A STUDY ON PROBLEMS FACED BY THE WOMEN ENTREPRENEUR IN HEALTH CARE INDUSTRY IN ERODE

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ABSTRACT

The government of NCR, Delhi has done a research in the development of Ayurvedic system of medicine which revealed the need of the hour is the alternate health care system. The study by the CGHS titled, “Indian System of Medicine & Homeopathy (ISMH) in Mumbai”, revealed the pathetic condition and promotion of Ayurveda by Central Government in Chennai. Contrary to 13 CGHS Ayurvedic dispensaries in Delhi, there is only one centre to attend to the needs of the Central Government Employees in Chennai city. Both the state and central Government’s reluctance in promoting Ayurvedic System of Medicine in Tamilnadu State, particularly in Chennai, made the researcher to take up a study to find the awareness of Ayurvedic System of Medicine among masses and to bring to light the facts. In-spite of Chennai’s large pool of educated people, so far there has not been a systematic study of Awareness on Ayurvedic System of Medicine. The present study is confined to the male employees of IT industry in the age group of 24 to 45. For the final processing of data, 271 employees’ opinions were taken into consideration. It was surprising that more than 75% of respondent believe that the Ayurveda is a medical science and aware on its efficacy in healing process. Almost 66% of the sample is aware about Ayurveda as an alternative healthcare choice
through either obtaining treatment for themselves or family members taking Ayurvedic treatment for their health problems. There exist very low presence of Ayurvedic Practitioners / Clinic in various locality of Chennai inhibits the respondents in taking it up as an alternative health care system for healing. Although the people perceive Ayurveda as a medical science in this particular sector of respondents, a very deep study could change the concept of Ayurveda among the all the social groups and levels where in the people would even have the chance of perceiving Ayurveda as other options like Consumer goods, health products and body massage.

INTRODUCTION

The role of traditional, alternative and complementary systems of medicine is becoming important in the health care scenario of both the developing and the developed world. It was formally recognized by WHO at Alma Ata in 1978. This issue has been globally addressed by the Traditional Medicine Program of the WHO since 1976. Traditional, alternative and complementary systems of medicine already account for a major part of the health care provided worldwide. However, little attention has been paid to understand the current scenario in which dynamism in the choice (or demand) of Alternative system of medicine and utilization of these systems for health care exists. Societies, especially those of the developing countries with limited resources, could significantly improve the health care means at their disposal by exploring the scope of these systems of traditional medicine.

As a result of increasing preference for different systems of medicine and the need to curtail the health care costs, many countries are now grappling with the policy dimensions of accommodating traditional and complementary medicines in the health care system. Common wealth health ministers in 1998 formed a working group on traditional and complementary health systems to provide guidance for integrating traditional and complementary medicine into national health care as part of the broader agenda of health sector reform (Bodekar 1999). In some countries these traditional and indigenous systems have been implemented parallel to the modern system.
In India, most of the people belonging to different strata of society, primarily in rural areas, resort to the practices of Indian systems of medicine, particularly Ayurveda, for health care. Due to its countrywide presence, easy availability, affordability and safety, it survived through centuries and later was formally institutionalized in modern India as far as education and service delivery was concerned. It was further integrated with the Govt. Health Services at Central and State level and is currently being given a further impetus by Govt. National Population Policy 2000 recommends mainstreaming of Indian systems of medicine into national family welfare program. According to the Planning Commission, the primary reason for integrating Indian Systems of Medicine (ISM) with allopathic medicine is to resolve the acute shortage of qualified doctors being faced by our healthcare system.

REVIEW OF LITERATURE

Praveen Partha, Ravi Shankar & Nagesh Shenoy (Aug 2001) in their study titled “A study on the use of complementary and alternative medicine therapies in and around Pokhara sub-metropolitan city, Western Nepal” emphasis on Complementary medicine use in Pokhara, western Nepal - This article gives an insight over the awareness of use of Complementary medicine including Ayurveda and traditional herbal medicine in western Nepal.

Planning Department (Evaluation Unit) Govt. of NCT, Delhi conducted a study on (Sept 2006) “Evaluation study report on Ayurvedic Dispensaries of Delhi Government”. It is a study by government department on the evaluation study of Ayurvedic Dispensaries in NCT, Delhi. It gives complete information about the existing Ayurvedic Dispensaries/Clinics along with the awareness of people for Ayurveda in Delhi city.

Mala (Dec 2007) in her article express the increased level of awareness over Alternative system of medicine and the need for the integration of Allopathic system of medicine and Ayurvedic system of medicine from the education level till providing the adequate service to the people.
RAJYA SABHA (2007) in his article *Increase in Health Care Spending* outlines the present trend in spending money for the need of health by the people.

**PROBLEM STATEMENT**

The government of NCR, Delhi has done a research in the development of Ayurvedic system of medicine which revealed the need of the hour is the alternate health care system. The study by the CGHS titled, “Indian System of Medicine & Homeopathy (ISMH) in Mumbai”, revealed the pathetic condition and promotion of Ayurveda by Central Government in Chennai. Contrary to 13 CGHS Ayurvedic dispensaries in Delhi, there is only one centre to attend to the needs of the Central Government Employees in Chennai city. Both the state and central Government’s reluctance in promoting Ayurvedic System of Medicine in Tamilnadu State, particularly in Chennai, made the researcher to take up a study to find the awareness of Ayurvedic System of Medicine among masses and to bring to light the facts. In-spite of Chennai’s large pool of educated people, so far there has not been a systematic study of Awareness on Ayurvedic System of Medicine.

**OBJECTIVE OF THE STUDY**

1. To understand the knowledge of people about the Ayurvedic System of medicine

2. To determine the feasibility of operational integration of Ayurvedic treatment with modern medicine in the management of health and wellness.

3. To study perceptions of people seeking health care services towards the Ayurvedic System of medicine for their treatment.

4. To study the socio-economic factors impeding the awareness of Ayurveda.

5. To assess the general public attitude towards Ayurvedic Medicine.
RESEARCH METHODOLOGY

Descriptive research design has been adopted in this study. The purpose of choosing descriptive design is to achieve new insights into the phenomenon of attitude of general public.

The sampling frame was defined as someone with adequate education level, members of the society who are prone to fall sick often and also in a higher social status with deciding authority in the family. Thus, the individuals targeted for this survey have the knowledge and qualification to answer very specific questions. The sample composed of whatever persons can be most easily accessed to fill out the survey. The population were clustered based on geographical locations within Chennai, industry specific, age and gender specific, education level, social status etc., and the sample would be chosen conveniently from these clusters.

The Sampling Technique followed in the study is a combination of “Quota” and “Convenience Sampling” under Non-Probability based Sampling Techniques. Convenience sampling technique is followed to collect the data quickly & efficiently from the large number of respondents. Quota sampling technique is followed to select the prospective respondents according to pre-specified quotas like gender (men), age group (between 24 to 45), occupation (IT Employees).

The reliability of the pre-tested tool was measured by using test-retest method. For this purpose, 25 respondents were selected and based on the responses; the questionnaire was re-designed, re-phrased and improved.

The present study is confined to the male employees of IT industry in the age group of 24 to 45. For the final processing of data, 271 employees’ opinions were taken into consideration.

Hypothesis

The hypotheses may be stated as:
1. There exists a relationship between age and Awareness on Ayurveda system of medicine.

2. There exists a relationship between Marital Status and Awareness on Ayurveda system of medicine.

3. There exists a significant difference between medical system and health problems

4. There exists a significant difference between the awareness of Ayurveda medicine and their usage.

RESULTS AND DISCUSSION

Along with the evaluation on the Awareness on Ayurvedic system of Medicine, the survey would benefit in understanding how this particular system of medicine is perceived among the people and for what health problems they would prefer to seek the advice of the Ayurvedic physicians.

The study also, to certain extent would help in understanding the preferred choice of Alternative healthcare system apart from Ayurveda. Even though many believe that Ayurveda would help them in curing some ailments if not all and a majority of sample nearly 60% (mean 0.58947) believe it as a herbal medicine, still people are not ready to get into this system of healing choice might be due to the limited availability of the resources and researches and hence almost two third of the entire sample preferred Allopathy as their choice for health problems.

At the onset, it was welcoming to know that many of the respondents fall sick rarely and sad to note that more than 86% (mean 0.86707) family doctors from 287 respondents being Allopathic practitioner and only 20% of them alone used to prescribe Ayurveda to their patients.

It was surprising that more than 75% of respondent believe that the Ayurveda is a medical science and aware on its efficacy in healing process. Almost 66% of the sample is aware about Ayurveda as an alternative healthcare choice through either obtaining treatment for themselves or family members taking Ayurvedic treatment for their health problems.
When a choice is given to prefer other alternative health care system many are interested in Yoga and Naturopathy as the first choice followed by Homeopathy from total respondents of 179 and 140 with 54% and 42% (mean 0.537764 and 0.41993957) respectively. Hence to combine the Ayurvedic system of medicine along with Yoga or/and Homeopathy would bring in much more efficacy to the public at large.

There exist very low presence of Ayurvedic Practitioners / Clinic in various locality of Chennai inhibits the respondents in taking it up as an alternative health care system for healing.

RECOMMENDATIONS

The study on Awareness on Ayurvedic System of Medicine among the males in the age group of 24 – 45 years has revealed the status on the healing system that is required by the society and the need for the advanced health care system towards the preventive therapy rather than a curative therapy.

However the perception on Ayurveda and its existence in the society has revealed that people are not effectively utilizing the opportunity of availability of alternative health care system for preventive therapy rather than the curative therapy that is widely available in this modern world.

The amount of stress and the change in life style leads to various health problems and a proper healthcare system should be identified from the alternative healthcare solutions and implemented appropriately.

The analysis of the study has revealed that the number of clinics and persistence of Ayurvedic services in the society is very limited and the family doctors who are majorly the Allopathic practitioners should also educate the public in promotion of the alternative healthcare benefits and requirement of the 11th hour.

Appropriate education and creating a scientific approach towards the practice of
Ayurveda would definitely lead to the effective utilization of the services of Ayurveda available to the people at large.

Although the people perceive Ayurveda as a medical science in this particular sector of respondents, a very deep study could change the concept of Ayurveda among the all the social groups and levels where in the people would even have the chance of perceiving Ayurveda as other options like Consumer goods, health products and body massage.

It is understood that the people who are seeking the health care services are in need of the good health and comfort and are not much particular about the system of medicine that would help them in obtaining the complete healthcare solutions.

Along with the evaluation on the Awareness on Ayurvedic system of Medicine, the study benefit in understanding how this particular system of medicine - Ayurveda is perceived among the respondents and for what health problems they prefer to seek the advice of the Ayurvedic physicians.

It was noticed that the awareness was more among the elderly group of respondents and not among the younger generation people. Hence educating the younger generation people towards the availability and benefits would create more awareness and effective utilization of the alternative healthcare systems. Correcting and bringing in all the chances of the availability of Alternative healthcare solutions would lead the society towards the better tomorrow and greater future.

ENDING REMARKS

The awareness study has extended to know other limitations and constraints that have inhibited the growth of Ayurvedic system of medicine and also the effective utilization of the Alternative health care solutions with its constraints. The study has done to reveal the present existing scenario in the society of a particular sector and has proved its result through the study.

Although there exist, the awareness on Ayurvedic system of medicine, the prevalence and effective utilization towards healthcare solutions for the public by at large is still a million dollar question. It was observed that the respondents that were selected in the industry were
among the high middle income society and higher income society and also their level of education would have created some form of awareness to them to certain extent. In spite of such conditions, it was noticed that the awareness was more among the elderly group of respondents and not among the younger generation people. Thus an enhanced system in creating more awareness among all sectors of people across all the industry is essential for our better living and towards the preventive care and not for the curative therapy.

REFERENCES


