

ROLE OF NATIONAL RURAL HEALTH MISSION IN RURAL AREA -A CASE STUDY OF PALAKKAD DISTRICT.

Health is the level of functional and metabolic efficiency of a living organism. In humans it is the ability of individuals or communities to adapt and self-manage when facing physical, mental or social changes. So Health is an important determinant of economic and social development. Recognising the significance of health, to improve the quality of life of citizens, the government of India has launched the National Rural Health Mission in April, 2005 to provide integrated comprehensive primary healthcare services, especially to poor and vulnerable sections of the society i.e. the poor, women and children. The **National Rural Health Mission** (NRHM), now under National Health Mission is an initiative undertaken by the government of India to address the health needs of under-served rural areas. Launched in April 2005 by Indian Prime Minister Manmohan Singh.

It was reported that NRHM is a solution to the unique and specific health problems of Kerala. The reports states that NRHM achieved more success at initial stages and later its importance reduced. At this period of time it becomes necessary to understand the role played by the NRHM for elimination of the diseases and helping India to become one of the healthiest countries. So this study is an attempt to know about the influence of NRHM in Palakkad District .

The study analyses the major activities and the public attitude towards NRHM in Palakkad District. The study also examine the role of NRHM in child and women health care systems in the study Area. An analysis about how far NRHM is success in achieving the promotion of healthy life styles in the study are also done. The reports states that NRHM achieved more success at initial stages and later its importance reduced.

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The NHM was launched to "improve the availability of and access to quality health care by people, especially for those residing in rural areas, the poor, women, and children" between the years 2005 to 2012. It aims to provide universally accessible and affordable healthcare facilities both in cities and villages. Prevention, treatment, and control of diseases including communicable and non-communicable, prevention and management of endemic spread of diseases, prevention of pandemics and promotion of healthy lifestyles are very important goals of the mission. The mission aims to reduce IMR and MMR in both urban and rural regions. One of India's most important worries is its population explosion. The NHM also looks to control growth of this population and also to bring about a gender balance in the Indian society. Some of the initiatives are ASHA workers, JSY, JSSK etc

Even though the state of Kerala has advanced as compared to the other states of India in terms of critical health indicators are concerned, the state is facing challenges that are unique and specific. The people are now facing the problem of high morbidity both from re-emergence of communicable diseases and the second generation problems like the ageing population and non communicable diseases. Moreover, there remains the challenge of sustaining the privileged health indicators. Further, improving the quality of health care where the health seeking behaviour is very high is of utmost importance. The resources of National Rural Health Mission came in an opportune time when the state was finding it difficult to find resources matching the demand. During the last three years the State has been able to initiate many programmes suiting to its specific requirements and considering its health issues that need immediate intervention. Some of the state initiatives are School Health Programme, Palliative Care Project ARSH etc.

The study was conducted in Palakkad District, one of the most important area in Kerala. The study is based both on primary and secondary data. Primary data was collected from 150 respondents through interview schedule from Palakkad District. Palakkad district consists of 5 taluks and from each taluk 3 panchayaths were selected .Thereafter from each panchayath a sample of 10 respondents are selected conveniently.

The required information's were collected by preparing questionnaire. Secondary data was collected from government offices, hospitals, internet, news papers etc

On the basis of extensive analysis of data collected ,classified and tabulated using statistical tools ,the researcher made analysis about the objectives. The study shows that some of the NRHM services are familiar to the people and some are not reached them. The available services are utilized by respondents most efficiently. The aim of the programme is to improve public health. According to the respondents NRHM focus mainly rural woman. The respondents are familiar with the role and functions of ASHA workers. They admit that they receive preparedness against communicable illness through NRHM.CHC and PHC facilities have been improved after NRHM. There is an improvement of existing health care services in the last five years Pregnant woman become more healthy after the intervention of ASHA workers .ASHA workers can able to meet people health needs in rural area. Majority of the respondents reported that NRHM is useful in promoting preventive and promotive aspects in the community. School Health Programme focus on health concerns and determinants of health like sanitation ,hygiene, social concern etc. The infrastructure .in health sector is upgraded with NRHM. The respondents reported that JSY helping the mother and child for good health. Palliative care is an important component of NRHM.

Health is an important aspect in the development of any nation. After experiencing various issues in the health sector the government of India introduced NRHM. The aim of NRHM is to improve public health. The study concludes that t NRHM can able to meet the health needs of rural people. There is an improvement in the existing health care services and the rural utilized the available services most efficiently.