



HEALTH CARE IN RURAL INDIA - AWARENESS AND CURRENT CHALLENGES

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Abstract:

In India majority of the population lives in rural area. In the rural area lack of internet connectivity, low infrastructure facility, low literacy all are the barriers to communication and information delivery which leads to lack of awareness of healthcare information in rural area. Good health is the basic right of every human being and health information is essential for maintaining good health, preventing diseases as well as making sound health decisions. Every person can be able to receive, utilise and get advantage from healthcare services if he has appropriate information about all these services. That's why health information is very necessary for every individual.

Keywords: Healthcare, Rural India, Awareness, Challenges.

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Introduction:

Healthcare policy is an important part of healthcare system. It is helpful for shaping and protecting the health and well-being of our society. Awareness of healthcare services is very necessary for maintaining good health. Generally this awareness is low in rural area as compared to urban area. Health means a disease-free, defect-free, functional body of the organism. Diseases or defects may be physical and mental or both. Healthcare means all the services which are required for the maintenance of the body as mentioned of the members of the society. Various services such as surgery, medication, health training, rehabilitation, health advice are provided by establishments like hospitals, dispensaries, clinics, diagnostic support services, dispensaries, rehabilitation services etc., all these services fall under health services. And the knowledge of all these services is very essential. Health is very important factor in the overall development of society. Because if people have

good health then they can ready to face any challenge. Health of people in both areas i.e. in urban as well as rural area is important issue that's why awareness of it is very necessary. Healthcare is most important for several reasons, as it directly influences the well-being of individuals, communities and societies as a whole. Healthcare means the betterment of health by the treatment, diagnosis, prevention or rescue of illness disease, injury or other mental and physical weakness in people.

Objectives of the research paper:

1. To study the importance of health in our life.
2. To study the awareness of health care services in rural area.
3. To study the healthcare Challenges in Rural Area.

Methodology:

This research paper is basically descriptive in nature. Research was carried on internet on various related topics, such as importance of health, awareness of health care services in rural area.

Importance of Health:

Health is very important for personal happiness, completeness, productivity. It also affects physical well-being, mental health, long-life, educational and overall success in the life. Good health minimizes healthcare costs, contributes towards financial growth, and promotes societies well-being. The health of people is imperial for every country, because it directly affects the overall success and well-being of the country. Physical fitness is not only base of being healthy, being healthy means being emotional and mental fitness. Being healthy is one of important part of our overall lifestyle. Living a healthy lifestyle can be helpful for prevention of old age diseases and long term illness. Good feeling about ourselves and taking care of our health is very important for our self-image and self-esteem. Maintaining a healthy lifestyle by taking care of health is necessary for successful life.

1. Weight Management:

Good health is important for weight management. Regular exercise and healthy food is helpful to avoid excess weight gain. Being physically active proper weight management is necessary.

2. Improve mood:

A healthy lifestyle is lead a relaxed mind and can make us energetic. Regular exercise and healthy food also helpful us to improve our mood and boost our self-confidence. It is also helpful for us to overcome our stress.

3. Prevent Disease:

Maintaining healthy lifestyle is helpful for prevention of diseases such as heart diseases, depression, blood pressure etc.

4. Improve Energy:

A balanced healthy food can give energy to our body to do all activities properly. A good plan of diet and exercise can give us a good sleep and healthy life.

5. **Improve Life:** Good health is us a longer life.

Awareness of health care services in rural area:

Healthcare is a part of life we all consider to be something we are entitled and it is also our right to healthcare services whenever we need it. And every person must aware about all these services.

Rural people in India face a various shortage of access of healthcare services. There is small number of public spending on healthcare, and what money the government does spend is mostly distributed to urban area rather than rural ones.

Health awareness of rural residents is quite low and the way of acquiring health knowledge is simple and traditional. One of the major factor which is affecting to awareness of healthcare is educational level of people. The main source of receiving knowledge is traditional way. In the process of health education precautions are also necessary. Number of medical research's concluded that most diseases are caused of unhealthy lifestyles. And generally this situation is found mostly in rural area due to lack of awareness about health care services.

Rural areas have number of health problems due to limited access to healthcare facilities, lack of awareness, poverty, inadequate sanitation, and poor infrastructure. Common health problems faced by rural communities include infectious diseases, maternal and child health issues, malnutrition, non-communicable diseases, mental health issues, lack of healthcare access, and inadequate sanitation and hygiene.

The supply chain in the health industry face various barriers in rural areas, such as inadequate transportation infrastructure, limited storage facilities, inadequate supply and distribution networks, supply chain fragmentation, high operational costs, lack of information technology infrastructure, limited awareness and training, and limited awareness and training for healthcare workers.

Healthcare Challenges in Rural Area:

1. Less access to healthcare Services :

One of the major issue in rural area is the less availability of healthcare services. Most of the villages lack even the most basic healthcare infrastructure facilities like primary health care centres and hospitals. The result of that is people in rural area have to travel towards urban area to seek medical care, at more economic cost.

2. Lack of Healthcare Personnel:

Rural area suffers from a lack of healthcare professionals, including specialised doctors, nurses, and paramedical personnel. Generally specialised healthcare workers attract towards urban areas due to better career opportunities and lifestyle.

3. Inadequate medical facilities and Equipment:

If healthcare facilities are available they generally lack necessary medical supplies and equipment. This affects an effective care, especially in emergencies situation.

4. Limited awareness and education:

Rural people always lack awareness about preventive healthcare services and importance of healthcare services due to lack of education.

5. Economic Factors:

Poverty and lack of financial resources contribute mostly to healthcare challenges in rural area. Many people cannot afford to pay more money for healthcare services.

6. Culture and Traditions:

Tradition and culture sometimes impact on healthcare seeking behaviour in rural areas.

7. Basic infrastructure and Lack of transportation:

Lack of infrastructure facilities like road and public transportation make difficult for rural people to reach towards healthcare services within a time.

Conclusion:

To conclude in summarise way on the above research findings and analysis, rural India's healthcare challenges necessitate immediate attention and comprehensive solutions. By recognising and addressing issues like low level of health education/awareness, inadequate infrastructure, geographical obstacles, a shortage of healthcare qualified workforce, economic barriers, etc. To overcome these challenges, Rural India need a multi-faceted approach of providing basic healthcare facilities/infrastructure along with awareness campaigns, skilled workforce expansion, higher budget allocation to make healthcare services affordable, etc. So that, rural India's every individual can live a healthy and happy life regardless of geographical location or socio-economic status.

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