

“A STUDY ON WORKING WOMEN’S ATTITUDE TOWARDS ALLOPATHY OR AYURVEDA & YOGA SYSTEM OF MEDICINE FOR MANAGING THE LIFESTYLE DISEASES WITH SPECIAL REFERENCE TO WESTERN SUBURBS OF MUMBAI”

SHITAL NAIKWADE¹, R GOPAL² & NITIN SIPPY³

¹Research Scholar, D. Y. Patil University, Navi Mumbai, Maharashtra, India

²Research Guide, D. Y. Patil University, Navi Mumbai, Maharashtra, India

³Associate Professor, D. Y. Patil University, Navi Mumbai, Maharashtra, India

ABSTRACT

In India the situation is pretty upsetting; the disease profile is changing rapidly. The World health Organization (WHO) has identified India as one of the countries that is going to have most of the lifestyle disorders in the near future. The diseases of civilization are also known as the lifestyle disorders. Nowadays, the diseases of civilization are becoming more common and they are affecting younger population. Hence, the population at risk shifts from 40+ to maybe 30+ or even younger. According to the doctors, a sedentary lifestyle combined with an increase in the consumption of faulty & fatty food, lethargy, wrong body posture and the imbalance in physiological functioning and alcohol is to blame cases of obesity, diabetes, hypertension Low back pain, Migraine, Hyperlipidemia (High Cholesterol), Constipation, etc. This research would help to understand the awareness level about the diseases of civilization or Life Style based Disorder and to understand the working women’s attitude towards both of these systems of medicine in management of the Life Style based Disorder. With the help of this study, one can understand the various attributes which affect the preference of the consumers while the selection of treatment.

KEYWORDS: Working Women, Attitude, Allopathy, Ayurveda & Yoga, Lifestyle Disorder

Received: Jan 23, 2016; **Accepted:** Jan 29, 2016; **Published:** Feb 04, 2016; **Paper Id.:** IJBMRFE20167