Chapter - I

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Vidarbha region of Maharashtra state includes eleven districts viz. Akola, Amravati, Bhandara, Buldhana, Chandrapur, Gadchiroli, Gondia, Nagpur, Wardha, Washim and Yavatmal. In the Vidarbha region there are three non-agricultural universities viz. Sant Gadge Baba Amravati University, Amravati, Rashtra Sant Tukadoji Maharaj Nagpur University, Nagpur and Kavi Kulguru Sanskrit University, Ramtek. There are about 1650 employees working in these universities. Vidarbha region is an underdeveloped area of Maharashtra State, where the living standard of its employees is very poor.

An organization's greatest asset is its people. The success of an organization depends upon the contribution of its employees. Employees must know what is expected of them and how they are measuring up to those expectations in order to make effective contributions. They need to know what they can do, to improve performance in their present job and to prepare themselves for more responsibility.

The success of a university depends upon its employees. Employees are the backbone of the university. The whole production and output of the university depends upon the certain qualities of employees. Employees give an effective contribution to the success of an university in the presence of the following factors:

1. Socio-economic status
2. Good health
3. Healthy attitude
4. Physical fitness.
1.1 Socio-economic Status:

The ‘socio-economic status’ is obviously a blending of the two statuses viz. social and economic. Though none of the two can exist without each other yet they are distinctively different. ‘Socio economic statuses’ appear to be the resultant of the position of an individual in a society by virtue of a complex fusion of both of them, which often do not run parallel to each other in their own areas. This intermingling takes place in an undefined and curious manner eventually to present an indicator to ‘socio economic statuses’.

‘Socio economic statuses’ would, therefore be ranking of an individual by the society he lives in, in terms of his material belongings and cultural possessions along with the degree of respect, power and influence he wields.

The socio economic status denotes the sub group to which an individual belongs in the society. Each group has its own typical sub-culture with emphasis on different values, morals and ideas etc. for instance, educationists achievement in the lower strata as they do not get ideal images for educational attainment from adults in their immediate social environment. They lack facilities to make optimum use of educational opportunities and they have lower expectations of educational outcomes.\(^1\)

The socio economic status of the group and the status of an individual in his group influence the competition and co-operative behaviour. An individual from lower class competes for different reason and for different things from those motivating people in the middle and upper economic group.\(^2\)

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An individual’s socio economic status may influence his opportunity for participation, his desire to excel, his choice of activity, and his success. However, an athletic prowess enhances social prestige and acceptance one in a low strata may be motivated to develop his athletic prowess to gain social prestige and acceptance which is denied to him otherwise being belonging to a low socio economic strata.³

1.1.1 Social Status:

The term social status have some what different meaning: Status properly signifies a social position without reference to the behaviour it entails: role, on the other hand, refers to the dynamic aspects of status, to the behavioural expectations that all persons who hold similar social position are expected to meet a role, then, is a collection of prescribed, proscribed and permitted behaviors associated with a social position or status. Thus Status as the key term in the understanding of the social differentiation and stratification of human society.⁴

The dictionary meaning of the term status is “The condition of a person... are determined and therefore the nature of the legal relations to the state or to the other person into which he may enter ...position or rank in relation to other (as in social order, community, class or profession), relatively rank in a hierarchy or prestige”.⁵


According to International Encyclopedia of Social Science “Status defines what a person is expected to do”\(^6\).

The dictionary defines status as “A position in a social group or in society. Relative position rank or standing Locus in the social of an individual or group”\(^7\).

So all it is suggest that status as a concept used to denote a person’s position in a social group. In all these definitions, the characteristic of relatively is basic to the concept of status. That is to say, the status of an employee or a group does not exist in vacuum but is relative to the status or position of other employees and group in the society.

Each employee holds, simultaneously, many social statuses. Over time they drop certain age specific statuses and acquire other new ones. Also over time we desire, pursue, and sometime achieve new, valued, and rewarding statuses usually in realm of occupations. Unfortunately or fortunately depending on one’s sense of justice and preference for a particular social ideology, every society possesses a differential reward system with respect to occupational statuses.

As Goslin observes: “although the number and variety of position to be filled varies from society to society, it has thus for been true in every society that the available position have carried with them unequal responsibilities for and demands upon their occupation” even more important,

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the world has not yet seen a society in which the occupations of all positions were accorded equal reward or status. As a result there is competition among the members of the society for those position receiving the greatest reward and carrying with them the greatest responsibility and prestige. ⁸

1.1.2 Perspective of Social Status Development of Employees:

Social development is a broad concept encompassing improvement in the social status of the individuals. Social development lays stress on provision of health service—education, housing, cultural amenities’ protection of children, a change in the status of woman employees, regulation of labour and improved status for employees and reduction of disease, poverty and other social illness.

Social development is a process that aims at the total development of employees. Social development is inter-sectoral, inter-regional, inter-disciplinary and structural reforms to provide greater social justice.

According to T. K. Unnithan “Social development may be seen as a process of ushering in a new order of existence. The quality of life the quality of social relations which exist would indicate the level of order of existence”. ⁹

The greater capacity of the social system, social structure, institutions and policy to utilize resources to greater favorable changes in levels

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of living interpreted in the broad sense as related to accepted social values and a better distribution of income, wealth and opportunity. Social development is more concerned with the investment in human beings a unit of investment in health, social welfare, education etc., is, in ultimate analysis, as productive as a unit of investment in organization.

The major objective of social development is to improve the well being of the employees. The provision of social welfare service and the living levels generally measure it. The social development of an employee provides him better recognition in the society.

1.2 Economic Status:

The word 'economic' is used generally for motives involving earning a livelihood, the accumulation of wealth and the like. The economic endeavour entails cherishing of things because of their material value and pursuer, by virtue of this activity, carves for himself a place in society recognized as 'economic status'. Economic status, thus, stratifies modern population according to the amount and source of income, which is usually derived from a set of occupational activities, the ownership of property or both. Economics tries to capture the essential aspect of particular type of behaviour. It is helpful to employees to satisfy their needs and provide maximum personal benefit. Economic status is beneficial to the employees in following manner:

1. The particular concern of economic science is employee's choices behaviour in relation to production and consumption.

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2. In economics we assume that employees choices are rational. This means that in making choices employees will choose what seems to them to be the best possible option.

3. Like other science, economic status builds ideal models of behaviour from which it derives predictions about behaviour under imperfect conditions.

4. Once these predictions have been made, an economics, test them against the imperfect behaviour that we find in real world.

1.2.1 Perspectives of economic status development of employees:

Economic development- a high growth rate of national products is a means to end, i.e., it cannot in itself be the ultimate objective – the final goal of a dynamic society. Economic growth is never more than the method of obtaining the mean through which a nation plans to achieve some form of social progress or social change. Developing nation has become increasingly conscious of the social aspect of economic planning. It is now generally realized that economic development should mean towards the eradication of hunger, illiteracy, diseases and reduction of existing social and economic inequalities, the consequences of growth without development are too painful to be ignored.\textsuperscript{12}

Economic development is upward moment of the entire social system. Economic development may be interpreted as the attainment of ideals modernistion \textit{such as rise in productivity, social and economic equalization, development of modern knowledge and attitude}, and a rationally coordinated system of policy that may on the one hand remove the

host of undesirable condition in social system that have perpetuated a state of under development while other promote better nourishment, better health, better living conditions, etc.”.13

As the ultimate purpose of economic development is to provide increasing opportunities to all employees for better life, it is essential that it brings about a more equitable distribution of income and wealth for promoting both social justice and efficiency of production, to raise substantially the level of employment, to achieve greater degree of income security, to expand improved facilities for health education, nutrition, housing and social welfare, and to safeguard the environment.

It has been realized increasingly over the year that social development of employees is necessary not only to provide opportunities for self-development but also as a vital contribution to economic development. The distinction to economic development. The distribution between social and economic development is no longer tenable. Economic development is necessary to achieve most social goals and social development, which in turn is necessary to achieve most economic goal. The purpose of socio-economic development is to permit employees to lead economically productive and socially satisfying lives.

Socio-economic status is a important sociological concept and is usually measured in terms of occupation of father, education of father, income, social caste and class, neighbourhood, material possession, land, farm powers, family and amount of social participation.

In commercial societies money evolved was the most important factor. The income of person decides his status. Education is also responsible for the socio-economic status, which brings out the desirable change. Due to education one can change the job and own a high economic status. It is seen from the finding of various research studies.

1.3 Factors Regarding Socio-economic Status:

1) Age:

Age of an individual decides his position in the group. On the basis of age the status of an individual differs. Age is accepted as a qualification for the performance of role. The position of the child cannot be same like that of the old person. It may be possible that in some society the more significance is given to the children, but that respect is not given to them which is given to the adults and old. Simmons concluded that in every society adult is given prestige, respect and particular facilities and this is due to their more age.\(^{14}\)

It should also be remembered that not only the age, but related to their age experience, knowledge of the person could also improves the status of a person. The respect is given to the adults is also due to the social and family difficulties solved by them.

Secondly, it should also be remembered that adult and old people have got high status than the adult and old woman. The reason behind this is that out of house in any field like politics, garment, religion, magic and economical condition, high status is given to the man than woman.

2) **Sex Dichotomy:**

In psychological terms, sexes differentiated in terms of roles. Besides certain religious roles are differentiated on the basis of sex. Certain religions rites are excluded from female’s participation.

The status of male and female is different in India because of patriarchal family system. The males enjoy superior status than females. The role of female is the care and rearing of children and that of the male is to perform outside activities.

In every society it is said that a woman is powerless, strengthless and so in any condition from birth till death she is in need of protection from the man. It is also said that in Hindu society women are at lower status as compared to men. There are many other cultures in which high status is given to the women in religion and magic fields. Difference can be made in the related functions of men and women on the basis of zoologists and culture.

It is seen that society and cultures had made different status for men and women. Men are more useful for some functions and for other functions women are more helpful. Even though in a same society according to particular culture differences are made in assigning the status to man and woman.

3) **Caste:**

Social status that we are more concerned is the hierarchical character or social prestige of the caste groups. Caste groups have different degrees of social prestige, which is correlated with a host of other socio-cultural factors. The caste system becomes an important aspect of the social
structure. The social prestige of the caste groups in a community would depend upon the degree of unanimity in grading the groups by the members of the community and the relative prestige of the groups would be indicated by their relative position in the graded hierarchy. In a community, which is dominated by the caste system, the prestige of caste groups is correlated with a number of socio-economic variables. Swiver (1985)\textsuperscript{15}, indicated that in communities which are stratified on the basis of caste system there tends to be a congruence between the social status of caste groups and the prestige of occupations followed by their members. In the community based on caste system there is an intimate relationship between caste hierarchy and hierarchy based on socio-economic status background.

4) Kinship:

Besides sex and age a particular person can get particular position on the basis of kinship. From the early childhood social condition of father and mother becomes favourable to the child. Son of king is called prince and son of beggar is called beggar\textsuperscript{16}. Children of some impressive, intelligent persons may be foolish and the foolish person’s children may reach to the improved limit of intelligence, even though kinship is significantly helpful in giving particular social status. Due to kinship the man has got status like mother-father, son-daughter, aunt-uncle, husband-wife, grandfather-grandmother, brother-sister and so on. On the same basis the mother-in-law's

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\textsuperscript{15}I.A. Swiver, "A rational radical: his contribution to the development of social work" Dissertation Abstract International, Vol.-45(9), 1985, p. 569

status is much more high as compared to her daughter-in-law. In few societies, the status of nephew is much more high than uncle. All these things are related to functions of the children and adults due to kinship.

5) Distinction on Wealth:

To get a definite position, wealth is one of the significant criteria. It is seen that generally the persons who don't have talent can achieve high status in the society only on the basis of wealth.

"Karl Marks" have made a distinction of society in two classes 'Haves' and 'Have-nots'. In which the former is rich and the later group is wealthless. On the basis of the wealth, the person has got a particular position, respect and status in the society.¹⁷

The social status of rich people is always high. they are rulers as well as corrupters. The wealthless people are only hard worker and only due to their hard work they can earn the bread for their family. This poor hard worker is non-corrupted and ruled by the richest.

To the rich one to become the leader to get more popularity and respect only the money is needed, on the other hand there are some tribal, in whom, for getting leadership and high status the person had to leave his wealth and he has to love to hate it, but the person who unnecessarily invest his money in useless things they also get high social status.

Even in this modern age significance is not given to the 'Bank balance' but it is given to a person who makes a news of his wealth and due to use of high prized dresses, as car. a bungalow, servants and other luxurious

things. These types of distinctions are seen in the society due to wealth to achieve high status.

6) Education:

In modern societies the relationship between socio-economic status and education is an intimate one. Education is a status symbol as well as a means through which higher occupations can be achieved.

From the psychological point of view occupation includes the ways in which a person tries to influence the behaviour of another that behaviour may include knowledge, skills, habits and attitudes. Higher education and the utilisation of facilities given at the post matric level create a new dimension. Schooling is not in itself a guarantee for job fulfillment or for realising the desired social prestige.

Mahatma Gandhi’s definition of education fits into the meaning implied here, “Education is drawing out of the best in child and mans. body mind and spirit”. If occupational prestige is an indicator of social status then there should be a definite correlation between occupational grade and the amount of education of members in that grade.\(^{18}\)

Occupation is the best single measure of the socio-economic status position. However, including additional information, such as education and income can increase explained variance in the measure of social class. In addition different items may assess unique dimension of socio-economic status, which together may represents more completely. The variable traditionally used to assess socio-economic status is education and income:

additional measure includes employment status, possessions, family background and presence of reading material in the home.

An employee's socio-economic status and social class membership are determined by both ascribed (i.e., inherited) and acquired (i.e., achieved) statuses or characteristics. For example: a female employee who is black, whose family belongs to Methodist church, and is classified as lower middle class and social class position as a result of ascribed or inherited characteristics. If this woman, during her adult life, becomes wife and mother, complete Ph.D. in economics, works her way to professor of an university, and, together with her husband, achieves upward social mobility in to the upper class, these new statuses would be result of acquired or achieved characteristics. Thus the social and economic qualities of employee and his family background, determine his socio-economic status.

1.4 Socio-economic Status of Employees in India:

Condition of working employees in India has improved considerably in recent years. Ironically, despite the improvement in their status. Economic independence of employees is important as it enhances their ability to take decision and exercise freedom of choices, action, thought etc., many of the employees, who control own income, do continue towards the economic need of family as and when required. They often participate in discussion at their workplace and their views are given due weightage before any final decision. Independence of earning of the employee increases his bargaining power in the family. This bargaining power depends upon the nature of work he is employed in but the income earning activities increase workload of an employee at the workplace. An employee plays major role in restructing the society as well as the economy.
Jatia Satyanarayan (1999), former Union Labour Minister of India said in the 87th session of International labour conference. About ‘Decent Work’ which provides the right direction and thrust to the policies and programmes of the ILO in changing context of social and economic environment globally as well as nationally.

This report has adopted a strategic objective approach taking into account the economic, employment, emerging social condition as well as the rapid technological changes. We welcome the dominant theme of ‘decent work’ which is the corner stone of strategic objective and which also has been embodied clearly and forcefully in constitution of India in directive principles of state policy.

The Asian region in the recent past experienced major financial crises as a result of which over 20 million employees lost their job. There was runaway inflation and consequential fallout adversely affecting wage of the employees. Logically, therefore, employment should be on the top of agenda of the ILO in coming decades, such as the dignity, equality and respect with which every worker as a human being deserves to be treated should be integrated in the employment policy and wage policy so that there is employment generation leading to detect income, livelihood and quality life as the logical corollary.

Occupations, high labour mobility, dispersed functioning of operations, casualisation of labour, lack of organizational support, low bargaining power, etc. all which makes it vulnerable to socio-economic hardship of the employees.

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In the Indian context, socio-economic security is a comprehensive approach designed to prevent deprivation, assure the individual of basic minimum income for himself and his dependents and to protect the individual from any uncertainties. The State bears the primary responsibility for developing appropriate system for providing protection and assistance to its workforce. Socio-economic security of employee is increasingly viewed as an integral part of the development process. Because it helps in creating more positive attitude towards the challenge of globalization and to consequent the socio-economic changes and technological changes.

Socio-economic security protects not just the employee but also his/her entire family by giving benefit packages in financial security and health care. Social security schemes are designed to guarantee at least long-term sustenance to families when the earning member retires, dies or suffers a disability. Thus the main strengths of the socio-economic system is that it acts as facilitators. It helps employees to plan their own future through insurance and assistance. The success of socio-economic schemes however requires the active support and involvement of employees and administrations.

1.5 The Role of state University Administration in Promoting the Socio-economic Status of its Employees:

The aim of any organization is to provide good life to its employees. The well being of the employees is becoming increasingly dependent on the efficient management and administration rather than on the separate efforts of employees. The success of ‘social welfare’ ultimately depends on the adequacy of the administrative apparatus prevailing in a university. The administrative set up must respond to the social milieu and to ideas, beliefs, expectations and value of the employees.
Administration is an instrument of bringing social action through implementation of social policy. Social policy must be studied in the socio-economic perspective of the organisation, which is undergoing a constant change. Administration in this sense as a process of bringing employees welfare through socio-economic change, and implementation of social policy decision for the total welfare of the employees. Thus it “encompasses every act, every technique and every consideration in the process necessary to transforming social policy into social service” thus administration is the study of development, structure and practices of the social services.\textsuperscript{20} Social economic service includes programme encompassing education, health, social security, the construction of adequate housing, and the provision of fair wages. In other words it includes all measures designed to satisfy man’s material, social and spiritual need to the fullest possible extent.\textsuperscript{21}

The social service provided by the university management plays important role in promoting the socio-economic status of its employees. Social service is an organized activity that aims at helping towards a mutual adjustment of employees and then socio-economic development. This objective is achieved through the use of techniques and designed to enable employees to meet their needs and solve their problem of adjustment to a changing pattern of society, and through cooperative action to improve economic and social conditions.


As an employee, you are a source of socio-economic security protection for yourself and your family. As a administrator (university management) you are responsible for providing adequate social and economic security coverage to all your employees. However, information and awareness of the employees are the vital factors in widening the coverage of social economic security scheme.

As the socio-economic status is developed, it changes the behaviour, habits, attitudes and living style of the individual. A healthy socio-economic status will have powerful motivation to satisfy his needs.

1.6 Health:

Healthy people constitute a healthy nation. Health would be that level which would enable the individual to live life to the fullest. Health is the ability of the body to sustain adaptive effort and is used to imply body power, vitality and ability to resist fatigue. Health is sometimes considered as total outcome of organic, neuro-muscular, interpretive and emotional development.\textsuperscript{22}

Health is man's greatest wealth, he who has health must cherish it with care lest he should lose it. To this end he must have adequate knowledge of how to live healthy. Health is not merely absence of disease; it is positive quality of living body which fitness for one's work and happiness are distinguishing marks.

Health is essentially a sub-domain of physical, mental and social health. The capacities or limitations of an individual in relation to his working

and occupation to achieve that desired target play an important role in promoting physical, social and mental health. Vocational health emphasizes upon the problem of livelihood and ensures the fulfillment of economic needs of an individual.

1.6.1 Occupational Health:

Occupational health is a field that is concerned with the health and welfare of workers in various professions. Health is very important for the development of the society, one's own self and for the country.

According to W.H.O., "Occupational health should aim at the promotion and maintenance of the highest degree of physical, mental and social well-being of workers in all occupations. The prevention among workers of departments from health caused by their working conditions; the protection of workers in their employment from risk resulting from factors adverse to health; the placing and maintenance of the workers in an occupational environment adopted to his physiological and physiological equipment, and to summarize, the adoption of work to man and of each man to his job."\(^{23}\)

Having a healthy body is considered to be of great importance for any individual. From the professional point of view of society, too, the remaining health of an individual is considered to be important, because if a person is sick or disease affected, he can pose a risk for the society directly or indirectly. Health has been accepted as of great importance for the country and the society for the sake of development of the country. For one's own self and for the professional progress.

In the context of occupational health it is generally accepted that a man who has health, has hope and he who has hope, he can achieve his objective; or, in other words it can be said that, a person who is hopeful, or optimistic has everything. Occupational health is like honey in the flower of life, because an individual by using his physical health and setting himself suitably in the social environment, makes his livelihood and brings up his family.

In the context of occupational health it is generally accepted also that to buy a village health for a ton of manure is comparatively more valuable, because occupational health is considered to be the oldest and the most valuable kind of wealth. It is believed that occupational health is the first and the most important means of carrying out of life's duties, for because of this very health a pevour achieves success by developing himself, his family and his country.

On the basis of the above facts it can be concluded that occupation health is a means for the individual, because a man has to perform many kinds of work, and he has to support the member of his family. For the fulfillment of his other objectives, he has to carry out many difficulties in life: Moreover, individuals like the saints, the teacher, the politician and the labourers etc. can achieve success only when they are healthy and occupationally. Because without occupational health they can be unsuccessful in carrying out their work in the right manner.

In the modern occupational health, the emphasis is upon the people, the condition in which they work and live, their hopes and fear and their attitudes towards jobs. For the university's production it is necessary to safeguard the health of workers to provide a safe "Occupational environment". Occupation environment is the sum of external condition and influences, which prevail at the work place.
1.7 Health Problems of Employees:

Man has to face many problems in modern age. Modern man has become the victim of many complex problems. He has to face difficulties at every step and these difficulties have adverse effect on the personality of a man. These problems may be physical, emotional, social, political or any other type; but they affect the man and he becomes the victim of physical and emotional disturbances.²⁴

Mechanical age has reduced the capacity of man to do the work. Man has become very comfort loving. The idleness of the man has created many problems. The problems are increasing to the extents that the life of man on earth is becoming more and more difficult.

It is fact that a sizeable portion of employees in the universities suffers from health problems that are mostly work generated. In Indian Universities employees flooded with over stress trying to attain strength from their cups of coffee and puffs of cigarettes. Many employees report for work on time and work for unlimited hours. That the University stands to earn more if employees put in additional work hours is only a myth.

Poor eye sight, spondylitis, discomfort, fatigue tension, depression, irritability, low back pain, asthma, diabetes, high blood pressure, low blood pressure, unhealthy sleep and obesity are only a few of problems. Lack of care can lead to long term ailments, wherein not only the employee concerned, but his entire family has to suffer.

Another problem that has a direct implication on the employee's psyche is lack of a feeling of belonging to his university. "There is much more an employee expects from his organisation, beyond a work-salary relationship. A sense of attachment to her university is very important", opine employees by and large. Prof. B.M. Hedge, Vice Chancellor, Manipal Academy of Higher Education, agrees "Japan has the lowest rate of heart attack in the world. One of the reasons is the absence of difference between the boss and workers. So a sense of belonging helps". A glance at various organisational website and annual reports reveal that the lack of comprehensive health plan for the employees has resulted in indirect, recurring losses for organisations. In a Canadian government study, the Canada Life Assurance Company experimental group realised a four percent increase in productivity after starting an employee's fitness programme. Further, 47 percent of programme participants reported that they felt more alert, had better rapport with their co-workers and generally enjoyed their work more. Swedish investigators found that mental performance was significantly better in physically fit workers than in non-fit workers. Fit workers committed 27 percent fewer errors on tasks involving concentration and short-term memory as compared with the performance of non-fit workers. Studies by various US and UK-based Medical Research Institute have shown that 80-90 percent of people of any age, gender, physical fitness and profession who use a computer regularly are like to suffer from vision and health problems. Another study conducted by Department of Human factors Engineering, University of Occupational and Environmental health, Japan, showed that visual strain occurred after 60 minutes of video display terminal (VCD) task.25

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Health is fundamental to national progress. When considered in terms of resources for economic development, nothing can be considered to be of greater importance than the health of people. It is a measure of their energy and capacity as well as potential man-hours for productive work in relation to the number of persons maintained by the nation.

Health requires constant efforts of an employee to maintain it at optimum level determined by heredity. However, environment, internal and external, social, cultural and economic status also play an important role in influencing health but mental attitude is the real determinant of health status. Positive attitude adds zest to life and improve health. Health is inherited but personal, environment, socio-cultural and mental attitude determines its level and extent.

An employee's health is his own responsibility. Wise and timely attention to health offers a good reward, whereas negligence brings its punishment.

1.8 Global Outlook for Health Promotion at the Work Place:

For many in health promotion field, there is a feeling, which a great deal has been accomplished over the past 25 years. For example, they cite with Pride and extensive growth in work-site health promotion programmes and number of research studies that have been conducted that well designed, properly administered and appropriately evaluated health promotion programmes can be effective physiologically and economically. Health promotion is truly a global issue, and it is important -- if the future of health promotion is to be positive -- that will approach it from that perspective.26

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According to **Brundtland Gro Harlem (1999)**\(^{27}\), Director General of WHO identified four distinct challenges to be addressed in order to improve the world's health.

1. There is a need to reduce greatly the burden of excess mortality and morbidity suffered by the poor.
2. There is a need to counter potential threats to health resulting from economic crisis, unhealthy environments or risky behaviour.
3. There is a need to develop more effective health system.
4. There is a need to invest in expanding the knowledge base.

Health promotion must play a larger and more significant role in countries of all development levels in order to tackle these challenges.

According to **Chen Jidi (1999)**\(^{28}\), health promotion developments in China, providing data that support the many changes that are occurring there. It is quite clear that China has embraced the concept that the promotion of healthy life styles is the key for reducing chronic disease and improving quality of life.

According to **Beam Don Nut and Wise Marilyn (1999)**\(^{29}\), from the University of Sydney's Australian centre for health promotion, provides a very complete overview of current trends, policies and practices of health

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promotion in Australia as well as a number of sounds recommendations as to what has to be done in the future.

*Singh Rabinderjeet (1999)*\(^3\), introduced Malaysia. This country of 21 million people in South East Asia in undergoing an epidemiological transition from infectious to non-communicable diseases which is typical for emerging nations now a days and will change the dynamics of global health. Especially interesting is the University Sains Malaysia's mandate to carry out a major research programme to focus on healthy life styles. This new programme underlines the fact that governments cannot shut their eyes any more to the shifting disease burden worldwide and to necessity of health promotion.

Although some *American* view this increase in workload as a positive factor, most American crying for more leisure time. Americans must work harder in order to compete against foreign competitors. Today, many people still feel that they have a less free time to participate in health promotion programme. The American government now started many Health Promotion Programmes on the work place as to promote the health of the employees.

In *Eastern Europe*, there were quite developments. They began in Soviet Union after the October Revolution of 1917 when free health services concentrating particularly on prevention were introduced. While in Western Europe and North America occupation of health Services are provided voluntarily by employers and to a limited extent by Governments.

All health services in the Soviet Union are the responsibility of Ministry of Health and are organized into separate stream of therapeutic and preventive medicine. The former is provided by hospital, polyclinics and the medical departments of large plants and the later by the Sanitary and epidemiological stations in towns, rural areas, also in large plants. The physician in the hospitals and polyclinics are responsible for the medical care of people at work and the diagnosis and treatment of occupational diseases, while the staff of the Sandiest are responsible for preventive measure including the assessment and control of the environment, both inside and outside the work place.

After the second world war both Bulgaria and Rumania, which had previously been inactive in this field, followed the Russian method of organizing health services into main stream of therapeutic and preventive medicine and like the Soviet Union, have placed considerable emphasis on occupational health.\(^{31}\)

Yugoslavia, which had a little provision for workers health and safety before 1945, has made rapid developments, but in a different way from the socialist countries. Therapeutic and preventive services for workers are organized into one health department in large plant and in district centres serving group of small plants.\(^{32}\)

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1.9 **Health Development in India:**

India has initiated several national health programmes in ninth five year plan. The world health organisation estimates that more than 56 billion US dollars are spent on health research but less than 10% of it is spent on diseases that afflict 90% of the world's population. Between 1975 to 1997, 1223 drug compounds were launched but only eleven of them were designed for tropical diseases. India is a poor country mired in paradoxical situation\(^{33}\), but it is always well aware about the health problems of its employees and set up many committees from time to time, such as: 'Bhorse Committee (1946), This committee was appointed in 1943 to survey the existing health conditions and health organisation in the country and to make recommendations for the future development. 'Jugalwala Committee (1967), appointed by the Indian Government to examine the various health problems including those of service conditions. 'Kartar Singh Committee (1973), on 'multipurpose workers under health and family planning' was constituted by Government of India. 'Srivastava Group on Medical Education and Support Manpower' was appointed by Government in 1974, recommends that the Government of India should constitute under an Act of Parliament a Medical and Health Education Commission for coordinating and maintaining standards in medical and health education on the pattern of University Grant Commission.\(^{34}\)

The university teachers in their respective areas may be appointed to serve on these committees. They can provide valuable material.

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This would encourage useful and meaningful relationship between the Government and Universities. University professors are seldom, if ever, invited to serve on advisory committees of other public bodies where their specialised knowledge and highly trained minds could be valuable. It is perhaps desirable for teachers not to take too active a part in political controversy in public forum, but it is short-sighted to refuse to make use of their special qualifications outside lecture room.\textsuperscript{35}

India has the potential to be at the forefront of modern health care, gives its strong base in quality health care professionals and cost effective world-class health research. India has the opportunity to harness these strengths to deliver quality health care not only for its employees but to larger geographical religion as well. To realize the vision of health society, India has to focus on health development with the mission of creating an affordable and efficient health care system, balancing preventive and curative measures and establishing an enduring public-private partnership. Besides that we have to use weapon of employees education on health matter in a big way to alter life style of out people. This single intervention can go a long way to lay the foundation of healthy life for its employees.\textsuperscript{36}

Now these days, all the countries given a high priority to employees health. Since their national prosperity depends on speedy production output in which employees health and environments are especially important.


\textsuperscript{36} W. A. Robson, "India Revisited", Political Quarterly, Oct-Dec. 1960, p. 436.
1.10 Relationship of Health with Socio-economic Status:

Good health is prerequisite to human productivity and the 'development' process. It is essential to economic, social and technological development. A healthy community is the infrastructure upon which to build an economically viable society. The progress of society greatly depends on the quality of its people. Unhealthy people can hardly be expected to make any valid contribution towards developmental programmes. Health is man's greatest possession, for it lays a solid foundation for his happiness. 'Charaka', the renowned Ayurvedic physician is known to have said: "Health was vital for ethical, artistic, social, material and spiritual development of man."

धर्मार्थकाम मोक्षानाम् अरोग्यं पूर्लं उत्तमम् 'Buddha' has said that of all the gains, the gains of health are the highest and the best. आरोग्यं परम् लाभम् Health is not only basic to leading a happy life for an individual but it is also necessary for all productive activities in the society. who would deny that a soldier who is not keeping good health cannot be expected to defend the frontiers of his country even when he is provided with the latest sophisticated weapons. Similarly, who would deny that an unhealthy farmer with the best possible technological know-how would not succeed in producing the best that can be expected of him? Obviously what is true of an unhealthy soldier or an unhealthy farmer is also true of other categories of workers. Thus no university can expect the optimum output if it does not employ healthy employees or does not make and provide adequate facilities for efficiency, good health and socio-economic status of employees are inter related.

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The Planning Commission (1968), has stressed the vital importance of public health in the enrichment of community life. It has been stated: "Health is fundamental to the national progress in any sphere. In terms of resources for economic development, nothing can be considered of higher importance than the health of the people which is measure of their energy and capacity as well as the potential man-hours for productive work in relation to the total number of persons maintained by the nation. For the efficiency of organisation, the health of the employees is an essential consideration." As stated by Adeoyelambo (1975), in his article 'Total Health' in world health; "It is now apparent that a more balanced consideration of the biological, social and cultural aspect of health is needed. Life is a process and not a substance - a living system based upon the primacy of continuity and inter-relatedness throughout the universe. If man and his family are to remain in empathy with the emerging necessities in developing milieu, an adequate design of interdisciplinary tools will have to be made to assist in this task of providing a total health package."

Nyam-Osor (1978), Minister of Public Health, Mongolia reads the poem, which glorifies "Health" in 31st session of W.H.O.

"Happiness, happiness, happiness
It may be different origin on earth
But the happiness of being healthy
Is the real happiness"

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Thus, there can be no two opinions that health is basic to national progress and in terms of resources for economic development nothing could be greater significance than the health of the people. To quote Herophilas, 300 B.C.

"When health is absent
Wisdom cannot reveal itself
Art can-not manifest
Strength can-not fight
Wealth become useless
And intelligence can-not be applied."

Obviously, the relationship between socio-economic development and progress of health is extreme importance. In fact, every aspect of economy has a health component, which has no important bearing on the overall socio-economic development. Thus, as stated in a WHO paper on public health, "The health component and other components of the total system necessarily interact. Health not only affect the remainder of the socio-economic complex but is also affected by it, sometimes favourably and sometimes unfavourably."

The promotion and protection of the health is essential to sustained economic and social development and contribute to a better quality of life. According to Benjamin (1965), "In these countries where health conditions are worst that relatively simple and low-cost health programmes can produce dramatic lessening of the ability and disability of the labour force". Better health is generally associated with better capability and leadership. According to Myrdal (1968), "The required personal qualities

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are certainly multiple and probably have a synergistic action. However, there can be no doubt that health play an essential part." Better health includes positive attitude to economic growth and modernisations. The individuals become citizens as they hope for future more pleasant and enjoyable.\textsuperscript{44}

Thus, health is that state of body and mind in which the individual is not only free from disease but also he is able to "live most and serve best". 'Living most' or optimal level of health towards life, is capable of enjoying the blessing of life, is not unduly fatigued when attending to his normal duties or daily chores, is well adjusted both mentally and physically, and is socially sound. Diseases is a part of human life but falling prey to disease frequently, is a bad sign of health. A healthy person, through the knowledge of principles health, hygiene and personal and environmental cleanliness makes best efforts to be tune mentally and physically. For such a person, prevention is better than cure. "Serve best" refers to an active, alert and healthy individual who is capable of serving himself, the neighbours, the nation and the humanity at large; he is an asset rather than a liability. The weak, the unhealthy and the diseased one, demands the care from others while the healthy person contributes his share to the care and service of others.\textsuperscript{45}

The healthy employee works well and helps production and adds to the comfort of life. The welfare of the 'self' and that of 'society' lies in healthful living and not in sick attitude towards life. Health is qualitative living. Employees health leads to social health and social health to national health.

Socio-economic status helps the employees in making their personal adjustment, group adjustment and adjustment as a member of the society. Sound social interaction at the early stage of life builds up a correct attitude, which goes a long way in helping the employees to adjust in the society.

1.11 Physical Fitness:

Getting moving is a challenge because today physical activity is less a part of our daily lives. There are fewer job that require physical exertion. We have become a mechanically mobile society, relying on machines rather than muscles to get around. In addition, we have become a nation of observers with more people spending their leisure time pursuing just that - leisure consequently, statistics shows that obesity and over-weight, the problem that comes with high blood pressure, diabetes, cardiac arrest etc. are on the rise. But statistics also shows that preventive medicine pay off, so one should not wait until his/her doctor gives an ultimatum. Hence everyone must take the initiative step to get active.⁴⁶

When employees enter the workforce today, they face a much different reality than their parents and grandparents did. The modern flexible workplace present many stressful situation heavier workload, fear of layoffs, and constant pressure to update skills. The need to gain more knowledge and out-put is taking time away from highly-valued leisure activities. To combat this dilemma, management should allow time during the workday for employees to participate in the physical fitness and wellness Programmes, as

purpose to update their knowledge and skills. Many organizations are attempting to increase the physical fitness level of their employees to help stem the rapidly increasing employer health costs.47

In this regard some one has rightly said; “physical fitness and wellness are one’s richest possessions; they cannot be purchased, they are to be earned through regular and systematic fitness programme and positive life style habits”. Long ago Plato observed “the body must need be vigorous in order to obey the soul; a good servant ought to be robust. The weaker the body, the more it commands, the stronger it is, the better it obeys… in order to think, we must exercise our limbs, our sense and our organs, which are the instruments of our intelligence. In order to derive all the advantages possible from these instruments, it is necessary that the body, which furnishes them, should be robust and sound”48.

These are not hollow words or the fiction of an idealist philosopher’s brain; because health and fitness are quo non-human life. Healthy and fit employee is an asset while weak employee, a liability; is a truism; the former commands and latter demands. If an employee’s body is under developed or grows soft or inactive and if he fails to develop physical prowess, he is undermining his capacity for thought and for work, which are of vital importance to one’s own life and society in a welfare state. Realizing that employee’s efficiency and productivity are much dependents exclusively on his/her health and fitness.


The world's greatest thinkers have stressed the importance of physical fitness in living a productive, meaningful life. The Greek philosopher Aristotle stated, "The body is the temple of the soul, and to reach harmony of body, mind and spirit, the body must be physically fit." John Locke, an English philosopher, wrote, "A sound mind in a sound body is a short but full description of a happy state in this world; he that has these two has little more to wish for."\(^{50}\)

Today there is growing emphasis on looking good, feeling good and living longer. Increasing scientific evidence tells us that one of the keys to achieve these ideals is fitness and exercise.

According to Clarke, "It is the ability to carry out daily tasks with vigorous and alertness, without undue fatigue, ample energy to leisure time pursuits and to meet unforeseen emergencies and to carry out work in circumstances where unfit person could not continue."\(^{51}\)

Physical fitness is the capacity to carry out, reasonably well, various forms of physical activities, without being unduly tired and includes quality important to the individual's health and well-being.

Physical fitness has been defined in various ways. Some one defined it as absence of disease, and some one some rate this according to the amount of musculature developed, and few define physical fitness as ability to perform certain skill. Thus we can say that, "physical fitness is the measure of

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the body's strength endurance and flexibility" but here in this regard "physical fitness is the ability of the body to respond or adapt to the demand and stress of physical effort".

An individual who is physically fit his/her body systems function efficiently. He/she has sufficient strength to engage in vigorous physical activity he is able to perform their daily tasks. He recovers quickly from fatigue. He has reserve of strength, energy and stamina for emergency.

The late USA President Kennedy said, "For physical fitness is not only one of the most important keys to a healthy body, it is the basis of dynamic and creative intellectual activity. The relationship of the body and the activities of the mind is subtle and complex. Much is not yet understood, but we do know what the Greeks knew: that intelligence and skill can only function at the peak of their capacity when the body is healthy and strong; that hardy spirits and tough minds usually inhabit sound bodies."

Thus physical fitness require to employees while performing their daily activities. It creates positive outlook among employees. It cultivates the qualities to handle the difficult situation easily and finish the work in shortest duration.

1.11.1 Component of Physical Fitness:

Physical fitness is a very desirable quality to possess. However, physical fitness can be defined many ways and several components of physical fitness have been identified.

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The following question need to be asked: "fitness for what?" does the employee desire physical that will contribute to general physical health or does he or she want physical fitness that will ensure outstanding performance in some tasks? The question that makes up both health-related physical fitness and performance-related physical fitness largely the same. However, some of the qualities may need to be developed to a greater extent in performance-related physical fitness than in health related physical fitness. The qualities essential in both types of fitness are cardiovascular function, body composition, strength and flexibility.\textsuperscript{53}

**Cardiovascular Function :-**

The first physical fitness component is regarded by fitness experts as the most important of the four fitness qualities, particularly in the area of health-related physical fitness. The reason for this is that diseases associated with circulatory system are some of the principal cause of death among employees, and it is though that vigorous physical activity improves cardiovascular function and thus reduces the incidence of circulatory disease.

The literature clearly demonstrates a strong relationship between cardiovascular fitness and health. Basically, if an individual has poor cardiovascular fitness, he or she can usually a concomitant increase in diseases associated with cardiovascular health, such as coronary artery disease, stroke, diabetes, hypertension and high blood lipids.\textsuperscript{54}


\textsuperscript{54}David N. Camaione, "Fitness Management" (Dubuque : WCB Brown and Benchmark, 1983), p. 3.
Cardiovascular fitness is important in supplying the muscle with fuel oxygen. The more efficient the cardiovascular function the longer an employee will be able to sustain work. It represents the ability of the circulatory, respiratory and other system of the body to put forth an extend and persistent effort.

**Body Composition :-**

The second physical component, relates to the make up of the body in terms of muscle, bone, fat and other element. In respect to physical fitness it particularly refers to percentages of fat in the body as they relate to the fat free content. An excess of fat in the body is unhealthy because it requires more energy for movements.\(^{55}\)

And may reflect a diet high in saturated fat. Furthermore, it is believed that obesity contribute to degenerative diseases such as high blood pressure and arteriosclerosis. Obesity can also result in psychological maladjustments, and it also may shorten life. A balance between caloric intake and caloric expenditure is necessary to maintain proper body fat content.

The relationship between body composition and associated between body composition and associated diseases is well supported in the scientific literature. There is a great deal of evidence associating such illness as diabetes, hypertension, stroke, kidney malfunction, pancreatic insufficiency, gout and certain eating disorder with high percentage of body fat.

**Strength :-**

The third physical fitness component is the ability of a muscle or muscle group for existing force against resistance. Strength is needed in all

\(^{55}\)C. A. Buchar and D. A. Wallest, Ibid, p. 147.
kinds of work and physical activity. Muscle that is strong results in better protection of body joints and fewer sprains, strains, and other muscular difficulties Further posture and provide for greater endurance, power and resistance to fatigue. Strength is also a very important element for engaging in difficult works activity. The best individual pays particular attention to developing strength in various muscle groups.\footnote{D. C. Neiman, “Fitness and Sports Medicine, an Introduction” (Palo Alto : Bull Publishers, 1990), p. 183.}

Muscle fitness literature addresses the inability of individual to sustain muscle effort over a period of time, including such basic movement as standing, sitting or walking without fatigue. Many people suffer problems related muscular imbalance or weakness.\footnote{H. Carus, and W. Rabb, “Hypokinetic Disease” (Springfield : Thomus Publishers, 1961), p. 131}

An employee who has sufficient strength and endurance can sustain vigorous activity and perform strenuous work over an extended period of time. Strength when combined with physical elements yields additional qualities important to any employee who works to get most out of his body. Strength can contribute to employee for better performance and production in his works.

**Flexibility :-**

The fourth physical component is the quality that permits freedom of movements. It is a measure of the range of motion allowed by a body joint or joints. Flexibility is important for maintaining good posture. Further more, it is essential for carrying on many of life’s activities. It can help to prevent muscle strain and orthopedic problems such as backaches. Various
studies shows that muscle imbalance and poor flexibility result insignificant low back symptoms. Inflexibility leads to increase in the risk of injuries. Flexibility is an important aspect or physical fitness, and the lack of it can create disorders or functional problem for many individuals. Anyone with a stiff spinal column as at a disadvantage in many physical activity and also fails to get full value from the shock-absorbing arrangement of the spine when walking, running, or jumping. Lack of flexibility in the back can also be responsible for bad posture, compression of peripheral nerves, painful menstruation, and other ailments.58

Flexibility implies that the employee's body is able to perform a wide range of movements. Flexibility is important to efficient execution of various physical activities and working skill effectively. Proper flexibility in the employees can help to prevent orthopedic problems such as muscle strain, backache and hip flexor caused by the poor flexibility.

Some advocates of physical fitness also include power, balance, agility, and speed as basic components of physical fitness. These parameters reflect aspect of physical fitness as well as aspect motor ability or motor fitness. Kapil (2005)59, made some concluding remarks about the component of physical fitness, that “it is essential to consider physical fitness from a personal point of view. Each employee has a performance background, a personally estimated physical capacity, and an operating motivational framework. It is more advisable to relate to personal achievement then to relate


to group standard or personal expectations within a peer group. In other words, an employee should complete with himself”.

Physical fitness now these not only require to Olympic supermodel to win the Meddle. But according to the present workplace environment, technology changes and working condition. It is essential to every employee to continue his or her work for better production. Bernacki (1987)\(^6\), feels that while it is unclear whether use of fitness center induces beneficial work behaviours, there is some evidence that these behaviours are more prevalent among exercising employees. He contends that corporations that provide fitness programs are better able to attract and retain persons with beneficial work behaviour. Blair (1989)\(^6\) in his study found that, physical inactivity or poor fitness status is associated with risk factor for diseases. His results based on levels of fitness, demonstrated that a strong relationship exists between fitness and mortality and that there is a graded relationship. The fit one is, the greater the effect on mortality. Mortality consistently decreases as fitness increases, and here is an independent protective action of fitness, they found that protection against early death at even moderate levels of physical fitness is attainable for most adults. Blomquist (1983)\(^6\) stated that, habitual long sustained training brings about changes in structure and function that enable the body to respond more efficiently to subsequent exercise bout. These adaptations are dependent upon the initial level of fitness, age, heredity, and sex


as well as the frequency, duration, intensity, and type of activity regular exercises increase blood volume, heart size, muscle strength, flexibility, glucose tolerance, vital capacity and lean body. Brown (1983)\textsuperscript{63}, found a 45.7 percent reduction in medical cost, a reduction of 20.1 percent in average number of disability days, and a 31.7 percent reduction in direct disability cost in the post-entry years of a fitness programmes. To support these finding, Aderson and Jose (1984)\textsuperscript{64}, examined seven life style risks including exercise, weight, smoking, hypertension, alcohol use, cholesterol and seat-belt use. Results showed that those who smoke a pack of cigarettes per day have 18 percent higher medical claim cost than no-smokers. Sedentary workers have 30 percent more hospital days than those who get adequate level of exercise. Seriously over weight employees are 48 percent more likely to have claim exceeding $5,000 during a one year period than those at optimum weight levels. Paffenbarger (1986)\textsuperscript{65}, believes that, there is no doubt whatever the insufficient activity will shorten a person's life. He studied the relations of life style elements to mortality from all causes among 19,936. Harvard alumni 34 to 74 years ago who were initially free of clinically recognised coronary heart disease. Men whose energy expenditure was equal to or greater than 2,000 kilocalories per week had a 28 percent lower all-cause death rate than less active men. Between the ages of 35 and 79, the added life expectancy for a person with an active life style in two years. ACMS (1990)\textsuperscript{66}, has published

\textsuperscript{66}American College of Sports Medicine, “The Recommended Quantity and Quality of Exercise for Developing and Maintaining Cardio-respiratory and Muscular Fitness in Healthy Adults”, Medicine and Science in sports, Vol.-22, 1990, p. 265.
new position stand on the quantity and quality of exercise recommended for healthy adults directing at improving cardio-respiratory and muscle fitness and body composition. ACSM is presently working to develop a second position stand on how much activity is necessary to achieve health benefit.

These studies show that physical fitness among the employees contributes them to promote their socio-economic status and health by reducing their disability days and health care costs. Shephard R.J. (1982)\textsuperscript{67}, makes some compelling remark about the benefit of employee fitness. He states that, "the combined saving from a reduction of appraised age, improvement in life style, decreased use of hospital and physician and physician service, decreased absenteeism and employee turnover, improved productivity, and decreased geriatric care substantially exceed the likely outlay in costs.

From the above studies it is clear that, the physical fitness is essential to the whole development (social, economic, mental, emotional and physical) of the employees. Physical fitness is successful in promoting significant long term changes in behaviour increasing production and positive attitude towards work and life.

1.12 Attitude:

With the information that we have on things, objects, persons, events, etc. the mind is able to develop a sense of like or dislike, pleasure or pain, joy or sorrow, anger or hatred, etc. These are feelings, which are experienced by the mind and which make the person to be favourably or unfavourably disposed to anything. At the time the information is collected and

stored in the form of knowledge, the experience of the brain can be termed as 'Cognition'. The super-imposition of a feeling to cognition is called 'Connation' or affect. This predisposes the individual with a tendency to act on the receipt of a stimulus arising out of an idea or person or object, event, etc. This combination of knowing about a thing and forming a tendency to react is the attitude of a person. It is thus the feeling component added to the knowledge that keeps the individual in readiness to react to a stimulus positively or negatively. If the attitude is favourable towards a thing or person or object or event, it means that the person not only ready and mentally prepared for such action.\footnote{L. Ramchandran and T. Dharmalingam, "Health Education : A New Approach" (New Delhi : Vikas Publishing House Pvt. Ltd., 1989), pp. 25-27.}

Attitude indicates the mental and physical disposition towards all things around the individual for easy comprehension at this stage. We may consider the attitude as described above. The general trend is that attitude follows the possession of knowledge but there can also be instances when attitude has been formed without any basic knowledge. For example, when one sees a mountain one may feel desirous to climb it without knowing exactly the conditions on the mountain. Attitudes are inborn traits. We acquire them through social interaction. Family and work place environment plays a paramount role in building the positive attitudes. The term attitude is defined by 'Freeman' as "A dispositional readiness to respond to certain situations, persons, objects or ideas in a consistent manner, which has been learned and become one's typical mode of response." It is a tendency to react in a certain way towards a designated class of stimuli. These are the ways in which an individual thinks, feels and acts. Attitudes are not observable. They can only be
inferred from overt behaviour. We may, therefore, look upon attitude as "hypothetical constructs" rather than objective entities. Opinions are expressions of one's attitudes. How far can we rely on expressed opinion of a person? Would be conceal his 'real' opinion and convey something that is more socially acceptable? If one's opinion and action do not match we term it as 'hypocrisy'. One might wax eloquence on the immorality of corruption; but one might surreptitiously indulge in it! Overt behaviour may not always provide a reliable index of attitude.

1.12.1 Components of Attitude⁶⁹:

Broadly viewed, attitudes reflected in behaviour has three components. The cognitive component or element of knowledge and beliefs. One's attitude depends upon knowledge. Knowledge is logical and rational. For example, "Inflation leads to depression, suppression of views is antidemocratic" are universally accepted. No one would dispute this. On the other hand, statements such as, "Moral fitness has no place in workplace" or "Compulsory fitness programme deprives the freedom of individual" are loaded statements. These can be disputed.

Second component of attitude is feeling element. Attitude always arouses one's feelings and emotions. We like some persons and we hate some others. These are based on our feelings. Feelings that unite and integrate people are termed positive while those that divide and disintegrate people are termed negative.

'Knowledge' and 'feeling' both urge an individual to 'act'. This action-tendency in an attitude enables others to infer the feelings and understanding. It is rather difficult for an individual to act in a manner contrary to his feelings and understanding. Some believe that action component of an attitude affects the feeling-component. It is difficult to say which is the cause and which is the effect.

Attitude has three components - a cognitive component or knowing about something, a feeling about it and a tendency to take action.

In the course of the day, an individual seeks and utilizes, or avoids and rejects, objects of many kinds in fulfilling his needs and satisfying his wishes: he is 'prepared' to deal with these objects as they are encountered, often without 'stopping to think'. He knows how to use to or to keep them from interfering with the carrying on of whatever activity he may, from moment to moment, be engaged in it includes perception of objects and readiness to respond to them in an organised manner that was developed through experience. Even though states of readiness, when once organized tend to become stable and thus to impose patterns of consistence of the behaviours of the individual through time, any state of readiness to respond in a certain way to an object does or may undergo modification in the course of each successive actual response. Thus the attitude is a product of experience, but it enters into subsequent experience as a directive factor.

Various authors have defined attitude in the following ways:

Allport (1935)\textsuperscript{70}, 'An attitude is a mental and neural set or readiness, exerting a directive dynamic influence upon the individual's response to all objects and situations with which it is related.

This definition reveals the following facts concerning attitude.

(a) Attitude is the mental or neural state of readiness.
(b) Attitude influences the reaction of the individual.
(c) Attitude changes the reaction of the individual.

McKeachie and Doyle (1966)\textsuperscript{71}, "we define attitude as an organisation or concepts, beliefs, habits and motives associated with a particular object." The Mckeachie's definition takes into account all of the concepts, beliefs, habits and motives associated with the object. The concepts and beliefs associated with an attitude are often referred to as the cognition component of the attitude, the habit as the action component, and the motives as the affective component. In this way all what one thinks, feels and how does he react expresses one's attitude towards an object.

Whittaker (1970)\textsuperscript{72}, "An attitude is a predisposition or readiness to respond in a predetermined manner to relevant stimuli." Whittaker's definition accepts attitude as a predisposition or tendency to behave in a particular and definite way to a particular stimulus. For example, in responding to all stimuli related with the Congress Party one has predisposition or tendency to act in a certain way if one has developed an attitude towards the party.

From its foregoing definition, it is evident that attitude is a mental neural set of readiness, system or disposition in which the motivational, affective, perceptual and throughout processes are included and due to which the individual's positive or negative activity is directed to the subjects, individuals and groups surrounding him.

Travers (1973), "An attitude is a readiness to respond in such a way that behaviour is given a certain direction". According to Travers's definition attitude is responsible for behaving in a particular and definite way if one keeps a positive and favourable attitude towards an object, he will be attracted towards it, he will admire it and try to achieve it. On the other hand, if one has a negative or unfavourable attitude one will try to avoid it and even feel hostile to it. For example, a person having positive attitude towards physical health will respond positively to physical fitness programme and health promotion programme and negatively to authoritarian procedures. His behaviour will speak out of his attitude.

Sorenson (1977), "An attitude is a particular feeling about something. It therefore, involves a tendency to behave in a certain way in situation which involves that something, whether person, idea or object. It is partially rational and partially emotional and is acquired, not inherent, in an individual."

The Sorenson's definition explains why an individual behaves in a certain way when he is needed to respond to a particular object for which he has developed a positive or negative attitude. He has somewhat a definite set of feelings, likes or dislikes for that object which partly stands on rational and partly on emotional footing. But in all cases, they are acquired and learned through varying experiences. One's attitude towards one's religion is an acquired tendency or disposition. He is not born with enthusiasm or apathy for

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this particular religion. He has developed a sort of attachment or favourable feeling towards his religion due to his own experience from his early childhood. His feeling is partly rational and partly emotional. He may be able to give very good reasons for advocating and appreciating his religion but their bases are partly beneath conscious reasoning.

1.12.2 Formation of Attitude:

Attitude develops in the process of want satisfaction. In coping with various problems in trying to satisfy his wants, the individual develops attitudes. He develops favourable attitude towards objects and people that satisfy his wants. Attitude need not necessarily be enduring or permanent because they depend on perception, knowledge and significant others. As we all know we keep changing our attitude when we grow with age, occupation, power, socio-economic status, etc.

Allport and Stagner\(^ {75} \) have suggested that attitude is formed under one of the following conditions:

1) **The integration of experiences** :- The accumulation and integration of a number of related experiences about an object give birth to an attitude towards that object. Attitude of sportsmen employees towards physical fitness or vice-versa formed in this way.

2) **The differential of experiences** :- When the new experiences are acquired, they are differentiated or segregated from the already acquired experiences. This segregation or differentiation may tend to make certain attitude more specific.

\(^ {75} \)V. Satyanarayana, "Physical Education Social Attitude and Leadership Qualities", (New Delhi : Discovery Publishing House, 2001), pp. 16-17.
3) *Trauma or dramatic experience* :- Attitudes are formed with greater speed and intensity on account of the suddenly unusual, shocking and painful experiences.

4) *The adoption of the available attitude* :- A large number of attitudes are acquired in a readymade fashion by simply following suggestions or examples of friends, officers, parents or adopting the mores and traditions of the community or society.

Thus the Positive attitudes towards physical fitness are formed in the context of the employee's wants, information, experience, guidance from seniors, group affiliation, work place demands and responsibility development.

Attitudes are rarely employee's affairs. Social interaction and group processes is the key of attitude formation at any stage of human development. Employee having poor social adjustment are much more likely to have antisocial attitude and are less subject to group influences in the formation of other attitudes. Employees with healthy social adjustment easily pick up social attitude from their respective groups and develop positive attitude towards physical fitness. Bartel Ann and Freeman Richard (1996)\(^\text{76}\), in their study examines "whether a workplace can induce good or bad attitude among its employees and whether any such workplace attitudes affect economic outcomes. They found that workplace attitude also have significant effect on economic outcomes. Branches with less favourable attitude have higher turnover, lower levels of sales, and lower rates of sales growth than branches where employees have more favourable attitudes. Less favourable branch attitudes are also a significant predictor of subsequent branch closing".

This study's results conclude that there are happy and unhappy workplaces, as well as happy and unhappy employees, with very different patterns of turnover and productivity. *Market research. Com (2003)*[^77], in their study continues the trending initiated in 1996 on fitness attitudes of the American public. This futuristic study probes tax reform as it relates to healthy living expenditures it examines the epic struggle between the three major forces that will compete for the fitness dollars of Americans: “magic pills”, weight loss programs and physical exercise it analyzes the success of various weight loss methods and provides unique documentation on the comparative results of weight loss strategies: are health club members more successful? Most important, this report identifies the key marketing target for health club in the new millennium, and sets forth the strategy for recruitment and retention of consciousness III -“Uninitiated Believers.” *Holzbach and Piserchia (2003)*[^78], evaluated the effect of a health promotion programme on the work-related attitude of employees. The change in employees attitude at companies that participated in the programme was significantly greater and more favorable than that found at nonparticipating companies. Significant change was found on attitude toward organizational commitment, supervision, working conditions, job competence, pay and fringe benefits and job security.

Employees attitude towards physical fitness may have significantly affected by their body image and associated with positive and negative physical education experiences during their youth. With the increases


emphasis on fitness and weight control in our society, today many employees are enrolling in physical activity programme as a means to achieve theses ends. Body image is an important concern to every individual of all ages. In these days and age in which society places great importance on a fit and trim physique, an individual should develop healthy attitudes towards his own body. The attitude and feelings of the peoples towards their body affect the personality development. For example, an individual who is unfit may view his/her body as ugly and also lack in confidence and performance. On the other hand, an individual who feels that his/her body is well developed, have confidence that he/she can meet the challenges of many difficult situation and enjoy in his activities.

The healthy environment and facilities provided by the management at the workplace also motivate the employees to develop healthy attitude towards physical fitness in order to maintain and increase their health status and work productivity, which is helpful in promoting the economic status of employees as well as of the university.

1.13 Relationship of Physical Fitness with Health and Socio-economic Status:

Physical fitness in a social and economic context contributes to the goals of society. Society is more than a government of the people; it is where one lives, what one does to make a living, and how one is able to enjoy life. Physical fitness plays its role as recreation, sports, and healthy serving spirit and as a personal medium for enjoyment. Fitness and well-being is important in preparation for a society that has positive values and is a desirable place for its people. Although society is the setting for one's vocational life, it provides much more than economic security. Physical fitness as an educational
phenomenon does provide opportunities for vocations, but its contribution go considerably beyond this limited scope.\textsuperscript{79} 

The strength of a society is nearly directly determined by the health and the physical resources of its members. Its health potentials are
Probably the most important reason for encouraging physical fitness. One's daily practices in all aspects of life have an effect on the physical body, establishing health and fitness levels. The destiny of man is largely determined by what he does daily.

An employee is very much a social being in physical fitness. His status will influence participation and participation will influence his status good or bad. Physical fitness has social-economic requirements for participation and participation will systematically influence the social being. \textbf{Pate and Blair (1983)}\textsuperscript{80}, exercise enthusiasts and health professionals had recommended that physical fitness programmes be implemented in the occupational setting. Such programmes are promoted on the basis of expected benefit to both the employee and employer. The potential for benefit to the employees seems substantial, science a sizable body of knowledge links regular exercise to improved functional capacity and reduced risk for development of certain chronic diseases. The available literature provides some direct evidence that exercise programmes can improve the health status of employee group. Specifically, programmes may generate improvements in cardio-respiratory fitness and cardiovascular health and promote long term adherence to exercise.


Physical fitness makes a major contribution towards the achievement of optimal health and in most instances is the primary reason for fitness and health. Good health has many requirements. Freedom from worry is an important goal for employee's health. In this connection, physical fitness serves as a preventive and rehabilitative measure when it is precisely to fit the condition or defect. So physical fitness provides opportunities to employees to live a happy life and enjoy their health better. Shephard R.J. (1989)\textsuperscript{81}, much of the research on the economic impact of fitness and sports programmes has been initiated with a view to cost containment, or the justification of specific exercise initiatives. Care must be taken when evaluating to such report to consider any resultant basing of conclusion. Analysis should confirm to sound scientific and economic principles, with effectiveness measures generally being more appropriate then cost-benefit analysis. Critical issue of measurement include opportunity costs, marginal and intangible cost, discount and inflation rates, and programme participation rates. At the worksite, costs vary greatly with the scale of facilities and the label of programme supervision that are offered. Beyond a certain ceiling, further expenditures do not seems to enhance programme effectiveness. Likely benefits to a company include an improvement corporate image, requirement of premium employees, gains in the quality and the quantity of production, a decrease of absenteeism and turnover, lower medical cost, an improvement of personal life style (with a potential for future health saving), and a reduced incidence of industrial injuries.

Gebhardt and Crump (1990), work site fitness and health promotion programmes have grown exponentially in the past 15 years. To examine the impact of these programmes the literature through 1988 reviewed. In general, fitness and wellness programmes result in increased levels of fitness and a reduction in the risk factor for coronary heart diseases. Recent research found relations between reduction health care cost, absenteeism, and turnover and implementation of comprehensive health promotion programmes.

The personality of the employee, his security, attitude, health are all part of physical participation, and add to both its quality and quantity. One's status, reaction to changes in activity is also socio-economic characteristics and qualities. Participation of the employee as a social being is also influenced by group mores, customs, behaviour, and deviant emotions. The employee's reaction will determine the effects these conditions will have on personal development and adjustment. Personal motivation is a large factor in physical participation and has socio-economic influences. One's perception of patterns and strategies of participation in physical fitness programme are factors in success, satisfaction and resulting good health and socio-economic development. Taylor and Repetti, (1997), treating socioeconomic status (SES) and race as contextual factors, we examine characteristics of the environments of community, work, family, and peer interaction for predictors of positive and adverse health outcomes across the lifespan. We consider chronic stress/allostatic load, mental distress, coping skills and resources, and

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health habits and behaviors as classes of mechanisms that address how unhealthy environments get "under the skin," to create health disorders. Across multiple environments, unhealthy environments are those that threaten safety, that undermine the creation of social ties, and that are conflictual, abusive, or violent. A healthy environment, in contrast, provides safety, opportunities for social integration, and the ability to predict and/or control aspects of that environment.

In an university setting the facilities, workplace environment, health services and policies, co-operation from officers in favour of employees, encourage them to create healthy attitude towards physical fitness. Although employees personal habit, health, socio-economic status and participation in physical activity motivates them to maintain their attitude towards physical fitness. Aldana (2001)\textsuperscript{84}, found in his study that there are good co-relational data to suggest that high levels of stress excessive body weight and multiple risk factors are associated with increased health care cost and illness-related absenteeism. The association between cholesterol, diet, hypertension, and alcohol abuse and absenteeism and health care expenditures are either mixed or unknown. Health promotion programmes are associated with lower levels of absenteeism and health care costs, and fitness programmes are associated with reduced health care costs.

Attitude and interest of the group and the employees significantly influence its physical performances. The highly motivated employee will perform at his optimal or near optimal level, the uninterested

person will not. Health is a common application of physical fitness. Good health serves as a motivator, and the employee will rise to higher level of participation in physical fitness programme. A socio-economic status of an employee is also related to health status and the ability to perform at a high level. Tribune india.com, (2005) According to a new study conducted by the American Psychological Association (APA), “a person’s socio-economic status (SES) is closely associated with his or her mental health. A person’s socio-economic status (SES) is mainly decided on the basis of community income, education and occupational status. The study considered economic stress as one of several possible explanations for the correlation between SES and mental illness, and this was determined by how much the local income was below the federal poverty level, the rate of unemployment, and an index of rental housing unaffordability”. This research has proved that SES is directly responsible for the development of mental illness. It even indirectly impacts mental status of a person through its association with adverse economic stressful conditions among lower income groups, said Dr. Hudson. An individual who has a healthy body image, self-image and self-estimate is more likely to attempt new physical activities, and participation in these can provide opportunities for social recognition and development of friendships. Various group activities can also develop one's ability to work harmoniously with others and to adjust to their wishes and feelings. Often a togetherness of the group emerges and carries over into situations other than those found in sports.

Many persons fail to enjoy the social interaction that can be experienced in a program of physical appearance and performance and their low estimate of potential success. A specified level of physical fitness, which in turn may improve one's self-concept, should be developed prior to participation in leisure activities if maximum social benefits are to be gained from this participation.\textsuperscript{86}

Thus health and socio-economic condition of employees during the growing year will influence the physical fitness. So, it is necessary to employees to maintain a positive attitude towards physical fitness in order to promote its health and socio-economic status.

Taking into consideration the importance of all these facts the present research scholar has undertaken the present topic for investigation and states his research problem as under :-

1.14 **Statement of the Problem** :

The present researcher completed the Master Degree in Physical Education from Amravati University, Amravati during the year 2003-2004. Because of being the student of physical education and a good sportsman, health and fitness has remained the field of his special interest. During his meetings with S.G.B. Amravati University employees many times during the discussion, he observed that most of the employees complain of ill-health, suffering from spondelytes of neck, lumbar region, asthma, diabetes, back ache, low back pain and cardio-vascular diseases, etc. As the health of a person or employee plays key role in the formation of positive attitude towards his profession and working at the university, hence it has been a matter of great

concern for him to find out the answers of many questions churning constantly in his mind as under :-

1] What would be the socio-economic status of employees working in the Vidarbha region universities in Maharashtra?

2] Will the socio-economic conditions of the employees be affecting their health and creating health problems?

3] Are they fully aware about their physical fitness?

4] Are they having a positive attitude towards physical fitness?

Such are the questions for which the present research scholar had intended to undertake the present study for investigation. Hence he stated his problem for investigation as under :-

"A study of socio-economic status and health problems of employees working in Vidarbha region universities of Maharashtra and their attitude towards physical fitness."

1.15 Significance of the Study:

While going through the literature related with the present study, from the libraries of colleges, it was found by the present research scholar that only a few studies related indirectly with the present study have been undertaken for investigation by earlier research scholars. Hence it is absolutely a new study in the field of investigation of socio-economic status and health problems of the employees working in the Vidarbha region universities of Maharashtra and their attitude towards physical fitness.
Therefore, the present investigation was significant in the following respects:

1] It helped in investigating the socio-economic status and health problems of the employees working in Vidarbha region universities.

2] In designing the attitude scale for measuring the attitude of the employees towards physical fitness working in Vidarbha region universities of Maharashtra.

3] In measuring the attitude of employees with the help of attitude scale towards their physical fitness.

4] The present study proved helpful in investigating the relationship between the socio-economic status, health problems of employees belonging to different categories, viz. academic staff (Lecturers, Readers, Professors) and administrative staff (Officers, Superintendents, Clerks and Peons, Watchmen) etc. and their attitude towards physical fitness.

5] The present study was helpful to the concerned authorities of the universities in knowing the socio-economic status, health problems and attitude towards physical fitness of their employees and in making the policies as per the results of the present study, for improving the productivity.

6] The present study was helpful in finding out the ways and means of cultivating more positive attitude towards health and physical fitness of the employees.
1.16 Objectives of the Study:

The following were the main objectives of the study.

1] To formulate a questionnaire for knowing the health problems of employees.

2] To construct an attitude scale (opinionnaire) for measuring the attitude of employees working in the Vidarbha region Universities of Maharashtra towards Physical fitness.

3] To find out the Socio-economic status of employees working in Vidarbha region Universities of Maharashtra.

4] To find out the health problems of Administrative and Academic employees working in Vidarbha region Universities of Maharashtra.

5] To find out the health problems of male and female employees working in Vidarbha region Universities of Maharashtra.

6] To find out the health problems of Urban and Rural area employees working in Vidarbha region Universities of Maharashtra.

7] To investigate health problems of the employees related to different socio-economic status.

8] To compare the significance of the attitude of Administrative and Academic employees towards physical fitness.

9] To compare the significance of attitude of male and female employees of the universities towards physical fitness.

10] To compare the significance of the attitude of rural and urban area employees towards physical fitness.

11] To find out the attitude of employees related to different Socio-economic status towards physical fitness.

12] To investigate the relationship in between socio-economic status, health problems and attitude towards physical fitness among university employees.
1.17 Hypotheses:

The following hypotheses were set up for testing:

1] Employees working in Vidarbha region universities of Maharashtra state undertaken for the present research will not differ significantly with respect to their socio-economic status.

2] Administrative and academic employees working in Vidarbha region universities of Maharashtra state undertaken for the present research will not differ significantly with respect to their socio-economic status.

3] The employees belonging to different Social-economic strata working in Vidarbha region universities of Maharashtra state will not differ significantly with respect to their health problems.

4] The attitude of employees working in Vidarbha region Universities of Maharashtra will be unfavourable towards physical fitness.

5] The attitude of employees working in Vidarbha region universities of Maharashtra belonging to different Social-economic strata will not differ significantly with respect to their attitude towards physical fitness.

6] There will be no significant difference in between the attitude of employees belonging to administrative staff and academic staff of Vidarbha region universities undertaken for the present research.

7] There will be no significant relationship found in between socio-economic status, health problems and attitude of employees working in Vidarbha region universities of Maharashtra state towards physical fitness.
1.18 Scope of the Study :

1.18.1 Delimitations :

The present study was delimited to the following aspects -

1] The study was delimited to three non-agricultural universities of Vidarbha region in Maharashtra state only, viz. Amravati University, Amravati, Nagpur University, Nagpur, Kavi Kulguru Kalidas Sanskrit University, Ramtek.

2] The study was delimited to the administrative staff (non-teaching viz. Officers, Clerks and Peon) as well as the academic staff (teaching viz. Professors, Readers and Lecturers) working in the different departments of the universities undertaken for the present study.

3] The study was delimited to male and female employees undertaken for the present study.

4] The study was further be delimited to the use of "R.L. Bhardwaj" socio-economic status scale for measuring the socio-economic status of employees undertaken for present research.

5] The study was further be delimited to the use of questionnaire having two parts, A and B, viz. A for Bio-data, B for questionnaire. For investigating the health problems of employees undertaken for the present research.

6] The study was further be delimited to the use of attitude scale (opinionnaire) having two parts A and B viz. A for Biodata, B for Opinonnaire.

7] The present study delimited only to the non-communicable health problems related to various body systems i.e. Cardiovascular system,
Respiratory system, Nervous system, Musculo-skeletal System, Digestive System, Excretory system, Endocrinal system and special senses.

8] The study was delimited only to the full time employees working in Vidarbha region universities of Maharashtra.

1.18.2 Limitations:

The following were the limitations of the study -

1] The authenticity of obtained data were depend upon the honesty of the subjects undertaken for the present study.

2] No motivational technique was used which may affect the result of the present study.

3] Age limit was not considered for collecting the data from subjects related with the present study.

1.19 Definitions of the Important Terms:

Socio-Economic Status:

Socio-economic status is defined as the level indicative of both the social and economic achievements of the subjects undertaken for present research.

Socio-economic status in terms of primary condition and characteristics is determined through income and wealth, home and its location, education, activities and associations.\(^{87}\)

Health:

Present study is related with occupational health. According to W.H.O., "Occupational health should aim at the promotion and maintenance of the highest degree of physical, mental and social well being of the workers in their occupations; the prevention of workers of departures from health caused by their working condition; the protection of worker in their employment from risk suffering from factor adverse to health; the placing and maintenance of the workers in an occupational environment adopted to his physiological and psychological equipment, and to summarize, the adoption of work to man and of each man to his job."\(^{88}\)

Health Problems:

In the present study health problems means, problems faced by the employees undertaken for present research which hinder them in achieving their aim of promotion and maintenance of highest degree of physical, mental and social well being in their occupations. The prevention among workers from health caused by their working conditions. viz. hypertension, spondelitis, low back pain, pain in knee joint, cardio-vascular diseases, diabetes, etc.

Attitude:

Skinner defined attitude as "ideas with emotion content, important beliefs, prejudices, biases, predisposition, appreciation and states of readiness or set."

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In the present study attitude is, "What a person (employee) feels or believes in. In fact it is the inner feeling of an individual which is difficult, if not impossible to describe". 89

Opinion:

As defined in fundamental of educational research, "Opinion is, what a person says about his attitude towards some phenomenon. 'Attitude' is estimated from his statements made about his opinion." 90

Opinionnaire:

"It is a device used to compare individuals by the extent, strength and stability of their attitude to a given phenomenon." 91

Physical Fitness:

"It is the ability to carry out daily tasks with vigour and alertness, without undue fatigue, ample energy to leisure time pursuits and to meet unforeseen emergencies and to carry out work in circumstances where unfit person could not continue." 92

Vidarbha Region Universities:

Vidarbha region of Maharashtra consists of ten districts. The present research scholar will take three non-agricultural universities for the present investigation viz. Sant Gadge Baba University, Amravati; Rashtra Sant Tukadoji Maharaj University, Nagpur and Kavi Kulguru Kalidas Sanskrit University, Ramtek.

Universities:

Universities are the organisations engaged in the advancement of knowledge, they teach, train and examine students in a variety of scholarly; scientific and professional fields intellectual pursuits in universities define the highest prevailing level of competence in these fields. The universities confer degrees and provide opportunities both for members of their academic staff and for some of their students to do original research. In the present research, non-agricultural universities of Vidarbha included are as mentioned in the Maharashtra University Act, 1994\(^93\) Schedule which provide opportunity to the people to work in the various departments of universities in Maharashtra state.

University Employees:

An employee is any entity hired by an employer-typically, a worker hired to perform a specific job\(^94\). In the present study university employees means those persons, male and female working on full time job as academic (Lecturers, Readers, Professors,) and administrative staff (Registrar, Deputy Registrar, Asstt. Registrar, Clerks and Peons, Watchmen etc.) working in the universities.
