

Impact of socio-economic and educational factors on personal hygiene

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■ **ABSTRACT** : A study on two hundred rural women from randomly chosen ten villages of RKVY was undertaken to assess status of personal hygiene. Information on socio- economic, educational and communicational background of rural women was collected and attempt was made to find out the possible influence of various factors on personal hygiene. Interview schedule was developed and data was collected by personal interview technique. Statistical analysis was done by computing frequencies, percentages, co-relation coefficient test. The results showed that personal hygiene of rural women was affected by age, education, annual income, occupation and mass media exposure. Raising awareness on personal hygiene would help to increase hygiene practices among rural women.

■ **KEY WORDS** : Personal hygiene, Social, Economic and communication

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Millions of deaths take place globally due to diarrhea, malaria, dengue, plague etc. Challenge in addressing hygiene issue is that it requires not only the provision of adequate water and sanitation hardware, but also the effective promotion of hygiene behaviour on a large scale.

The idea of hygiene during ancient time was to set routines that aimed to keep the individual in balance with the internal and external environment because cleanliness was pleasing to God.

The first step to good health is to maintain personal hygiene. Every external part of the body such as hair, skin, teeth, eye, ear, hands, feet etc. demands a basic amount of attention on a regular basis. Elementary cleanliness is common and in knowledge to people but its negligence causes problems that one may not even be aware off.

The present study is conducted with the objective to find out the existing personal hygiene practices being followed by rural women of villages adopted by S. D. Agricultural University, Gujarat under RKVY project.

■ RESEARCH METHODS

The Present study is conducted in randomly selected ten villages of RKVY (Under this project University has adopted 16 villages). Two hundred women respondents from

randomly chosen ten villages were selected by proportionate random sampling method. The names of villages are as follows: Dantiwada, Dhaneri, Jagol, Marvada, Kheda, Lodpa, Malivas, Moti-Bhakhar, Nilpur and Vagharol.

The personal, socio-economic and communicational characteristics of rural women were taken as independent variable and personal hygiene practices followed by the respondents were taken as dependent variables.

Interview schedule was developed for collecting data on personal, socio-economic, communicational and personal hygiene practices followed by respondents.

Data was collected by personal interview technique. Statistical analysis was done by computing frequencies, percentages, co-relation coefficient test and Standard deviation.

■ RESEARCH FINDINGS AND DISCUSSION

The results of the present study have been discussed and presented under the following heads:

Personal profile of the respondents:

It included the personal trait of the respondents, *i.e.* age, education, category, family type, annual income, occupation and mass media exposure. Data shown in Table 1