

3. *Market Intermediaries*: They work as a link between business and final consumers. They are of following types:
 - i. Middleman
 - ii. Marketing agencies
 - iii. Financial intermediaries
 - iv. Physical intermediaries
4. *Competitors*: Every move of the competitors affects the business. Business has to adjust itself according to the strategies of the competitors.
5. *Public*: Any group who has actual interest in business enterprise is termed public, e.g. media and local public. They may be the users or non-users of the product.

Macro/General Environment

It includes factors that create opportunities and threats to business units. Following are the elements of macro environment:

1. Economic Environment

It is very complex and dynamic in nature that keeps on changing with the change in policies or political situations. It has three elements: (i) Economic conditions of public (ii) Economic policies of the country (iii) Economic system.

Other economic factors include infrastructural facilities, banking, insurance companies, money markets, capital markets, etc.

2. Non-Economic Environment

Following are included in non-economic environment:

- i. *Political Environment*: It affects different business units extensively. Components:
 - (a) Political belief of government
 - (b) Political strength of the country
 - (c) Relation with other countries
 - (d) Defense and military policies
 - (e) Centre state relationship in the country
 - (f) Thinking position parties towards business unit.
- ii. *Sociocultural Environment*: Influence exercised by social and cultural factors, not within the control of business, is known as sociocultural environment.

These factors include: attitude of people to work, family system, caste system, religion, education, marriage, etc.

- iii. *Technological Environment*: A systematic application of scientific knowledge to practical task is known as technology. Everyday there has been vast changes in products, services, lifestyles and living conditions, these changes must be analyzed by every business unit and should adapt these changes.
- iv. *Natural Environment*: It includes natural resources, weather, climatic conditions, port facilities, topographical factors such as soil, sea, rivers, rainfall, etc. Every business unit must look for these factors before choosing the location for their business.
- v. *Demographic Environment*: It is a study of perspective of population, i.e. its size, standard of living, growth rate, age-sex composition, family size, income level (upper level, middle level and lower level), education level, etc. Every business unit must see these features of population and recognize their various needs and produce accordingly.
- vi. *International Environment*: It is particularly important for industries directly depending on import or exports. The factors that affect the business are: globalization, liberalization, foreign business policies, cultural exchange.

Characteristics

1. Business environment is compound in nature.
2. Business environment is constantly changing process.
3. Business environment is different for different business units.
4. It has both long-term and short-term impact.
5. Unlimited influence of external environment factors.
6. It is very uncertain.
7. Interrelated components.

development and further spread of disease. Other factors involved are type and duration of exposure. The physiological and nutritional status of the host behaviour and a number of environmental characteristics lead to diseases such as cholera, diarrhea, and dysentery. Living conditions of people, population density, nutrition, income, education, occupation, migration, culture, public health service all influence courses of disease patterns occurring in human society. Therefore study of causative factors of disease in terms of the agent, host, environment, is the backbone in epidemiological studies which illuminate origin and mode of spread of the disease.

The epidemiologist provides clues about the origin, nature and size of the disease problem and the factors which brought the diseased conditions into being. The health administrator bases his course of action on the knowledge provided by the epidemiologist in solving the community health problems from time to time.

The epidemiologist analyses the results accomplished and makes an assessment of the progress made in the field of prevention and control. This helps the health administrator to judge the efficiency of the technical methods employed by him.

Epidemiological Methods

Epidemiology is not an independent science like Physics or Chemistry. It is a method or a diagnostic tool for investigating disease causation and for applying the existing knowledge in disease prevention. The epidemiological methods are:

1. Descriptive
2. Analytical

Descriptive epidemiology: It is usually the first phase of an investigation. It involves the collection of facts under 4 major headings (i.e. disease, time, place and person). The signs and symptoms of each case are collected. The data collected provides the basis for form-

ulating hypothesis concerning the source of infection and modes of transmission.

Analytical epidemiology: This constitutes the second major type of epidemiological studies. They look at individual population. The objective is to test hypothesis. However inference is for population. They comprise:

1. Case control studies
2. Cohort studies

Epidemiological studies: They define the burden of the problem, identify individuals who are at the risk of getting affected and generate knowledge to solve the problem.

Types of Epidemiological Studies:

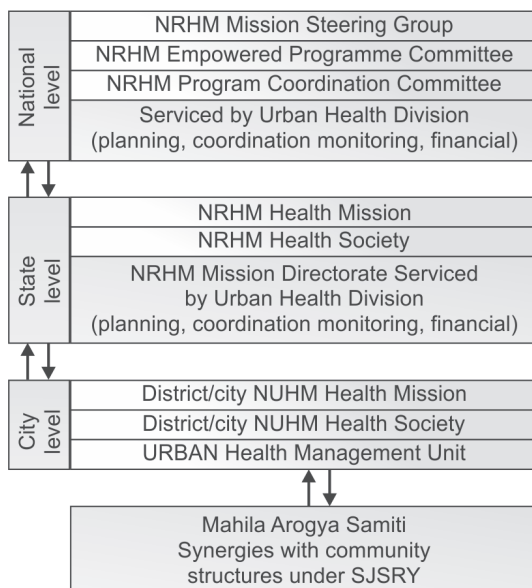
1. Survey type of studies
2. Retrospective studies
3. Prospective studies (or cohort studies)
4. Experimental studies
5. Serological studies (study of human health and disease through blood samples for anti-bodies)
6. Clinical.

Steps in Epidemiological Studies

1. Formulate hypothesis
2. Develop research design
3. Develop sampling design
4. Prepare tools for data collection
5. Carry-out data collection
6. Tabulation and coding
7. Analysis of data
8. Suggestions, recommendations and conclusion.

Millennium Development Goals (MDGs)

The Millennium Development Goals (MDGs) are eight international development goals that all 191 UN member states have agreed to try to achieve by 2015. The United Nations Millennium Declaration, signed in September 2000, aimed to alleviate poverty, hunger, disease, illiteracy, environmental degradation, and discrimination against women. The

Flowchart 1.1: Framework of national rural health mission

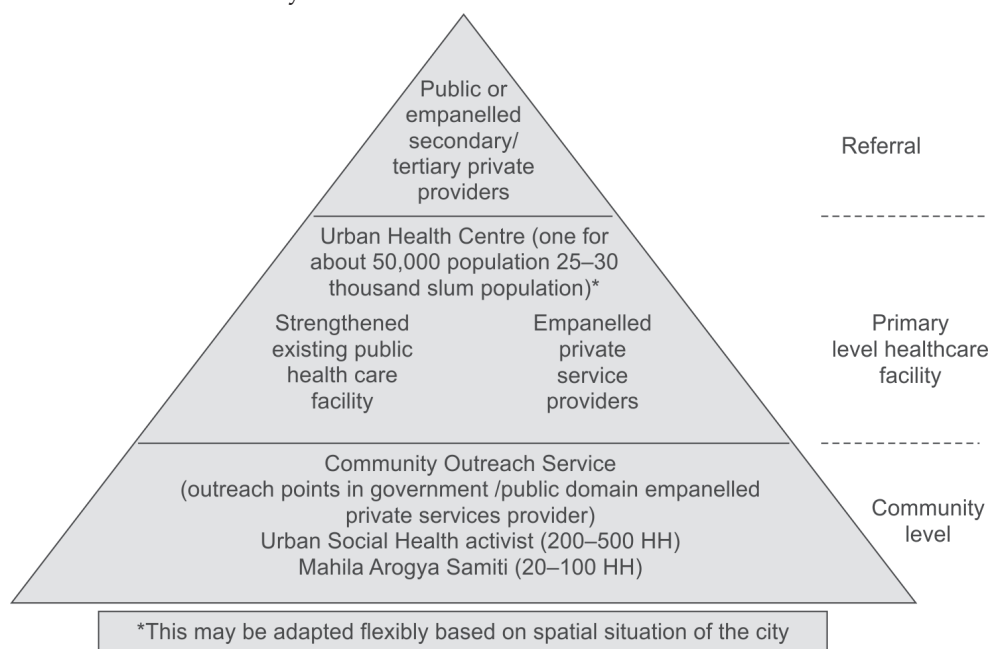
- Strengthening the participation of community in planning and management of the healthcare service delivery.

- All the services delivered under the urban health delivery system are based on identification of the target groups (slum dweller and other vulnerable groups); preferably through distribution of Family/ Individual Health Suraksha Cards (Fig. 1.1).

Community Level

Urban Social Health Activist (USHA)

- Each slum would have a well-defined grass root level area covering 1000-2, 500 beneficiaries, 200-500 households.
- USHA would remain incharge of each area and serve as an effective and demand-generating link between the health facility and the urban slum populations.
- The USHA would preferably be a woman resident of the slum-married/widowed/divorced, preferably in the age group of 25 to 45 years with formal education up to class eight, chosen through a community driven process involving ULB Counsellors, SHGs, Anganwadi, ANMs.

**Fig. 1.1:** Levels of healthcare

- c. **Group Communication:** Group communication is an extension of interpersonal communication where more than two individuals are involved in exchange of ideas, skills and interests. Communication in a group, small or big, serves many goals including collective **decision-making, self-expression**, increasing one's effect, elevating one's **status**, and **relaxation**. It is considered effective as it provides an opportunity for **direct interaction** among the members of the group, it helps in bringing about **changes** in attitudes and beliefs. Group communication is **time** consuming and **less effective**, especially in an emergency. Besides, imbalances in **status, skills** and **goals**, may distort the process and the outcome of communication sharply.
- d. **Mass Communication:** Communication with large number of audiences is termed mass communication. In mass communication, mechanical devices are used to multiply messages and taken to a large number of people simultaneously. The channels through which this kind of communication takes place are referred to as **mass media**. The media through which messages are transmitted include radio, TV, newspapers, magazines, films, tape recorders, video cassette recorders, etc. These generally operate in the form of large organizations and networks to collect, process and disseminate information.

Audience: The recipient of mass media content constitutes its audience. These may be individuals reading newspapers, watching a film in a cinema hall, listening to radio or watching television. The mass media audience is large, heterogeneous, scattered, anonymous in character and physically separated from the communicator in terms of space and time.

Feedback: Feedback in mass media is generally delayed. It is rather a cumulative response

which the source gets after a considerable gap of time. Delayed and expensive feedback is a limitation of mass media.

DIRECTIONS OF COMMUNICATION

In an organisation, there are a number of channels or paths connecting various positions for the purposes of communication. The sum-total of these channels is referred to as communication network. This is made-up of two types of channels, which are interrelated and interdependent, viz.

1. Formal
2. Informal

1. Formal Communication Network: When a channel is intentionally created/prescribed for the flow of communication in the organization it is called a formal channel and communication passing through this is formal communication. It is done through the chain of command. It involves the transmission of official message in the formal organization structure and clearly indicates the authority relationships involved and these generally are in writing, e.g. orders, decisions, instructions, etc.

Formal Communication is of four types:

- a. Downward
- b. Upward
- c. Horizontal
- d. Crosswise

a. Downward: A formal communication between a superior and subordinate, i.e. from higher to lower levels of authority in the form of *instructions* and *directions* is called downward communication.

b. Upward: A formal communication that flows from a subordinate or subordinates to a higher authority is called upward communication. The upward communication can take the form of *progress reports, budget reports, profit and loss statements, requests for grants, suggestion, opinion, etc.* Both these are forms of vertical communication.