



(Autonomous)

(Reaccredited by NAAC at an 'A' Grade and ISO 9001:2015 Certified Institution)

Rahmath Nagar, Tirunelveli - 627 011

Contents

20000	S.					
	1 Reasons for	Page No.				
	Reasons for preferring supermarkets (Organised retail Ed. Priyadharshini and Dr. A. Hamil					
2	A study on consumer disputes in Tirunelveli District A comparative study on Service Quality of Public and Private College Hospital					
3						
4	Brands of Shampoo in Tirunelveli District G. Velammal Selvi and Dr. K. Sheik Mydeen	13				
5	Challenges for Fast Food in the ensuing decade in Tirunelveli Municipal Corporation - A role in social aspect Dr. N. Siyon	19				
6	A study on the preference of good's carrying Commercial Vehicles in Tirunelveli Dr. A. Hamil and S. Gomathinayagam	29				
7	Attitude and perception towards print advertisers in Madurai City - A view Dr. I. Priya	38				
8	Foreign Direct Venture in Market Atmosphere Dr. K. Naina Mohamed	47				
9	A study on factors influence in Children Buying Behaviour Dr. K. Rajendran and Dr. J. Jayakrishnan	54				
10	A study on Work-Life Balances of Private School Teachers in Palayamkottai N. Abiramikaniyamuthu and Dr. M.N. Mohamed Abusali Sheik	62				
	A study of Financial Institutions and Government Financial systems for nurturing entrepreneurship A. Supriya and Dr. G. Magesh Kuttalam	68				
	Role of Financial Literacy in current Economic development Maria Bharathi and Dr. R. Muthu Lakshmi	t 72				

S.	Title Pag					
	Consumer perception towards of State Sector in India R. Chitra Challenges faced by Small Scale Sector in India					
15	Health-care Services - A Conceptual View					
16	An analysis of factors affecting buying behavior of women on					
	Stumbling block of Women Entrepreneurs - A case in Thoothukudi District S. Gayathri and Dr. G. Magesh Kuttalam A study on Job Satisfaction of employees in Reliance Market at Tirunelveli C. Priya and Dr. P. Geetha					
18						
19	Problem and Prospects of e-banking in India N.P. Jumana					
20	A study on the Brand Preference of Liquid Washing Detergent in Tirunelveli Dr. A. Hamil and A. Beema Aniz Sapna	12:				
21	Inventory Management of the E.I.D Parry (India) Limited, Nellikuppam Meeradevi Muthuraman, Nirmal. S and Dr. P. Maria Das	12				
22	Women on Corporate Boards in India: Relationship between board Gender Diversity, Firm Performance and ESG disclosure P. Mathivanan and R. Kasilingam	es 12				
23	Effects of Demonetisation in India Dr. A. Sameema	13				
24	Socio-economic conditions of Indian Muslim Migrants Dr. R. Malini and A. Ayisha	1				
25	A study on Service Quality of Public Sector Banks and Private Sector Banks in Tirunelveli District Dr. R. Murugan and Dr. T. Velpandi	1				

S. No				
26		age No.		
27	case of a Post	156		
28	Entrepreneurship taking new Forms - Social	163		
29	Dr. S. Resia Beegam	171		
	Online Shopping Behaviour - A study with reference to the attitude and problems of youth in Tirunelveli City V. Prabha Ruba Rani and Dr. G. Gurusamy	175		
	through ICDS in Kanyakumari District J. RejilaJeba Deena and Dr. R. Sivanesan	182		
31	LPG model - A real Economic Reform Policy in India Dr. G. Kavitha	189		
	A study on Service Quality of Public Sector Banks in Thoothukudi District E. Meenatchi and Dr. S. Arul Raj Ponnudurai	195		
15	Total Quality Management and its impact on Customer Satisfaction in Banking Sector of Tamil Nadu Silviya Aloysius and Dr. M. Mohamed Siddik	20		
S	A study on Financial Literacy among Under-graduate Colleg Students in Palayamkottai V. Kalaimagal and Dr. P. Geetha	ge 20		
	A study on current Business and Economic conditions in Indi M. Deena and Dr. A. Aruna Devi			
e.	study on Consumer Awareness and Perception towards shopping in Tirunelveli District Senthamil Selvi and Dr. M. Malarvizhi	2		
re	study on job satisfaction of employees - with special eference to marketing executives in Thovalai taluk of anyakumari District			
	Paulmoni	2		

	Title	age No.				
S. No	Palance of Private School Teachers in	-				
38	A study on Work-Die	230				
	An exploratory study on control of the Palayamkottai area					
	A study on the role of Service Quarty and Management in Banking Sector Management in Banking Sector Management in Banking Sector					
41	41 Digital Finance and Financial Inclusion - A study with speci- reference to Private Banks N. S. Rekha and Dr. M. Mohamed Siddik					
42 1	Factors Influencing Teacher Morale: A study among Matriculation Teacher in Tenkasi Education District P. Nidhya and Dr. T. Helan and Dr. G. Magesh Kuttalam	262				
43 C	Online Shopping Behavior of College Students - With special reference to Kollam District M.S. Gayathri and Dr. Paul Vinayalal Wilson	267				
Li	ustainable Business practices in India - The case of ITC imited Anoukh	27				
5 Re	ole of Capital market in the growth of Indian Economy Niyas and Dr. Paul Vinayalal Wilson	27				
Sti	study on preference of online shopping among College udents in Kovilpatti Veilatchi	28				
A sinc	study on workers Job Satisfaction of Liberty Match box dustry in Kovilpatti S. Rubha and T.K. Asan Mydeen					
Wo	rk-Life Balance of Women Employees - A Conceptual Review	29				
A st	udy on purchasi	2				
Onli R. Si	udy on purchasing behaviour of Teenagers towards ine Retailing preferences vanesan and Dr. G. Johns Green					
	Journs Green	3				

S. No	Title	Page	1		
50	Digitalization in Parks	No.			
51	Digitalization in Banking Sector - An Analytical Study N.S. Rekha and Dr. M. Mohamed Siddik	312			
31	Awareness on the Financial Assistance of Banking Companies among Small Scale Business undertaking in Kerala Y.S. Rejitha	319			
52	Economic and Health Problems of Aging Population Dr. S. Vimal Dolli				
53	A comparative study on Customer Brand Preference of Samsung and Apple in Tiruvannamalai Town P. Abirami and B. Mahalakshmi	32	29		
54	A study on the preferred investment avenues among NRIs in Gulf Nations with Special Reference to Delta Districts J. Abdul Khader and Dr. M. Sirajudeen				
55	Online Hotel Reservation Systems - A perspective of travellers Dr. D. Hepzibah Vinsyah Jeyaseeli				
56	A study on problems and prospects of Labour in Salt Manufacturing Industries in Thoothukudi District		348		
57	A study on customer satisfaction towards e-banking service	s	355		
58	Dr. P. Abraham and S. Palavesakrishnan A study on consumers expectation and satisfaction towards modern day retail shops with special reference to Tirunelveli				
59	M. Abdul Rahuman A study on sustainable Human Resource Management an organizational performance in IT Industries in Chennai,	d			
			36		
	B. Sasikala and Dr. M. Mohamed Siddik In Eco-tourism Project		3		

ECONOMIC AND HEALTH PROBLEMS OF AGING POPULATION Dr. S. Vimal Dolli 1 Abstract

This paper deals with the economic and health issues of aging population. The population of aged people in in 1961 was 6.4 percent of population. The population of ages percent in 2001. The share of elderly total Population, which rose to 7.5 percent in 2001. Population in rural and urban areas are 20.3 percent and 1.97 percent. The quantity of older is probably going to achieve around seventy-seven million by 2001 and 124 million by 2020. Among the issues faced by during the last fifty years, the major identified issue is the lack of economic independence particularly among women. According to the report submitted by Human Development Indicator Survey (HDIS) in 1994-95, seventy-six percent of the women and forty-two percent of the men were taken care of by their family. Some common unhealthy state of older are vital sign, psychological state, internal organ issues, diabetes, joint pains, urinary organ infections, cancer, loss of vision T.B. etc. There are fifteen million people that have a stroke annually. Stroke is that the second leading explanation for death for individuals higher than the age of sixty. The speedy population ageing can essentially bring social modification and economic transformation. Therefore, a holistic approach towards the elderly population will take social, economic and cultural changes which is required to solve the issues relating to the older people. supported the prevailing diversities within the ageing method, it's going to be declared that there's a necessity to pay bigger attention to the increasing awareness on the ageing problems and its socioeconomic effects and to market the event of policies and programmes for coping with an ageing society.

Keywords: Cardiovascular, aging population, mental illness, elderly people, Alzheimer's Disease, mental illness

Introduction

We can normally divide the life span of a person into five stages, such as infancy, childhood, adolescent period, adulthood age and old age.In each and every stage a person will face many issues like economic issues, social, political, psychological, physical issues and so on. The problems faced in one stage of life will be different from problem faced another stage of the life. Among all the issues the problems faced by the older people will be peculiar and unique. The elders may find it difficult to face issues due their deterioration of physical health and mental stability due to poor physical condition. Money plays vital role in maintaining both physical and mental health of elders. But the problem will rise in spite the good financial position when there is lack of support from their wards and negligence by their family members.

Assistant Professor, Department of Economics, Holy Cross College (Autonomous), Nagercoil.

Among demographic transition in the world, the identified Among demographic dansition in the world, the identified significant change was considerable increase in the elderly population. The significant change was considerable increase in the elderly population. The fact was true particularly in developing countries like India. The medical fact was true particularly in developing countries like India. The medical advancement brought the situation that there lower mortality rate and advancement brought the situation that there lower mortality rate inedical higher fertility rate, thereby the life expectancy of people has increased well. higher fertility rate, higher fertility rate, and the superconduction and the total global population, majority of the elders (60 percent) lives Among the total global property of the elders (60 percent) lives in developing countries and this was expected to increase to 70 percent by in developing countries to increase to 70 percent by 2010. Further, the older population itself is ageing, with the previous old **Objectives**

To know about the economic status of age population

To understand the health problems of age population Methodology

This study is based on secondary data. Secondary data were collected form books, journals, project reports and from internet sources. Elderly Population in India between the age group of 60 and 100

during the period 1961 - 2001

Age	Number (millions) 1961 1971 1981 1991 2001					Percent of Elderly to the Total Population				
	1961	1971	1981	1991	2001	1961	1971			
60+	25	33	43	57	77	5.6		1981	1991	2001
70+	9	11	15	21	29	-	6	6.49	6.76	7.5
80+	2	3				2	2.1	2.33	2.51	2.9
			4	6	8	0.6	0.6	0.62	0.76	-
90+	0.5	0.7	0.7	1	- 1	0.1	0.1	0.1	-	0.8
00+	0.01	0.01	0.01	0.01		-			0.2	-
				-	- 1	0.02	Contro	0.02	0.02	-

Source: Irudaya Rajan (2006). The Centre for Enquiry into Health and Allied Themes".

According to the 2001 census in India the elderly population accounted for 77million. This is about 6.7 percent of the total population, which is up from the 5.6 percent in 1961 and 7.5 percent in 2001, respectively. In rural areas the percentage of elderly people is much higher i.e. 20.3 percent, comparing to the urban areas, which stood at 1.97 percent. The number of elderly people is likely to reach around 77 million by 2001 and 124 million by 2020.

Economic Status of the Age Population

The percentage of elderly population as percent of working population is less than one percent. According to the NSS 52nd round, majority of the aged people (63 percent) in India are illiterates. Among total elderly people around 79 percent of women and 50 percent of men are illiterate. Around 44 percent of the elderly men and 24 percent of the elderly women are currently economically active, while the majorities are not economically active. There were only 969 women for 1000 men in the 60 plus age group in 1991.

The first among the problems faced by the elderly is the high levels The first among the problems faced by the street of the of economic dependence on others, especially for women. According to the or economic dependence on others, especially to the report submitted by Human Development Indicator Survey (HDIS) in 1994. report submitted by Human Development indicates and 42 percent of the women and 42 percent of 95, among the total aged people 76 percent of there were taken care of h the men were supported by family and there were taken care of by their the men were supported by family and their than 70 percent of elderly children and their spouse. Specifically, more than 70 percent of elderly

people are taken care of by their children as per the NSS data.

Health Problems of old Age Population

Alzheimer's Disease: This disease might be associated with nervous Alzheimer's Disease: This disease that begins inside part of the brain disorder and a slow and gradual disease that begins inside part of the brain disorder and a slow and gradual disease distributions and a slow and gradual disease that controls the memory, as a result of it spreads to different parts of the brain, it affects a bigger vary of intellectual, emotional and behavioural abilities. there's no acquainted cause for this malady. As an individual grows older, he's at larger risk of developing Alzheimer's. the simplest thanks to forestall these conditions from occurring is to stay mentally busy. participate in activities like recreation, yoga and meditation. Reading books, playing keyboard board or physical games of any kind and moving with people will boost the standard of our life. Eat a balanced nutrient diet and avoid alcohol

Mental Illnesses: According to World Health Organization, 25% of the world population is suffering from Mental illnesses. But only 40% of these cases are diagnosed and treated. One million annual suicides are the result of these undiagnosed or missed cases. Most common causes for these suicides are depression, dementia, anxiety and Schizophrenia. Elderly are vulnerable to a spread of mental sicknesses. Depression is that the commonest of those. Symptoms of depression include- Lack of interest in activities you enjoyed doing. disappointment or unexplained crying spells, anxiety or irritability, Loss of memory, inability to concentrate, confusion or disorientation, Thoughts of death or suicide, modification in appetency and sleep patterns. These health problems are characterised by confusion, state of mind and disorientation.

Blood Pressure: With age the centre and blood vessels dwindle economical even within the absence of obvious diseases, the centre tends to urge enlarged and also the pumping action decreases. The blood vessels dwindle pliable and elastic. this may lead to the swelling of feet, high force per unit area and coronary failure. The UN agency (World Health Organisation) estimates that in 2006, three million folks die of cardiovascular (CVD) disease like cardiopathy and stroke in Asian nation. Major reason for the death was attributed by the centre unwellness in Asian nation. A cardiopathy or coronary failure happens once the provision of oxygen-rich blood to the centre is discontinuous, typically by a blood in one among the coronary arteries that offer the centre with blood. This happens once there's a blockage in one or a lot of coronary arteries. Habits like unhealthy consumption, having a lot of stress, absence or no physical exertion can

result directly into near 1950es.

Heart Problems and Heart Attack: With age the heart and blood vessels

less efficient even in the absence of obvious diseases. The less results are the second of t Heart Problems and Meart Actuals, with age the heart and blood vessels become less efficient even in the absence of obvious diseases. The blood heart become less entirent even in the absence of obvious diseases. The heart tends to get enlarged and the pumping action decreases. The blood vessels pliable and elastic. This can result in the swelling of the street of the swelling of the sw become less pliable and elastic. This can result in the swelling of feet, high blood pressure and heart failure. The WHO (World Health Organisation) estimates that in 2006, 3 million people die of cardiovascular (CVD) disease such as heart disease and stroke in India. Major reason for the death was attributed by the heart disease in India. A heart disease or heart attack occurs when the supply of oxygen-rich blood to the heart is disrupted, usually by a blood clot in one of the coronary arteries that supply the heart with blood. This happens when there is a blockage in one or more coronary arteries. Habits such as unhealthy eating, having more stress, absence or no physical exercise will result directly into heart problems.

Stroke: There are 15 million people who have a stroke each year. Stroke is the second leading cause of death for people above the age of 60. There are two types of stroke i) Ischemic which occurs in 85% of patients and ii). Haemorrhagic which is seen in 15% of patients are affected.

Cancer: Cancer is a leading cause of death globally, an estimated 7.6 million people died of cancer in 2005. Human being is prone to many diseases, more than a hundred diseases cause cancer on different parts of the body and cancer. Among elderly men, cancers of the prostrate and colon are the most common while for women it is breast cancer. Other cancers found in geriatric patients are skin, lung, pancreas, bladder, rectum and stomach cancer.

Diabetes: Diabetes is a metabolic disorder characterized by high blood sugar. Diabetes is a disease that affects the body's ability to produce or respond to insulin, a hormone that allows blood glucose (blood sugar) to enter the cells of the body and be used for energy. Most of the elderly are affected diabetes.

Kidney disease: Kidney disease is disorder that affects the functioning of the kidneys. It will be characterised as hereditary, nonheritable or nonheritable. Chronic uropathy is thought to have an effect on the old and is related to a high risk of renal failure, upset and death. In Republic of India an outsized range of individuals come in terminal renal failure per annum, whereas many others suffer from lesser types of excretory organ diseases.

Eyes Diseases: Eye diseases like cataracts and age-related macular degeneration, loss of vision etc. are major eye problems in old age.

Fall-related Injury in Old Age: In old age changes in vision, hearing, muscle strength, co-ordination and reflexes make older people vulnerable to falls. In addition, diseases of the heart, brain, bones and joints, thyroid and diabetes may affect the balance and gait. Improper lighting, slippery or uneven ground surface, assistive devices, misplaced furniture, pets and footwear are

ISSN: 2347 7644

among the most common environmental culprits. Thousands of older men and women are disabled, often permanently, due to falls that lead to fractures. The fear of fall can be psychologically debilitating. Every year, thousands of older adults fall and hurt themselves. Falls are one of the main causes of injury and disability in people age 65 or more. People who have suffered a stroke, multiple sclerosis or osteoporosis, are also at risk.

Conclusion

The aged populations are normal people. They may also become ill like others. Old age in itself is not a disease. It is normal and natural condition. Every living organism has weaknesses and disabilities. Some health problem and common ailments that generally affect elderly are blood pressure, cardiac problems, diabetes, joint pains, kidney infections, cancer. tuberculosis etc. Once they occur, this disease may take a long time to heal due to old age. Therefore, regular medical check-up should regularly be made in order to prevent any kind of disease which affect the health conditions. To remain healthy in old age, control your weight, blood pressure and diabetes, eat four to six portions of fruit or vegetables daily, do not smoke, reduce salt, avoid alcohol, walk daily, maintain muscle strength and flexibility with exercise and sleep for six or seven hours a night.

The rapid population ageing will necessarily bring social change and economic transformation. In view of this, a holistic approach to population ageing taking social, economic and cultural changes into consideration is needed to effectively solve the emerging problems of the elderly. Based on the existing diversities in the ageing process, it may be stated that there is a need to pay greater attention to the increasing awareness on the ageing issues and its socio-economic effects and to promote the development of policies and programmes for dealing with an ageing society.

References:

- 1) Chanana, H.B. P.P. Talwar, (2000), Aging in India: Its Socioeconomic and Health Implications, Asia-Pacific Population Journal, Vol. 2, pp. 23-38.
- 2) Dzuvichu, Ketshukietuo, (2005), Health Problems of the Aged Among the AngamiNagas, J. Hum. Ecol, Vol. 17, Issue 2, pp. 101-107.
- 3) Medhi GK1, Hazarika NC, Borah PK, Mahanta J, (2006), Health Problems and Disability of Elderly Individuals in Two Population Groups from Same Geographical Location, Journal of Association of Physicians of India, Vol. 54, pp. 539-544.
- 4) Mukherjee, B.M. (2000) "Some Demographic Implications of Elderly Population in India." International Journal of Anthropology, Vol. 15, pp. 50-57.
- 5) Rajan, Irudaya (2006) "Population Ageing and Health in India" The Centre for Enquiry into Health and Allied Themes (CEHAT), Mumbai.
- 6) Reddy, P.H, (1996) "The Health of the Aged in India." Health Transition Review, Vol. 6, pp. 233-244.