



Awareness of educational and health services among rural and urban consumers of Ludhiana district

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ABSTRACT

Health and education are defining sectors for equitable human development and sustainable and inclusive economic growth for India. The paper emphasizes the awareness level of both rural and urban consumers of Ludhiana district regarding educational and health services. For rural sample two villages were randomly selected from block one and for urban sample, two localities were randomly selected from Ludhiana city. Sixty respondents each from rural and urban areas were taken, thus making the total sample size of 120. Data were collected through interview schedule. Result revealed that for educational services, urban respondents were more aware of services like free tuition fee for girls up to 10 +2, scholarship for SCs and OBCs students and library facility. Regarding health services, awareness level for urban respondents was more for services like provision of health camps for eye, ear and diabetes etc. and incentives to mothers for delivery in government hospital up to two live births for SC/ST/BPL.

INTRODUCTION

Education and health are the two primary factors which direct the growth of the nation. A well educated and healthy population is an asset to a country. A number of services started by government of India such as Sarva Shiksha Abhiyan, Mid Day Meal Programme, ICDS, National Rural Health Mission, RCH etc. are working to improve the educational and health status of the citizen. The government has decided to increase the total Government expenditure on the health sector to 2.5 per cent of the GDP by the end of the coming twelfth plan period, from the current level of around 1.4 per cent of the GDP (Sunderarajan, 2012). The University Grants Commission (UGC) has also chalked out several plans to increase gross enrolment ratio (GER) of students in higher education from the present 20 per cent to 30 per cent during the 12th Five-Year Plan (2012-17) (Prabhu, 2012). But one cannot deny the fact that India has fared quite poorly in a number of health indicators for women and children as per the report of UNICEF of 2011 (Khyati, 2011). The condition of education sector is also abysmal

(Anonymous, 2008). There may have been lots of reasons for the poor health and educational conditions in India such as corruption, lack of awareness among consumers about their rights and responsibilities, loopholes in the policies etc. Lack of awareness is the major factor as it hinders the accessibility of consumers to the services and consumers can also not complaint if they are not aware of their rights and responsibilities. So, an attempt has been made in this paper to find out the awareness level of consumers in Ludhiana district for educational and health services.

METHODS

The study was conducted in rural and urban areas of Ludhiana district in 2010. A multistage random sampling technique was followed. While selecting respondents from rural area one block of Ludhiana district was chosen *i.e.* block I. Two villages *i.e.* Pamal and Bhanour were selected from this block. Thirty respondents were selected from each of these villages. For the selection of urban respondents, two localities