



THE STUDY FACTORS AND COMPARATIVE THE MORALE AND THE ENCOURAGEMENT AFFECTING WORK PERFORMANCE BETWEEN UNIVERSITY SUPPORT STAFFS EMPLOYED BY THE ANNUAL GOVERNMENT STATEMENT OF EXPENDITURE AND UNIVERSITY SUPPORT STAFFS EMPLOYED BY THE FUND BUDGET REVENUE OF BANSOMDEJCHAOPRAYA RAJABHAT UNNIVERSITY

¹KHAWANCHIT SANGUANROJ, ²DR.PRAPAI SRIDAMA

¹Office of Science and Technology Faculty, BansomdejchaoprayaRajabhat University, Thailand

²Assistant Professor, Management information system, Science and Technology Faculty, Bansomdejchaopraya Rajabhat University, Thailand

Abstract: This study was aimed at investigating The study factors and comparative the morale and the encouragement affecting work performance between university support staffs employed by the annual government statement of expenditure and university support staffs employed by the fund budget revenue of BansomdejchaoprayaRajabhat University. The variables were classified by the demographic variables: the job security and progress, sufficient in come and fringe benefits, relation with supervisors and coworkers, and appropriate competence of performing the tasks. Using systematic random sampling, the 165 University support staffs were randomly selected based on the staff payroll of the university by counting the same interval scale based on the number of populations and respondents. For data analysis of the study, frequencies, percentages, and standard deviations were employed. To test the hypothesis, the t-test was statistically employed to test the differences in means of morale levels between two variables. In addition, to analyze the one-way variance, the F-test was employed to test the differences in means of morale levels more than two variables. After testing, if it was found that it was statistically significant, Fisher's Least Significant Difference test was employed to test the two-way difference. In this study, the findings are shown that, considering in overall and in each aspect, the morale and workplace of the staff were at a on a very level. Comparing with the level of morale and workplace of the staff classified by gender, it was found that there was no difference. However, considering the variables classified by age, it was found that there were some differences. In addition, it was found that there was no difference when considering the level of education, employment status, and income in overall. However, when considering each aspect, it was statistically significant at the .05 level.

Index Terms— Morale in Work, Fisher's Least Significant Difference, T-test.

I. INTRODUCTION

The morale of the personnel is important. Executives and people at all levels should be aware and pay special attention. If the staff morale is good. Show that people feel good to the organization. They are feel good to bosses and colleagues. If the personnel in the unit are progressing in the function and have a strong position in front, then it will work to be effective. Then, good

management should not overlook the encouragement and encouragement of personnel. Management must take into account the ways in which employees are motivated to work. Management should encourage the use of information technology to assist in the operation. Leaders should have leadership and fairness with all personnel. On the other hand, if the personnel in the organization are in bad working conditions,

abandonment will occur. Therefore, the study of morale in the work of personnel at any level is a necessity of the organization.

According to the resignation statistics of the employees, there were 3,000 – 4,000 resigns due to the lack of OT and reduced work time. The monthly unemployment rate between 2013 – 2017 of the national statistics shows that the number of unemployed people in agricultural sector was 0.43 thousand persons, production was 0.85 thousand persons and services was 0.97 thousand persons. The support staff of BansomdejchaoprayaRajabhat university has both resigned employees and new staff. The resignation of the university staff in fiscal year 2016 showed that 13.04% of the selected data from BansomdejchaoprayaRajabhat university by using the questionnaire. To encourage the morale of the support staff of the university to improve morale. Research questionnaire was divided into three parts that are part 1: Personal information, part 2: Information on the morale of the support staff and part 3: opinions and suggestions on enhancing the morale of the employees of the university. Test the difference in mean, significance, gift, and cheer for the two groups by t-test. In addition, the research use the F test statistic for one-way ANOVA.

II. RESEARCH OBJECTIVES

- i. To study the morale of the university support staffs employed by the annual government statement and the university support staffs

university support staffs employed by the annual government statement of expenditure resigned and 39.13% of university support staffs employed by the fund budget revenue of BansomdejchaoprayaRajabhat university.

Based on this preliminary data and resignation statistics. The researcher was interested to study the problem to fine the morale of university support staffs employed by the annual government statement of expenditure resigned and university support staffs employed by the fund budget revenue of BansomdejchaoprayaRajabhat university. The statistical data and the administration model of BansomdejchaoprayaRajabhat university are not different from other universities. The researcher

- employed by the fund budget revenue of BansomdejchaoprayaRajabhat university.
- ii. To compare the morale between the university support staffs employed by the annual government statement and the university support staffs employed by the fund budget revenue of BansomdejchaoprayaRajabhat university.

III. CONCEPTUAL FRAMEWORK

The study of concepts, theories, and related research, the researchers analyzed and synthesized the factors related to research for the morale of the employees of BansomdejchaoprayaRajabhat university. Researchers applied and defined the conceptual framework by using Herzberg's two factors theory and the research's conceptual framework is shown in Figure.1

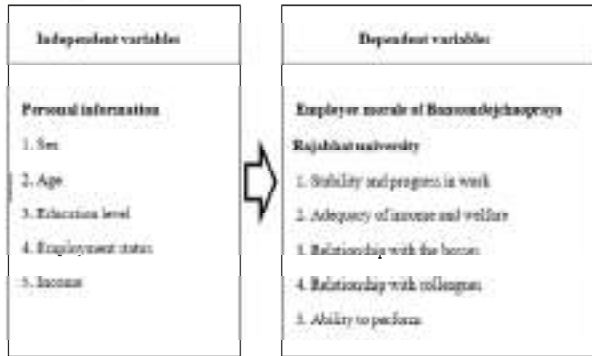


Figure 1: Conceptual framework

Figure.1 shows the conceptual framework in this research. There are 2 type of variables that are independent variables and dependent variables.

IV. METHODOLOGY

This research is the studying of factors and comparisons of morale among staff working by the annual government statement and staff working by the fund budget revenue of BansomdejchaoprayaRajabhat university.

i. Research plan

The research methods of this research can be divided into the following steps:

- a) Population and sample,
- b) Research variables,
- c) Creation of tools used in research and quality control tools,
- d) How to collect data, and
- e) Data analysis and statistics.

ii. Population and sample

The population used in this study is university support staff 280 persons in BansomdetchaopryaRajabhat university. Analytical unit is an individual unit – that is the support staff of this university.

The sample selection for this research was a sample selection from the support staff of this university. The 280 samples were sampled using the Tara Yamana formula. Therefore, the sample size was 165 persons

and the systematic sampling method was used that research calculate the distance by the number of population and sample[5]. The Tara Yamana formula is shown in equation 1.

$$n = \frac{N}{1 + Ne^2}, \quad (1)$$

where n is the sample size, N is the population size, and e is sampling discrepancies. However, the number of samples can be shown in table 1.

**Table 1
Number of Samples in Proportion to the Support Staff**

Types of support staffs	Number of population	Number of samples
The staff working by the annual government statement	182	102
The staff working by the fund budget revenue of BSRU	98	63
Total	280	165

Table 1 present the number of population and the number of samples, which were calculated by the Tara Yamana formula. There are two types of the staff of BansomdejchaoprayaRajabhat University (BSRU). The first type is the staff working by the annual government statement and the second type is the staff working by the fund budget revenue of BSRU.

iii. Variables studied

The variables used in this research were independent variables: personal data, gender, age, education, employment and income. In addition, dependent variables are factors and to compare of morale that affect the performance between the staff working by the annual government statement and the staff working by the fund budget revenue of BSRU by using Frederick Herzberg theory. This

research studied 5 aspects:

- a) security and work progress,
 - b) sufficiency of income and welfare,
 - c) relationships with bosses,
 - d) relationships with colleagues and
 - e) suitability for work.
- iv. Research tools

The tools used in this research and quality assurance tools are the following:

- a) Study theories and related researches,
- b) to define the terminology of quality of work life of personnel in the issue and to be measured clearly by applying the concept of morale in work
- c) to create questions in the questionnaire in accordance with the terminology definition morale in the work, and
- d) to take the questionnaire to the consultant and to check for suggestions to improve.

The quality assurance of the tool was performed by examining the content validity and the reliability of the tool, which had the following characteristics:

- a) the modified questionnaire was used according to the advisor's recommendations. Let 3 experts inspect the quality of the tool,
- b) to take a questionnaire that has passed the expert examination and to find out the consistency with the methods by Rovinelli and Hamptons theory. This research selected IOC values, which are higher than 0.6 only. The reliability tool of this research was investigated by experts. After that, this tool was applied to 30 persons of BSRU that

those personwere not samples. This technique calculate the Cronbach's alpha coefficient.

The questionnaire in the research was divided into 3 phases:

- a) questioning about personal factors, ie sex, age, education level, employment and income,
 - b) to ask about morale in work, and
 - c) more suggestions and comments.
- v. Data collection

Data collection consists of 6 steps:

- 1) request for introduction letter from faculty of science and technology,
- 2) to contact the management and staff,
- 3) to give the questionnaire to the 165 samples,
- 4) the questionnaire was collected within 14 days,
- 5) the accuracy and completeness of the questionnaire were collected and
- 6) the questionnaire was analysed for statistical analysis.

vi. Data analysis

This research was carried out by quantitative analysis using SPSS and qualitative analysis by content analysis. This research was carried out by quantitative analysis using SPSS and qualitative analysis by content analysis. The data used for quantitative analysis are 1) personal factors, 2) sample opinions by using an average and 3) the use of cross table for comparison of morale among individuals.

V. RESEARCH RESULT

The data were collected from 165 questionnaires, including sex, age, education level. The results of the data analysis are shown in Table 2.

Table 2

Percentage of personal factors of support staff employed by the university. The staff of the University sponsored by the income of Ban SamedPhra Phraya Rajabhat University.

Factors of person	Number	Percentage
Sex		
- Male	62	37.60
- Female	103	62.40
Age		
- <= 29	23	13.90
- 39- 30	101	61.20
- 49- 40	31	18.80
- > 50	10	6.10
Education level		
- Undergrad	3	80.1
- Bachelor degree	133	60.80
- Higher than	29	60.17
Status		
- To employ by	106	20.64
- To employ by	59	80.35
Salary (Baht)		
- <19 , 000	22	30.13
- 20,30-000, 000	140	80.84
- >30,000	3	80.1
Total	165	00.100

Table 2 shows that most of the employees are female. At 62.4 percent, employees are most likely to be between 30-39 years of age. The highest level of education is bachelor's degree. And employees have a salary between 20,000 and 30,000 baht is the largest.

The results of the analysis of morale affect the performance of both types of employees found that

1) job satisfaction was at 3.69 and the highest score was relationship with colleagues with a score of 3.81,

2) stability and progression in work performance were found to be 3.78 and the

highest score was the opportunity to be selected for training or study visit,

3) the average income was 3.32 and the highest score was the salary received is appropriate and according to the standard that average is 3.38,

4) the relationship with the supervisors was an average of 3.75 that the most point is the supervisor trusts in the operation.

In addition, this research compares the morale between the two types of employees, as shown in Table 3.

Table 3

Percentage of personal factors of support staff employed by the university. The staff of the University sponsored by the income of Ban SamedPhra Phraya Rajabhat University.

Factors in the work	Source of the variant	SS	df	M S	F	Sig
1 Security and work progress	Between groups	0.63	3	0.21	.42	.73
	Within the group	79.09	161	0.49		
2 The adequacy of income welfare.	Between groups	1.83	3	0.61	1.33	.26
	Within the group	73.84	161	0.46		
	Total	75.68	164			
3 Relationships with bosses	Between groups	1.86	3	0.62	1.10	.35
	Within the group	91.01	161	0.56		
	Total	92.88	164			
4 The relationship with the colleagues commander	Between groups	1.93	3	0.64	1.48	.22
	Within the group	70.21	161	0.44		
	Total	72.14	164			
5 In terms of suitability, ability to perform	Between groups	1.13	3	0.38	.86	.46
	Within the group	71.04	161	0.44		
	Total	72.17	164			
Total	Between groups	0.56	3	0.19	.63	.59
	Within the group	47.89	161	0.29		

CONCLUSION

The research on the factors and the correlation between the morale and morale of the employees working with the government budget. With the support staff of the university, with income statement of BSR. The research findings were as follows: 1) personal factors were found most employees are female, most employees are between 30-

39 years of age, most of them have a bachelor degree, and most of the employees have a salary of 20,000 and 30,000 baht, 2) morale of the overall picture is very high and the average score was 3.69.



REFERENCES

- [1] R. Wisa, “Morale in the work of personnel under the office of Rajabhat Institutes Council,” Master Dissertation. BansomdejchoaprayaRajabhat University, 2002.
- [2] J. Thawee, “Morale in the operation of employees of Sirichun Fertilizer Factory,” Master Dissertation. PhranakornRajabhat University, 2007.
- [3] S. Ladda, “Factors affecting morale in employees of local administrative organizations in Muang of Uttaradit district,” Master Dissertation. UttaraditRajabhat University, 2014.



STUDY ON CONSUMER'S PERCEPTION TOWARDS HEALTH INSURANCE IN MAHAKAUSHAL DISTRICT OF MADHYA PRADESH

Dr. Prakash Mishra,

Assistant Professor

St. Aloysous College, Jabalpur

Abstract: Healthcare is one of the fast growing industries in India. It is expected to record a CAGR of 22.87 percent during, 2015-2020, to become a USD 280 billion industry. There exists an immense scope for enhancing the penetration of healthcare services in India and therefore an ample opportunity for growth of the healthcare industry. In 2015, industry comprised 24 private players of which LIC constituted 71% of health insurance market in the country. This research paper seeks to decode the perception of customers towards health insurance offered by different service providers, and to analyze the factors related to customers' inclination for purchasing health insurance. The study was conducted in Mahakaushal District of Madhya Pradesh. Empirical data was mobilized for conducting this study through a questionnaire based survey. Approximately 200 questionnaires were distributed to the respondents and from them 100 correctly filled responses were taken for further analysis Data has been recorded on Likert scale. The outcome of this research reveals that low level of awareness among customers and poor willingness to subscribe to insurance products were prime barriers to the growth of health insurance.

Keywords: Health insurance, consumer's perception, healthcare industry, awareness and willingness

PREAMBLE

Health is one of the most important dimensions of our lives. As such it should be given due weight age in our decision making. Good health is most valuable as is evinced by the popular adage 'health is wealth'. Wealth loses its meaning without the presence of health and therefore our health is our real wealth.

The term health insurance (commonly known as Medial Insurance) deals with the risk of expensive health care expenses. A health insurance policy ensures that the policy holder get cashless treatment or expense reimbursement if he falls ill and gets admitted to a hospital for treatment. A health insurance policy is a contract between an insurer (the insurance company) and an insured (the person who buys health insurance) for an annual consideration known as policy premium. Thus, the insurance

contract gets renewed every year upon payment of the designated premium. In an era of skyrocketing medical costs, health insurance not only affords protection against unforeseen medical emergencies, but also, peace of mind against the anxiety of bearing colossal medical bills related to a variety of potential medical ailments. Thus, being assured of his health care, a person with medical insurance policy can focus his energies more on other aspects of life. Considering its importance, there needs to be a deeper and a wider spread of awareness about health insurance so health services may grow in our country which has a large section economically challenged population. While India has been the sixth largest market globally in terms of size in 2014, it is expected to rank amongst the top three healthcare markets of the world in terms of incremental growth by 2020. The total market

size of the insurance sector in India is projected to touch US \$ 350-400 billion by 2020.

Rising income levels, increasing awareness about good health, increased incidence of lifestyle based diseases and improved access to health facilities would be the key contributors to growth of health insurance in the country. Private sector has emerged as a vibrant force in India's healthcare industry and it is expected to contribute to both national and international spread of health care business. It accounts for almost 74% of the country's total healthcare expenditure. Telemedicine is a fast emerging as a means of accessing specialized treatment through the telecommunication infrastructure. This technique has reached some of the renowned medical institutions of India, and is spreading its wings to the other parts of the country with the growing availability of the necessary infrastructure. Major hospitals such as Apollo, AIIMS and Narayana have adopted telemedicine services and have entered into a number of public private partnerships (ppps) in this realm.

The Government of India aims to develop India as a global healthcare hub. It has created the National Health Mission (NHM) for providing effective healthcare to both the urban and rural population. There is tremendous need of health insurance in India. World bank report shows that 85% of the working population in India does not have Rs. 5,00,000 as instant cash for medical emergencies, 14% have Rs. 5,00,000 instantly but that would subsequently lead to financial hardships, only 1% can afford to spend Rs. 5,00,000 instantly and easily. It indicated that 99% of Indians are likely to face financial difficulties if faced with any critical illness. Hence the need for health insurance in India cannot be overlooked. Over the earlier decades India has developed a large

Government health infrastructure with more than 3601 Ayush hospitals, 1,96,312 hospitals, 156926 sub-health centers, and 808 medical colleges which are contributing to the mission of making India healthier.

OBJECTIVE OF RESEARCH

The present study is an attempt to understand consumer's perception towards health insurance and the factors influencing their inclination to purchase health insurance policies, using empirical data from Mahakaushal district of Madhya Pradesh.

The prime objectives of the study are as under:

1. To understand and examine the awareness level and sources of awareness about health insurance.
2. To identify peoples' purpose behind subscribing to health insurance.
3. To identify the characteristics or features of health insurance preferred by people.
4. To assess the perception of people about health insurance.
5. To examine the barriers in the subscription of health insurance.

REVIEW OF LITERATURE

A number of studies have been taken up to evaluate the strategies for the insurance business and consumer's perception towards health insurance. Reference of the relevant literature reviewed is made in the following paragraphs.

Asgary, Willis, Taghvvari and Reifeian (2004), estimated the demand and willingness to pay for health insurance by rural households in Iran and concluded that a significant percentage of population (more than 38%) lives in rural areas, but the operations of health care insurance were mainly focused in the urban areas. Ahuja and De (2004), Confirmed that not only the demand for health insurance is limited where a supply of health services is inadequate. Ahuja and

Narang (2005), provided an overview of existing forms and emerging trends in health insurance for low income segment in India and concluded that health insurance schemes have considerable scope of improvement for a country like India by providing appropriate incentives and bringing these under the regulatory framework. While Sbarbaro (2010), indicated that the lower income level group faces the maximum health related issues, G. Kasirajan (2012) has concluded that in India the majority of healthcare services and health insurance are being provided by the private sector. Bawa & Ruchita (2011), found that there is low level of awareness for health insurance. In addition to that people have less willingness to subscribe to health insurance. However, Nilay Panchal (2013) found that respondents' knowledge and confidence about health insurance was good. In this article he indicated that there were clear possibilities for a healthy growth of the health insurance market in India. In her research, Suman Goel (2014), opined that awareness of health insurance and willingness to subscribe to the same were major factors in the growth of subscription of health insurance. World Health Organization (2016) has considered health insurance an important source of achieving universal health care coverage.

RESEARCH METHODOLOGY

Sampling Frame

This study is based on the primary data derived from 100 respondents via structure questionnaire method, in the Mahakasuhah district. The sample was collected using convenience sampling method and the responses were recorded on Likert Scale.

RESEARCH DESIGN

The research design used for the purpose was descriptive and various factors are taken into account for understanding the

consumer's perception towards health insurance in Mahakaushal District. This research study may be described as exploratory and conclusive –descriptive, using a structured questionnaire to obtain data from the respondents. The questionnaire was administered to 200 people in, Mahakasuhah district, however, 100 respondents provided complete and accurate responses. Thus, data analysis was conducted on a sample size of 100. The data was collected during the period of March 2019 to April 2019.

TOOLS AND TECHNIQUES USED FOR ANALYSIS

In this study the methods of collecting and gathering data from a part of population will used by the structured questionnaire method. The analysis of data collected has been carried out by using, simple frequencies, percentages and was analyzed using Microsoft Excel 2007.

DATA ANALYSIS AND CONCLUSIONS

The consumer responses revealed that only a small fraction was aware about health insurance or the different product offerings. The main reason they cited was poor advertisement and publicity of such products in the area. Secondly, they were also not approached by any field agents of any of the companies which is a common practice employed by life insurance companies to educate consumers about various insurance schemes and their benefits. The data revealed that about 20% of the respondents were sufficiently aware of health insurance and its purpose, about 40% of the respondents had not seen any advertisement or had any idea about health insurance. However, most of the respondents were interested in knowing more about health insurance and trying the products in future. It may be noted that lack of proper awareness happens to be the most prominent factor that restricts the growth of health insurance market. Further, because of poor

awareness of health insurance the responses in regard to the factors relating to purchase decisions could not be completely relied upon as there was high probability of response error. It is noteworthy however that 'The Ayushman Bharat' Campaign of the government is has been successful, to a considerable extent, in making general public aware of health insurance. Yet, clarity about its benefits and utility were yet to get established among people.

More than 70% of the respondents were in agriculture or informal sector and they considered the health insurance premium as an avoidable expense. Low household incomes could be responsible for such perception. About 30% respondents did not really perceive that they would have major health issues for the coming few years and

therefore having health insurance could be postponed for the future. The respondents were found more concerned with the regular ailments and accidents etc. which require medical attention. In this regard more than 50% were e satisfied with the traditional medicine or local dispensaries and therefore they did not feel the urge to go to urban centers for expensive treatment. 18% respondents also raised the issue of affordability of private insurance plans.

A summary of the peoples' opinions on their perceived utility of a health insurance policy is provided below which is self explanatory:

SUMMARY TABLE 1:

Perceived Utility of Health Insurance

Purpose	Response	Percentage of Response
Having access to good Medical Facilities	16	16%
To Protect against high and unexpected Medical cost	45	45%
Tax Benefits	04	04%
Medical emergencies	30	30%
Others	05	05%
Total	100	100%

SUMMARY TABLE 2:

Source of Information /Awareness about Health Insurance

Sl.	Source of Information	Frequency	Percentage
1	Advertisements (Electronic + Print Media)	28	28
2	Insurance Agents	08	08
3	Acquaintances / Friends	10	10
4	Doctors	12	12

LIMITATION OF THE STUDY

The analysis is mostly based on primary data extracted from Mahakaushal Region has been taken for analysis. Since the data sample has been taken from Mahakaushal region the conclusions derived from the same cannot be extrapolated to other regions without various assumptions relating to peoples' awareness about health insurance. There could also be significant demographic differences in other parts of the country that would influence the perception of people in respect of health insurance. Since poor awareness about health insurance was found pervasive among the respondents, their responses to other issues had to be considered with due suspicion and therefore it was not possible to make a conclusive statement on the decision making aspects with confidence. The study however was helpful in identifying the salient factors responsible for forming public perceptions regarding health insurance, which, to a large extent, would be similar in other areas having similar demographic profile.

Present study reveals that the low awareness among consumers and poor field presence of health insurance operators in Mahakaushal region is the main hurdle in the spread of health insurance in the area.

CONCLUSION

The concept of health insurance is not new. Over the last few years its importance and visibility have increased. A number of companies including LIC are offering health insurance products to the consumers. However, the penetration of health insurance products leaves much to be desired. This study has also found that though people have become more aware than before regarding health insurance, however this awareness has not yet converted into new subscriptions. The health insurance companies will have to resort to aggressive advertising and publicity. They will have to reach out to general public by way of field agents or public awareness programs to not only educate the public, but also, through agents to educate the general population about health insurance as well as remove their doubts and inhibitions regarding the same. A larger coverage of ailments by health insurance shall enhance its utility to the younger section of the population. The government is expected to provide an enabling policy framework that would permit wider range of offerings, customization of health insurance policies and also a rationalization of the premiums charged. Such steps would give the necessary impetus to deeper penetration of health insurance in the country.

SCOPE FOR FURTHER RESEARCH

There is immense scope for further research on this topic as health insurance is in



a developing stage in the country, and to ensure a systematic growth and development of the sector the insurance companies and the policy makers will have to develop deep insights into the motivations of people for buying health insurance products. Additionally, similar researches can be carried out at different locations to understand the influence of education, culture, incomes and other salient demographic factors on peoples' perception about health insurance and their willingness to benefit from the

same. Studies for understanding regional variations in peoples' perception on health insurance would also be a useful area of further research. Research can also be carried out on the bundling of health care benefits and avenues of making the premiums economical for the common man. It is recommended that health care policies are re-structured to included conventional treatment too which will make the policy more attractive and useful to the general public.

REFERENCES

1. Asgary A, Wills K, Taghvaei AA, Reifeian M. Estimating Rural Households Willingness to pay for Health Insurance the European Journal of Health Economics. 2004; 5(3):209-215.
2. Ahuja R, De I. Health Insurance for the poor need to strengthen healthcare provision Economic and Political Weekly. 2004; 39(41):4491-4493.
3. Gumber A, Kulkarni V. Health Insurance for Informal Sector Case Study of Gujrat Economic and Political Weekly. 2000; 35(40):3607-3613.
4. Kasiranjan G. Health Insurance an Emperical Study of Consumer behaviour in Tuticorin District Indian Streams Research Journal. 2012; 2(3):1-4. ISSN. 23307850.
5. Nirav Joshi R, Prof. Suraj Shah M. An empirical study on consumer's perception towards health insurance in Ahmedabad City, International Journal of Science Technology and Management. 2015; 4(01):364-373.
6. Panchal Nilay. Customer's perception towards Health Insurance – An empirical Study in Bardoli and Mandvi Region, Indian Journal of applied research. 2013; 3(4):62-64.
7. Sbarbaro JA. Trade Liberalization in Health Insurance Opportunities and Challenges The Potential Impact of Introducing or Expanding the Availability of Private Health, Geneva, WHO Commission on Macroeconomics and Health. 2000.
8. Suman Goel. Health Insurance – An emperical study of consumer behaviour in Rohtak District of Haryana, International Journal of Research in Management, Science and Technology. 2014; 2(2):69-73.



DEVELOPMENT IN INDIA: CHALLENGES, ISSUES, AND IMPACT

Dr. Rajnee Gaur

Sr. Assistant Professor,

JIMS Engineering Management Technical Campus
48/4 Knowledge Park III, Greater Noida, U.P

Abstract : If you educate a man, you educate an individual. But if you educate a woman, you educate a nation.

– African Proverb

Today women play the leading role in the emerging society. Society cannot be shaped nicely without the active contribution of women. When women who contribute almost half of the population are empowered she will strengthen the not only the national economy as well as a national development in all sectors. Women empowerment means to give strength and power to women. It does not only mean to empower their social status but also they are, economic, political and cultural status in society. In the 21st century empowerment of women has become one of the most important concerns of most of the nation. There is continued disparity and vulnerability of women in all sectors. It is evident that women oppressed in all spheres of life, they need to be empowered in all walk of life. In order to combat against the socially constructed gender biases, women have to plunge against the system that requires additional strength and that strength only comes from the process of empowerment and that will come by the education. Education is the key to unravel the golden gate of freedom for women development. Of Indian women today, the female literacy levels according to the Literacy Rate 2011 census has been 65.46% where the male literacy rate has been over 80%. This paper aim not only to create awareness among the women's about empowerment but also to identifying the impact of education on women overall empowerment in Delhi district. Totally 100 women respondents between 20-55 age group were selected as a sample for the study. Findings of the study pours light on that educational qualification play a very substantial role in women empowerment and it concludes that if women's empowerment is to be affected, it can be brought by education exclusively. Hence, it is of essential importance to raise the level of education amongst women.

Key Words: Women, Empowerment, Education, Development, India, Status

INTRODUCTION:

A woman is an incarnation of Shakti—the Goddess of Power. If she is bestowed with education, India's strength will double. Let the campaign of 'Kanya Kelavni' be spread in every home; let the lamp of educating daughters to be lit up in every heart. - Prime Minister Narendra Modi.

Education is considered a foremost requirement and a fundamental right for the citizens of any nation. It is a powerful tool for decreasing inequality as it can give people the

ability to become independent and play a vital role in human development that impacts the overall social and economic development. Education is regarded as an important milestone of women empowerment because it enables them to face the challenges, to oppose their traditional role and change their life. It is the most influential tool to which can change their position in society. Still, large womenfolk of our country are illiterate, backward, weak, suppressed and exploited. Empowerment can be viewed as a means of



creating a social environment in which one can make decisions and make choices either individually or collectively for social transformation. The empowerment strengthens the innate ability by way of acquiring knowledge, power, and experience (Hashemi Schuler and Riley, 1996). Empowerment of women is fundamentally the process of upliftment of the economic, social and political status of women. It is the process of safeguarding them against all forms of violence. Women constitute almost 50% of the world's population but India has shown disproportionate sex ratio whereby the female's population has been comparatively lower than males. As far as their social status of women is concerned, they are not treated as equivalent to men in all the places. In Western societies, the women have got equal right and status with men in all walks of life. But gender disabilities and discriminations are found toward the development of women in India even today.

BACKGROUND OF THE STUDY:

We come to know that women's empowerment has now become a topic of global concern. Seeing all the aspects of this issue, we will realize that education is the only means for the empowerment of women. Therefore, literacy should spread amongst women. The literacy rate amongst the women in the post- independent era is not as per the hopes of our system. Indian leaders of our nation behold a dream of becoming a superpower by 2020. For becoming a superpower, every individual of our nation should contribute to the process of nation-building. But women, who are major forces of our society, aren't literate then we can't expect to become a superpower. Empowering women has become the focal point of discussion and attention all over the world. Today we enjoy the benefits of being citizens

of a free nation, but we really need to rethink whether each of the citizens of our country is really enjoying freedom, in the true sense of the term irrespective of gender. Consequently, it is a burning need for us to know the importance of women's education, which would, in turn, give motivation to the process of women's empowerment. This paper aims to create awareness among the women's about empowerment and identifying the impact of education on women overall empowerment.

LITERATURE REVIEW:

H. Subrahmanyam (2011) compares women education in India at present and Past. The author highlighted that there has good progress in overall enrolment of girl students in schools. The term empower means to give lawful power or authority to act. It is the process of acquiring some activities of women.

M. Bhavani Sankara Rao (2011) has highlighted that the health of women members of SHG has certainly taken a turn to better. It clearly shows that the health of women members discuss among themselves about health-related problems of other members and their children and make them aware of various Government provisions specially meant for them.

Duflo E. (2011) Women's Empowerment and Economic Development, National Bureau of Economic Research Cambridge The study argues that the interrelationships of the Empowerment and Development are probably too weak to be self- sustaining and that continued policy commitment to equality for its own sake may be needed to bring about equality between men and women.

Doepke, M., Tertilt, M. (2011). This study is an experimental analysis suggesting that money in the hands of mothers (as opposed to their husbands) aids children. This study developed a series of non-co-operative

family bargaining models to understand what kind of frictions can give rise to the observed empirical relationships.

According to President Bill Clinton at Clinton global initiative (2009) Women perform 66 percent of the world's work, and produce 50 percent of the food, yet earn only 10 percent of the income and own 1 percent of the property. Whether the issue is improving education in the developing world, or fighting global climate change, or addressing nearly any other challenge we face, empowering women is a critical part of the equation.

Sethuraman K. (2008). The Role of Women's Empowerment and Domestic Violence in Child Growth and Undernutrition in a Tribal and Rural Community in South India. This research paper explores the relationship between Women's Empowerment and Domestic Violence, maternal nutritional status and the nutritional status and growth over six months in children aged 6 to 24 months in a rural and tribal community. This longitudinal observational study was undertaken in rural Karnataka. India included tribal and rural subjects.

Venkata Ravi and Venkatraman (2005). Concentrate on the effects of SHG on women participation and exercising control over decision making both in family matters and in group activities.

Stromquist, 2002; Stack and Monkman, 2003. The term 'empowerment' has been overused, misused, and co-opted. It is commonly deployed as a synonym for enabling, participating, and speaking out.

Unterhalter, 2007; Mosedale, 2005; Malhotra et al., 2002; Part et al., 2002; Oxaal and Baden, 1997. Nevertheless, in the past 10 years, the goal of women's empowerment (often linked with women's education) has received serious attention, as well as funding by donors and international

agencies.

Amartya Sen (1999) makes a compelling case for the notion that societies need to see women less as passive recipients of help, and more as dynamic promoters of social transformation, suggesting that the education, employment and ownership rights of women have a powerful influence on their ability to control their environment and contribute to economic development.

OBJECTIVES OF THE STUDY:

- 1) To understand the concept of women empowerment.
- 2) To know the need for Women Empowerment.
- 3) To study the Government Schemes For Women Empowerment.
- 4) To study the challenges of women empowerment.
- 5) To study the impact of education on the empowerment of women.
- 6) To study how education changes the status and position of women in the community.
- 7) To offer useful suggestions in the light of findings.

RESEARCH METHODOLOGY:

This paper is basically descriptive in nature. In this paper, an attempt has been taken to analyse the empowerment of women in India. The researcher used a convenient sampling method for data collection and interview technique was used as a data collection tool. The sample is of 100 females of 20-55 age group (working and non-working). The data used in it is purely from primary and secondary sources according to the need of this study. The primary data has been prepared through an interview in a more systematic manner. Secondary data is obtained from various published and unpublished records, books, magazines, journals, and reports etc.

TABLE 1: DEMOGRAPHIC CHARACTERISTICS OF THE RESPONDENTS

Demographic Characteristics	Option	Frequency	%
Age	20-29 Years	51	51
	30-39 Years	30	30
	Above 40 Years	19	19
Educational Qualification	Arts & Science (UG)	30	30
	Arts & Science (PG)	30	30
	Professional	20	20
	Diploma	10	10
	Illiterate	10	10
Marital Status	Married	60	60
	Unmarried	35	35
	Widow	05	05
Employment type	Housewife	35	35
	Employed	65	65
Monthly Income	Below 20000	30	30
	20001-40000	50	50
	Above 40000	20	20
	Total	100	100

Table no. 1 concludes that 51 percent of respondents were between 20-29 years old, 30 percent of responders had under graduation level education qualification in the field of art and science. 60 percent of respondents were married and 40 percent of respondents were unmarried.

WOMEN EMPOWERMENT:

In 1985 at Nairobi, the concept of Women empowerment was first introduced in the International Women Conference, at which it was defined as a redistribution of social power and control of resources in favour of women. Empowerment of women is the empowerment of family and in turn development of a nation. Empowerment of women leads to benefit not only to the individual woman or to women groups, but also to the families and community as a whole through joint action for development. The year 1975 was observed as “International Year of Women “as per the call of the UNO.

From 1975 onwards, the 8th day of March is being observed as “International women’s Day.” The year 1990 was observed as “SAARC year of The Girl Child.” The Government of India declared the year 2001 as the “Year of women’s empowerment.” These declarations prescribed for all-round development of women in India as well as in the world.

Women do not have their rights and neither are considered independent to take any decision. In order to provide equal status in society, women need to be empowered. Empowerment is the only way out of acquiring knowledge and awareness which enable them to move towards a life with greater dignity and self- assurance. Women empowerment includes women aware of their rights, self-confidence, to have control over personal and professional lives and their ability to bring a change in society. Empowerment has many elements i.e.

economic, social, political and personal.

NEED FOR WOMEN EMPOWERMENT:

Empowerment enables women to procure knowledge, skills, and techniques which will help them in their economic, personal and social growth as well as foster in them sensitivity towards problems existed in the society. Extraordinary efforts are required to be taken for education, health, and employment of women. Lack of education and negligence is the root cause of women's exploitation. Only literacy and education can help women to understand the Indian's constitutional and legislative provisions that are made to strengthen and improvise their status in society. When women are educated, they will be able to contribute to nation building. A few women are currently holding influential positions in India as well as in the world, but there is still room for improvement if more women are educated.

Empowerment calls for critical intervention by governments too. Interventions need neatly designed approaches with allocated roles for women and implemented systematically. Conceptually and Methodologically, Women development and women empowerment are correlated. Thus, promoting education among women is of great importance in empowering them to accomplish their goals. Education makes women economically sound which is a source of other all types of women empowerment i.e., Social, Psychological, Technological, Political. It enables them to overcome various obstacles and hindrances of

women empowerment like Women are deprived of decision making power, domestic violence, gender discrimination, access to education, access to employment, female infanticide, financial Constraints, low mobility, low ability to bear risk, social status, early marriage, atrocities on women (raped, killed, humiliate, subdued) etc.

CHALLENGES:

There are several restraints that halt the process of women empowerment in India. Social norms and family structure in developing countries like India manifests and perpetuate the subordinate status of women. One of the norms is the continuing preference for a son over the birth of a girl child which is present in almost all societies and communities. The society is predisposed in favour of a male child in the area of education, nutrition, and other opportunities. The root cause of this type of attitude lies in the faith that male child inherits the clan in India with an exception of some tribes in different states of India like Meghalaya. Women often adopt the traditional concept of their role as natural thus imposing an injustice upon them. In India, Poverty is the reality of life for the vast majority of women and it is also one of the major challenges in realizing women's empowerment. There are numerous challenges that are plaguing the issues of women's right in India. Pointing these issues will directly benefit the empowerment of women in India.

TABLE: 2 LITERACY RATE IN INDIA

Year	Person	Males	Females
1901	5.3	9.8	0.7
1911	5.9	10.6	1.1
1921	7.2	12.2	1.8
1931	9.5	15.6	2.9
1941	16.1	24.9	7.3



1951	16.7	24.9	7.3
1981	36.2	46.9	24.8
1991	52.1	63.9	39.2
2001	62.38	76.0	54.0
2011	74	82.1	65.46

Source: Census of India (2011)

Table 2 shows the Pre-Independence time literacy rate for women had a very poor stream in comparison to the literacy rate of men. This can be witnessed from the fact that the literacy rate of women has risen from 0.7% to 7.3 % while the literacy rate of men has risen from 9.8 % to 24.9 % during these four decades. The literacy rate of the male has almost tripled over the period e.g. 25% in 1951 and 76 % in 2001. The government has undertaken various programmes to increase the literacy rate. Astonishingly the female literacy rate has increased at a faster rate than the male literacy during the decade 1981 - 2001. The growth rate is almost 6 times e.g. 7.9 % in 1951 and 54% in 2001. From this analyse one can infer that only half of the female population are literates are wadding behind three fourth of the literate male population.

MEASURES AND MECHANISMS FOR THE EMPOWERMENT OF WOMEN: INITIATIVES AND INSTITUTIONS:

According to the Human Development Report (1993) literacy is a person's first

footstep in learning and knowledge building. So literacy indicators are essential for any measurement of human development. National Policy on Education (NPE) was set up in 1986 in India for the development of education and eradication of illiteracy from India. The higher rate of illiteracy of women is undeniably attributing for women to depend on men and to play a secondary role. Within

the framework of the democratic polity, our legislation, development policies, plan, and programmes have aimed for the advancement of women in different spheres. From the Fifth five year plan (1974-78) onwards has been a remarkable shift in the approach to women's issues from welfare to development. The Mahila Samakhya Programme (Education for Women's Empowerment) initiated in 1987 focuses especially on the socially excluded and the landless women. By an Act of Parliament in 1990, The National Commission for Women was set up to safeguard the right and legal entitlements of women. The National Policy on Education (1986, revised in 1992) is perhaps the most brilliant document on women's education. It emerged as a major revolution in addressing gender issues in government policy, which projected that education is the only one which can be an agent of basic change in the status of women. The District Primary Education Programme (DPEP) started in 1994 has a holistic approach in reducing gender and social inequalities, and enhances retention and achievement of women. The 86th Constitutional Amendment (Article 21A) made free and compulsory education a fundamental right for all children belong to the 6-14 age group which increased the enrolment of girls in schools that is 64.1% in 1980-81 to 85.2% in 1999-2000. Year 2001 has declared by Government of India as Women's Empowerment year.

The national policy of women empowerment has some clear-cut and specific goals and objectives like upliftment, development, and empowerment in socio-



economic and politico-cultural aspects, by creating in them cognizance on various issues human rights, fundamental freedom, quality education at all levels, providing access to health care, career building, vocational guidance, employment, equal remuneration, occupational opportunities, health, social security and public life, safety, etc. in relation to their empowerment. The Sarva Shiksha Abhiyan (SSA – Education for All), which was launched in 2001-02, is the national umbrella programme that is spearheading the universalization of elementary education through a community-owned approach, with a specific focus on the provision of quality education. To establishing more Women's Universities was one of the great challenges which were accepted during the 12th Plan. Inequality in education is a Global Issue.

GOVERNMENT SCHEMES FOR WOMEN EMPOWERMENT:

The Government programmes for women development began as early as 1954 in India but the actual participation began only in 1974. At present-day, the different department and ministries of Government of India run 34 schemes for women. Some of these are as follows;

Rastria Mahila Kosh (RMK) 1992-1993, Mahila Samridhi Yojana (MSY) October,1993, Indira Mahila Yojana (IMY) 1995, Women Entrepreneur Development programme given top priority in 1997-98, Mahila Samakhya being implemented in about 9000 villages, Swa Shakti Group, Support to Training and Employment Programme for Women (STEP), Swalamban, Crèches/ Day care centre for the children of working and ailing mother, Hostels for working women, Swadhar, National Mission for Empowerment of Women, Integrated Child Development Services (ICDS) (1975), Rajiv Gandhi Scheme for Empowerment of Adolescence Girls (RGSEAG) (2010), The

Rajiv Gandhi National Crèche Scheme for Children of Working Mothers, Integrated Child Protection scheme (ICPS) (2009-2010), Dhanalakahmi (2008), Short Stay Homes, Ujjawala (2007), Scheme for Gender Budgeting (XI Plan), Integrated Rural Development Programme (IRDP), Training of Rural Youth for Self-Employment (TRYSEM), Prime Minister's Rojgar Yojana (PMRY), Women's Development Corporation Scheme (WDCS), Working Women's Forum, Indira Mahila Kendra, Mahila Samiti Yojana, Khadi and Village Industries Commission, Indira Priyadarahini Yojana, SBI's Sree Shakti Scheme, SIDBI's Mahila Udyam Nidhi Mahila Vikas Nidhi, NGO's Credit Schemes, National Banks for Agriculture and Rural Development's Schemes etc.

The efforts of government and its different agencies are well supplemented by non-governmental organizations that are playing an equally important role in facilitating women empowerment. Despite concerted efforts of governments and NGOs, there are certain gaps.

CONSTITUTIONAL PROVISIONS FOR EMPOWERING WOMEN IN INDIA:

- Equality before the law for all persons (Article-14).
- Prohibition of discrimination on grounds of religion, race, caste, sex or place of birth (Article 15(I)).
- However, special provisions may be made by the state in favors of women and children Article 15(3).
- Equality of opportunity for all citizens relating to employment or appointment to any office under the state (Article 16).
- State policy to be directed to securing for men and women equally the right to an adequate means of livelihood (Article

39(a); (v) equal pay for equal work for both men and women (Article 39(d).

- Provisions to be made by the state for securing just and humane conditions of work and maternity relief (Article 42).
- Promotion of harmony by every citizen of India and renouncement of such practices which are derogatory to the dignity of women Article 51A (e).
- Reservation of not less than one-third of total seats for women in the direct election to local bodies, viz; Panchayats

FINDINGS OF THE STUDY:

1. There is a needs to bring a major change in the mindset of the people in the country and to bring equality with the help of equity.
2. There are several Government programs and NGOs in the Country, there is still a wide gap that exists between those under the protection and those not.
3. Poverty and illiteracy are the major causes behind the illegitimate condition of women but the Empowerment of Women begins with a guarantee of their health, education, and safety.
4. Empowerment of Women could only be achieved if their economic and social status is improved and it could be possible only by implementing definite social and economic policies with a view of the complete development of women.
5. We must begin to Empower Women to create a sustainable world.

SUGGESTIONS FOR UPLIFTMENT OF INDIAN WOMEN:

- Women empowerment is an important element for national development. The first and foremost priority should be given to the education of women, which is the mass problem. Hence, education for women has to be paid special consideration.

- Awareness programs need to be planned for creating awareness among women especially belonging to weaker sections about their rights.
- Women should be allowed to work and should be provided enough safety and support to work. They should be provided with proper remunerations and work at par with men so that their status can be raised in society.
- Whenever policies are amended or new policy are introduced the government has to consider the interest of women towards the new policy initiative. For examples, as the government has initiated 'Make in India' project they should provide concessional interest for the bank loan and single window clearance for women entrepreneurs who are participating in this campaign. This initiative will encourage more women to be an entrepreneur and also encourage the participation of women in money generating activities.
- Strict implementation of Programmes and Acts should be there to curtail the mal-practices prevalent in Indian society.
- More and more awareness for women empowerment through education need to be undertaken through free workshop, conferences, symposia, seminars, and to form women councils in rural areas as even today many women are not aware of their basic rights.
- Govt. has provided various scholarships to motivate rural women for higher education but it should ensure that this educational scholarship should go to deserving candidates.
- Inculcate in women the confidence that change is possible if women work collectively and change the approach towards women based on sex

discrimination by bringing gender equality.

- Encourage and ensure socio-economic participation of women in local and international forums.
- To induce the feeling of self-dependence amongst women as well as they should actively participate in social and political moves. Fifty % of seats should be reserved for women in all the governments.
- In order to change the attitudes towards female education and to raise the social consciousness of the country, a conscious strategic change is required in national media and communication effort
- Introduce satellite schools for remote settlements.
- Be cautious and patience in the knowledge journey: it is from knowledge creation/discovery (KD) to knowledge transfer (KT)
- Encourage ICT tools and the use of the internet, for the study and research by women.

DISCUSSION AND CONCLUSION:

The above study was carried out in Delhi-NCR to know about the role of education in women empowerment as well as

REFERENCE:

1. Alva, A. and Hans V. B. (2013). "Higher Education in India – Opportunities, Changes, and Challenges". Available at <http://ssrn.com/abstract=2203706>
2. Balve S. (2015). "Women Entrepreneurship towards women Empowerment in India: plan Initiatives" *Southern Economist* 54(3): 11-16.
3. Baro and Sarania (April 2014). Employment and education status: Challenges of women empowerment in India. Pratidhwani the Echo-A Peer-Reviewed Indexed International Journal of Humanities & Social Science Website: <https://www.thecho.in> ISSN: 2278-5264 (Online) ISSN: 2321-9319 (Print)
4. DaCosta, D., 2008. "Spoiled sons" and sincere daughters": schooling, security, and empowerment in rural West Bengal, India. *Signs: Journal of Women in Culture and Society* 33 (2), 283–307.
5. Deshpande, S., and Sethi, S., (2010). Role and Position of Women Empowerment in Indian Society. *International Referred Research Journal*, 1(17), 10-12.

to study various issues and challenges comes in the way of women empowerment. It also puts light on various obstacles and to suggest the various solution to those issues. This study also highlights the need and importance of women empowerment through education. Women's empowerment is not a concept of Northern hemisphere but women all over the world, including countries in the South. The greatest need of the hour is a change in social attitude towards women. Women empowerment will be real and effective only when they are endowed education, income, and property so that they may stand on their feet and build up their identity in society. The Empowerment of Women has become one of the most important concerns of the 21st century not only at the national level but also at the international level. Initiatives taken by the Government alone would not be sufficient to achieve the goal of empowering women. Society must give its hand to create an environment in which there is no gender discrimination and women have full opportunities of self- decision making and participating in the social, political and economic life of the country with a sense of equality.



6. Dhruva Hazarika “Women Empowerment in India: a Brief Discussion” International Journal of Educational Planning & Administration. Volume 1, Number 3 (2011)
7. Dr. (Smt.) Rajeshwari M. Shettar. A Study on Issues and Challenges of Women Empowerment in India, IOSR Journal of Business and Management (IOSR-JBM), ISSN: 2319-7668. Volume 17, Issue 4.Ver. I (Apr. 2015), PP 13-19
8. Dr. Dasarati Bhuyan “Empowerment of Indian Women: A challenge of 21st Century” Orissa Review, 2006
9. Dr. Kadam Namd Kumar, (2014). Women In Higher Education: Position And Prospects, Wamayug Research Journal ISSN – 2348 – 7224Www.Wamayug.Com
10. Dr. Rita Khatri, (2016). The role of education towards women empowerment in India. International Journal of Advance Research.

emlyk , o fm.Mksh ft ysea DAY-SRLM dk i hko

Jhefr 'Hk >Kj; k ('KdFKh)

MWLeFr [KjKl ; k (ekxh'kd) l gk; d i kQl j

Ekrk xq; jh efgyk egkfo | ky; (Lo'kkl h) tcyij

25MAY 1998 dks fMMksh ftyk i dbrh emlyk ftys l si fkd gkdj uohu ftyk cukA ftyk fMMksh tcyij & vejda/d jktekxZij tcyij l s 165 fd; eh- o l epz ry l s 1100 eh- dh A pkbZij fLFkr gA ftyk fMMksh tutkfr ckgY; ftyk gA tgdh 65% l svf/kd vkcknh vuq fipr tutkfr dh gA e[; tutkfr&xkM] dky] cSk] <fy; k] Hkfe; k] vxkfj; k gA uohu , oafi NMk gqk ftyk gkus ds dkj . k ftysea l pkj l Mel ifjogu , oavthfodk vkfn dh fLFkr ij fo'kSk /; ku fn; k x; k gA ftys ea ykxka dh vktfodk dk e[; l k/ku etnjh] d'k o y?kq ouki t l xg. k gA

Ek iz }kjk NRLM vrxr ftys ds #i ea p; fur fd; k x; kA ftys ea i fke pj. k ea 05 fodkl [kM 'kgij] l euki] veji] ctk] djit; k] ea l ?ku o 02 fodkl [kM fMMksh , oa eglnokuh vl ?ku #i l s dk; Bz vk; kstr fd; s tk jgs gA

Ek #zjKT; xkeh. k ea ky; dk mls; jKT; Lrj ij xjhc xkeh. kka dks l Ne cukuk vkj vktfodk eafujrj of} dj l dA , l vkj , y , e dh l kp vuq kj LFkkuh; l epk; ea fofHku forrh; l okvka rd igb cukusfd fy, vko'; d tkx#drk] tkudkj h , oa {kerk fodkl gA rkfd bu l xBuka }kjk LFkkuh; t#jrka ds vuq kj forrh; l okvka dks fujrj #i l a miy?k dj; k tk l dAa , l vkj , y , e }kjk l fe forrh; l LFkkuh dks xjhc d'kh forrh; l okvka ds id kj gq vko'; d l g; kx fn; k tk jgk gA rkdh ifj; kst uk xkeka ea fofHku l fe forrh; l okvka dh i hko'kyh mi fLFkr ea l epk; ds ikl vf/kd l s vf/kd fodYi gA rkfd os viuh t#jr vuq kj ykHk ysl dA

DAY SRLM dh ufr; k

- Lkkepkr; d L=kr 0; fDr; ka 1/CRP%
- Lkepkr; l nL; ka dks ink; fd; s tkus okys ekus
- Hkstu jkf'k HkRrk
- fe'ku vUR; kn; vrxr xjhc eDr fd; s tkus gqftya }kjk p; fur xte i pk; rka fm.Mksh es , l vkj , y , e }kjk bl dk; Z dks l pk: : i l s l pkfy djus dh vko"; drk gS rkfd , d s ifjokjka dh /kujkf" k dks l jf{kr j [kk tk l ds rFk vko"; drk i Mus ij ml jkf" k dk mi; kx ifjokj ds Onkjk fd; k tk l dA , l vkj , y , e Onkjk forrh; l okvka ds l qhdj. k ds vrxr fuEu dk; Z fd; s tkrsgS%
- i jkus Lo l gk; rk l engka dk i pxBu , oa u; s Lo l gk; rk l engka dk xBu dk; A

- Lo l gk; rk l engka dks fu; fer cpr] cBd , oa vki l h yu&nsu dsfy; s i fjr djuka
- Lo; a l gk; rk l engka dks fjdkMZ l akkj. k ds fy; sn{k djuka
- Lo; a l gk; rk l engka dks fu; fer LokLF; ijh{k. k o xfMax dk; Z djuka
- xfMax mijkr l engka dks vkfFkd yu&nsu dh vknr dks c<kus , oa ml s vkfFkd : i l s l 'kDr cukus gq fjokfYoax QM inku djuka
- iR; d ekv vk; kstr ch, ychl h ea mi fLFkr gkdj ik= l engka dk gYFk pd vW@ xfMax mijkr cd fydat djokuka
- Lo; a l gk; rk l engka dk cd fydat @ l h l h fyfeV tkjh djkus ea l g; kx inku djuka
- Lo; a l gk; rk l engka dh {kerk , oa n{krkuq kj xrfok/k; ka l s tkMuka

- Lo; a l gk; rk l engka ds mri knka dks ekd fVax fyd t st l s t k M use a l g; ksx djuka

forRh; l ekosku ds rgr~ftys ea l ?ku ,oa xj l ?ku fodkl [kM/ka ea xBr dy 3042 l engka ea l s 2045 l engka ds cbl ea [kkrk [kksys tk ppls gS ,oa 'kSk 997 l engka ds cbl ea [kkrk [kksys tkus grq i Lrkfor gA

p0h; jk'k %jokYox Q.M½ %&ftys ea l ?ku ,oa xj l ?ku fodkl [kM/ka ds l dy/ks dks forRh; o"z 2014&15 ea mudh ik=rk ds vuq kj p0h; jk'k inku dh xbz gA

l kepF; d fuosk jk'k ¼ h vlbZ , Q½ %&ftys ea l ?ku ,oa xj l ?ku fodkl [kM/ka ds l dy/ks dks forRh; o"z 2014&15 ea mudh ik=rk ds vuq kj l kepF; d fuosk jk'k inku dh xbz gA

l eg dscbl fyat & ftys ds 26 djkm+; i ; s ds y{; dks l Hkh 26 l dy/ka ea foHkkftr dj 0fMV ekckykbzt'sku dk y{; iwz djus grq dk; Zfd; k tk jgs gS ftl ea ftyk ,oa fodkl [kM Lrjh; dsk 0fMV fyfeV dEika dk vk; kstu fd; k x; kA

1- xte l xBu ,oa l hvkbZ Q ij if'k{k.k % jkT; dk; kzy; Hkksy ds funz kkuq kj ftys ds l eLr l ?ku ,oa xj l ?ku l dy/ka ds veys dks xte l xBu dh vo/kkj.kk ij if'k{k.k fn; k x; kA bl if'k{k.k ea jkT; dk; kzy; }kjk i f'kr xte l xBu ds MqV



uks/4 ea fu; ekuq kj

4- ftyk Lrjh; l h l h ,y dEi dk

vk; kstu %&dyDVj egkn; k ds funz kkuq kj ftyk Lrjh; l h l h ,y dEi ka dks vk; kstu dj l engka dks l hl h ,y dk forj.k djok; k x; k bl dMh ea fnukal 28-06-14 dks esx dEi dk vk; kstu fd; k x; kA l kFk gh

xte l xBu dks dk; Zkjh l fevr] l kekl; l Hkk] mi l fevr; ka ds drD; , oa nkf; Roka dks i frHkxh; ka dks foLrkj l s voxr dj; k x; kA rnki jkUr ftys ds l ?ku fodkl [kM l dy/ka ea vuli pkfjd : i l s xBr xte vkt hfodk l xBuka ds l fefyr l engka dks mudh vkt hfodk xrfof/k; ka grq l hvkbZ Q tkjh djus grq fn; s x; s eki n.M ij foLrkj l s crk; k x; kA iwz ea vuli pkfjd : i l s xte l xBuka dk xBu dj fy; k x; k Fkk] mlgs jkT; dk; kzy; }kjk i Fker% muds [kkr s utnhdh jk'Vh; dr cbl ea [kksyus grq tkjh i i =] cBd i f0; kj muds fu; eka dks foLrkj l s voxr dj; k x; kA xte l xBu l s tM s l engka dks muds ,e-vkbzi h- ds vk/kkj ij l hvkbZ Q tkjh djus dh eki n.Mka dks voxr dj; k x; kA

2- ftyk Lrjh; cbl Z deVh dh cBd %&dyDVj egkn; k ds funz kkuq kj ftyk ipk; r l Hkkd{k ea ftys ds l eLr jk'Vh; rFkk futh cBka ds 'kk [kk i z/kdka dh , d fnol h; dk; Zkkyk dk vk; kstu fd; k x; kA

3- fodkl [kM Lrjh; cbl Z deVh dh cBd %& jk'Vh; xteh.k vkt hfodk fe'ku ds l pk; f0; kko; u ,oa efgyk Lo&l gk; rk l engka ds cbl l a kstu grq i R; d fodkl [kM ea o"z 2014&15 ea 02&02 ckj ch-, y-ch l h- cBdka ea ftys ,oa l dy ds veys }kjk l f0; l ghkkf xrk dh xbz ,oa Lo&l gk; rk l engka dh x fMax djkbz xB A fodkl [kM Lrjh; dEika dk Hkh vk; kstu fd; k x; kA



e[; xrfof/k; ... ea ipfyr [krh i)fr; ka dk v/; ; u dj fe'ku xteka ea df'k ds ek/; e l s vktifodk l ... grq fu; kstu dj l eng l nL; ks dk l dkjkrEd nf'Vdksk fodfl r djuka

- ftys ea df'k mRikndrk ea of) grq e[; {ks=ka dh igpku dj mlgsfodfl r djuka
- e[; mRiknka dks fpflgr djuk ,oa muds foi.ku grq cktkj ea mRiknka dks Lfkkfir djus grq 0; ol kf; d ; kstuk r\$ kj djuka
- vl; fohkxka dh fohkuk ; kstukvka ds xte Lrjh; fØ; klu; u ea l g; kx inku djuka
- df'k l s l .../kr epnka ij l dy Lrj ds fgrxkfg; ka dks vko'; d l g; kx inku djuk ,oamlgs l 'kDr cukuka
- l Cth mRiknd {ks= ds : lk ea fodfl r djus grqfo'k\$ iz; kl fd; s tk jgs g\$
- ftys ds , d s {ks=ka dh igpku djuk tgnw ij cht mRiknu dk; Øe fy; k tk l drk gs rFk , d s {ks=ka ea d'kka dks i kM; w j dEi uh ds #i ea l xfbR dj t\$od [krh dks i kRl kfgr djuka

vktifodk Hx 1 1/2 y?kq | ferk fodkl 1/2

gj ifjokj ds fy; s vyx&vyx {ks=ka ea vktifodk ds vol j miyC/k g\$; s {ks= g\$ & i kFked} f}rh; d ,oa r}rh; dA bu rhuka {ks=ka dh idfr fhku&fhku g\$ vr% xk ds Lrj ij vktifodk dh ; kstuk cukrle; bu rhuka {ks=ka

ea miyC/k vol jka dk fo'y\$.k djus ds ckn fdu {ks=ka ea dke djus dh t: jr g\$ A mu xrfof/k; ka dks i kFkedrk ds vk/kkj ij 'krfey djuk vko'; d g\$ xka

- i kFked {ks= ea df'k] i 'kij ky] eNyh i ky] eqh'z i ky] M\$ jh] y?kq ouk t ckl coZ 0; ol k; vkfn i e[k 0; ol k; vkrs g\$

- f}rh; d {ks= ea , d s m | kx vkrs g\$ ft l es dPps eky dk mi; kx dj fd l h idkj ds mRikn dk fuek.k fd; k tkrk g\$
- r}rh; d {ks= ds : i ea l ok {ks= l s tM\$ Qv/dj cktkj] cfdax] chek] gk/y 0; ol k;] vkbZVh- l j {kk , t\$ l ; k] i ; v/u] VDI vkbZy ,oa [kk] id h dj.k vkfn 0; ol k; ka dks l feefyr fd; k tkrk g\$



ftys ea e-izjkt; xteh.k vktifodk fe'ku ds fn'k&fun\$ka ea l pkyr Lo l gk; rk l eng ,oa cjkstxkj ; p d @ ; pfr; kV dks Lojstxkj ,oa cktkj 0; oLFk l q'hdj.k ea fuEufyf [kr dk; Z fd; s x; s g\$ ft l dk foj.k fuEukuq kj g\$

- 1- v | k j p u k , o a f u e k z k d k ; Z & ftys ea l pkyr Lo l gk; rk l eng @ Lojstxkj ; ka dks cktkj 0; oLFk grq gkV cktkj LFky ij pcrjk , o a 'kM fuekz k dk dk; Z dj k ; k x ; k g\$
- 2- e f g y k v k t i f o d k L o l g k ; r k l e n g d s l n L ; k a d h c k t k j 0 ; o L F k

ftys ds Lo l gk; rk l engka dks cktkj miyC/k djkus ds mns; l s l engka dks mRikn ds l kFk insk@ins k ds ckj yxus okys esyka ea Hkxhknj dj vk; vtZu djus dk vol j inku fd; k x; ka

vktifodk Hx 2 1/4 dky mlu; u , o ajkt xkj 1/2

- 1- c j k t x k j ; p k v k a d s M k V k l e n g k a i j f o ' k s k d k ; Z f d ; k x ; k g \$ b l d s r g r i R ; d l d y d s l e R x t e k a e a 1 8 l s 3 5 v k ; q o x Z d s ; p k v k a d k s i F e r % l d y d k ; k y ; i j i a t h ; u i i = i j t k u d k j h l a k k j r d j i a t h ; u f d ; k t k r k g \$ r n i j k r i a t h ; u i j m Y y f [k r t k u d k j h d k s i f ' k { k . k @ j k s t x k j d s i w z o i ' p k r ; p k i a t h

jftLVj ea ldfyr dh tkrh gA ldy ds iR; d xte ukMy }kjk bu cjkstxkj ; pkvka dks mudh : fp , oa ; kX; rk ds vk/kkj ij ykHkkfUor djus grq lrr ekUuVfjx dh tkrh gS, oa dksky mlu; u@lyl eV@jkstxkj esyk ds ek/; e l s tkMk tkrk gA l kFk gh ldy Lrj ij iathdr ; pkvka ds iath; u ii =ka dks ; fud dM ndj xteokj OkbZy l kkkfjr dh tkrh gA rkfd le; le; ij mudh vrfjDr tkudkj iath; u ii = ea viMv dh tk l dA ftys ds ldyka ea l kkkfjr dh tk jgh ; pk iath ea vc rd ftys ds fofHku xteka ds 8598 ; pkvka us dksky mlu; u] jkstxkj esyk o vkj-l s/h if'k{k.k ea 'kkfey gkus grq : fp tfgj dh gA bu ; pkvka ea l s 2413 ; pkvka us ly l eV vk/kkj dksky mlu; u] 3506 us vkj-l s/h ds ek/; e l s Lojstxkj grq dksky mlu; u if'k{k.k ikr djus , oa 2679 ; pkvka us jkstxkj esyk ds ek/; e l s dEifu; ka es jkstxkj ikr djus dh : fp tfgj dh gA bu ; pkvka dks Hkfo"; ea vk; kstr fd; s tkus okys dk; bZka ds ek/; e l s tkMk tkdj ykHkkfUor fd; k tk; xkA



jkstxkj esyk jkt; xteh.k vktfodk fe'ku fM.Mksh }kjk jkstxkj kledk h if'k{k.k ufr&2007 dh fO; kUo; u l eflor vktfodk dk; De ds vraxr djrs gq s 0; ki d Lrj ij jkstxkj esyks dk vk; kst u fd; k tkuk gA e-iz eaf}rh; d , oa rrrh; d {k= tS &cktkj m|ks ifr"Bku Ji; M u vkfn ea jkstxkj dh vikj l Hkkouk, s gS A bu l ok {k=ks ea l efr dksky , oa tkudkj ds vHko ea ftys ds ; pkvks dks jkstxkj ikr djus eadfbukbz ks dk l keuk djuk i Mrk gA

dksy fodkl , oa Lojstxkj ftys es tyk fe'ku izaku bdkbz }kjk 18 l s 35 vk; qoxl ds cjkstxkj ; pkvks dk fu?kZjr ii = ea 05 l ?ku , oa 2 xj l ?ku fodkl [kMks ds l dyokj o xteokj l nL; l g; kx ny@ih, QVh }kjk l oZ dk; Z l a kfnr fd; k x; k gA 3506 chih, y ; pkvks dh tkudkj fofHku VMokj vkj l s/h dks if'kr dh tk pph gA izakd vxzkh cd fM.Mksh l s 0; fDrxr l a dz dj cjkstxkj ; pkvks dks VMokj if'k{kkr dj cd l s l e) dj LFkkh; Lojstxkj LFkkfir djus fo" k; ij folrr ppkZ dh xbA

dksy fodkl , oa ly l eV ftys es tyk fe'ku izaku bdkbz }kjk 18 l s 35 vk; qoxl ds cjkstxkj ; pkvks dk fu?kZjr ii = ea 05 l ?ku , oa 2 xj l ?ku fodkl [kMks ds l dyokj o xteokj l nL; l g; kx ny@ih, QVh }kjk l oZ dk; Z 609 xte es l a kfnr fd; k x; k gS ftl es 2413 ; pkvka dh iath iwZ gks pph gA ftl ea VMokj MKVv dk l xg.k fd; k tk ppk gA

, uvkj, y, e ds dk; ka vkj fo" k; ka dh tkudkj , oa ixfr grq l dy Lrj ij 8 ii =ka ds ek/; e l s l eLr fo" k; ka dh tkudkj ftyk Lrj ij ekf d : i l s yh tkrh gA blea





ie[krk l s Lo; a l gk; rk l e mka dh tkudkj] xte l xBuka dh tkudkj] Vkat/vjh , e vkbZ , l] jkstxkj l xdkh , e ih vkj] , e bZMh , e ih vkj] d f k l s l x f / k r tkudkj] l d y Lrj ij fd; s x; s {kerko/kZ , oa xrfof/k; ka dh tkudkj] l hl h, y cd fyndst dh tkudkj] jhi eSV dh tkudkj] vkfnA mDr tkudkfj; ka l d y ea inLFk iR; d l d y l nL; @l elo; d dks ink;

fd; s x; s y {; ds fo:) iklr dh tkrh gA bu tkudkj] , oa ixfr dks ftyk Lrj ij l d fyrdjrs gq jkT; dk; ky; }kjk p kgs x; s fu/kkZjr ik: ika ea Hksth tkrh gA ftlea ie[krk l s e[; ea-h dk; Z; kstuk dh ixfr] Vkat/vjh , e-vkbZ , l -] jkstxkj esyk o dks ky mlu; u l xdkh tkudkj] foRrh; ixfr vkfn 'kkfey gA

संदर्भ

- xte Lojkt] मध्यप्रदेश l q l & l p uk , oa tul EidZ foHkkx] मध्यप्रदेश dk ekfl d
- मध्यप्रदेश fodkl & i p k; rh jkt foHkkx] मध्यप्रदेश dh =ekfl d if=dk
- <http://mppanchayatdarpan.gov.in/NRLM/Default.aspx>
- मध्यप्रदेश l jdkj okf"kd ifro nu %kteh.k fodkl , o i p k; rh jkt foHkkx मध्यप्रदेश½
- मध्यप्रदेश डीराज्य ग्रामीण आजीविका मिशन .वाय.ए.
<http://www.prd.mp.gov.in/nrlm/>
- <https://aajeevika.gov.in/hi/content/mission>
- ग्रामीण विकास मंत्रालय | भारत सरकार
<https://rural.nic.in/>
- Madhya Pradesh Rajya Gramin Ajivika Mission Office



INFLUENTIAL FACTORS TO CREATE AND STRENGTHEN THAI ELDERLY'S HEALTH EMPOWERMENT CLUB

¹SUTHEP DACHACHEEP, ²KANYARAT WORACHAT, ³BORILUX BOONYARATTAPAN

¹Assistant Professor, Ph D.,

^{1,2,3}Faculty of Communication Arts, KasemBundit University, Thailand

Abstract— Aging society becomes a big issue in many countries including Thailand. Elders staying healthy to achieve successful aging is a key concern for government health promotion. There are elderly clubs created for the purpose of exercising together in public parks. Few clubs, however, remained for a long time. This study investigated influential factors that strengthen the elders' exercise club. Data was collected through in-depth interview of 14 members from two selected exercise clubs. To indicate influential factors the concepts of Thai community empowerment indicators were modified. The factors then comprise of group leader, group members, group relationship structure, group management ability, and group activities.

Index Terms— Elderly, Elders, Health Empowerment, Exercise Club, Elderly Exercise, Successful Aging.

I. INTRODUCTION

Aging society becomes the big issue in many countries including Thailand. By 2035, the country's aging population is expected to reach 20 million, accounting for 30 percent of the population (Population Studies Center Research Report, 2015). Generally, in Thai family there has been 3 generations living under the same roof. This allows them to look after other members. However, the Thai family unit is being changed because of the modern way of life and aging society. There is an increase in Thai elders living alone or with spouse, but without their children. Elders are forced to be more self-reliant with longer life spans due to progress in medical science.

Staying healthy is a key concern for elders for long survival. There are several health promotion projects created from the government to encourage elders to take care of their health. Exercise and physical activity have been identified as a key public health strategy to improve both physical and mental

health in the old age. There are elderly groups that have been set up for the purpose of exercising together in public parks. Types of slow dance exercise such as 'Tai Chi' and 'Qi Gong' are suitable and become favorites among those elderly's exercise groups (or health empowerment club in this research). However, only few groups have remained active today while others disbanded shortly after.

It is interesting to learn how those elderly's physical exercise groups continue actively. This research attempts to figure out factors behind the success. The research therefore was conducted to answer the question:

What are the factors influencing the creation and the longevity of Thai elderly's physical exercise (or health empowerment) clubs?

II. RELEVANT THEORIES AND RELATED STUDIES

There are relevant concepts and theories that are employed in this research, which are the definition of elderly people, The Activity theory, The Disengagement theory, and community empowerment concepts.

Definition of Elderly People

Although the Britannica encyclopedia states that most Western countries set the age of 60 to 65 for retirement, the Thai Act on Older Person 2003 marks 'Older person' as a person who has attained the age of at least sixty years. Therefore, this research will use the Thai Act on Older Person 2003 to define 'elderly people'.

The Activity Theory

Academics try to explain the situation of 'growing old'. One popular theory is 'The Activity Theory' (Havighurt, 1963), which is favored in the field of gerontology. The theory states that elderly people feel happy to join their activities as similar as they did in their middle age. [1] Therefore, to gain successful aging, "people should maintain the activities and attitudes of middle age as long as possible and the find substitutes for the activities which they must give up—substitutes for work when they are forced to retire; substitutes for clubs and associations which they must give up; substitutes for friends and loved ones whom they lose by death." [2]

The Disengagement Theory

Cumming and Henry (1961), meanwhile, proposed Disengagement Theory which states that in the process of aging people slowly withdraw themselves from society and activities they used to involve in the middle age. They generally curtail their social environment into what they feel is their comfort zone. The disengagement process occurs universally, inevitably, and

intrinsically. [3][4]

The disengagement theory has been criticized as it failed to explain the despair felt by some of the elders who are involuntarily disengaged. [5] However, it gradually regained the credibility as some research has proved that the theory is suitable for explaining the research result. Johnson & Barer (1992) proposed that some elements of Cumming and Henry's disengagement theory are relevant in understanding the social world of the very old. The theory was employed to discuss about elders with poorer health who redefine their level of social integration and are satisfied with a narrower and more constricted social world. [4]

Community Empowerment Concept

World Health Organization (WHO) defines Community empowerment as the process of enabling communities to increase control over their lives. Meanwhile "Communities" is referred as groups of people that may or may not be connected, but who share common interests, concerns or identities. In this context, the elderly's physical exercise club may be assumed as a 'community'.

Pointing specifically to the to Thai community, PrawaseWasi (1998) stated that the empowerment of Thai community means the ability of community members to continuously manage all kinds of situation. [6]

There were few thoughts of community empowerment indicators which have been used to express the strength of community. Among them, KanjanaKaewthep (2000) focuses on people (both in terms of quantity and quality), wisdom, property and group moral. [7] On the contrary, UtaiDulayakasem and OrasriNgamwitayapong (1997) determine empowerment indicators from horizontal social structure, self-sufficiency economic system, close relationship system, life

learning process, etc. [8]

This research modified the concept of community empowerment and Thai community empowerment indicators to shape factors that may influence on the creation and strength of elderly's health empowerment clubs. The factors to be studied are; group leader, group members, group structure, group management ability, and group activity.

Table 1

Factor	Indicators
Group leader	trustworthiness, creativity, management ability, devotion, open-mindedness, etc.
Group members	cooperation on thinking and decision making, action, interaction, relationship system, etc.
Group structure	group balance and equality, knowledge exchanging, etc.
Group management	role and duty, norm, funding, group rule, etc.
Group activities	Exercising, economic activities, culture and society, etc.

III. METHODOLOGY

This research 'Influential Factors to Create and Strengthen Thai Elderly's Physical Exercise Club' was conducted as a part of the main research project 'Development of Communication Process to Create Strength for Elderly People Club of Health Empowerment in Bangkok'. It is a qualitative research aiming to study factors that influence the creation and the strength of elders' physical exercise club in public parks around Bangkok. Two long-standing exercise clubs from two public parks were selected to conduct the research. The two clubs are 'Qi Gong Suan Seri Thai Club' and 'TukMor Club at SuanLuang Rama 9 Park'.

Data was collected via in-depth interviews together with participant observations. The interview format combined structured and open-ended questions in a setting to allow interviewees to discuss freely.

We interviewed 8 female members (age 62, 65, 69, 69, 71, 73, 80 and 86) and 6 male members (age 62, 64, 67, 71, 79 and 87) from the two selected clubs. Topics of interview questions included personal information, health questions, history of the clubs and the five influencing factors following the concepts of Thai community empowerment indicators.

Duration of participant observations and in-depth interview process took place at Suan Seri Thai public park and SuanLuang Rama 9 public park from January to June 2017.

IV. RESEARCH RESULT

After interviewing with 14 seniors from TukMor Club at SuanLuang Rama 9 and Qi Gong Suan Seri Thai Club, the results of the interview can be explained in five topics: group leader, group member, group structure, group management, and group activities.

Group leader: The study found that trainers or exercise leaders (or TukMor teacher and Qi Gong teacher) of both groups are unofficially elected through respect from community members. Currently, there is only one exercise leader from each club and they both have been the club members for more than 10 years. The two leaders have been accepted as an important factor to create and strengthen the clubs from the past until now. The most admirable traits are self-discipline, devotion to coach at the public park without holiday, and willingness to teach or explain.

"The teacher is never absent. When we have problem with the exercise, he is willing to explain."

(member, 65 years old)

"She is really devoted and self-discipline"

(member, 69 years old)

Group members: The majority members of TukMor club at SuanLuang Rama 9 and Qi Gong Suan Seri Thai Club are retired from

their work. Therefore, they spend more time exercising. Most of them are concerned with their health and accepted that exercising in public park allow them to enjoy a fresh environment. Some elders admitted that they prefer exercising with people at the same age group which they feel comfortable to talk to. However, through participant observation technique we found there were only small talk among elderly members. Mostly they come for exercising and then separate to go back home. Only small close group remain to talk to each other.

“exercise is good for health. I like TukMor slow dance. It is very fresh when we exercise in the park and have a little talk with friends”

(member, 64 years old)

“We never make a phone call for appointment. There is no need appointment. Teacher never stop so we can come every day”

(member, 73 years old)

“I sometimes hang out with friends in the club. But not often because we have something to do”

(member, 61 years old)

Group structure: Apart from appointing exercise leader to be unofficially group leaders. There is another similarity between TukMor Club at SuanLuang King Rama 9 and Qi Gong Suan Seri Thai, in which they were both unofficially set up by a group of seniors. The objective of the clubs is to exercise together to empower their health. Therefore, the relationship among members involve equality and respect for each other. Though there are some members that gather in small groups and occasionally get together outside the club area, as a whole group the members’ relationship is not very tightly knit. “Actually, there is no leader. But I am the one who teacher them. So they give me respect.”

(exercise leader, 80 years old)

“There is no hierarchy. Mostly people come

to make their life better. They already think about healthy. Someone comes with friend, other comes and meet each other here”

(exercise leader, 67 years old)

Group management: According to the unofficial setting, the two clubs have nomangement standard form. The decision making, therefore, depend mostly on the exercise leaders of the clubs. However, there are volunteer coordinators (selected from the club members) to help manage activities apart from group exercise, such as to distribute news and extra information.

“I leave it to the teacher to make any decision. She is senior and stay with the club since the beginning”

(member, 62 years old)

“Qi Gong club we have the teacher’s secretary to cooperate.”

(member, 71 years old)

Group activities: The main activity of the two clubs is physical exercising. Apart from this there is only one activity that allows members a chance to develop relationships. TukMor club manages 2-day trip together once a year in March. While Qi Gong club prepares lunch party at the club founder’s house.

“We have a party once a year. Around March we stop for days and went out together. There is no compulsory. If you want to go then buy a ticket.”

(Member, 79 years old)

“We get together once a year and go to the temple together”

(member, 87 years old)

CONCLUSION AND DISCUSSION

After analyzing the influential factors to create and strengthen Thai elderly’s health empowerment club, we found that the clubs’ members consider exercise leader is considered important to the club. Self-discipline, devotion to lead the group exercise

without holiday make member confidence in the club, aligned with the concept of community empowerment indicators. By Kaewthep (2000) in term of quality people.

Regarding the club members, as most members are elderly with the age over 60 and retired from work, they have extra time on their hands. These elderly members pay more attention to their health and exercise. Interestingly, the relationship among members is that they do keep some space between each other. Polite words are used to communicate.

The club members mostly come to join the exercise. They have little talk to each other then split to go home. There are only few small groups that stay longer to meet with their groups. Besides, the two clubs have other activities that allow all member to join and getting to know more about each other, but only once a year. This situation may be explained by Activity theory combining with Disengagement theory. The research demonstrates that elderly members of the two group are willing to join the activities. This harmonizes with the Activity theory of

REFERENCES

1. R. J. Havighurst, "Successful aging," *Processes of aging: Social and psychological perspectives*, vol.1, pp.299–320. 1963.
2. R. J. Havighurst, "Successful aging," Presidential address given to the Division of Maturity and Old Age," *American Psychological Association*, Chicago, Ill, September 2, 1960.
3. E. Cumming, and W. Henry, "Growing Old. New York: Basic Books. 1961.
4. C. L. Johnson, and B. M. Barer, "Patterns of engagement and disengagement among the oldest old," *Journal of Aging Studies*, 6(4), 351-364.1992

Havighurst [1,2]. On the other hand, elderly members prefer to keep close relationship among their small group while keep some distance to other members. This can be explained by Disengagement theory that when people get older, they redefine their level of social integration and are satisfied with a narrower and more constricted social world (Johnson & Barer, 1992). As they are getting older, elders gradually withdraw themselves from the previous society and satisfy of staying in the same environment. (Cummings & Henry, 1961)

The loose nature of the group structure, among other factors like the lack of an official leader and the lack of a standard form, might lead to an environment with little in pressure, which may explain why such loosely-knit groups were able to stay together for years despite lacking in unity as a whole.

SUGGESTION

The research was conducted in the two public parks in Bangkok with two exercise club. Therefor the result may not be generalized. We suggest an extra investigation in other locations.



oṣṇddkyhu f'k{k dh orèku f'k{k izkkyh eami knş rk

MMW t; idk'k iVy

64,] ch0, p0, l 0 vYyki j

iz kxjkt] m0i 0

v&wfl g iVy

vfl 0 i kQd j&fglnh foHkkx

Jh Vhdkjke dU; k egkfo | ky;] vyhx<+

I kjlk % Hkkjr dh eW; vk/kkfjr l ùdfr dk fo'o tu l epk; dk; y jgk gA bl l ùdfr dk mnHko oṣṇd dky l s ekuk tkrk gA ekuk fd fl U/kq ?kkVh l H; rk l s Hkkjr dh l kekf'td 0; oLFkk dk o.ku feyrk g\$ ijUrqml l e; dh fyfi dks i<ek l keku; tu ds fy, l EHko ugha gA bl dkj.k l 0/ko l H; rk dh f'k{k 0; oLFkk dk Lo: i Li"V ugha gk ik; k gA gA oṣṇddkyhu f'k{k l s f'k{k 0; oLFkk dk Lo: i Li"V gsrk gA bl h dkj.k cgq ã; d bfrgkl dkj , oa f'k{k'kkL=h oṣṇddkyhu f'k{k dks Hkkjr ea f'k{k 0; oLFkk ds mnHko ds : i ea Lohdkj djrs gA oṣṇddkyhu f'k{k vkokl h; cLrh l s nj; x#dy ea nh tkrh Fkh] tgka ij uṣdrkiyd f'k{k vls eW; vk/kkfjr f'k{k ij fo'kšk cy fn;k tkrk FkA bl l e; ds iKB; Øe Hkh ekuoh; eW; vk/kkfjr FkA cPpka ea rkfdZl Kku ds l kFk&l kFk l ùdkj , oa vkpj.k dks fl [kkus ij fo'kšk tşj fn;k tkrk FkA oṣṇd dky ea ; gka rd ekuk tkrk Fk fd ; fn 0; fDr dk uṣrd vkpj.k l gh ugha gS rks ml dk l eLr Kku 0; FkZ gA orèku f'k{k izkkyh ea Hkh , d h eW; vk/kkfjr f'k{k dh vko' ; drk gS tks rdudh Kku ds l kFk&l kFk uṣdrkiyd Kku dks fo'kšk LFkku inku djA bl h dkj.k oṣṇddkyhu f'k{k 0; oLFkk dh cgr l h i) fr; ka vk/kqud dky ea Hkh mi knş gA

'kk&i =

i kphu dky l s Hkkjrh; l ùdfr ekuoh; thou eW; dṣUnr gA ; gka dk thou n'ku fo'o tul epk; ds fy, ân; xtggh gA dbZ nşk ds uxxfd Hkkjr i; V u Hkkjrh; thou eW; l h[kus ds mnş; l s djrs gA ge tkurs gA fd thou eW; vls f'k{k&n'ku ea }Un ugha gS cfYd , d&nij ds ij d gA vls , d&nij ds i Hkkfor djrs gA ekuoh; thou eW; ds vuq kj f'k{k n'ku ea cnyko gsrk gS vls f'k{k n'ku l s ekuoh; eW; ea ifjorZ gsrk gA iR; d ; q ea f'k{k l ùFkkvka }kjk mn?kfvR thou eW; dks euq; l h[kus ds fy, mRl q jgk gA tgka rd oṣṇd dky dh cr dh tk; A bl l e; f'k{k dk eq; mnş; thou eW; dṣUnr FkA f'k{kFkZ; ka dks thou eW; ds vuq kj vkpj.k djus ds fy, ifjr fd;k tkrk FkA ; g bDdhl oha l nh ea Hkh ikl ãxd gA bl ds vfrjDr vl; oṣṇddkyhu f'k{k ds rUo gS tks orèku dky dh f'k{k izkkyh ds fy, mi ; kxh

l kcr gk l drk gS vls ftl s xg.k djuk vko' ; d gA

oṣṇd dky ea Kku vls vutkr ij fo'kšk cy fn;k tkrk FkA mi k/k iek.k i= dk egRo ugha FkA bl l Ecu/k ea f'k{k'kkL=h iue enku us fy[kk g& "Kku dk fodkl oṣṇddkyhu f'k{k dk ieqk mnş; Fk] rc Kku dks euq; dk rhljk us= Hkh ekuk tkrk FkA** orèku f'k{k izkkyh ea Hkh Kku , oa vutkr ij tşj fn;k tkuk pfg, A cPpka ea mPp vd ds fy, nco u cukdj Kku , oa vutkr ds fy, ifjr fd;k tk; rks l ekt ea uṣdrkiyd vkpj.k dh of) gkxhA cPpka ds 0; fDrRo ea vkrE l Eeku] vkrE a e] vkrEfo'okl vkrn l n&xqka dk fodkl gkxhA ; s l n&xqk gh 0; fDr ds pfj= dks mTToy cukrs gA oṣṇd dky dh f'k{k ea pfj= fuekz ij l okZ/kd cy fn;k tkrk FkA tşj k fd ifl) f'k{k'kkL=h i kQ , l 0i h0 xqrk us fy[kk g& "oṇdkyhu ; q ea f'k{k dk l okZ/kd ieqk mnş; Nk=ka ds uṣrd



pfj= dk fuekzk djuk Fkk ftl l s muea vPNs
 l h d k j dk fodkl gks l d A** i k d x q r k ds
 vuq kj o s n d d k y dh f'k{kk ds e q ; y { ; d k s
 i R ; d d k y dh f'k{kk iz k k y h e a viuk ; k t k u k
 p k f g , A o s n d d k y e a x # vius f'k" ; k a d s l e { k
 L o ; a v P N s p f j = d k m n k g j . k i L r r d j r k F k k A
 f'k" ; d k s p f j = o k u c u s j g u s d s f y , i f j r d j r k
 F k k A e u t e f r e a d g k x ; k g s f d d o y x k ; = h
 e a d k K k u j [k u s o k y k p f j = o k u 0 ; f D r l E i w k z
 o n k a d k K k u j [k u s o k y s p f j = g h u 0 ; f D r l s J S B
 g a o r e k u f'k{kk iz k k y h e a H k h c P p k a d s p f j =
 fuekzk ij fo'kSk cy n s u s dh v k o' ; d r k g a
 d n f'k{kk l h F k k u r d u h d h fo" k ; k a d k K k u n s u s
 , o a i f r ; k s x r k e a v k x s c < u s d s f y , L o ; a d k s
 b r u k 0 ; L r d j y r s g a f d c P p k a d s p f j = f u e k z k
 i j f o ' k S k / ; k u u g h a n s i k r s g a d n f o | k y ; k a
 dh i k B ; l g x k e h f 0 ; k v k a e a H k h u s r d r k i j d
 K k u ' k f e y u g h a g k r k g a b l d k n t i j f . k k e ; g
 g k r k g s f d N k = e a e k u o h ; l o s n u k d e t k j g k s
 t k r h g s v k j o g e ' k h u h d j . k d s H k k o v k R e l k r
 d j y r k g a o r e k u ; q e a H k h H k s r d r k i j d
 f o d k l d s l k f k p f j = o k u c u s j g u k v k o' ; d g a
 b l d s v H k k o e a e u t ; dh l o s n u k u " V g k s t k , x h
 v k j e k u o l H ; r k d k s u " V g k s u s d k [k r j k g k s
 t k , x k A b l d k j . k e u t ; dh l H ; r k d k s c p k u s
 d s f y , f'k{kk e a p f j = f u e k z k i j c y f n ; k t k u k
 p k f g , A o s n d d k y h u f'k{kk dh i k l i x d r k d s
 l a n H k z e a i z k ' k u k j ; . k u k v k . k h u s f y [k k
 g a o r e k u f'k{kk iz k k y h e a f'k{kk d s p f j =
 fuekzk ds m n a s ; d k i z k s f d ; k t k l d r k
 g a **

o s n d d k y dh f'k{kk iz k k y h i w k z %
 H k k j r h ; r k l s v k r & i k r g a m l i j i k ' p k R ;
 f'k{kk d k d k b z i H k k o u g h a F k k A b l s g e k j s
 _ f " k & e f u ; k a d k v k f o " d k j e k u k t k r k g a o s
 v i u s r i v k j K k u l s u , & u , l h d k j d k
 m n H k o f d , v k j m l s f'k{kk 0 ; o L F k k e a y k u s d k
 d k ; Z f d ; k A b l d k j . k H k h o s n d d k y dh f'k{kk
 0 ; o L F k k d k s o r e k u f'k{kk iz k k y h e a v i u k u s dh
 v k o' ; d r k g a b l l s g e k j s i j k u s m i ; k s x h l h d k j
 c u s j g s a t s k f d f'k{kk' k k L = h i u e e n k u u s

f y [k k g a o s n d d k y h u f'k{kk iz k k y h d k l c l s
 e n y H k r x q k m l d k f o ' k q) : i l s H k k j r h ; g k s u k
 g a b l d h ; g h f o ' k S k r k g s f d v k t H k h f'k{kk f o n k a
 d k s o r e k u l e ; e a i k l i x d r k i j f o p k j d j u s
 d k s f o o ' k d j n s h g a ** i u e e n k u , o a v l ;
 f'k{kk' k k f L = ; k a d s f o p k j l s l i " V g k r k g s f d g e a
 v i u s i m z t k a d s l h d k j r c r d u g h a N k k m e k
 p k f g , t c r d o s v u i j ; k s x h , o a l e k t i j
 u d k j k R e d i H k k o u M k y r s g k a o s n d d k y dh
 f'k{kk e a J) k j H k f D r l k n k t h o u v k f n x q k
 l e k f g r g a f t l s v i u k , j g u s dh v f r
 v k o' ; d r k g a l e k u ; r % l k n k t h o u d k s i j s
 t h o u d k y e a c u k , j [k u s dh v k o' ; d r k g k r h
 g s i j u r q f o | k f k z t h o u e a v f r v k o' ; d g a
 l k n k t h o u d s v H k k o e a K k u i k r d j u k
 v l E H k o i r h r g k r k g a b l h i z k j J) k , o a
 H k f D r g e k j s H k k j r h ; l h d k j d s i e q k x q k e k u s
 t k r s g a g e f o | k f k z t h o u e a v i u s x # d s i f r
 J) k , o a H k f D r d k H k k o j [k r s g a f t l l s K k u
 l h [k u s dh { k e r k c < + t k r h g a b l d k j . k
 o s n d d k y h u f'k{kk l s J) k , o a H k f D r t s s v k n ' k z
 d k s v i u k u s dh v k o' ; d r k g a x # , o a
 e k r k & f i r k d s i f r l o k , o a v k n j c P p s e a
 ' k k y h u r k i s k d j r k g a ; g o s n d f'k{kk d k
 v k o' ; d x q k j g k g s f t l s o r e k u f'k{kk iz k k y h
 e a i w k z % v i u k u s dh v k o' ; d r k g a g e k j s n s k d s
 f o | k y ; k a i j d n u k x f j d i z u f p l g - y x k r s g a f d
 c P p k a e a c M k a d s i f r v k n j H k k o l e k r g k r k t k
 j g k g a n e k n r c g k r k g s t c d n f d ' k k j d k s
 e k n d n d ; i n k F k k a d k l o u d j r s g q n s [k k t k r k
 g a m l i y o s n d f'k{kk d s v k n ' k k a dh ; k n
 v k r h g s t k s x # d y k a e a f l [k k , t k r s F k s v k j
 f o | k f k z L o ; a e a v k R e l k r d j r s F k A b l d k j . k
 o r e k u d k y dh f'k{kk l h F k k v k a e a o s n d d k y h u
 d n v k n ' k k a d k s v i u k u s dh t : j r g a b l
 l E c u / k e a i k d , l O i h O x q r k u s f y [k k g a o s n d
 f'k{kk d s v k n ' k k a v F k k z - J) k j H k f D r l o k v k n j
 v k R e v u q k k l u j l k n k t h o u m P p f o p k j
 c a p ; j u s r d c y v k f n d k v u q j . k d j d s
 o r e k u l e k t dh v k o' ; d r k d s v u q i f'k{kk
 0 ; o L F k k dh t k l d r h g a ** b l h i z k j d s f o p k j



ifl) f'k{k'kkL=h i hOMhO ikBd dk g&^i kphu vkn'kbfnrk dks vk/kfud f'k{k'k ea LFkku fn;k tk l drk gS vkj fn;k tkuk pkfg, A** ikO xqrk ,oa ikBd ds fopkj o'nd dkyhu vkn'kz ij d'fUr gA mudk ekuuk gS fd l'ekt dks l' ; ofLFkr pykus ds fy, mPp vkn'kka dk ikyu gkuk vko'; d gsrk gA bu mPp vkn'kka ds detkj gkus l s rRdkyhu l'keftd 0; oLFkk detkj gk jgh gA l'ekt ea LokFkz fohknhdj.k] vgnkj] bZ; kZ }Sk vkfn c<fs tk jgs gA budks l'ekr djus ds fy, l'ekt ds iR; d 0; fDr dks mPp vkn'kka dk ikyu vko'; d gA ; s vkn'kz cPps ifjokj ds l'kfk f'k{k'k l'LFkkvka ea l'h[krs gA bl dkj.k f'k{k'k l'LFkkvka ea ikphu dkyhu f'k{k'k vkn'kka dks viukus ,oa fO; kO; u djus dh vko'; drk gA

ge tkurs ga fd gekjs nsk ea fyak ds vk/kkj ij fohkn ugha fd; k tkrk gA l'ho/kku ds vuq kj L=h&i#^"k nksuka dks l'eku f'k{k'k dk vf/kdkj ikr gA bl ds ckotm l'ekt ea i#^"kka dh vi\$kk fL=; ka dks derj vkadus dh xyrh gsrh gA bDdhl oha l'nh ea Hkh cgd [; d ifjokj ckyd dh vi\$kk ckfydk f'k{k'k ij cjkjh dk Hkko ugha j[krs gA ckyd dks mPp f'k{k'k gsrq dgha Hkh tkus dh Lora=rk gsrh gA ekrk&firk ckyd dks nsk&fonsk dsfdl h'kgj ea i<us ds fy, Hkst nrs ga ijUrq tc ckfydk dh ckr vkrh gS rks ml s vius utnd ds fo'ofok|ky; ; k egfok|ky; ea i<us dh l'yk nrs ga dN vfHkHkkod ckyd ds fy, xqkoUkk; Dr f'k{k'k l'LFkku dk p; u djrs ga tcf d ckfydkvka ds fy, dkepykA fo|ky; ea i<us gsrq Hkst rs ga dbZ ifjokj ds ykxka dk ekuuk gS fd ckyd dgy dk uke jksku djsk] ekrk&firk ds ceki s dk l'gkj gsrk gA os ; g Hky tkrs ga fd ckfydk Hkh ekrk&firk dk uke jksku djrh gS vkj ceki s ea l'gk; rk djrh gA ckyd f'k{k'k gkus l s, d 0; fDr f'k{k'k gsrk gS tcf d ckfydk dks f'k{k'k gkus l s ijk ifjokj f'k{k'k gsrk gA tgka rd o'nd dky dh f'k{k'k 0; oLFkk dh ckr dh tk; fL=; ka dks f'k{k'k ikr djus dk ijk

vf/kdkj Fkka ftl s vk/kfud dky ea cuk, j[kus dh vfr vko'; drk gA bl l'EcU/k ea tOI hO vxoky us fy[kk g&^o'nd dky ea Hkjr; ukjh dks i#^"kka dh Hkkr f'k{k'k dk vf/kdkj ikr Fkka** vr% o'nd dkyhu L=h f'k{k'k dks Hkh vk/kfud f'k{k'k izkkyh ea viuk; k tk l' drk gA

f'k{k'k 0; oLFkk ea f'k{k'd ,oa f'k{k'k'z ds l'kfk ikB; Oe dks fo'k'sk LFkku ikr gA ikB; Oe ds vHkko ea f'k{k'k dk l'pkyu dfBu gsrk gA o'nd dkyhu f'k{k'k ea ikB; Oe jk"Vh; ,oa l'hdfr vk/kfjr gsrk Fkka /ke] n'kz] on] onkx] ufr'kkL=] T; ksr" k ,oa vU; l'keftd fo" k; ka ij tkj fn;k tkrk Fk ; s fo" k; ckyd ds l'okh.k fodkl ds l'kfk vk/; kRed ,oa 0; kogkj d fodkl ij fo'k'sk cy nrs ga orku f'k{k'k izkkyh ea Hkh , s ikB; Oe dks viukus dh vko'; drk gS tks gekjs l'ekt ea ufrdrk ,oa l'hdfrd , drk dks dk; e djrs ga o'nd dkyhu f'k{k'k ds ikB; Oe dh orku f'k{k'k ij miksrk ds l'EcU/k ea i hOMhO ikBd us fy[kk g&^o'nd ikB; Oe ea , s s vud rRo xg.k fd, tk l' drs ga tks vk/kfud Hkjr ds ufrd] jk"Vh; vkj l'hdfrd mRd'kz ea vf'rh; ; kx ns l' drs ga** o'nd dkyhu f'k{k'k ds ikB; Oe ds l'kfk x#&'k"; l'EcU/k dks orku f'k{k'k izkkyh ea viukus dh vko'; drk gA o'nd dkyhu l'ekt ea x# dks l'okPp LFkku ikr Fkka nsk dk jktk Hkh x# ds ifr vknj Hkko j[krk Fkka f'k{k'dka dks bZoj ds ckn l'okz/kd egROIwz ekuk tkrk Fkka orku f'k{k'k 0; oLFkk ea f'k{k'd in 0; ol k; gkx; k gA l'ekt ea f'k{k'dka dk l'Eeku ,oa xfjek detkj gkus l s cPps ea Hkh vknj Hkko de gk jgk gA ; g l'R; gSfd tc rd ge fdl h ds ifr vknj ,oa J) k Hkko ugha j[krs ga rc rd ml ds }kjk fn;k x; k Kku xg.k ugha gk ikrk gA fdl h Hkh ckyd ; k 0; fDr dks l'h[kus ds fy, Kkrnkrk ds ifr vkLFkk dk Hkko j[kuk gsrk gA ; g 0; oLFkk o'nd dkyhu f'k{k'k izkkyh ea 0; klr Fkka f'k{k'k'z vius f'k{k'd vFkz~ x# ds ifr l'efir gsrk Fkka bl l'EcU/k ea ikO , l'OihO xqrk us fy[kk



g&^Nk= vius x# ds ifr fouez o vkKkd kjh
 gks rFk x# l ok djuk ije l kkkk; ekurs
 FkA** i k d xprk ds fopkj l s ofnd dkyhu
 x#&f'k"; l Ecu/k Li"V gsrk gA orZeku f'k{k
 izkkyh ea , d s l Ecu/k mi ; kxh l kfc r gk l drk
 gA ; gka ; g Hkh fopkj .kh; gSfd f'k{k d dks Hkh
 Nk= ds l e{k , d s vrpj .k , oa Kku i Lr r djus
 dh vko'; drk gSft l l s f'k{k fkhz ea vknj Hkko
 cuk jgA ofnd dkyhu f'k{k d vius vrpj .k ij
 fo'kSk /; ku nrs FkA f'k{k d ds vrpj .k , oa Kku
 ij gh x# d y dh xjiek , oa xqkoUkk fu/kkZjr
 gsrh FkA vr% f'k{k fkhz ds l kFk f'k{k d dks Hkh
 vius dUk; ij fo'kSk /; ku nrs dh vko'; drk
 gA ondkyhu f'k{k ea dN fo|kFkhz f'k{k d ds
 Kku] vrpj .k , oa f'k{k .k fof/k n[k&l udj Lo; a
 f'k{k d cuus dk iz kl djrs FkA f'k{k d dks Hkh
 vius l eLr fo|kFkhz ka ea l s Hkko f'k{k d dh
 ryk'k jgrh Fkh tks Hkfo"; ea x# d y dks vx
 ys tkus ea l f; Hkiedk fuHk l dA bl h ds
 ifj .kkelo: i d{k uk; dh; i) fr dk mnHko
 gA tks ckn ea f'k{k d dh vko'; drk cu
 x; hA f'k{k d viuh vuq fLFkr ea d{k ds ; k;
 fo|kFkhz dks f'k{k .k dh fteenkjh ns nrs FkA
 ft l l s x# d y dh f'k{k izkkyh etar gsrh
 x; hA bl l Ecu/k ea MKD jke'kdy ik .Ms us
 fy[k g&^i kphu dky ea vxz f'k"; vFkhz~ d{k
 uk; dh; izkkyh ipfyr FkA** ofnd dkyhu
 d{k uk; dh; izkkyh vk/kqud dky ea viuk; k
 tk l drk gA [kkl dkj Hkjr ds xkeh .k {ks= ds
 mu f'k{k l kFkvka ea tgka ij f'k{k d dks vHko
 gA d{k uk; dh; izkkyh l s , d rks f'k{k d dh
 l eL; k dk l ek/kku gk tkrk gS rks n jh vkj
 Hkko f'k{k d vkl kuh l s ikr gk tkr gA tks
 Hkfo"; ea dky f'k{k d dh Hkiedk vnk dj
 l drsgA

bl izdkj ofnd dkyhu f'k{k ds fofo/k
 dk; i) fr vk/kqud dky dh f'k{k izkkyh ea
 mi ; kxh l kfc r gk l drh gA ft l l s f'k{k , oa
 l ekt ds {ks= ea vk jgh l eL; kvka dk l ek/kku
 fd; k tk l drk gA ekuk fd dN 0; fDr ofnd
 dkyhu f'k{k , oa l keft d 0; oLFk dks ij h rjg

udkjus dh ckr djrs gA mudk ekuuk gS fd
 ofnd dky dh f'k{k ea rduhdh Kku dk vHko
 ik; k tkrk gA orZeku l e; ea rduhdh Kku ds
 vHko ea ge fo'o l epk; ea i hNs gk tk, xa , oa
 gekjk fodkl vo:) gk tk, xkA dN 0; fDr; ka
 dk ; g Hkh ekuuk gS fd ofnd dky ea l Hkh
 ukxfjdk dks i<us dk vf/kdkj ugha FkA bl
 dkj .k , d h vykdrka=d 0; oLFk dks R; kx nsuk
 pkfg, A ; gka fopkj .kh; izu gSfd ofnd dkyhu
 f'k{k dh orZeku f'k{k izkkyh ea D; k mi kns rk
 gS ; g l R; gSfd i R; d ; q dh f'k{k 0; oLFk
 ea dN u dN dfe; ka jgrh gA gea mu dfe; ka
 dks vi ukus dh vko'; drk ugha gS i jUrq ml ds
 l kFk rRdkyhu 0; oLFk ea 0; klr vPNkbZ dks
 udkj nsuk ?krd gk l drk gA ofnd dky dh
 f'k{k 0; oLFk l s Hkh dfe; ka dks u vi ukdj vPNs
 rRo dks vi ukuk pkfg, A bl fo"k; ij ifl)
 f'k{k' kkl=h i k d , l o i h d xprk dk fopkj
 g&^ofnd f'k{k ds mnns;] Nk=&v/; ki d
 l Ecu/k] vuqkl u 0; oLFk] mi u; u l d kj dh
 vfuok; k] l ekoru mins rFk fou; 'khyrk]
 usrd pfj=] dk; &vuHko o x# J) k vkfn dks
 orZeku f'k{k izkkyh ea l efg r djds vu d
 l eL; kvka dk l ek/kku fd; k tk l drk gA**11
 i k d xprk ds fopkj l s Li"V gk jgk gSfd ofnd
 dky dh mu i) fr dks gh orZeku f'k{k izkkyh
 ea vi uk; k tkuk pkfg, tks rRdkyhu ifjLFkr
 ea mi kns gA bl h izdkj , d vfuok; l R;
 ikphu dky l sekU; gSfd f'k{k gh ekuo l ekt
 dk exh'kd jgh gA bl fo"k; ij ifl)
 fo}ku MKD vYrdj us Li"V fopkj fn; k
 g&^ofnd ; q l s y d j vk/kqud l e; rd dh
 f'k{k ds l Ecu/k ea Hkjr h; ka dh iz d k /k j .kk ; g
 jgh gSfd f'k{k izdk'k dk og l s r gS tks gekj s
 thou ds foHku {ks=ka ea gekjk l Ppk exh'kZ
 djrh gA**12 vr% Li"V gSfd f'k{k eut; dks
 l H; cukus ea l ok d ; ksnku djrh jgh gA
 og gekjh l eL; kvka ds l ek/kku gsr jkLrk
 fn[kkrh gA bl dkj .k f'k{k 0; oLFk dk l p k:
 l pkyu vfr vko'; d gA bl ds fy, dkbz Hkh
 mfpr , oa mi ; kxh i) fr dgha l s ikr gk ml s

Lohdkj fd;k tkuk plfg, A ofnd dkyhu f'k{kk 0; oLFkk dh mi ; kxh i) fr dks gh or'eku f'k{kk izkkyh ea viuk; k tkuk vko' ; d gA ge tkurs gA fd ofnd dkyhu l ekt ea f'k{kk dk egRo] pfj= fuekZk vk/kkfjr f'k{kk] eY; d fUnr f'k{kk] x#&f'k"; l Ecu/k vkfn dk fo'o l epk; dk; y jgk gA fo'o ds l eLr f'k{kk' kL=h bl ckr l s

l ger gA fd eu; pkgsftruk rdudh fodkl dj; ijUrq ekuo l H; rk ds l pkyu ea ufrdrkijd ,oa eY; vk/kkfjr f'k{kk dh vfuok; l vko' ; drk i R; d ; q; ea jgh gS vS or'eku ea Hkh gA bl h dkj .k ofnd dkyhu f'k{kk 0; oLFkk ea l s dbZ rRo or'eku f'k{kk izkkyh ea Hkh mikns gA

l uhZ l ph

- 1- i ue enku&Hkkjr ea f'k{kk 0; oLFkk dk fodkl ,oa l eL; k, a] vxoky ifcyd's kUI] vkxjk 1/2012 1/ i 0 5
- 2- i kS , l Oi hO xqrk ,oa MkO vydk xqrk&vk/kkfjr Hkkjr; f'k{kk dh l eL; k; a] 'kkjnk i l rd Hkou] bykgkcn 1/2005 1/ i 0 6
- 3- i d k'k ukjk; .k ukVk.kh&f'k{kk rFkk mnh; eku Hkkjr; l ekt*] ek; k izd'ku efnj] t; ij 1/2007 1/ i 0 133
- 4- i ue enku&Hkkjr ea f'k{kk 0; oLFkk dk fodkl ,oa l eL; k, a] vxoky ifcyd's kUI] vkxjk 1/2012 1/ i 0 17
- 5- i kS , l Oi hO xqrk ,oa MkO vydk xqrk&vk/kkfjr Hkkjr; f'k{kk dh l eL; k; a] 'kkjnk i l rd Hkou] bykgkcn 1/2005 1/ i 0 13
- 6- i hOMhO i k Bd ,oa xj l junkl R; kxh&Hkkjr; f'k{kk vS ml dh l eL; k, a] vxoky ifcyd's kUI] vkxjk 1/2014&15 1/ i 0 16
- 7- t O l hO vxoky&Hkkjr ea ukjh f'k{kk*] fo | k fogkj] ubZ fnYyh 1/2001 1/ i 0 10
- 8- i hOMhO i k Bd ,oa xj l junkl R; kxh&Hkkjr; f'k{kk vS ml dh l eL; k, a] vxoky ifcyd's kUI] vkxjk 1/2014&15 1/ i 0 17
- 9- i kS , l Oi hO xqrk ,oa MkO vydk xqrk& Hkkjr; f'k{kk dk bfrgk l] fodkl ,oa l eL; k; a] 'kkjnk i l rd Hkou] bykgkcn 1/2009 1/ i 0 13
- 10- MkO jke'kdy i k.Ms ,oa d#.kk 'k d j feJ& Hkkjr; f'k{kk dh Toy l eL; k, a] cksj k ifcy' k l Z , .M fMLVnc; W l] bykgkcn 1/1990 1/ i 0 5



LIVELIHOOD OF RURAL PEOPLE IN ARUNACHAL PRADESH A CASE STUDY

Mr. Kumar Tok

Vice Principal and Research Scholar under RGU,
Dera Natung Government College, Itanagar-791 113, Arunachal Pradesh

INTRODUCTION

Economic disparity and rural livelihood diversification are considered as the process by which rural households make an increasingly diverse selection of activities and assets in order to survive and to improve their standard of living. Livelihood discourse offers a complete picture of the complexities of survival in low income economies, indicating their pattern of living, how they accumulate their resources in order to maintain mode of living. In rural areas, livelihoods and its diversification have always been seen since the time immemorial. The development process and a renewed emphasis in achieving rural survival under difficult circumstances brings forth awareness of the phenomenon with changes in its nature (Mandal, 2013).

Arunachal Pradesh is famous for endemic biodiversity as reported it have 18th Biodiversity hotspot (Arunachalam et al., 2002). The ethnic diversity comprises of 25 major tribes and many sub-tribes. The communities have dependency on the forest resources that helps in the socio-economic development of the forest dependent communities. Various wild plant species have been used by the local communities in Arunachal Pradesh that include green vegetables, roots and fruits as food (Haridasan et al., 1990). About 118 wild edible plants and 31 medicinal plants are reported from Arunachal Pradesh. Moreover, wild edible plants have the potential to become staple foods and alternative of conventional agricultural crops (Majumdar, 1990). The existence of the forest is depending upon the participation of forest dependent communities for its preservation, regeneration and protection. The symbiotic relationship of forest and tribal communities has been well recognized in the Indian national forest policy. But in the present scenario of planned development of the State, the rural people depend both on market economy and forest products. However, the dependency on forest has been reducing compared to the earlier days.

The objective of the study attempts to find out the present economic scenario and livelihood of the rural people in Arunachal Pradesh.

METHODS AND MATERIALS

Sampled Study Area: 3 villages: Holongi and Tengabari of Balijan Circle and Sakiang-22 of Mengio Circle of Papumpare district of the State are considered under study.

Sampling and Sample Size: The incomes of most of the people, being mostly that dependent on agriculture and common property resources, are variable and hence the use of total expenditure as determinant of household consumption is to be preferred. To meet the objectives of the study, the data have

been collected both from secondary and primary sources. The total number of households under survey are 60 (20×3) considering 20 households from each village of Balijan Circle of the district.

Sources and Tools for Data Collection: The necessary information has been collected from secondary and primary sources. The primary data has been collected from each household of the sample villages with the aid of structured questionnaire by interviewing personally from one member of the

household.

Analysis of Data: The data thus collected from the households of the sample villages has been analysed village-wise on the basis of class of household expenditure wise.

Tools and Techniques for Data Analysis: The simple numerical calculations, graphical representations, different statistical tools like mean, standard deviation, coefficient of variation would be used to analyse the data.

RESULTS AND DISCUSSION

The tribal economy generally is understood by its primitiveness. In the absence of any market force, the traditional institutional framework provided them a subsistence type of economy, where production was established on basis of the interactions between man and nature for self-consumption. People evolved and extracted the nature for their own requirement. Money economy was virtually absent before three/four decades. Although static, but a self-

sufficient and self-reliant economy was prevailing under traditional framework. However, the recent scenario in this respect is very much different from its original version (Mandal and Ghosh, 2012). Occupational structure in the state varies from indigenous agricultural practices with an inbuilt knowledge system initiates traditional occupational engagements in activities of shifting cultivation (slash and burn method), collection of minor forest produce for self-employment, wage labour in agriculture and service sector as well as earning from their inbuilt management system of natural resources. These are some of the diversified livelihood options which portray a unique pattern in the rural-urban set up and comprise the major livelihood options that are available to the local populace at large giving a unique pattern of traditional base with transitional outlook towards continuity and change to modernity (Mandal, 2012).

Table-1: Age Group, Literacy Level and Family Size of the sample Households

Age Group of the Respondents (Year)		Literacy Level		Family Size	
Age Group	No. of Respondents	Literacy Level	No. of Respondents	No. of Family Members	No. of Family
Below 40	10	Illiterate	25	02-05	2
41-50	25	Fundamentally Literate	12	06-07	10
51-60	10	Up to Class V	8	08-09	15
61-70	8	VI- VIII	7		
71-80	4	IX- X	5	10-11	30
81-90	3	XI – Graduation	3	12 and above	3
Total	60	Total	60	Total	60

Source: Field Survey, 2018

Age group wise distribution of respondents, their literacy level and number of family members are shown in table-1 and Fig.1(a), 1(b) and 1(c). We got no respondent above 90 years. There was maximum number of respondents of (41-50) age groups. There were 25 illiterates and only 3 Graduates. There were 30 respondents having (10-11) members and only 2 respondents

having (02-05) members. There is very few nucleus family, all are joint family in the villages.

Table-2: Occupational Structure of the sample Households

Name of the occupation	No. of Respondents	% of the Respondents
Landless non-agricultural labour	3	5.00
Marginal Cultivators	4	6.67
Small Cultivators	6	18.33
Medium Cultivators	15	25.00
Large Cultivators	5	8.33
Business and Supply (including Govt. Contractors)	10	16.67
Service Holders	10	16.67
Other (not mentioned)	2	3.33
Total	60	100

Source: Field Survey, 2018

Occupational Structure of the respondents is shown in Table-2 and Fig.-1(d). 25 % respondents were medium cultivators. Only 16.67% were service holder. Landless non-agricultural labour was 5% while Marginal Cultivators and Small Cultivators were 6.67% and 18.33% respectively. Large Cultivators were 8.33%. Business and Supply (including Govt. Contractors) and Service Holders were 16.67% and 16.67 % respectively.

Table-3: Family Income of the Sample Households (Rs. /Year)

Income level (Rs.)	No. of Respondents	% of the Respondents
Less than 25,000	5	8.33
25001- 50,000	3	5.00
50,001-75,000	4	6.67
75,001-100,000	3	5.00
100,001-125,000	3	5.00
125,001-150,000	8	13.33
150,001-175,000	10	16.67
175,001-200,000	9	15.00
More than 200,000	15	25.00
Total	60	100

Source: Field Survey, 2018

The family income of the respondents is shown in Table-3 and Figure-1(e). 8.33% of the respondents had income below Rs.25,000/- while 25% had more than Rs. 2 lakh. But 5% had income level of Rs. (25001- 50,000), (75,001-100,000) and (100,001-125,000) respectively.

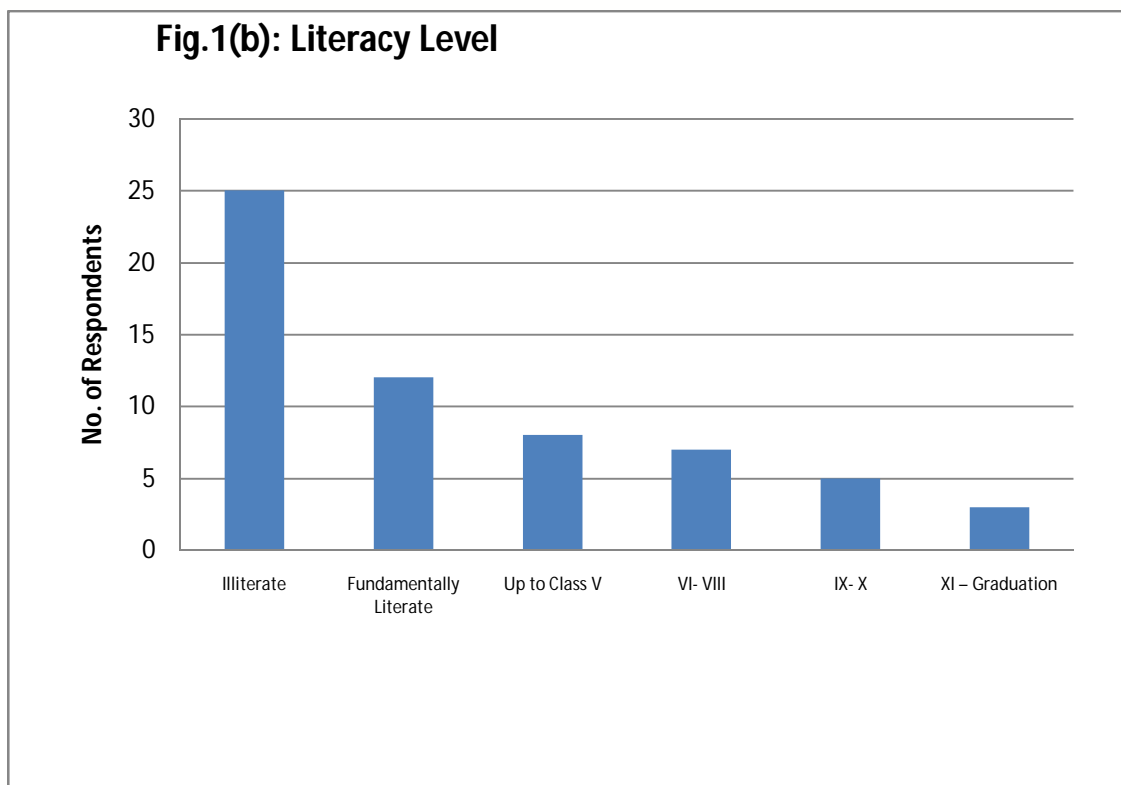
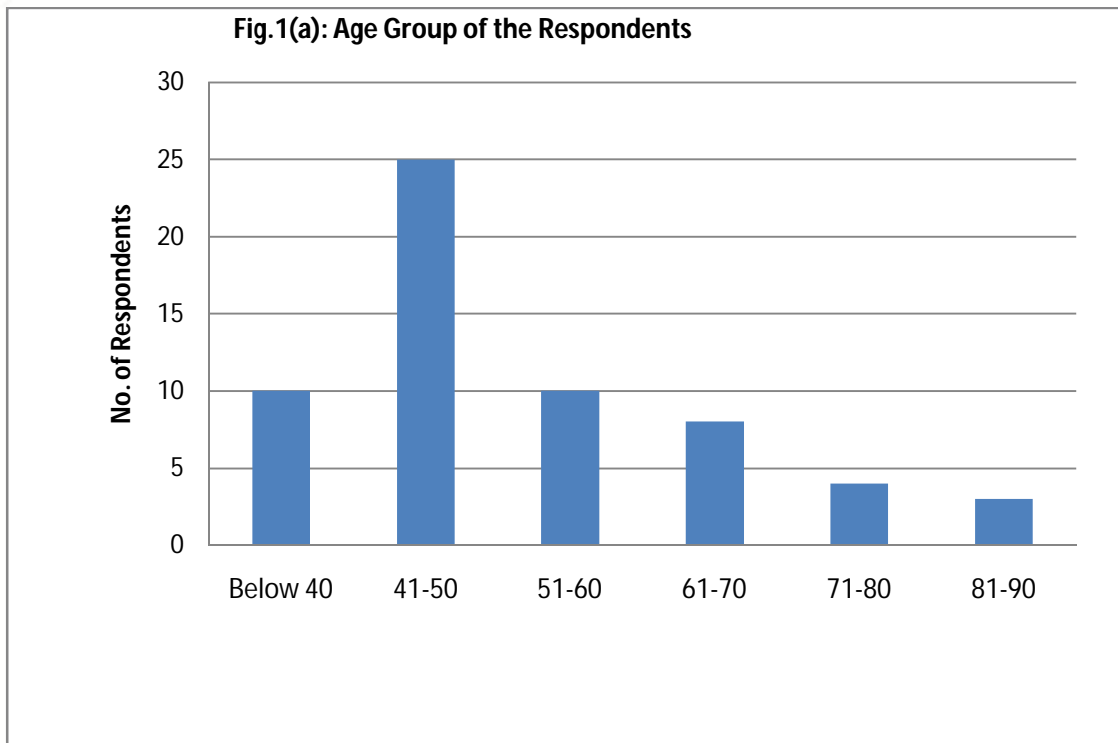
Table-4: Distribution of Consumption Expenditure of the Sample Households (As percentage of Total Income)

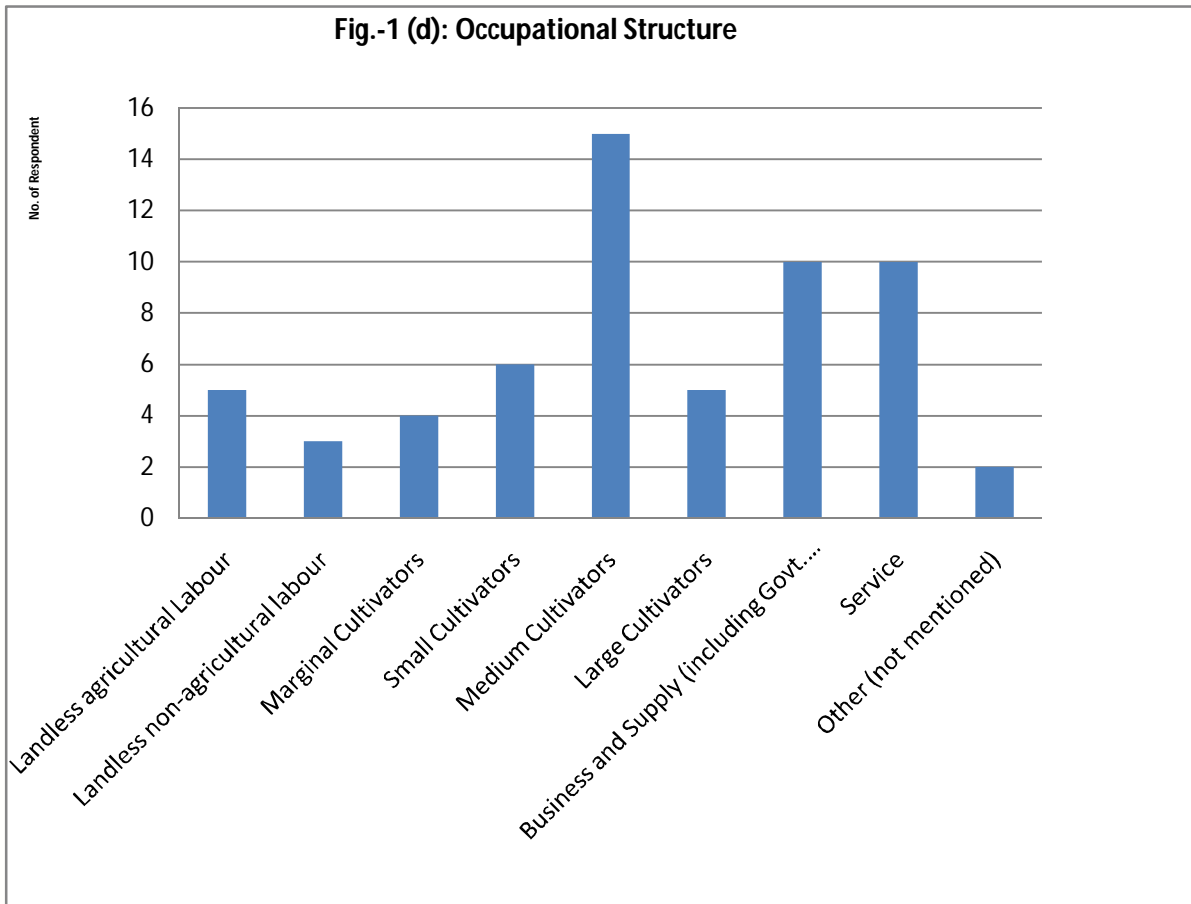
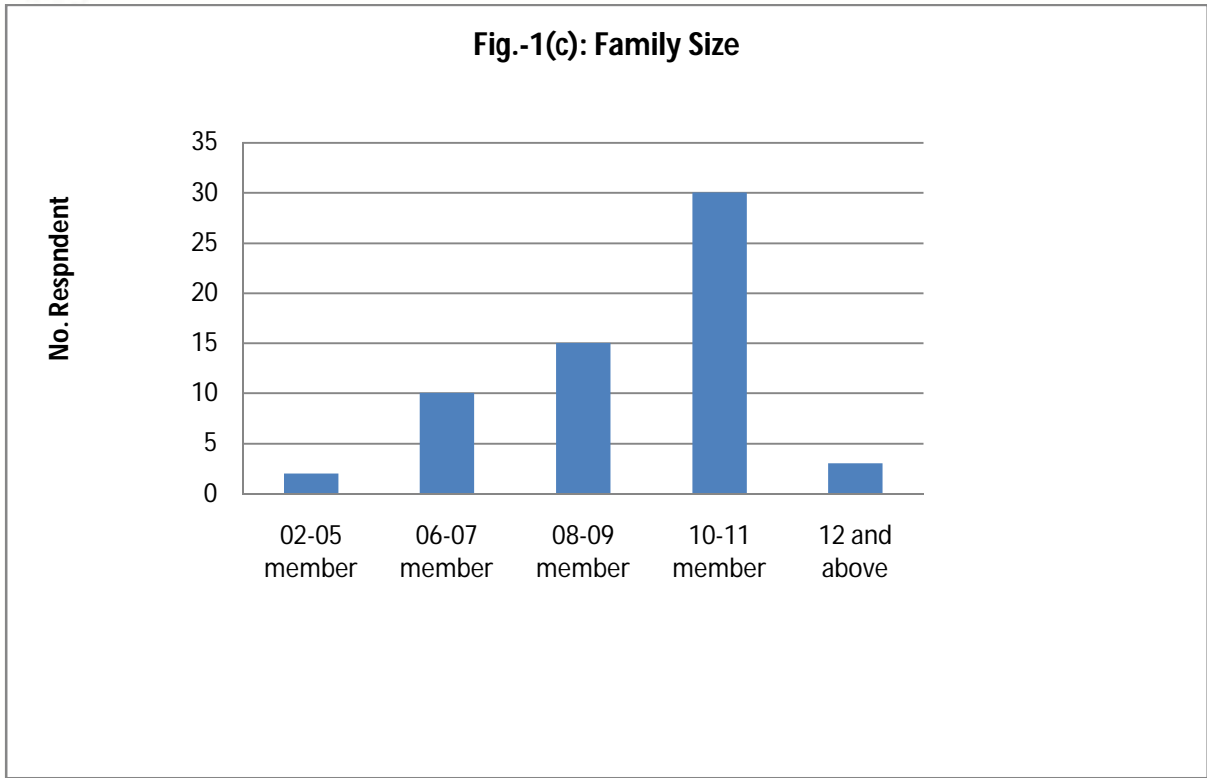
Expenditure Heads	% of Expenditure out of Total Expenditure
Food	24.00
Clothing	25
Education	10.00
Medicine	12.00
Cosmetics	2.00
Recreation	5.33
Farm inputs	12.67
Other	8.00
Total	100

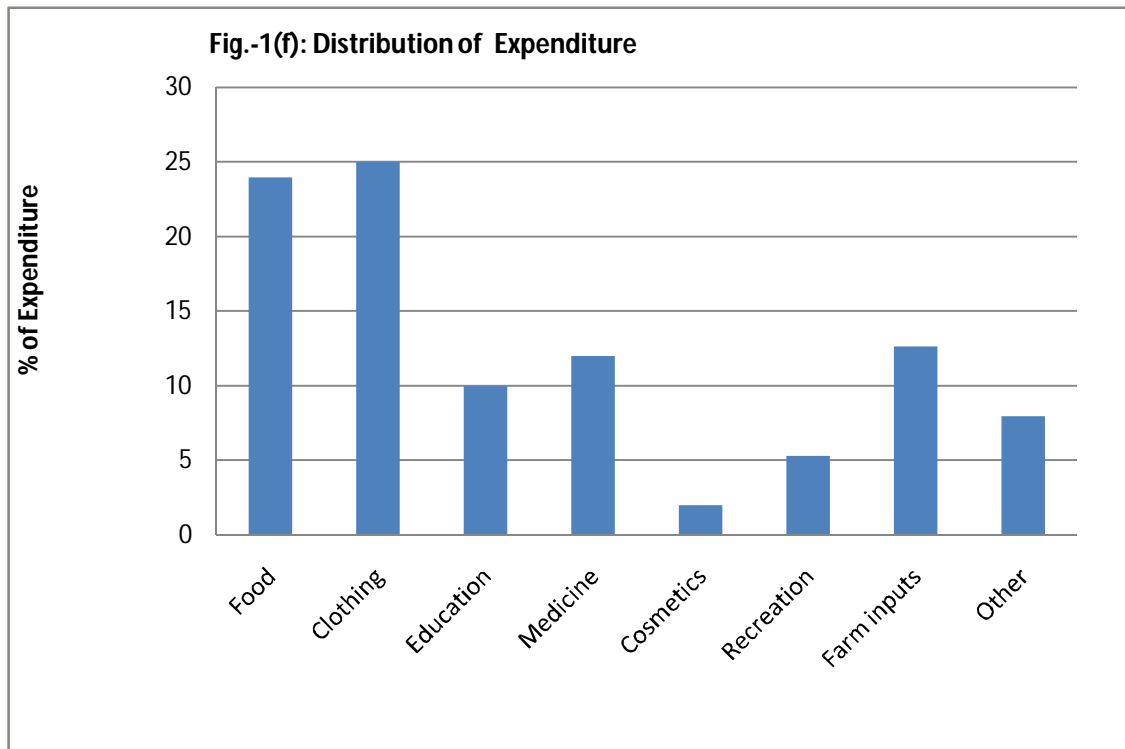
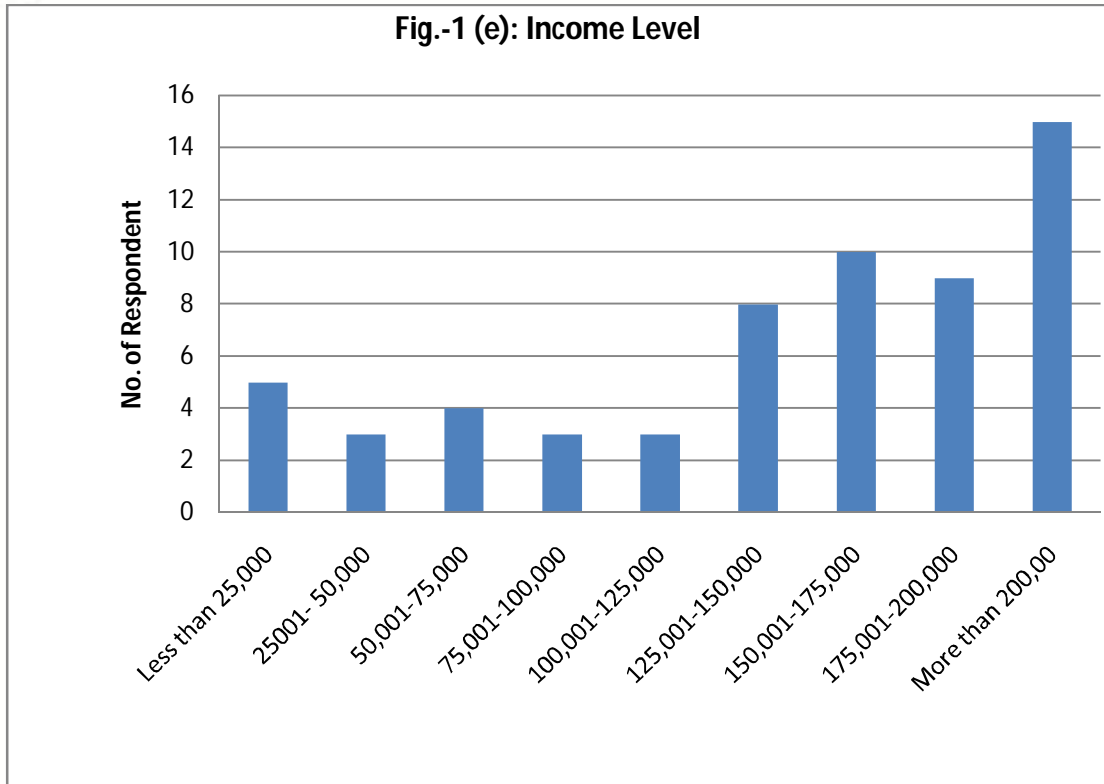
Source: Field Survey, 2018

More or less distribution of Consumption Expenditure of the Sample Households in the study area is shown in the Table-4 and Fig. 1(f). Consumption expenditure of the respondents on food is second highest. It is 24% of total expenditure. Highest expenditure is 25% on clothing. They spent 9.72% of their expenditure for their shelter. They used to collect housing materials from common property resources (CPRs) at free of cost for the construction or maintaining of their houses previously but now they are constructing RCC cum semi RCC houses. In case of education and health care facilities, the rural people become gradually conscious. Now they started to go to government health care centre. They also

sent their children to the school in the city or town for their education. So in the study area it was seen that they spent 10% for education and 12% on medicine for their health care. In agricultural operation they brought HYV seeds, manure and pesticide, etc. spending 12.67% on agriculture. Due to impact of westernization, the young generation used to use modern garments but the old person still used their simple dresses. 8% was on other in which their savings was also there. Actually the savings habit of the rural tribal people in the study area was less but the phenomena has been changed. Some people are saving more. The villagers are living on the basis of mutual cooperation and sharing their problem with others.







DEPENDENCY OF RURAL PEOPLE IN THE STUDY AREA

In the surveyed villages majority of

the households were dependent on both community forest, settled agriculture and other activities for their livelihoods, in



addition to that, community forest plays an important part in rural household economies. But it is seen that due to many factors like lack of road connectivity and transport facility, non-availability to market access and lack of modern amenities, etc. are main hindrances for their easy livelihood. The life of rural people is intimately related to the forest, different types of food and leafy vegetables are collected from forest and till now these are very popular in the rural area. In the area it was found that the household's income from Business, Service and Wage was very low. There were two types of Agriculture Practices prevalent in the surveyed villages: shifting cultivation and permanent cultivation. Permanent cultivation was largely practiced in the foot hill areas bordering Assam. For the poor households the area under permanently cultivated land was insignificant. Jhuming was part of agricultural activity.

SELECTED BENEFITS FROM COMMUNITY FOREST

Food and Its Security: Forests products and CPRs provide essential inputs to local communities and hence, play an important role in their lives. Forest provides a wide range of food to local communities through plants, leaves, flowers, fruits, vegetables, seeds, meat from wild life etc. Each season brings with it a variety of food.

Habitat and Shelter: Forests and trees make available logs of wood, bamboo, grass etc. required by local communities for constructing their houses. Local communities are dependent on forests and trees for procuring such materials. Forests also provide shade and grazing space of livestock.

Livelihood: More or less before three decades, forests, trees and CPRs sustained livelihoods of local communities along with settled agriculture practices and other activities. Such livelihoods, generally, vary

with seasons. Forests, trees and CPRs supported livelihoods of local communities/groups in three ways (Chambers, Saxena & Shah: 1991) as indicated (i) by providing for subsistence needs of fodder, fuel etc., (ii) as a source of income, and (iii) as capital goods or savings to be cut and encased to meet contingencies.

Presently, such sustenance to livelihood is reduced or disrupted with the loss of forest cover, degraded forests and CPRs or reduced accessibility to such resources. It can have serious implications on livelihood patterns resulting in migration to other areas and/or increase in poverty and hunger of local people. Day by day people become less dependent on forest. Involvement of villagers in different sectors is increasing and thus their livelihoods are diversified.

FINDINGS

1. Some of the landed property is jointly owned by the clans and community. Perhaps the abundance of land resources with the lowest man-land ratio and absence of private property rights are seen. However, in foot hill area, less no. of the families cultivate their operational holdings and more tenancy system of cultivation is being practiced. The operation holdings of the farmers are very small, because, this is a labour intensive method of cultivation. All the operations in agriculture are performed by the family labour including female folk and community labour are found to work on mutual and cooperative basis. However, the concept of common property practices is reducing due to impact of modern trend of development, while privatisation and individualistic possession of property are coming to practice.
2. In regard to other modern agriculture inputs such as seeds, fertilizer, pesticides, irrigation, and agriculture implements and

- machinery, the role of market is not proper because of the nature of production. Tribal farmers used their traditional variety of seeds and homemade implements are applied in shifting type of cultivation. However, to some extent modern agricultural technologies in the form of HYV seeds, pesticides and chemical fertilizer are supplied to the farmers by the government to increase the productivity and to modernize agriculture sector and rightly to discourage shifting cultivation which is detrimental to the environment and ecology of this area.
3. In the study area it is seen that the poor are very poor and rich are very rich. Middle group is also present but not in high number. But there are no such as differences in the way of living of tribal people in the villages.
 4. At the same time, the empirical evidences from the villages under survey that the growing tendency of privatization of CPRs have led to an increasing inequality in the distribution of natural resources. In this connection, it is noted that the tribes, in the study area, have their own system of forest management where the age-old traditional institution headed by *Gaon Burah* (Village Chief) plays an important role in management of CPRs in terms of resource allocation mechanism. However, much of its importance has lost due to modernization and introduction of monetary economy. Further, the importance of the age-old traditional institution is at stake due to the introduction of village Panchayat system and increasing interference of the State functionaries.
 5. In shifting cultivation the rural people use to grow maize, vegetables, potatoes, ginger, chillies, paddy, millets, beans, pineapples, and other fruits. But to grow paddy is their main motto to produce in large quantity in order to requirement of food in addition to other variety of crops.
 6. Shifting cultivation is generally practiced in hilly area while in foot hill area shifting cultivation is very rare, where the practice of permanent cultivation is generally seen. The farmer is using tractor and other modern machinery in their agricultural operation. The land in foot hill area is very fertile in comparison to that of hilly area.
 7. Different type of wild meat is used to be an important source of protein while the people are also buying meat from market. But the forest laws restricted these practices. Hunting was curtailed under the Wildlife (Protection) Act, 1972, but an amendment in 1991 banned it entirely. But these laws are not functioning in the study area. Many times the individuals are hunting the wild animal and selling the meat in the village or in small market.
 8. Different types of wild vegetables and fruits, and other forest produces are a regular source of nutrition for the household consumption.
 9. Fish in ponds and streams is also used to be a traditional part of food item. Traditional method of catching fish in rural area is still now popular. Practice of fishery is also seen in encouraging trend in the study area. But in foot hill area this practice of fishery is more and less in hilly area.
 10. Pattern of houses of the villagers are changing. Previously houses made of mostly local materials collected from forest are now rare in the study area. Conception of single long based houses is turns into multiple room based houses. Villagers like to live in modern RCC houses facilitated with modern all amenities.



CONCLUSION

From the analysis of field data it is clear that the tribal society in the study area and all its societal were in transition. Changes are rapid and sometimes the trend of changes is drastic without complying with any established norms of social transition. The trend of living and pattern of houses are

changing. Again the way of agricultural practices also changes. The farmer is using modern equipments and seeds of HYV in their agricultural practices. The traditional belief and superstitious of the villagers are also gradually converting into science based thinking. They understand the value and importance of education.

REFERENCES

1. Arunachalam, A., M.L. Khan and K. Arunachalam (2002): "Balancing traditional jhum cultivation with modern agroforestry in eastern Himalaya: A biodiversity hotspot". *Curr. Sci.*, 83: 117-118.
2. Chambers, Robert, (1986): "Sustainable livelihoods: An Opportunity for the World Commission on Environment and Development". Institute of Development Studies, University of Sussex, Brighton, England.
3. Chambers, R., Saxena, N.C., and Shah, T.(1991): *To the Hands of the Poor Water and Trees*, Oxford & IBH Publishing Co., Pvt. Ltd., Delhi.
4. Haridasan, K., L.R. Bhuyan and M.L. Deori (1990): "Wild edible plants of Arunachal Pradesh", *Arunachal Forest News*, 18: 1-8.
5. Mandal R. K.(2009): *Socio-Economic Transformation of Arunachal Pradesh*, Omsons Publications, New Delhi
6. Mandal, D.K. and B. Ghosh (2012): "Globalization and Environmental Qualities: The Tribal Ethics from Arunachal Pradesh, India", in Mandal, R.K. (ed.), *Globalization, Sustainable Rural Development and Common Property Resources*, Discovery Publishing House, New Delhi, pp: 111-112.
7. Mandal, R.K. (2014): "Level of Living and Livelihood of Rural Tribal People in Arunachal Pradesh: A Case Study", *GALAXY International Interdisciplinary Research Journal*, Vol.2 (2), Feb., pp. 18-31
8. Mandal R. K.(2013): *Employment Generation and Gender Dimension in the Common Property Resource Based Activities of the Monpa Tribal Women in Tawang District of Arunachal Pradesh, India*, *Research Journal of Forestry*, 7:

‘हस्तशिल्प उद्योग में कौशल विकास के प्रभाव का अध्ययन’ "Study of Impact of Skill Development in Handicraft Industry"

गोविन्द चौधरी

* 16161617

अवधेश प्रताप सिंह विश्वविद्यालय रीवा (म.प्र.)

डॉ. विवेक कुमार

पटेल शासकीय शहीद केदारनाथ महाविद्यालय मऊगंज रीवा (म.प्र.)

सारांश—

हस्तशिल्प उद्योग में कौशल विकास के बदलते विश्व परिदृश्य में, विभिन्न देशों को निर्यात किए जाने वाले शिल्प उत्पाद अंतर्राष्ट्रीय बाजार में जीवन शैली के उत्पादों का हिस्सा बनते हैं। इसका प्रभाव बदलते उपभोक्ता स्वाद और प्रवृत्तियों के कारण है। इसे ध्यान में रखते हुए, भारतीय हस्तशिल्प उद्योग के लिए बदलते डिजाइन, पैटर्न, उत्पाद विकास, नवाचारों और विभिन्न प्रकार की सामग्रियों, उत्पादन तकनीकों और संबंधित विशेषज्ञता के लिए उत्पादन सुविधाओं में अपेक्षित परिवर्तन के करने का समय आ गया है, ताकि एक नेतृत्व प्राप्त किया जा सके। अन्य देशों के साथ तेजी से बढ़ती प्रतिस्पर्धा में स्थिति। 7 मिलियन शिल्पकार जो भारतीय हस्तशिल्प उद्योग की रीढ़ हैं, जिनके पास अंतर्निहित कौशल, तकनीक, पारंपरिक शिल्प कौशल है, प्राथमिक मंच के लिए काफी पर्याप्त हैं। हालांकि, बदलते विश्व बाजार में, इन शिल्पकारों को अपने स्थान पर संस्थागत समर्थन की आवश्यकता है।

शब्दकोष - हस्तशिल्प, उत्पादन, कौशल विकास, तकनीकी, कारीगर, निर्यात

प्रस्तावना-

भारत अनादि काल से अपने रीति-रिवाज के लिए जाना जाता है, जहाँ तक कला और संस्कृति का संबंध है। भारत विश्व में सबसे अधिक उत्कृष्ट रूप से परम्परा, संस्कृतिक एवं कलाओं के निरूपण में संपन्न है, भारत के हस्तशिल्प को दुनिया भर में सराहा व अपनाया गया है। हस्तशिल्प आमतौर पर हस्तनिर्मित शिल्प या कारीगरी का उल्लेख करते हैं। कुशल लोग साधारण औजारों की

सहायता से उपभोक्ता वस्तुओं से लेकर कागज, लकड़ी, मिट्टी, गोले, चट्टान, पत्थर, धातु आदि से सजावटी वस्तुओं तक विभिन्न प्रकार की वस्तुओं का निर्माण करते हैं। इस प्रकार से निर्माण की गई वस्तुओं को हस्तशिल्प कहा जाता है क्योंकि ये तैयार की गई वस्तुएं बिना किसी मशीन के उपयोग के पूरी तरह से हस्तनिर्मित होती हैं। भारत अपनी जातीयता के लिए जाना जाता है। यहां की कला और संस्कृति का संबंध है पारम्परिक जीवन शैली

और उनकी कुशलता के लिए भारतीय कला दुनिया के कलाओं के आगे सांस्कृतिक रूप से सबसे श्रेष्ठ है। देश भाग्यशाली है कि उसके पास कुछ उच्च कुशल कारीगर हैं। इन्होंने दुनिया भर में भारतीय हस्तशिल्प की ख्याति बढ़ाई है। बहुत से ग्रामीण लोग अभी भी अपने रचनात्मक कार्यों से अपनी आजीविका का साधन इसी पर निहित हैं। हस्तशिल्प को मूर्त रूप व पहचान दिलाने के लिए भारत सरकार द्वारा विकास आयुक्त (हस्तशिल्प) कार्यालय की स्थापना की भारत सरकार ने शिल्प और कारीगर आधारित गतिविधियों के लिए नोडल एजेंसी है। यह हस्तशिल्प के तकनीकी विकास, विपणन, निर्यात शिल्प रूपों और कौशल को बढ़ावा देने में सहायता करता है। इसका उद्देश्य हस्तशिल्प कारीगरों को सहायता तकनीकी और वित्तीय सहायता के रूप में है, जिसमें इसके क्षेत्रीय कार्यालयों के माध्यम से कार्यान्वित योजनाबद्ध हस्तक्षेप के रूप में शामिल है। नोडल एजेंसी के रूप में, विकास आयुक्त हस्तशिल्प क्षेत्र को बढ़ावा देने के लिए देश के प्रयासों का नेतृत्व करता है। यह कार्यालय मुंबई, कोलकाता, लखनऊ, चेन्नई, गुवाहाटी और नई दिल्ली में अपने छह क्षेत्रीय कार्यालयों और इसकी 61 क्षेत्रीय इकाइयों के माध्यम से विभिन्न विकास योजनाओं के माध्यम से कारीगरों और क्षेत्र का समर्थन करता है। हस्तशिल्प क्षेत्र देश की अर्थव्यवस्था में एक महत्वपूर्ण भूमिका निभाता है। यह

ग्रामीण और अर्ध-शहरी क्षेत्रों में शिल्पकारों के विशाल वर्ग को रोजगार प्रदान करता है और देश की सांस्कृतिक विरासत को संरक्षित करते हुए पर्याप्त विदेशी मुद्रा उत्पन्न करता है। हस्तशिल्प में काफी संभावनाएं हैं, क्योंकि वे न केवल देश की लंबाई और चौड़ाई में फैले लाखों कारीगरों के मौजूदा समूह को बनाए रखने की कुंजी रखते हैं, बल्कि शिल्प गतिविधि में बड़ी संख्या में नए प्रवेशकों के लिए भी महत्वपूर्ण हैं। वर्तमान में, हस्तशिल्प रोजगार सृजन और निर्यात में महत्वपूर्ण योगदान देता है। हालांकि, हस्तशिल्प क्षेत्र को असंगठित होने की अपनी प्रकृति, कम पूंजी की अतिरिक्त बाधाओं, नई प्रौद्योगिकियों लघु उद्योग और कुटीर क्षेत्र 7 लाख से अधिक कारीगरों को रोजगार प्रदान करके भारत सरकार ने हस्तशिल्प के लिए निर्यात संवर्धन परिषद (EPCH) की स्थापना कंपनी अधिनियम के तहत वर्ष 1986-87 में की गई थी। और यह एक गैर-लाभकारी संगठन है, जिसका उद्देश्य हस्तशिल्प के निर्यात को बढ़ावा देना, समर्थन करना, सुरक्षा बनाए रखना और बढ़ाना है। यह देश से हस्तशिल्प के निर्यात को बढ़ावा देने के लिए हस्तशिल्प निर्यातकों का एक शीर्ष निकाय है और हस्तशिल्प वस्तुओं और सेवाओं की उच्च गुणवत्ता के विश्वसनीय आपूर्तिकर्ता के रूप में विदेशों में भारत की छवि पेश करता है। अंतरराष्ट्रीय मानकों और विनिर्देशों के पालन को ध्यान में रखते हुए विभिन्न उपाय

सुनिश्चित करता है। परिषद ने आवश्यक बुनियादी ढांचे के साथ-साथ विपणन और सूचना सुविधाओं का निर्माण किया है जिसका लाभ सदस्य निर्यातक और आयातक दोनों लेते हैं। परिषद भारत से हस्तशिल्प को बढ़ावा देने और उच्च गुणवत्ता वाले हस्तशिल्प के विश्वसनीय आपूर्तिकर्ता के रूप में विदेशों में भी अपना वर्चस्व हासिल किया है। कारीगरों की सामाजिक और आर्थिक हस्तशिल्प के प्रकार-

भारतीय कुशल कारीगरों द्वारा विभिन्न प्रकार के हस्तशिल्प निर्मित विभिन्न उत्पादों का उत्पादन किया जाता है कुल मिलाकर; हम देख सकते हैं कि भारत का प्रत्येक क्षेत्र हस्तशिल्प कारीगरी कला से संपन्न है जो पूरे राज्य और देश में आकर्षण को जोड़ता है। शिल्प की परंपरा पीढ़ियों के माध्यम से

१. पश्मीना शॉल-



पश्मीना एक महीन प्रकार की ऊन है। इसके वस्त्र सबसे पहले कश्मीर में बुने जाते हैं। ये शॉल एक महीन प्रकार के कश्मीरी ऊन से बनाए जाते हैं और फिर उत्तरी भारत में कश्मीर की घाटी में ले जाया जाता है, जहाँ

समस्याओं को हल करने में मदद करता है, जिसमें बड़ी संख्या में महिलाएं और समाज के कमजोर वर्गों के लोग शामिल हैं। कौशल विकास के माध्यम में भारत सरकार द्वारा हस्तशिल्प उद्योग को मार्केटिंग बाजार प्रदान के लिए कौशल विकास की स्थापना 2015 में किया गया ताकि हर एक हुनरमंद व्यक्ति को कुशल रोजागर दिलाया जा सके।

विकसित हुई है और नवाचार और आविष्कार की तलाश है जो प्रत्येक शिल्प को एक समकालीन रूप दे रही है। लेकिन साथ ही साथ भारतीय विरासत और संस्कृति को संरक्षित कर रही है। लेकिन यहाँ पर कुछ ही प्रकार के हस्तशिल्प निर्मित कलाओं का उल्लेख किया गया है।

प्रमुख केंद्र श्रीनगर का पुराना जिला है। एक पश्मीना शॉल बनाने में लगने वाला अनुमानित शिल्प समय 180 घंटे है। वे सुंदर जीवंत रंगों में आते हैं और उन पर उत्तम

कढ़ाई होती है और साथ ही वे आपको गर्म रख सकते हैं और अपनी कोमलता के लिए भी जाने जाते हैं।

२. लकड़ी-



भारत के उत्तरी राज्यों में लकड़ी के काम की एक समृद्ध परंपरा है। पंजाब के क्षेत्र अपने उत्तम लकड़ी के फर्नीचर के लिए प्रसिद्ध हैं। कश्मीर अखरोट के पेड़ों से बनी अपनी कलाकृतियों के लिए प्रसिद्ध है। छत्तीसगढ़ के कारीगर लकड़ी के शिल्प जैसे मुखौटे, दरवाजे, खिड़की के फ्रेम और मूर्तियों के विशेषज्ञ हैं। झारखंड अपने लकड़ी के खिलौनों के लिए प्रसिद्ध है जो हमेशा एक जोड़े में होते हैं। गोवा की लकड़ी की नक्काशी पुर्तगाली और भारतीय संस्कृतियों का एक सौंदर्य मिश्रण है, और डिजाइन मुख्य रूप से पुष्प, पशु और मानव आंकड़े हैं। प्रचुर मात्रा में जंगलों से

संपन्न, लकड़ी का काम दक्षिण भारत में एक लोकप्रिय शिल्प है। यह मुख्य रूप से शीशम और चंदन पर किया जाता है। आंध्र प्रदेश के लाल चंदन का उपयोग विभिन्न डिजाइनों में कटलरी, सुंदर बक्से और कागज के चाकू बनाने के लिए किया जाता है। मदुरै (तमिलनाडु का एक शहर), शीशम की नक्काशी के लिए प्रसिद्ध है। कर्नाटक सुंदर हाथियों, छवियों और शीशम से बने फर्नीचर के लिए प्रसिद्ध है। चंदन का उपयोग उपयोगिता और सजावटी सामान बनाने के लिए भी किया जाता है, जो फूलों, लताओं, पक्षियों और जानवरों के डिजाइन के साथ उकेरा जाता है।

३.चमड़ा-

भारत में चमड़े के कौशल की सदियों पुरानी परंपरा को प्राचीन ऋषियों और तपस्वियों ने सिद्ध किया है। पुराने समय में चमड़े का उपयोग न केवल कपड़े और जूते बनाने में बल्कि टोपी, बैग, काठी, ढाल आदि बनाने में भी किया जाता था। भारत अपने चमड़े के उत्पादों के लिए दुनिया भर में प्रसिद्ध है।

मध्य प्रदेश अपने चमड़े के शिल्प के लिए भी जाना जाता है। जूते, बैग और वस्त्र जैसे चमड़े की विभिन्न वस्तुओं का उत्पादन किया जाता है। महाराष्ट्र अपने चमड़े के जूतों के लिए भी प्रसिद्ध है जिसे कोल्हापुरी चप्पल कहा जाता है।

४.बाँस हस्तशिल्प-

बाँस का उपयोग करके बनाए गए हस्तशिल्प भारत में सबसे अधिक पर्यावरण के अनुकूल शिल्प हैं। बाँस से बनी विविध वस्तुएँ टोकरी, गुड़िया, खिलौने, फर्नीचर, चटाई, दीवार पर

लटकने वाले, क्रॉसबो, आभूषण के बक्से और बहुत कुछ हैं। बाँस हस्तशिल्प मुख्य रूप से पश्चिम बंगाल, असम और त्रिपुरा में तैयार किए जाते हैं।

५.साड़ी और सिल्क-



साड़ी लगभग 4.5 मीटर से 8 मीटर तक का एक कपड़ा है जिसे महिलाएं कमर के चारों ओर लपेटती हैं और एक छोर को कंधे पर लपेटती हैं। भारत का पूर्व अपनी रेशम साड़ियों के लिए भी प्रसिद्ध है, अर्थात् पश्चिम बंगाल की बलूचरी साड़ियाँ और असम की मूगा और असम रेशम। उनकी साड़ियाँ विभिन्न रंगों में आती हैं और बहुत समृद्ध और शानदार दिखती हैं। बनारसी साड़ियाँ

भारत की बेहतरीन साड़ियों में से हैं और अपने सोने और चांदी के ब्रोकेड या ज़री, बढिया रेशम और भव्य कढ़ाई के लिए जानी जाती हैं। दक्षिण भारत के ग्रामीण इलाकों में साड़ियों की बुनाई एक घरेलू परंपरा है। तमिलनाडु कांचीपुरम साड़ियों के लिए प्रसिद्ध है। पारंपरिक कांचीपुरम साड़ियों को कम रूपांकनों के साथ और नए रंगों को पेश करके एक आधुनिक रूप दिया गया है।

६. कालीन बुनाई



कालीन बुनाई भी उत्तर भारत में एक महत्वपूर्ण शिल्प है। उत्तर प्रदेश में देश का सबसे बड़ा कालीन बुनने का उद्योग है, और ताजमहल जैसे डिजाइनों के साथ कालीन अविश्वसनीय रूप से सुंदर हैं। 500 से अधिक कालीन निर्माण कारखानों ने बिदोही शहर को

देखा, जिसने शहर को दक्षिण एशिया में अग्रणी हाथ से बुने हुए कालीन बुनाई उद्योग केंद्रों का घर बना दिया। इसके अलावा, जम्मू और कश्मीर रेशम के कालीनों के लिए जाना जाता है, जो ज्यादातर श्रीनगर में बुने जाते हैं।

७. मिट्टी के बर्तनों-



मिट्टी के बर्तनों को सभी कलाओं का सबसे कामुक रूप माना जाता है। हड़प्पा सभ्यता के समय से भारत में हस्तनिर्मित मिट्टी के बर्तनों की परंपरा प्रचलित है। उत्तर भारत विभिन्न प्रकार के मिट्टी के बर्तनों के डिजाइन के लिए भी जाना जाता है, जिसमें उत्तर प्रदेश में नारंगी, भूरा और हल्का लाल रंग से लेकर हिमाचल प्रदेश में काले और गहरे लाल रंग शामिल हैं। राजस्थान में, बीकानेर अपने चित्रित मिट्टी के बर्तनों के लिए प्रसिद्ध है,

उद्देश्य-

हस्तशिल्प उद्योग में कौशल विकास की विभिन्न कुशल कारीगरी को ध्यान में रखते हुए शासन द्वारा हस्तशिल्प में कार्यरत ग्रामीण व शहरी कुशल कारीगरों को तकनीकी ज्ञान से जोड़ना और नई-नई तकनीक के बारे में इस योजना में शामिल करना इसका मुख्य उद्देश्य इस प्रकार से हैं।

1. हस्तशिल्प कार्य को गुणवत्तापूर्ण और लाभकारी व्यावसायिक संस्थानों के निर्माण को

पोखरण अपने मिट्टी के बर्तनों के लिए ज्यामितीय पैटर्न के साथ और अलवर अपनी कागजी मिट्टी के बर्तनों के लिए प्रसिद्ध है। जयपुर का ब्लू पॉटरी भी बहुत प्रसिद्ध है। कुम्हार भारत की शिल्प परंपराओं में एक अद्वितीय स्थान रखता है। इसके अतिरिक्त भारत में हस्तशिल्प का कार्य किया जाता है जैसे की-जूट हस्तशिल्प, शैल हस्तशिल्प, पीतल हस्तशिल्प, फुलकारी हस्तशिल्प, जरदोजी हस्तशिल्प आदि।

उत्प्रेरित करके कौशल विकास को बढ़ावा देना हैं।

2. भारतीय हस्तशिल्प को कौशल विकास के समग्र तकनीकी विकास कार्यक्रम में निजी क्षेत्र के पहल को बढ़ावा देना और साथ ही वित्त पोषण प्रदान करना।

3. कौशल विकास कार्यक्रम के तकनीकी प्रशिक्षण के साथ हस्तशिल्प के उत्पादकता में सुधार करना।

4. ग्रामीण कारीगरों को वित्तपोषण बाजार उपलब्ध एवं उत्पाद और साधन प्रदान के साथ-साथ कुशल प्रशिक्षण उपलब्ध करवाना।

परिकल्पना-

हस्तशिल्प उद्योग व कुशल कारीगर को उत्तम साधन प्रदान करने के लिए समग्र आकलन किया गया है। हस्तशिल्प कार्य के उत्पाद में उपयोग की जाने वाली सामग्री प्राकृतिक, औद्योगिक रूप से संसाधित या पुनःनवीनीकरण हैं।

१. हस्तशिल्प कला में विभिन्न प्रकार के डिजाइन को तकनीकी व फैशनेबल आकर में प्रयुक्त किया जाए।

२. पारम्परिक कालाओं को नवीन व तकनीक साधन सुलभ होना चाहिए।

३. बाजार का प्रबंध एवं कच्चेमाल की व्यवस्था के साथ-साथ कुशल प्रशिक्षण पर जोर दिया जाए।

साहित्य समीक्षा-

१. एस (मुस्तफा, २०११)। रचनात्मक के लिए हस्तशिल्प एक आदर्श विषय है निर्वाह और स्वतंत्रता के साधन के रूप में उद्यमी का विकास।

२. पट्टोआ (१९९७) ने दातोआ, गोजिया के उद्यमियों और श्रमिकों के बारे में लिखा। यंत्रिकरण कालीन उद्योग में प्रक्रिया ने क्रांति ला दी और अमेरिकी कालीन उद्योग को पुनर्जीवित कर दिया। इसमें लिखा है। कि डाल्टन क्षेत्र में कालीन निर्माण की टफ्टिंग प्रक्रिया एक प्रकार की "दूसरी औद्योगिक

क्रांति" है। यह पेपर उद्योग श्रम की प्रति व्यक्ति आय को दर्शाता है। यह पत्र केवल आर्थिक पर प्रकाश डालता है कालीन उद्योग का पहलू। अध्ययन में संदर्भित समग्र साहित्य में कालीन की सामाजिक आर्थिक प्रकृति को शामिल किया गया है। वर्तमान अध्ययन कालीन उद्योग की निर्यात क्षमता और इसमें इसकी भूमिका का मूल्यांकन करने के लिए चिंता का विषय है आर्थिक विकास।

३. सिंह एट अल (२००८)। हैंडग्रिप का एर्गोनॉमिक मूल्यांकन किया और जांच के बाद हस्तशिल्प व्यवसाय में चुटकी लेने की ताकत १७० महिला प्रतिभागी जो हस्तशिल्प (१२०) और कार्यालय थी (५०) कार्यकर्ता। हैंड और पिंच डायनेमोमीटर का उपयोग किया जाता था उनकी अधिकतम स्थिर हैंडग्रिप और पिंच स्ट्रेंथ को मापें। यह विश्लेषण किया गया था कि निष्कर्ष स्थिर पेशी शक्ति का संकेत देते हैं हाथ के औजारों के दोहराव के कारण महत्वपूर्ण रूप से भिन्न। स्पष्ट हाथ बांधने और मोती के दौरान पिंच ग्रिप की ताकत में कमी ड्रिलिंग लंबे चक्र दोहरावदार पिंचिंग आंदोलनों के कारण थी डिस्टल फालानक्स। एर्गोनॉमिक रूप से डिजाइन किए गए हैंड टूल की आवश्यकता एक परिणाम के रूप में हस्तक्षेप प्रस्तावित किया गया था जो कम कर सकता है स्थिर मांसपेशियों की शक्ति में हानि का संघय।

४. मालेकजानी (१९९९) भी विज्ञापन की कमी को रेखांकित करता है और अंतरराष्ट्रीय

बाजारों में हस्तशिल्प की उपस्थिति, सार्वजनिक मीडिया के माध्यम से विज्ञापन के सरकारी समर्थन के रूप में कुछ सुझाव प्रस्तुत करता है। हस्तशिल्प प्रदर्शनियों और प्रदर्शनियों का निर्माण आवासीय और पर्यटन केंद्र और आगंतुकों को आकर्षित करने में सक्षम सभी केंद्र।

५. मुस्तफा (२०११) गुणवत्ता को एक प्रमुख कारक मानता है विज्ञापन, और विश्व व्यापार संगठन (डब्ल्यूटीओ) के हवाले से कहा गया है कि एक उच्च गुणवत्ता वाला हस्तशिल्प न केवल मन में अच्छी यादों की याद दिलाता है पर्यटक, यह दूसरों को ऐसे उत्पाद को आगे बढ़ाने के लिए प्रेरित कर सकता है

और यहां तक कि इसे किसी भी तरह से खरीद भी सकते हैं।

६. ब्रोजेनी (१९९९) का मानना है कि पैकेज की कमी, उत्पादन की छोटी मात्रा, प्रचार गतिविधियों की सीमित सीमा और कुछ वस्तुओं की गुणवत्ता में कमी हस्तशिल्प की कुछ कमजोरियाँ हैं और ऐसी वस्तुओं के निर्यात को रोका जाना चाहिए और कई प्रयास होने चाहिए गुणवत्ता बढ़ाने के लिए किया जाएगा।

७. नाई और क्रिवोशलीकोवा, (२००६) के बावजूद कई प्रयास जो हाथ और हाथ के औजारों द्वारा बुनियादी उत्पादन चरणों के विकास-भाग में किए गए हैं। इस तरह के हाथ से बने उत्पादों का प्रत्येक टुकड़ा कलात्मक स्वाद और इसके निर्माता की बौद्धिक

रचनात्मकता को दर्शाता है और यह ऐसे उत्पादों का मुख्य विशिष्ट कारक है।

प्रयुक्त की जाने वाली शोध विधि-

भारत सरकार द्वारा हस्तशिल्प उद्योग के निर्माण को रोजगार के अनुरूप कौशल तकनीकी में शामिल कर इसके आयत व निर्यात में प्रभावकरी सिद्ध हुआ। शासन द्वारा इसे व्यवसाय के रूप में स्थापित कर ग्रामीण व शहरी बरोजगार युवक व युवतियों को हस्तशिल्प की ओर उन्मुख्य किया है जिसे इस उद्योग के निर्यात में बढ़ोतरी हुई है शोधार्थी द्वारा प्रयुक्त की जाने वाली समंक का आधार द्वितियक हैं इसमें ग्राफ, चित्रमय युक्त विशलेषण व समंकों का प्रयोग किया गया है।

हस्तशिल्प उद्योग के निर्यातों का मूल्यांकन-

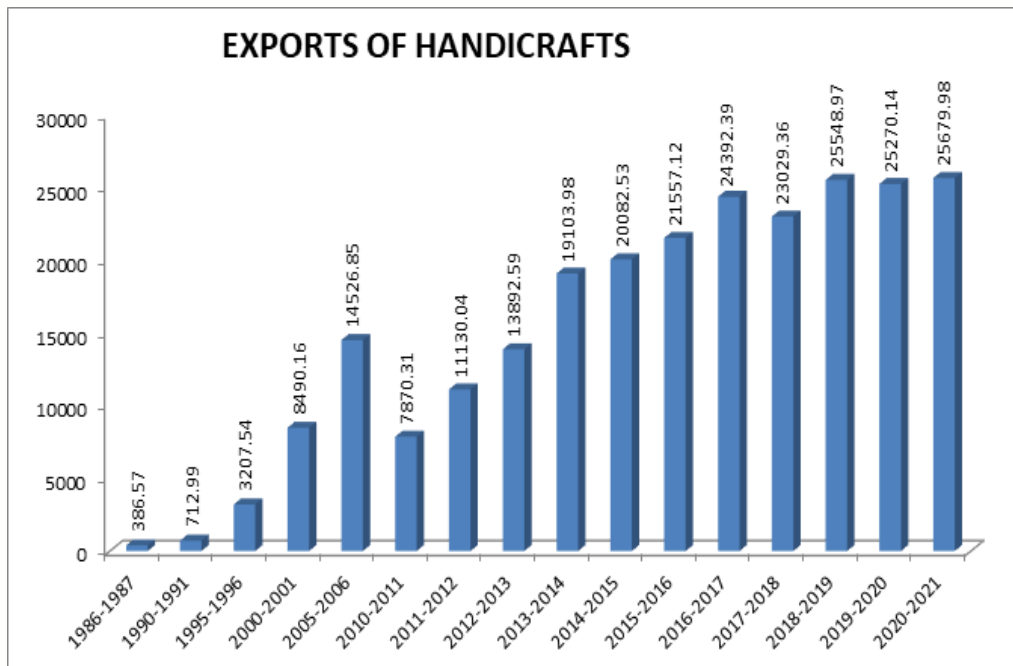
हस्तशिल्प एक श्रम प्रधान क्षेत्र है जिसमें ग्रामीण क्षेत्रों में समाज के गरीब वर्ग के लिए रोजगार की उच्च संभावना है। कम पूंजी निवेश, उच्च मूल्यवर्धन और नगण्य आयात सामग्री और निर्यात आय के लिए उच्च क्षमता के कारण यह आर्थिक रूप से महत्वपूर्ण है। हस्तशिल्प का निर्यात (हाथ से बुने हुए कालीनों के अलावा) परिषद की स्थापना के वर्ष यानी 1986-87 के दौरान 386.57 करोड़ रुपये बढ़कर वर्ष 2019-20 में 25270.14 करोड़ के स्तर पर पहुंच गए। इस अवधि के दौरान, वुडवेयर, कशीदाकारी और क्रोकेटेड सामान, आर्टवेयर के रूप में शॉल, जरी और जरी के सामान, नकली आभूषण और

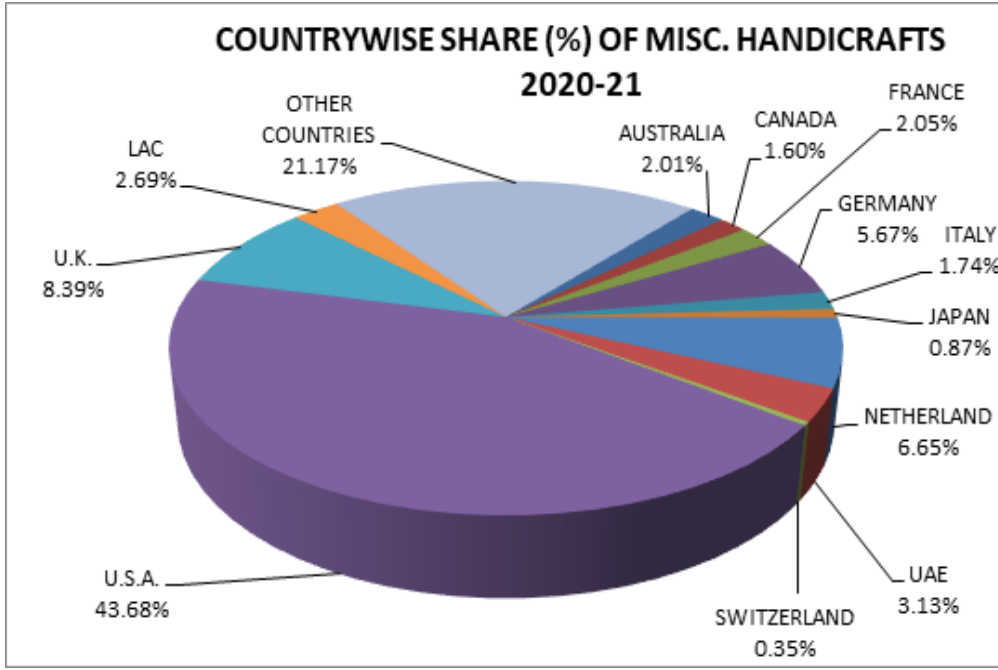
विविध का निर्यात किया गया। हस्तशिल्प में क्रमशः 27.13%, 18.78%, 38.74%, 30.73%, 25.29% और 33.62% की वृद्धि हुई। हालांकि आर्ट मेटलवेयर्स, हैंडप्रिंटेड टेक्सटाइल्स और अगरबत्ती और अत्तर रुपये के संदर्भ में क्रमशः 4.88%, 4.96% और 1.69% कम हुए। अमरीकी डालर के संदर्भ में वुडवेयर, कशीदाकारी और क्रोकेटेड सामान, आर्टवेयर के रूप में शॉल, जरी और जरी के सामान, नकली आभूषण और विविध का निर्यात। हस्तशिल्प में क्रमशः 17.14%, 9.52%, 20.98%, 21.00%, 15.51% और 23.19% की वृद्धि हुई। जबकि आर्टमेटलवेयर, हैंड प्रिंटेड टेक्सटाइल्स और अगरबत्ती और अत्तर में 12.30%, 12.38% और 9.36% की नकारात्मक वृद्धि दर्ज की गई। रुपये की

अवधि में कुल मिलाकर वृद्धि 15.46% थी और अमेरिकी डॉलर की अवधि में वृद्धि 6.44% थी।

परिषद की सदस्यता परिषद की सदस्यता वर्ष 1985-86 में 35 से बढ़कर 2019-20 में 9594 हो गई।

भारत सरकार ने हस्तशिल्प वस्तुओं के लिए भारत से व्यापारिक निर्यात योजना में मदद मिलेगी और देश के लिए विदेशी मुद्रा आय के स्रोतों में से एक के रूप में हस्तशिल्प क्षेत्र का उदय, भारत से भारत के सभी हस्तशिल्प के निर्यात के आंकड़ों से स्पष्ट है। प्रतिस्पर्धी मूल्य निर्धारण और निर्यात को बढ़ावा मिलेगा। इसका आकलन ग्राफ से किया जा सकता है।





निष्कर्ष-

भारतीय हस्तशिल्प उद्योग को बढ़ावा देने के लिए भारत सरकार द्वारा इसे कौशल तकनीक के माध्यम से प्रशिक्षण दिलाने का कार्य किया जा रहा है। लेकिन ग्रामीण कारीगरों को शिक्षा तकनीकी प्रशिक्षण को मजबूत ढांचा प्रदान करने के लिए पाठ्यक्रमों में जोड़ना जिससे हस्तशिल्प उद्योग के कार्यकुशलता में विकास किया जा सके, और बुनियादी शिक्षा के साथ-साथ रोजगारमुखी शिक्षा की सुलभता हासिल हो सके और उत्पादित वस्तुओं को बाजार

संदर्भ ग्रंथ सूची -

1. दिलीप कुमार, पीराजीव .वी., भारतीय हस्तशिल्प उत्पादों का वर्तमान परिदृश्य, एशियन जर्नल ऑफ मैनेजरियल विज्ञान, वॉल्यूम। १ नवम्बर (२०१३) ११
2. आर सर्वमंगला, भारत में ग्रामीण कुटीर और हस्तशिल्प उद्योगों के लिए चुनौतियां और अवसर, भारतीय जर्नल ऑफ रिसर्च, वॉल्यूम 1 (९), पीपी ९-१०

उपलब्ध करने के साथ-साथ दूर दारज व पहाड़ी क्षेत्र में आवागमन के साधन सुनिश्चित किया जाना चाहिए। जिससे उत्पादित हस्तनिर्मित वस्तुओं को एक बाजार उपलब्ध करवाने का कार्य किया जाए ताकि उनको वर्ष भर रोजगार की उपलब्धता हो साथ ही पलायन में अंकुश कुछ हद तक लगाया जा सकता है। इन सब के -आधार पर भारतीय कला संस्कृति एवं परम्परा को विश्व के पटल पर वैश्विक पहचान दिलाने में सफलता प्राप्त किया जा सके।



3. मर्लिन थंगा जॉय, आर. मेलबा कानी, भारत में कुटीर उद्योगों के लिए उभरते अवसर और चुनौतियां, इंटरनेशनल जर्नल ऑफ साइंटिफिक एंड रिसर्च पब्लिकेशन, खंड 3, अंक 3मार्च 2013, पीपी. 1-8
4. हरिता कपूर, सुरुचि मित्तर, डिजाइन इंटरवेंशन एंड क्राफ्ट रिवाइवल, इंटरनेशनल जर्नल ऑफ साइंटिफिक एंड अनुसंधान प्रकाशन, खंड 8, अंक 10, अक्टूबर 2018 पीपी. 1-9
5. शर्मिला वुड्स, सतत शिल्प और आजीविका: भारत में हस्तनिर्मित
6. एम. इशियाक, भारत में कारीगर, वस्तुनिष्ठ अध्ययन संस्थान, 2011
7. पी.एन. शंकरन, भारत के कारीगर समावेशी विकास की ओर, 2011
8. कौशल विकास और प्रशिक्षण 11वीं पंचवर्षीय योजना पर एक रिपोर्ट
9. बाबासाहेब अम्बेडकर हस्तशिल्प विकास योजना पर एक रिपोर्ट
10. शिरमा, एस.के. (2013)। हस्तनिर्मित कालीन उद्योग का विकास। कालीन परिषद समाचार, 9(11)20.
11. (The export promotion council for handicrafts-epch)<https://www.epch.in>
12. भारतीय व्यापार पोर्टल, वाणिज्य और उद्योग मंत्रालय, भारत सरकार का अधिकारिक वेबसाइट
13. <https://www.indiantradeportal.in>
14. हस्तशिल्प मेला भारतीय परंपरा की शानदार झलक <https://isha.sahguru.org>
15. हेरामी, एन., (2011) लारस्टन में मिट्टी के बर्तनों का अध्ययन, फ़ार्स प्रांत; एमए थीसिस; कला विभाग, अलीज़हरा विश्वविद्यालय
16. यावरी, एच, (2011) प्रबंधन पर सरसरी निगाह हस्तशिल्प उत्पादन कार्यशालाएं, अजार प्रकाशन; तेहरान

A Problem Faced By Women Entrepreneurs In Reference to India

Mr. Anil Kumar Mahra

Associate Professor

Mahakaishal University, Jabalpur

Abstract:

Women entrepreneurship is gaining importance in India in the wake of economic liberalization and globalization. The policy and institutional framework for developing entrepreneurial skills, providing vocation education and training has widened the horizon for economic empowerment of women. However, women constitute only one third of the economic enterprises. There exists plethora of successful business women entrepreneurs both in social and economic fields in India. They are performing well. Government of India has also introduced National Skill Development Policy and National Skill Development Mission in 2009 in order to provide skill training, vocational education and entrepreneurship development to the emerging work force. However, entrepreneurship development and skill training is not the only responsibility of Government and therefore other stakeholders need to shoulder the responsibility. In Hindu scriptures, woman has been described as the embodiment of Shakti. But in real life she is treated as Abla. Women are leaving the workforce in droves in favor of being at home. Not to be a homemaker, but as job-making entrepreneurs. The increasing presence of women in the business field as entrepreneurs has changed the demographic characteristics of business and economic growth of the country. Women-owned businesses enterprises are playing a more active role in society and the economy, inspiring academics to focus on this interesting phenomenon.

This paper focuses on the problems, issues, challenges faced by women entrepreneurs, how to overcome them and to analyse policies of Indian government for and problems faced by them while pursuing their business.

Key Words: Business Women, Decision making, Entrepreneur, Enterprise, Equality, familial, Economics, Skill, training, vocational education, entrepreneurship development.

Introduction:

The societal set up in India has been traditionally a male dominated one. Women are considered not only as fairer sex but also as weaker sex and always to depend on men folk in their family and outside, throughout their life. The Indian culture made them only subordinates and executors of the decisions made by other male members, in the basic family structure.

The traditional set up is changing in the modern era. The transformation of social fabric of the Indian society, in terms of increased educational status of women and

varied aspirations for better living, necessitated a change in the life style of Indian women both in urban as well as in rural areas.

Indian families do have the privilege of being envied by the westerners, since women here are taking more responsibilities in bringing up children and maintaining a better home with love and affection. At the family level, the task of coordinating various activities in a much effective manner, without feeling the pinch of inconveniences, is being carried out by the women folk. Thus, the Indian women have basic characters in themselves in the

present sociological and cultural setup as follows.

1. Women in India are considered as Shakthi- meaning source of power.
2. Effectively coordinating the available factors and resources.
3. Efficient execution of decisions imposed on them.
4. Clear vision and ambition on the improvement of family and children.
5. Patience and bearing the sufferings on behalf of others and
6. Ability to work physically more at any age.

Women Entrepreneurship

Women Entrepreneur" is a person who accepts challenging role to meet her personal needs and become economically independent. A strong desire to do something positive is an inbuilt quality of entrepreneurial women, who is capable of contributing values in both family and social life.

This is great news. But, a part of women in some parts of the country still do not know their power. They don't know that they can break the domination over men and move on, walk on and fight for their freedom.

Women contribute significantly to the running of family businesses mostly in the form of unpaid effort and skills. The value of this effort is underestimated both by the families that take it for granted and in academic studies. On the other hand, many of the enterprises defined as being run by women (that is, enterprises in which women hold the controlling share) are in fact run in their names by men who control operations and decision making. Programs meant to reach women entrepreneurs can succeed only if they take note of this paradox as well as of the familial and social conditioning that reduces the confidence, independence and mobility of women.

Federation of Indian Women

Entrepreneurs(FIWE), which is a National-level organization, founded in 1993, is today, one of India's Premier Institution for Women thoroughly devoted towards entrepreneurship Development, having a large membership base of 15,000 individual members / professionals and more than 28 Member Associations spread throughout the country.

Women Entrepreneurs

Women Entrepreneurs may be defined as the woman or group of women who initiate, organize and co-operate a business enterprise. Government of India has defined women entrepreneurs as an enterprise owned and controlled by a woman having a minimum financial interest of 51% of the capital and giving at least 51% of employment generated in the enterprise to women.

The Indian women are no longer treated as show pieces to be kept at home. They are also enjoying the impact of globalization and making an influence not only on domestic but also on international sphere.

Characteristics of Woman Entrepreneurs in India

The woman entrepreneur in India has various qualities. A woman or a group of women manages the whole business of enterprise. She prepares various plans and executes them under her own supervision and control. There may be some persons to help her but ultimate control lies with the woman. A woman entrepreneur must provide at least 51 percent of the employment generated in her enterprise to women. A woman entrepreneur takes calculated risk. She faces uncertainty, confidently and assumes risk. She has to tie up capital and wait for good returns. A woman entrepreneur likes to take realistic risks because she wants to be a successful

entrepreneur. The most critical skill required for industrial development is the ability of building a sound organization. A woman entrepreneur assembles, coordinates, organizes and manages the other factors namely land, labour and capital. It is essential to be a self-confident for a woman entrepreneur. She should have faith in herself and in her abilities. She should have the confidence to implement the change and overcome any resistance to change. A woman entrepreneur should have courage to own the mistakes and correct them. The main function of a woman entrepreneur is to make decision. She takes various decisions regarding the activities of her enterprise. She decides about the type of business to be done and the way of doing it. A woman entrepreneur must be clear and creative in decision making process. A woman entrepreneur is one who incubates new ideas, starts her enterprise with these ideas and provides added value to society based on their independent initiative.

Objectives of the study:

1. To know how to develop Women Entrepreneur.
2. To study the present position of Indian Women Entrepreneur.
3. To study the problems of Women entrepreneur in India.
4. To suggest certain supportive measures to solve the problems of women entrepreneurs in India.

Problems of Women Entrepreneurs in India:

There are umpteen problems faced by women at various stages beginning from their initial commencement of enterprise, in running their enterprise. Their various problems are as follows:

1. Patriarchal Society:

Entrepreneurship has been traditionally seen a male preserve and idea of women taking up entrepreneurial activities considered as a distant dream. Any deviation from the norm is frowned and if possible, immediately curbed. Women also have to face role conflict as soon as they initiate any entrepreneurial activity. It is an uphill task for women to face such conflicts and cope with the twin role.

2. Absence of Entrepreneurial Aptitude:

Many women take the training by attending the Entrepreneurship Development Programmes without entrepreneurial bent of mind. As per a study, involvement of women in small scale sector as owners stands at mere 7 percent. Women who are imparted training by various institutes must be verified on account of aptitude through the tests, interviews etc.

3. Quality of EDPs:

All women entrepreneurs are given the same training through EDPs. Second-generation women entrepreneurs don't need such training as they already have the previous exposure to business.

4. Marketing Problems:

Women entrepreneurs continuously face the problems in marketing their products. It is one of the core problems as this area is mainly dominated by males and even women with adequate experience fail to make a dent.

For marketing the products women entrepreneurs have to be at the mercy of middlemen who pocket the chunk of profit. Although the middlemen exploit the women entrepreneurs, the elimination of middlemen is difficult, because it involves a lot of running about. Women entrepreneurs also find it

difficult to capture the market and make their products popular.

5. Financial Problems:

Obtaining the support of bankers, managing the working capital, lack of credit resources are the problems which still remain in the males domain. Women are yet to make significant mark in quantitative terms. Marketing and financial problems are such obstacles where even training doesn't significantly help the women. Some problems are structural in nature and beyond the control of entrepreneurs.

6. Family Conflicts:

Women also face the conflict of performing of home role as they are not available to spend enough time with their families. They spend long hours in business and as a result, they find it difficult to meet the demands of their family members and society as well. Their inability to attend to domestic work, time for education of children, personal hobbies, and entertainment adds to their conflicts.

7. Credit Facilities:

Though women constitute about 50 per cent of population, the percentage of small scale enterprise where women own 51 percent of share capital is less than 5 percent. Women are often denied credit by bankers on the ground of lack of collateral security. Therefore, women's access to risk capital is limited.

8. Shortage of raw-materials:

Women entrepreneurs encounter the problems of shortage of raw-materials. The failure of many women co-operations in 1971 such as these engaged in basket making were mainly because of the inadequate availability

of forest-based raw materials.

9. Heavy Competition:

Many of the women enterprises have imperfect organizational set up. But they have to face severe competition from organized industries.

10. High cost of production:

High cost of production undermines the efficiency and stands in the way of development and expansion of women's enterprises, government assistance in the form of grant and subsidies to some extent enables them to tide over the difficult situations. However, in the long run, it would be necessary to increase efficiency and expand productive capacity and thereby reduce cost to make their ultimate survival possible, other than these, women entrepreneurs so face the problems of labor, human resources, infrastructure, legal formalities, overload of work, lack of family support, mistrust etc.

11. Gender Inequality:

India is a male dominated traditional society where women are not supposed to be equal to men folk. They are treated as subordinate to husbands and men, physically weak and lesser confident to be able to shoulder the responsibility of entrepreneur.

12. Lack of education:

Women in India are lagging far behind in the field of education. Most of the women (around sixty per cent of total women) are illiterate. Those who are educated are provided either less or inadequate education than their male counterpart partly due to early marriage, partly due to son's higher education and partly due to poverty.

Due to lack of proper education, women entrepreneurs remain in dark about the development of new technology, new methods of production, marketing and other governmental support which will encourage them to flourish.

13. Problem of finance:

Women entrepreneurs suffer a lot in raising and meeting the financial needs of the business. Bankers, creditors and financial institutions are not coming forward to provide financial assistance to women borrowers on the ground of their less creditworthiness and more chances of failure.

14. Skepticism of Financial Institution:

Financial Institutions and bankers are skeptical about the entrepreneurial abilities of women. These institutions consider women loanies as higher risk than men.

15. Obsolescence of technology & resulting increase in cost of production:

Several factors including inefficient management contribute to the high cost of production which stands as a stumbling block before women entrepreneurs. Women entrepreneurs face technology obsolescence due to non-adoption or slow adoption to changing technology which is a major factor of high cost of production.

16. Low risk-bearing capacity:

Women in India are by nature weak, shy and mild. They cannot bear the amount of risk which is essential for running an enterprise. Lack of education, training and financial support from outside also reduce their ability to bear the risk involved in an

enterprises.

17. Lack of entrepreneurial aptitude:

Lack of entrepreneurial aptitude is a matter of concern for women entrepreneurs. They have no entrepreneurial bent of mind. Even after attending various training programs on entrepreneurship they fail to tide over the risks and troubles that may come up in an organizational working.

18. Limited managerial ability:

Women entrepreneurs are not efficient in managerial functions like planning, organizing, controlling, coordinating, motivating etc. of an enterprise. Therefore, less and limited managerial ability of women has become a problem for them to run the enterprise successfully.

19. Legal formalities:

Fulfilling the legal formalities required for running an enterprise becomes an uphill task on the part of a women entrepreneur because of the prevalence of corrupt practices in government offices and procedural delays for various licenses, electricity, water and shed allotments. In such situations women entrepreneurs find it hard to concentrate on the smooth working of the enterprise.

20. Lack of self confidence:

Women entrepreneurs because of their inherent nature, lack self-confidence which is essentially a motivating factor in running an enterprise successfully. They have to strive hard to strike a balance between managing a family and managing an enterprise.

Recommended Action plan:

Proper training in right direction is to be planned meticulously. Proper planning and execution are required at all levels. The steps to be taken can be listed as follows:

1. Identifying women with different literary levels in proper groups and to create awareness about entrepreneurship and its importance as job providing avenues rather than job seeking ventures.
2. Skills to be provided to the selected women group, making them realize the income generation and social status and recognition, giving orientation and skill training on selected trades, of their choice and suitability.
3. Assisting them in preparation of project reports for their own proposed units and helping them to follow up the venture to start the new enterprise,
4. Providing consultancy and guidance, Continuously.

A training capsule of around 15 days may be provided by expert institutions, voluntary agencies and Govt. departments. The financial resources are to be mobilized to provide this type of programs, by the government organizations like banks, public sector organizations and voluntary agencies.

Conclusion:

Entrepreneurship is presently the most discussed and encouraged concept all over the world to overcome economic challenges. Women being the vital gender of the overall population have great capacity and potential to be the contributor in the overall economic development of

REFERENCES:

1. Development activities have benefited only a small section of women i.e. the urban middle class women. Women are willing to take up business and contribute to the nation's growth. Their role is being recognized and steps are taken to promote women entrepreneurship.
2. Resurgence of entrepreneurship is the need of the hour. Women entrepreneurs must be molded properly with entrepreneurial traits and skills to meet changing trends and challenging global markets, and also be competent enough to sustain and strive in the local economic arena.
3. Rajendra n (2003)" problems and prospects of women entrepreneurs .

any nation. Therefore, programs and policies need to be customized to not just encourage entrepreneurship as well as implement strategies which can help support entrepreneurial culture among youth. Media has the potential to play the most vital role in entrepreneurial development by creating and highlighting all such platforms which can bring out the Creativity and innovation among the women and men to grow entrepreneurship culture in society. Developing countries are definitely in dire need to encourage women entrepreneurship as women workforce is promptly available to exploit the unexplored dimensions of business ventures. Generally speaking, globally business world has realized and is working on war footing to create entrepreneurship as the final remedy to overcome all types of business and market challenges. Independence brought promise of equality of opportunity in all sphere to the Indian women and laws guaranteeing for their equal rights of participation in political process and equal opportunities and rights in education and employment were enacted. But unfortunately, the government sponsored development activities have benefited only a small section of women. The large majority of them are still unaffected by change and