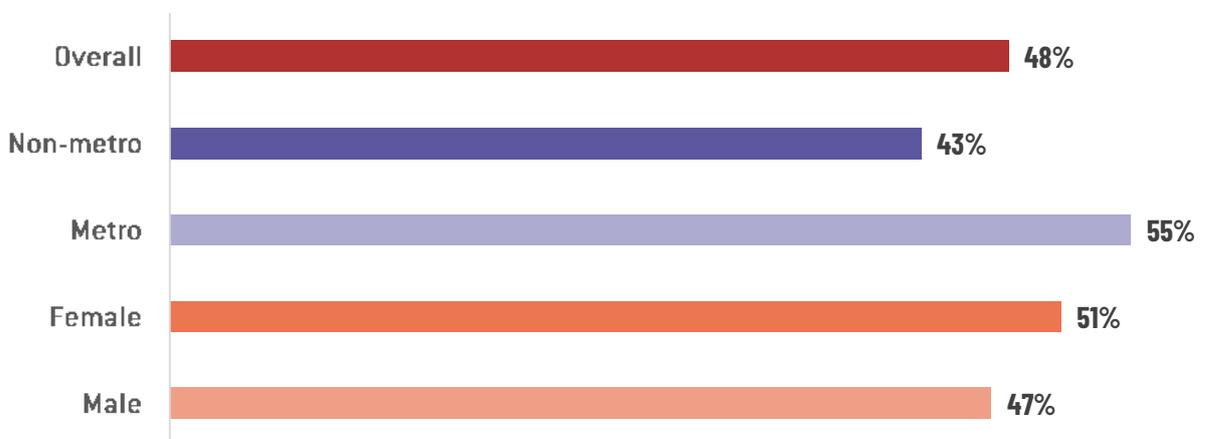
## Drank less alcohol than I usually do



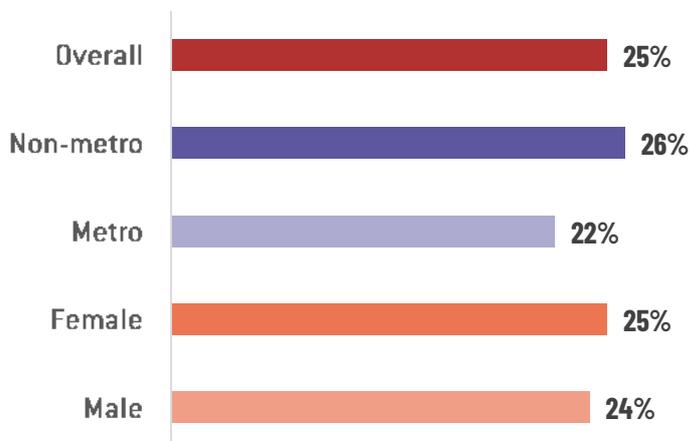
## IMPROVE IMMUNITY

Prevention is better than cure – taking this advice in the right spirit people have focused on improving their immunity. This trend is observed more in metros and amongst the women. They've also bought medicines which are useful for treating the pandemic and its symptoms.

### Bought products which will boost my immunity



### Bought medicines that I heard are good for treating the symptoms of COVID-19



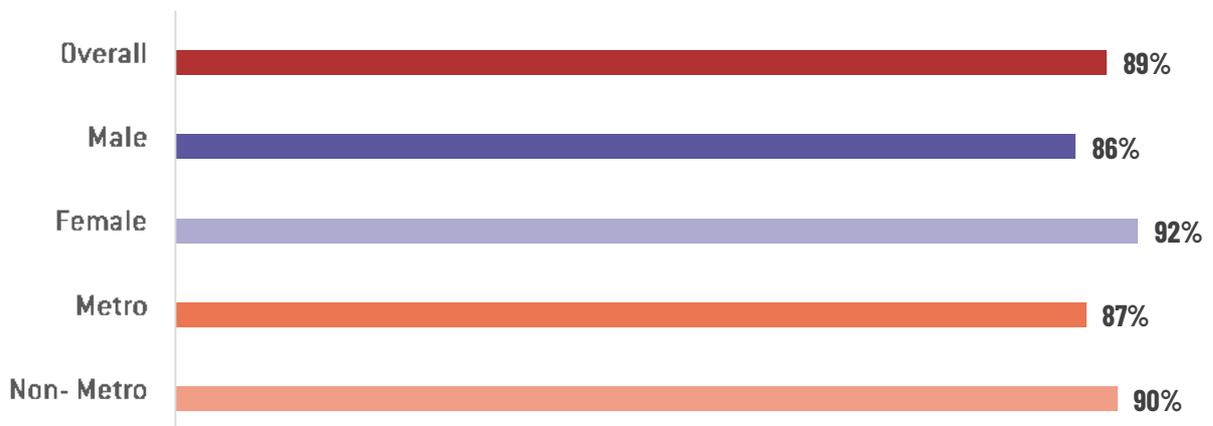


# ATTITUDE TO OVERCOME COVID 19

# LIFESTYLE CHANGES

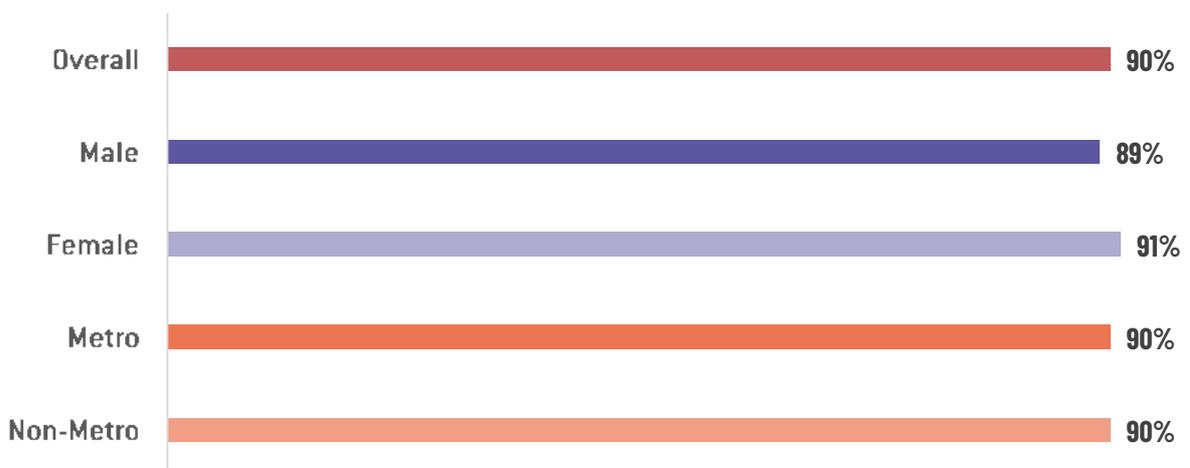
People are willing to make compromises and induce lifestyle changes like avoiding public places which they visit often and only step out of the house only if extremely necessary. Almost 9 out of 10 people are agreeing to do this.

## Avoiding Public Spaces



S: In current situation its better to avoid public places. Those who Agree / Strongly Agree

## Stepping out of house only if urgent / necessary



S: One should only be allowed to leave the house for professional, health or urgent reasons. Those who Agree / Strongly Agree

## STRICTLY FOLLOW RULES AND REGULATIONS

People fully respect the rules and regulations stipulated by the various civic and Government authorities. They fully understand that these rules and regulations are for their own safety and in case of people being infected with this virus, should be taken into isolation for the safety of others.

### Enforce self-isolation if infected



S: The government should be allowed to force people into self-isolation if they are infected. Those who Agree / Strongly Agree

### Restrictions ensure our safety

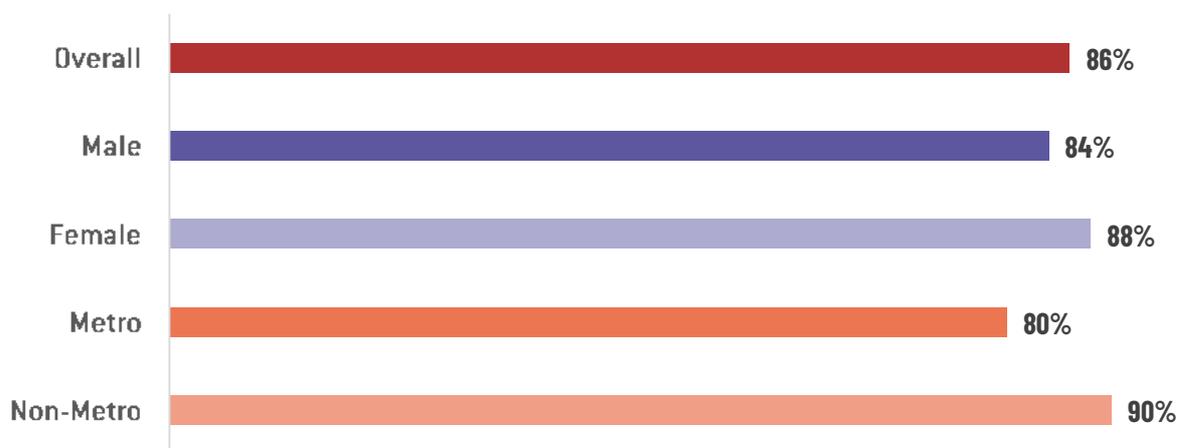


Q: I think that the restrictions currently being implemented are for our own safety. Those who Agree / Strongly Agree

## CONTROL THE SPREAD

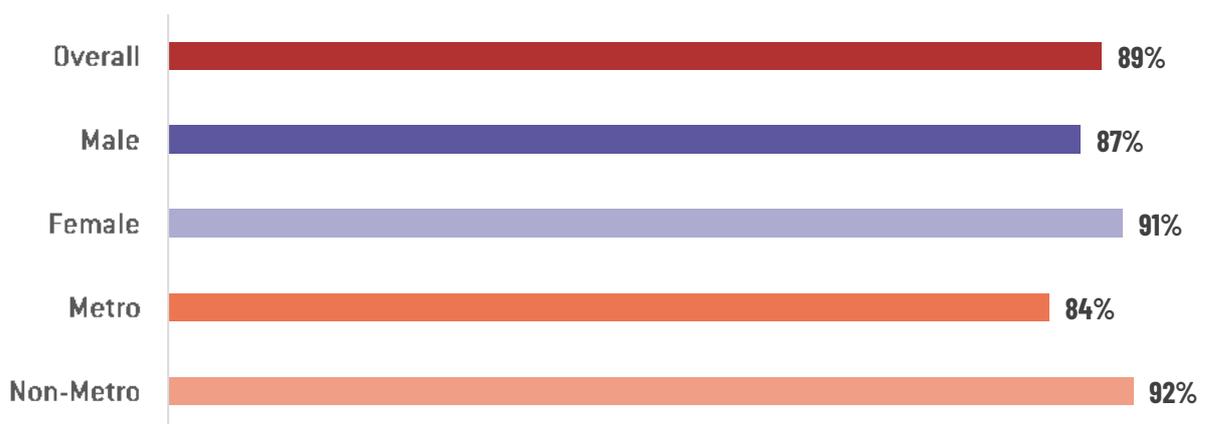
Almost 9 in 10 people agree that masks are mandatory if people are venturing out of their houses and even a higher proportion support that tests will be helpful in controlling the spread. This sentiment is higher amongst the female respondents and people in non metro centers.

### Mask compulsory in public places



S: In the current situation, anyone moving in public areas should wear a mask. Those who Agree / Strongly Agree

### More tests should be done



S: More tests for coronavirus infection should be carried out in the population. Those who Agree / Strongly Agree

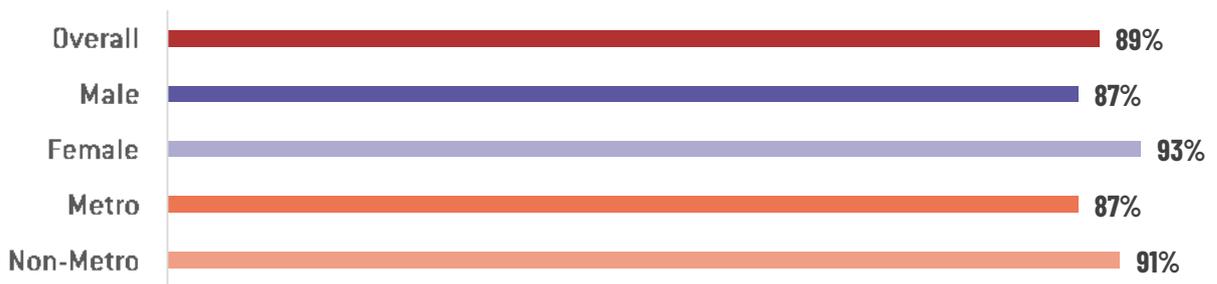
# OPINION ON COVID-19 VACCINE



# VACCINE DISPOSITION

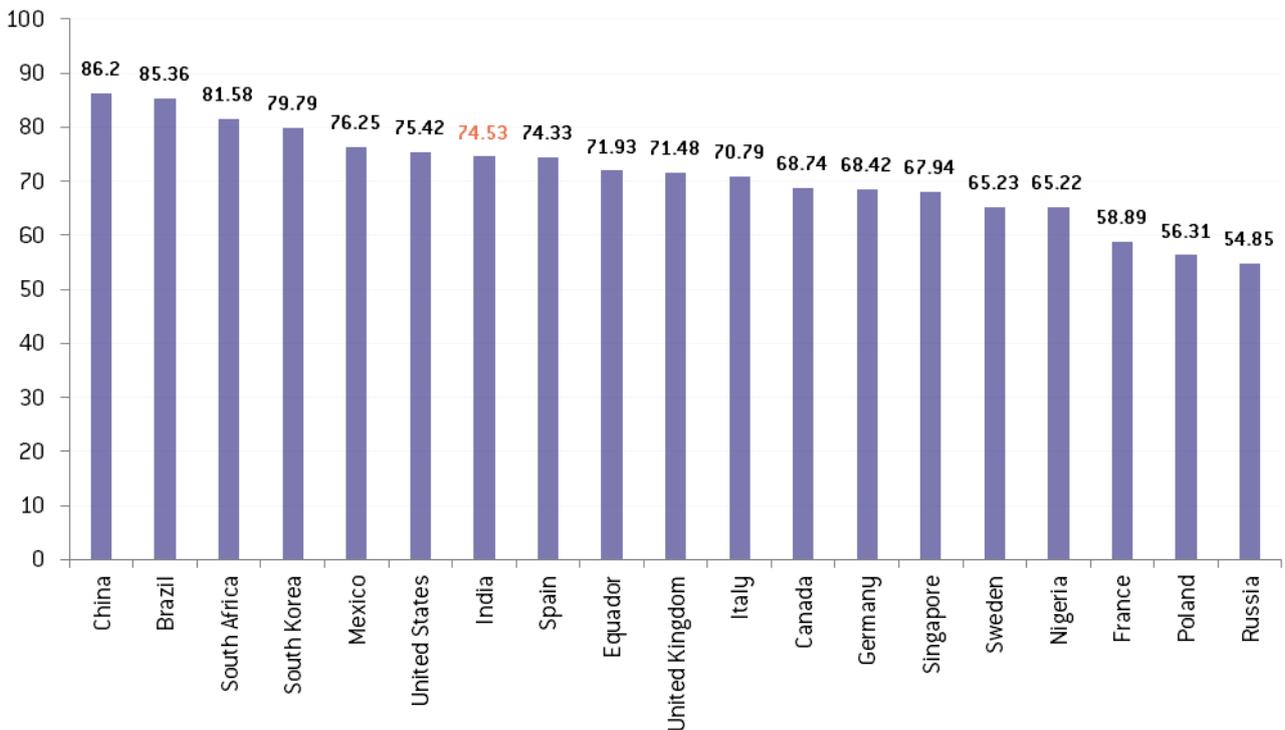
Highly positive disposition towards the vaccine. Almost everyone is looking forward to the arrival of the vaccine. Interestingly the acceptance of vaccine in Maharashtra is higher than of India, as observed in an international benchmarking research in across 19 countries amongst 13,426 respondents in August 2020. It seems that with passage of time the acceptance of vaccine is increasing.

## Will they take the vaccine



S: If a safe and effective vaccine becomes available, I'll take it. Those who Agree / Strongly Agree

## Global Benchmark



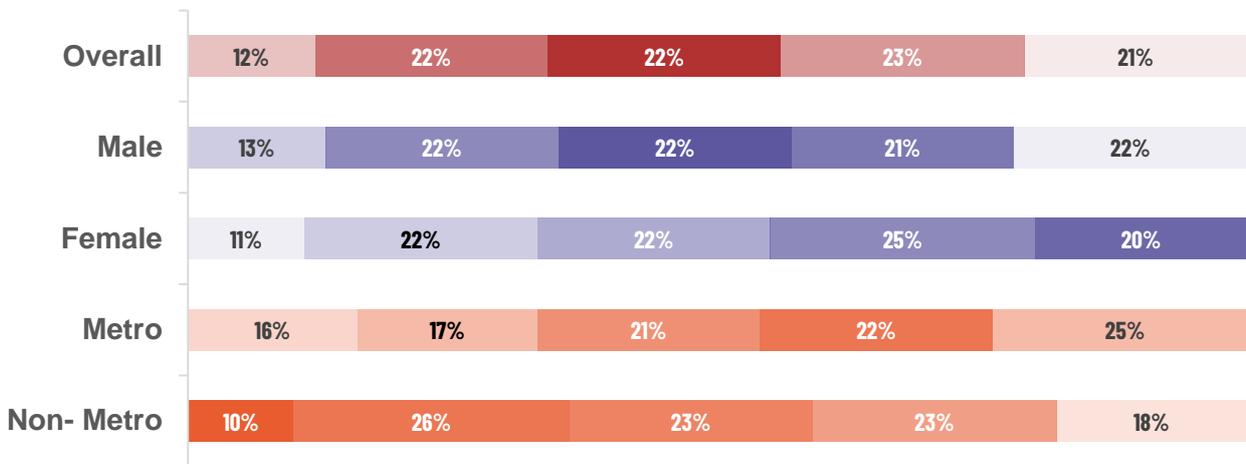
S: A global survey of potential acceptance of a COVID-19 vaccine based on sample of 13,426 respondents in 19 countries done by [www.nature.com/naturemedicine](http://www.nature.com/naturemedicine)



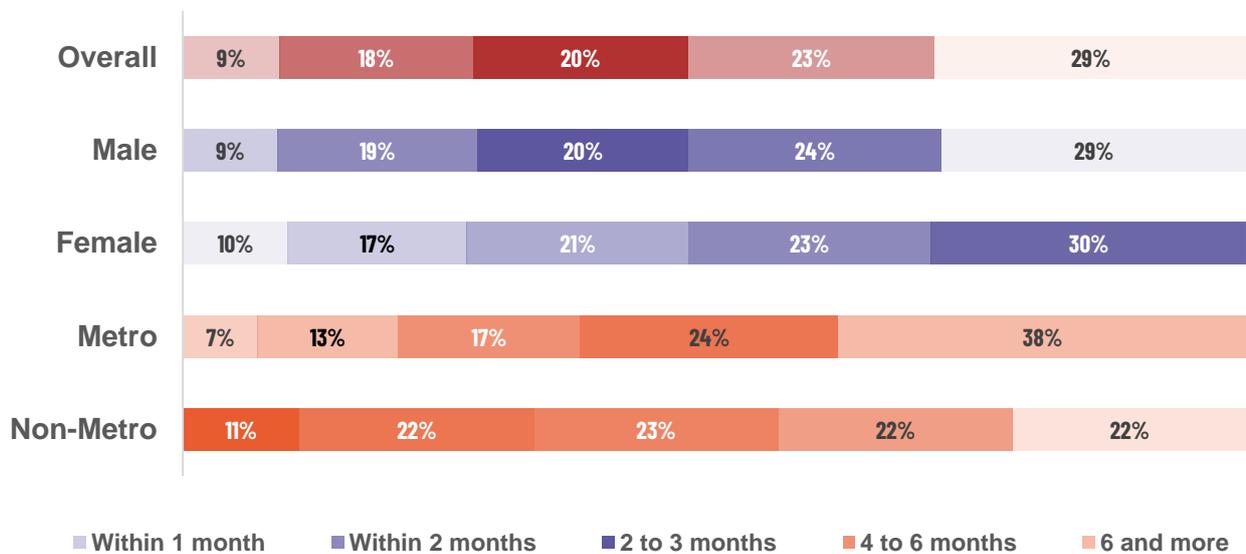
# VACCINE AVAILABILITY

Very positive expectation on the timeline as well, as one third feel it should be available within a couple of months, and more than half expect it within a quarter. The better news is that Maharashtrians believe the vaccine to reach them in similar time to anywhere else in the world.

## When will the vaccine be available anywhere in the world?



## When will the vaccine be available to you?



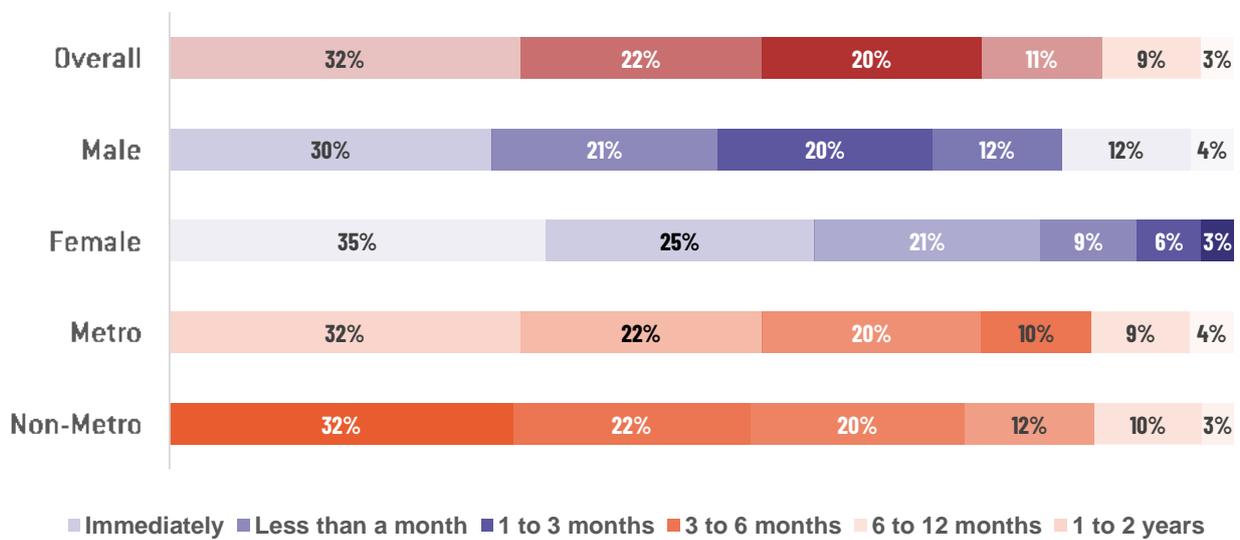
■ Within 1 month    
 ■ Within 2 months    
 ■ 2 to 3 months    
 ■ 4 to 6 months    
 ■ 6 and more



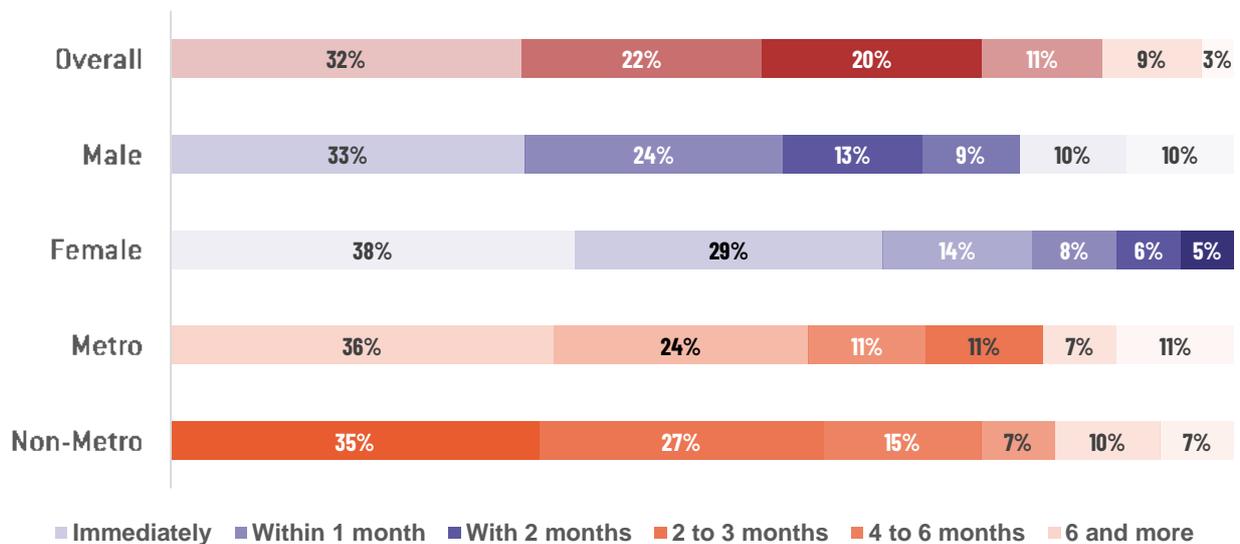
# VACCINE AVAILABILITY

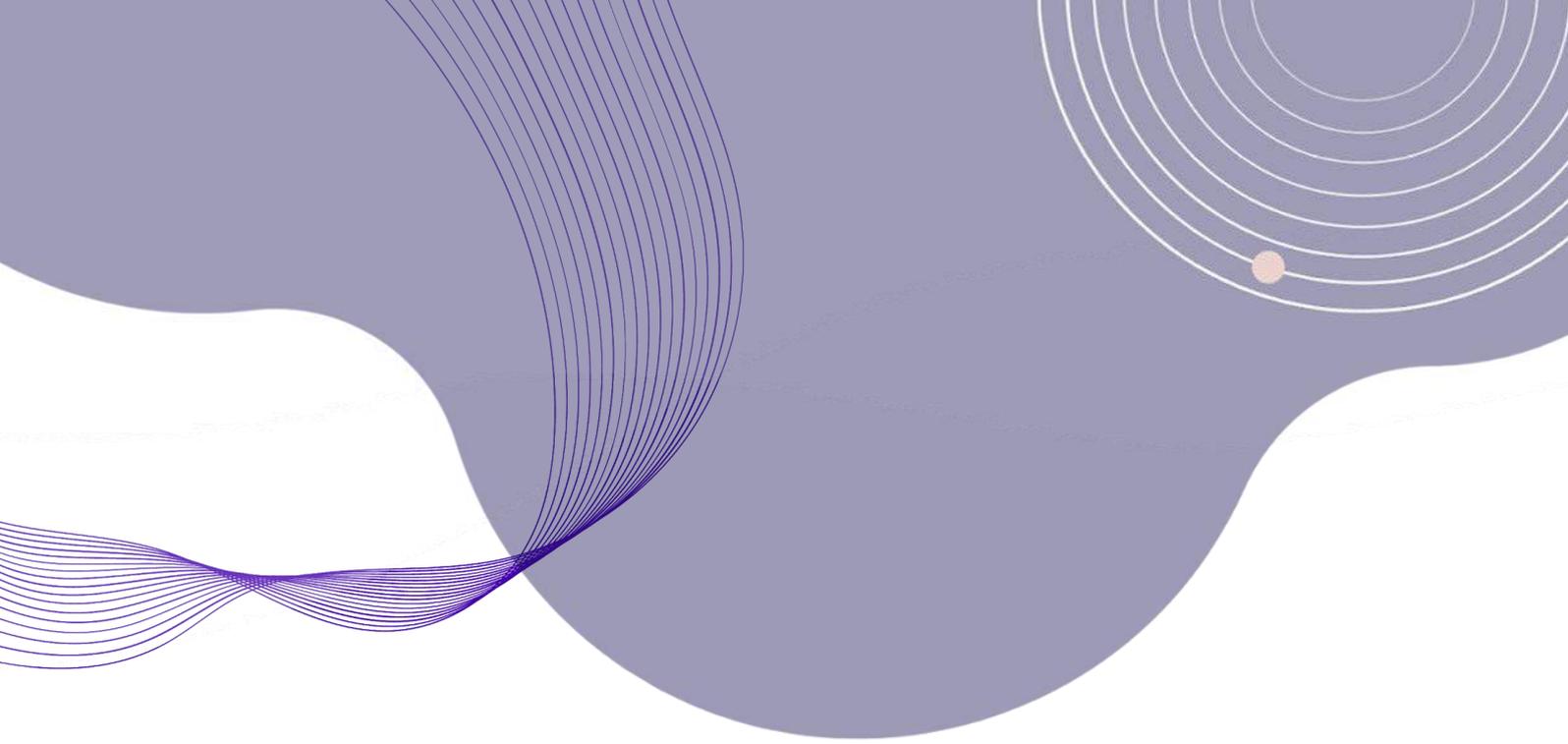
The expectation for the arrival of the vaccine is duly followed up by the intent to get vaccinated as well, not only for self but also for the entire family. This truly reflects the resilience shown by the general population and willingness to fightback and claim their normal lives back even from the clutches of a pandemic.

## Timeline for getting vaccinated for self



## Timeline for getting vaccinated for family



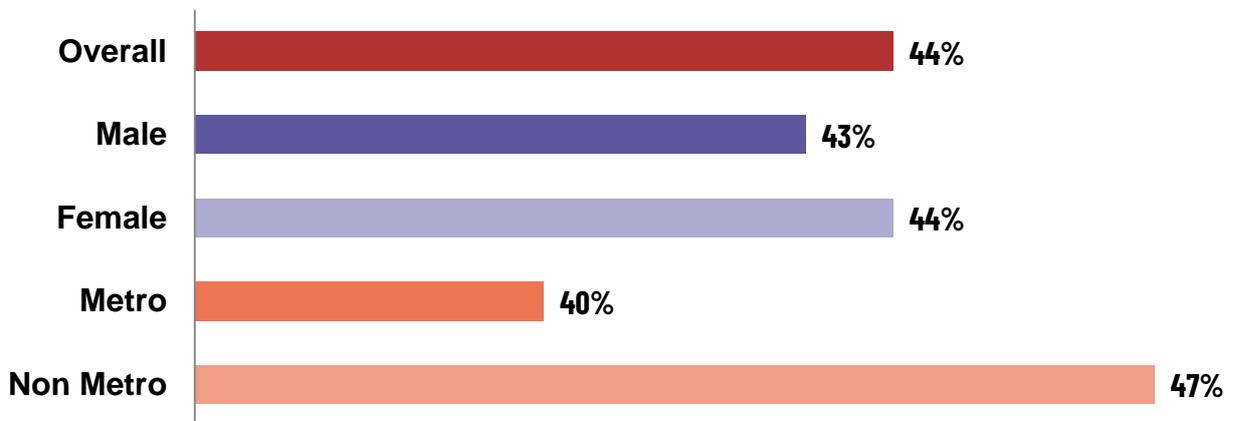


# GOVERNMENT INTERVENTION

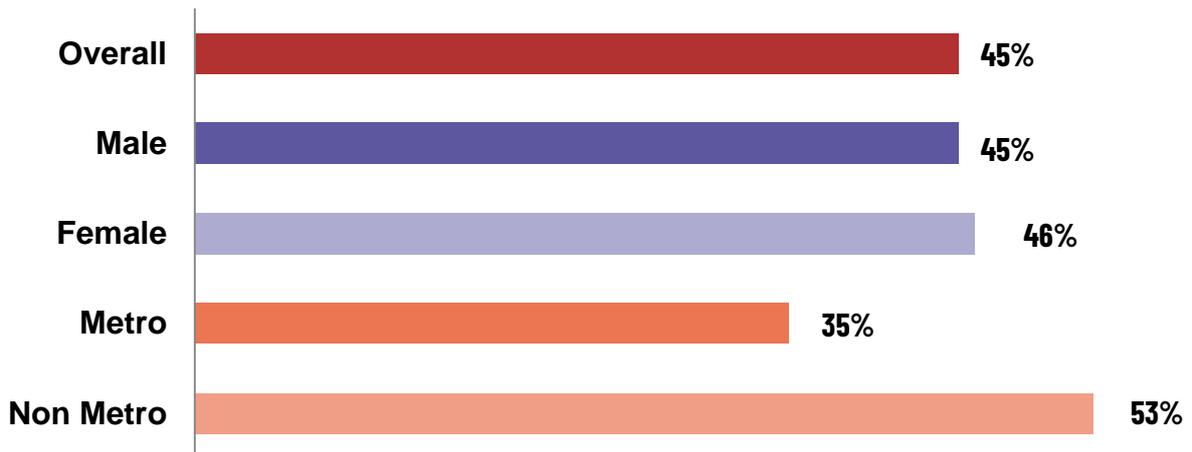
# GOVERNMENT INTERVENTION

People seem to very satisfied with both the state and the central Government's management of the entire pandemic, as more than 4 out of 10 believe that these Governments have done very well or extremely well.

## Central Government Intervention



## State Government Intervention



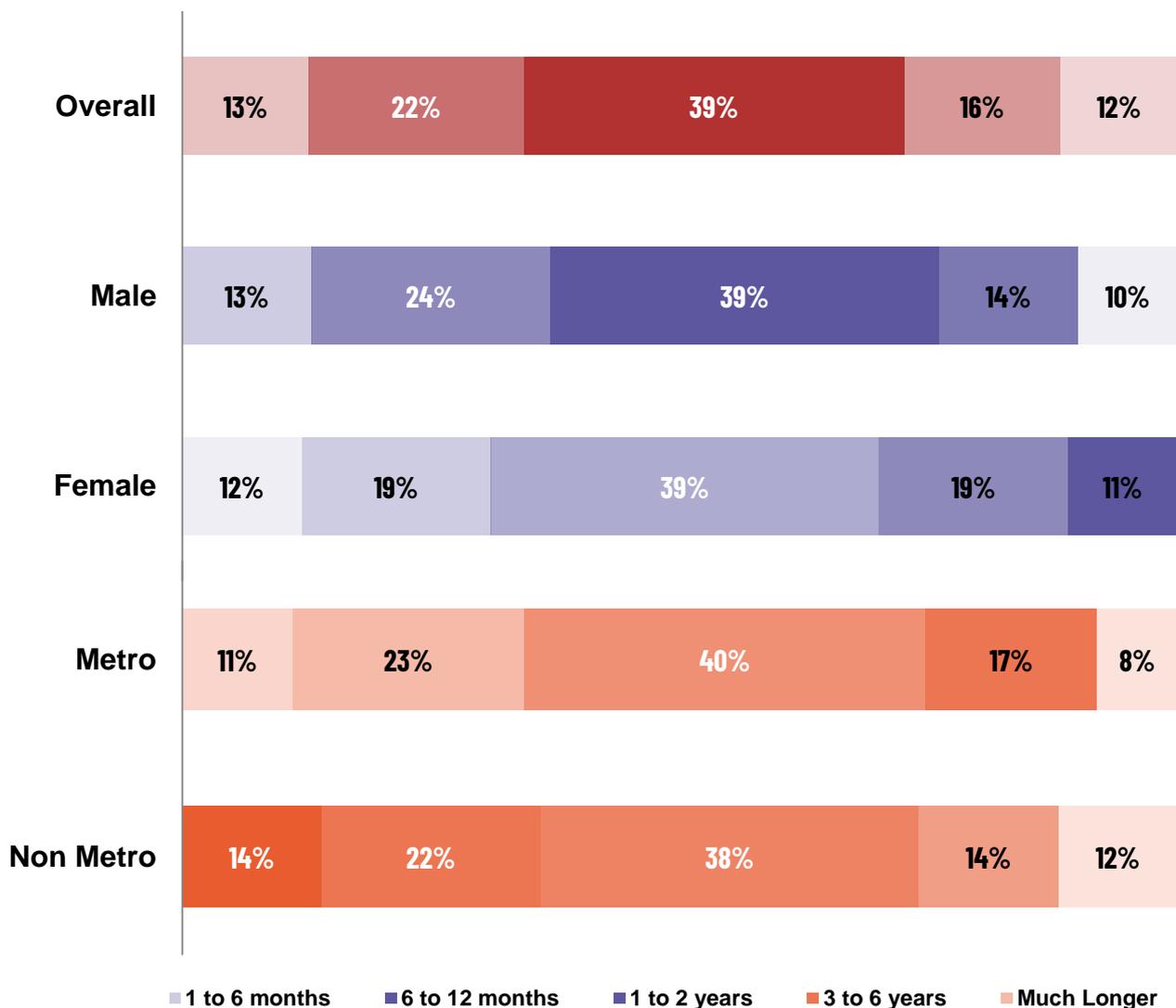
Q- On a scale of 1 (Not well) to 5 (Extremely well) , how has your State / Central government handled the covid-19 situation given that no one has any prior experience of this



# ROAD TO RECOVERY

# ECONOMIC RECOVERY

Sense of cautious optimism prevails as more than one third of the Maharashtrian population expects the national economy to recover in a year's time, while more than 7 out of 10 expect it recover fully in a couple of years. The optimism is seen more amongst men as compared to women.



Q : How much time do you think your country economy will take to recover from this pandemic?

# RESEARCH TEAM



# RESEARCH TEAM



**Mr. Raju Varghese**  
Director - Academics



**Dr. Jitender Kumar Sharma**  
Dean - Academics



**Mr. Parmeshwar Kawale**  
Registrar & Controller of Examination



**Dr. Anuja Johri**  
Associate Professor



**Ms. Farheen Belgaumwala**  
Assistant Professor



**Dr. Swati M Yeole**  
Assistant Professor



**Dr. Vineeta Agrawal**  
Assistant Professor - Finance



**Ms. Veena Sharma**  
Assistant Professor



**Mr. Kapil Kapdiya**  
Assistant Professor



**Ms. Sandra Cruz**  
Assistant Professor



**Ms. Akanksha Dixit**  
Student Intern - Center Of  
Research & Innovation

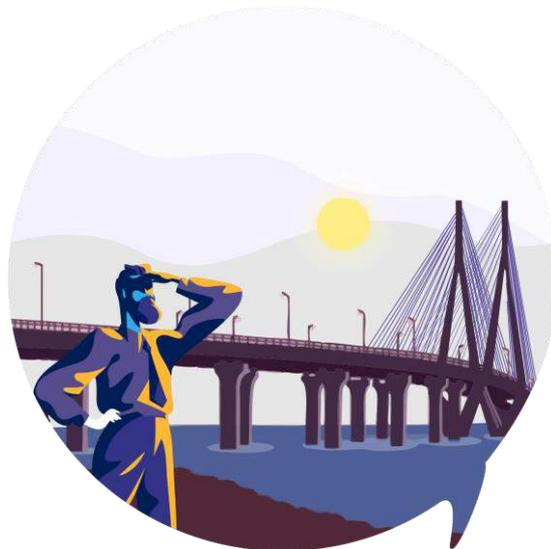


**Ms. Sandra Cruz**  
Student Intern - Center Of  
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