



### A ROLE OF NATUROPATHY CENTERS IN RURAL DEVELOPMENT: A CASE STUDY OF PURANDAR TEHSIL, PUNE DISTRICT, MAHARASHTRA

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#### Abstract:

*This study examines the role of naturopathy centers in rural development in Purandar Tehsil, Pune District, Maharashtra. The study has of naturopathy centre Narayanpur, Saswad in view of health tourism. Naturopathy - a system of preventive and primitive health care based on natural therapies - has seen renewed interest in rural India for its low-cost, locally adaptable interventions. Using a mixed-methods case-study approach, the research combined structured household surveys, semi structured interviews with naturopathy practitioners and local stakeholders, participant observation at multiple centers and analysis of secondary health and development records. All the findings show that naturopathy center contribute positively to primary health care as well as rural development. It supports local livelihoods through employment of local staff, use of herbs, vegetables, fruits from local farmers and small scale health tourism. Narayndham Naturopathy Centre is located in Purandar tehsil; climate is calm, green landscape, serene natural beauty best location for relaxation from busy life. This helps to improve human health. Their road connectivity is good and nearby from all the cities. Most patients' reported satisfaction with reasonable casts, experienced staff & supportive environment.*

**Keywords:** *Naturopathy, rural development, primary health care*

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#### Introduction:

Rural development could not be complete without all round development of rural areas. This has a special significance in the context of India. It is a world largest rural country. India is a country of villages and 68.84(2011) percent of Indian population lived in rural area even after independents. The demography changed with the introduction of industrialization and urbanization. Rural area recently has been depleting very fast because of the migration of the population in search of better condition. The urban

area and cities are more populated, polluted with busy life's which affect badly on human health.

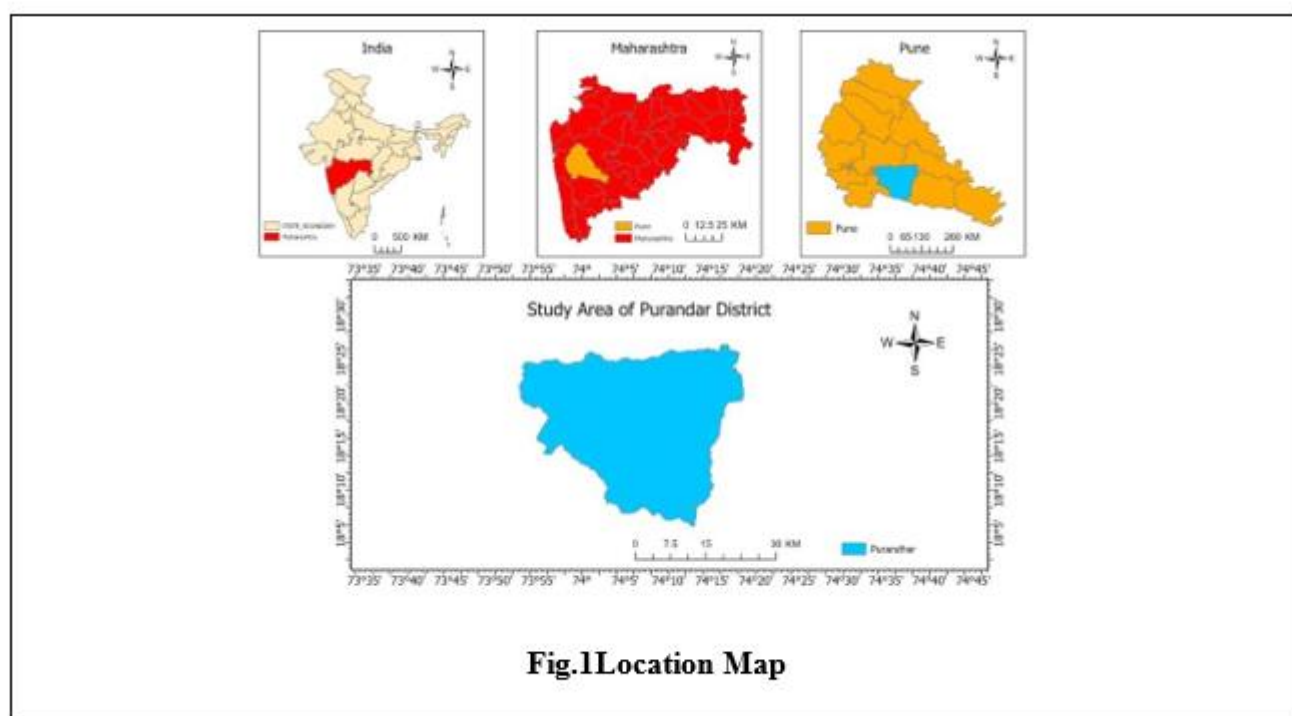
Health Tourism is practice of travelling to another region for city for medical treatment. The growing interest in natural & holistic health practices has led to increasing popularity of Naturopathy centers. These center focus on promoting Wellness through natural remedies is to know how naturopathy aim of this study centers operate in Surd information from centers, we area by collecting will try to understand field the strengths & challenges in this naturopathy field.

The study highlights the impact of naturopathy centers on human health and rural development. Because naturopathy center provides a variety of treatments such as Panchakarma, Colon treatment, Physiotherapy, Acupuncture, Upkarma, Reflexology, Shatkarma & therapies like Hydrotherapy, Mud therapy, Heat therapy, Yoga and Manipulative therapy. Now a day's mostly person suffers from back pain, obesity, digestive issues & lifestyle related disorders. They also generate indirect employment by use of organic food herbal medicine and locally source natural product which gives profit to farmers, herbal cultivator and small scale industries. As part of rural development we have studied Purandar tehsil area for understanding how naturopathy center helps in increasing rural development.

### Study Area:

Purandar Tehsil is a subdivision within the Pune

District of Maharashtra. It is situated about 50 km southeast of Pune city. It lies within the geographical coordinates of roughly 18°16'12"N to 18°17'55"N latitude and 73°57'17"E to 74°00'18"E longitude. Purandar region is characterized by different topography with fertile plains, low hills and parts of eastern crest of the Western Ghats. It's influencing on climate and agriculture. The tehsil also has historical and cultural significance being home to Purandar fort and several heritage sites. While its proximity to Pune city support semi-urban growth and health tourism activities. The tehsil also features significant religious sites like the Jejuri and the Narayanpur. The main rivers flowing through the tehsil are the Karha and Chambli rivers. Total geographical area of Purandar tehsil is approx. 1101.65 km<sup>2</sup> and its total population as of the 2011 census 2, 35,659 and includes 108 revenue villages.



### Aims and Objectives:

The present study aims is to assess the rural

development through naturopathy centers in village Narayanpur village and surrounding. The main



objectives of present study are

1. To study of naturopathy centers in Purandar tehsil
2. To assess the importance of naturopathy centers in rural development.

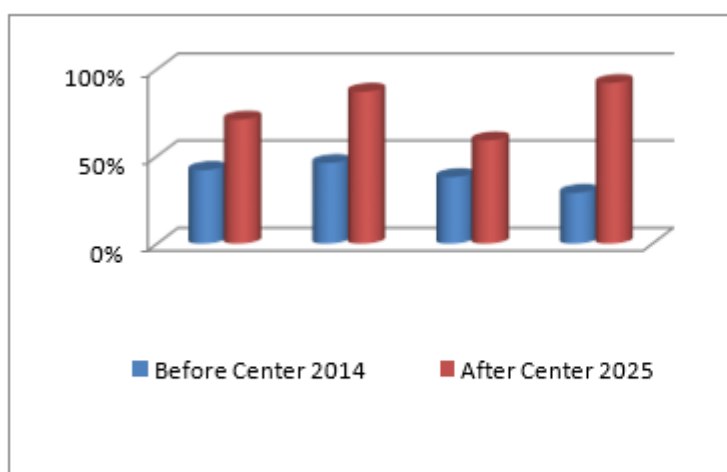
### Database and Methodology:

Methodology is a tool to reach our objectives to study all aspects of naturopathy center in view of rural development. The study data has been collected by two levels i.e. primary and secondary data. Primary data has been collected through field work with the

help of structured questionnaire ask to staff members, patient of naturopathy center and discussion with local peoples living there. The survey conducted at the Naturopathy center revealed that nearly 40% patients where from nearby rural areas while 30% came from nearby cities, 25% came from out of state and 5% came from out of country. Secondary data was collected from naturopathy center office, the official website and online resources.

### Result A=and Analysis:

After naturopathy centre was established, the various developments happened in area such as employment increased 30%.

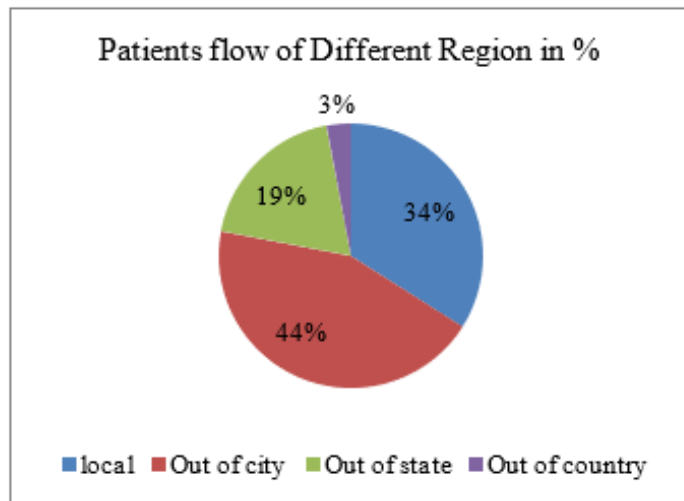


Particulars	Before 2014	2025
Employment Rate	42%	71%
No. of Local Business	46%	87%
Jobs for Local People	38%	59%
Tourist Place Visitor	29%	82%

Source: Field Work

Their impact particularly observed for local people because got various job in centre and local businesses grew in surrounding area from 46% to 87%. Due to more people were coming to visit the centre so that local people grew there business. That's why more job opportunities were created for local people, rising from 38% to 59%. Tourist visitors also increased from 29% to 82% as when people started visiting the centre they also covered nearby tourist spots. Overall, the centre boosted economy, business growth, and tourism in the rural area.

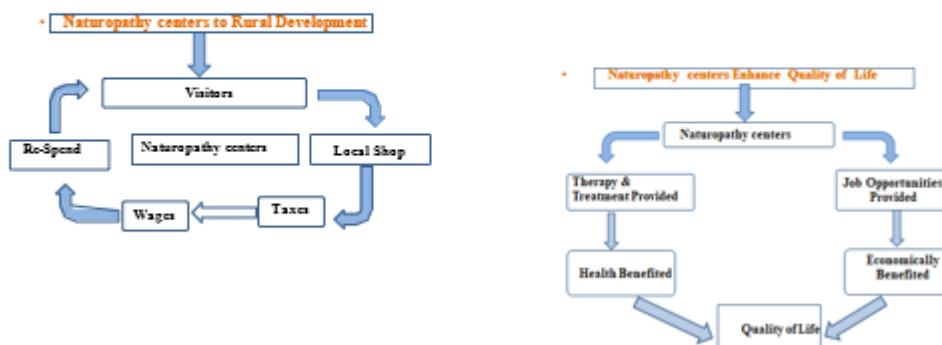
Areas	Patients flow of Different Region in %
Local	34
Out of City	44
Out of State	19
Out of Country	3



Source: Filed work

The survey conducted at the naturopathy centre revealed that patients flow of different region. Where 44% patient is nearby cities came from Narayanpur naturopathy centers. Because the physiography such as relief features climate and vegetation of this region is positive impact on human health and that why people are very well fresh for mindedly and physically. This patients staying for some days there so there need for accommodation result that contributed to the local economy by using transport services and buying small goods from village shop as well as generate indirect employment by use of organic food herbal medicine and locally source natural product which gives profit to farmers, herbal cultivator and small scale industries.

### Processor of Naturopathy centers to Rural Development





### Conclusion:

The study concludes that naturopathy centers can be a complementary element in rural development when integrated with primary health care systems, quality regulation, practitioners training and community outreach. Policy recommendations includes establishing training and accreditation mechanisms , promoting collaborative reference networks with Government Health Care centers , investing in basic infrastructure and creating awareness campaign to align traditional naturopathic practice with public health priority.

Naturopathy centers play a significant role in promoting both health and economic growth. As Naturopathy centers create employment opportunities it plays important role in increasing rural development by combining health improvement with economic and social progress in rural areas. Naturopathy centers create employment opportunities for local youth as therapist, yoga trainers and support staff.

However, challenges persist: limited regulatory oversight, inconsistent quality standards, inadequate referral linkages with formal medical services, infrastructure deficit (hotel, sanitation, transport) and low community awareness about evidence-based limitation of some therapies.

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### Suggestions:

#### Infrastructure Development:

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### Suggestions:

#### Infrastructure Development:

1. Market Naturopathy treatments to attract both domestic and international patients
2. Opening new centers in rural areas to expand accessibility as each new center can create direct and indirect jobs
3. Training local youth and women therapy, diet management and organic farming to empower rural community
4. New centers should advocate for government funding, subsidies and rural development schemes.

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