

CUSTOMER SERVICE



Faculty of Traditional Medicine
Menjong Sorig Spa and Wellness

Published By

Faculty of Traditional Medicine

Khesar Gyalpo University of Medical Sciences of Bhutan

Post Box: 297 | Kawangjangsa | Thimphu, Bhutan

Phone Number : + 975 02 321473/334391

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Khesar Gyalpo University of Medical Sciences of Bhutan

Thimphu, Bhutan

First edition: January, 2022

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INTRODUCTION

This module consists of two parts: Part I and part II.

Part I deals with Customer care which is no longer an added benefit but a necessity in business. Customers who are not satisfied with the way they are treated can easily take their business elsewhere. Providing exceptional service will build the bond that keeps customers coming back time and again. Effective customer care can be accomplished by positively interacting with customers through effective communication and relationship building. Learning how to treat your customers exceptionally well will bring about an unexpected result: your customers will become a marketing tool for your business. Various topics will be discussed to develop the knowledge and understanding of delivering good customer care, service and experience. It will also enhance learning in time management, telephone skills, developing positive attitude and pleasing personality. Learners will achieve increased efficiency and effectiveness and develop a sense of cooperation, caring, teamwork and cohesiveness.

On the other hand, Part II deals briefly with Health, Hygiene and Sanitation. Hygiene and sanitation are very important aspects of community well-being because they protect human health, extend life span, and are known to provide benefits to the economy. Proper hygiene and sanitation prevents the spread of diseases and infections. If every individual on the planet maintains good hygiene and sanitation, diseases can be eradicated to a great extent. Hence, the topics in Part II will introduce the concept of health with special focus on the importance of hygiene and sanitation on human health and wellbeing. It will also emphasize on how infectious diseases spread in order to control the spread of diseases for healthy living.

Part 1: Customer Care

Unit I: Concept of customer service, customer care and customer experience



Customer experience is one of the hottest buzzwords in business these days. Companies are pouring more resources than ever before into building a strong customer experience, and many expect to soon compete on experience more than price or quality. Today increasingly we are seeing research that companies invest in customer experience boast a higher stock price. In fact, according to a portfolio of publicly traded companies drawn from the top 20% of brands in Forrester's Customer Experience Index. Those companies that invest in customer experience had higher stock price growth and higher total returns than a similar portfolio of companies drawn from the bottom 20% of brands.

This shows, more companies are taking customer experience seriously. But what about customer service, and what is the difference between customer service and customer care?

The truth is there are a lot of ways to care for and interact with customers, but these three things don't mean the same thing and we have to stop talking about them as if they do.

Customer service is the advice or assistance a company gives its customers.

The goal of customer service is to increase customer satisfaction, and it usually comes by answering questions. Customer service could be helping a customer choose the right product before they make a purchase, but it most often comes after a purchase has been made. Customer service is giving assistance to customers on how to best use the product, trouble-shoot any issues, and ensuring they had a great buying experience.

Customer care means how well customers are taken care of while they interact with the brand.

A term used less often is customer care, which is how well customers are taken care of while they interact with the brand. Instead of just going through the motions and making a sale, customer care is actually caring for customers, listening to their needs,

and finding the right solution. In many instances, customer care moves one step beyond basic customer service by building an emotional connection. Customers are of two types: Internal and External customers whereby Internal customers are buyers who are associated with the organization they are buying the product. Whereas external customers are buyers who are not affiliated with the company they are purchasing the product or services.

Customer experience is the total journey of a customer's interactions with a brand.

Customer experience is the sum of all contact, from first discovering and researching a product to shopping and purchasing to actually using the product and following up with the brand afterwards. Customer experience measures how customers feel about a company overall and includes the emotional, physical, psychological connection customers have with a brand. It isn't a one-off interaction, but rather includes the entire customer lifecycle and every touchpoint a customer has with a product or service.

If these three concepts all sound similar, it's because they all contribute to a company delivering on its promises and building loyal, satisfied customers. Customer experience is the overarching sum of all interactions, and customer service and customer care are pieces of that puzzle.

Customer service is a vital part of the entire experience—nearly 75% of customers who leave do so because they aren't satisfied with customer service. However, customer service and customer care often fall under the responsibility of one department, while everyone in the organization should be invested in customer experience.

A major difference is customer service is reactive and often is only used when a customer isn't satisfied. If a customer has an issue with a product or service, that is typically the only time they would contact customer service. Conversely, customer experience is proactive and aims to reach every customer. The goal of customer experience in many cases is to avoid customers having to contact customer service. While customer service may only be a one-time interaction, customer experience is a holistic approach that aims to stay with the customer every time they think of the company.

Customer care is the most difficult of the three terms to define, but most people consider it a longer-term approach to taking care of a customer. It doesn't include the entire customer lifecycle like customer experience does, but it moves beyond just a single interaction to include perhaps a string of interactions.

Customer experience is measured by net promoter score (NPS), which tracks how likely a customer is to recommend the brand to a friend. Customer service is measured through the customer satisfaction score (CSAT), which measures how satisfied customers are with the experience. Customer care can be measured by a variety of other metrics.

This isn't to say that brands should ignore customer service or customer care in favor of customer experience. No matter how hard a brand tries, not every customer will be completely satisfied, so there is always a need for customer service and customer care. All three elements work together to build a satisfied customer base that is loyal to the brand and will return for more.

Customer experience is more than just a buzzword; it should be at the heart of everything a company does. By including customer service and customer care, brands can exceed expectations and delight customers.



Unit II: Ways and tips of providing good customer care

A customer is defined as “someone who pays for good or services” – but a customer is actually MUCH, much more! Customers are what keeps your business alive. A customer is special, and a satisfied customer is one of the greatest assets your business can have, just as an unhappy customer is one of the greatest liabilities that your business can have.

Delight your customers using great customer care and benefit from lifelong loyalty and referrals. Do your customers LOVE you? Do they rave to their friends about what a great company you are? Would they ever consider switching to a competitor? Do they always leave your premises happy and well cared for? You might think this is a faraway dream, too expensive to achieve, or simply impossible for a product/business like yours. But guess what - it's not! Customer Service can make all of those goals come true, and doesn't need to cost you anything except creativity and passion.

The following are the ten basic tips to provide good customer care.

Have a system to make sure all of these are achieved every time by every member of staff.

1. Make the customer feel important - e.g. don't keep them waiting, give them your full attention, etc.
2. Eye contact and smile (even on the phone)
3. Get every name right (especially unusual ones)
4. Be easy to get hold of, answer within 3 rings, and have a good voicemail, have a helpful email footer
5. Call back when you promised
6. Keep all your promises
7. Train all of your staff
8. Everything should be clean and smart - both people and buildings
9. Keep customers informed (even with bad news)
10. Adapt to the customer - e.g. medium of contact, time of contact, high energy/detail etc.

Q. What systems might you need to introduce to make these areas flawless in your company?

Why is customer care important?

Customers are a group of people who have needs and wants. If your product/ service can meet those needs/ want, they are people/ businesses who:

- will buy from you
- might buy from you
- will/ might tell other people to buy from you

If a business doesn't have customers, it doesn't have anything. If we're lucky, a satisfied customer might tell one other person about his/ her experience.

An unsatisfied customer could easily tell 10 or more people, and those people will not come and do business with you!

- Good customer care means more business – and more profit!
- Bad customer care means less (or no) business, and no income!

The product versus service

- A product is something that is tangible - an item that can be seen, handled and used. When a customer purchases a product, he/ she becomes the owner of the product/ item.
- A service is a non-tangible equivalent of a product – an activity/ work task is carried out by a person (or group of people). It benefits another person (or other people), for payment.

When a consumer pays for a service, the consumer does not take ownership of the service.

Providing a service is an activity that does not result in the customer owning something

Some of the most common customer requirements include:

- Fast, efficient and accurate service.
- High quality products at a competitive price.
- Friendly, courteous, helpful service.
- The business owner (and employees) can provide information and answer questions about the business and its products/ services.
- Prompt responses to their inquiries.
- Enough stock to meet their needs.
- A clean facility.

Unit III: Customer service on the telephone



Phone etiquette is essential to maintaining customer satisfaction and representing your brand professionally.

- Customer service over the phone matters a great deal to customer satisfaction and your brand's professionalism.
- Customer service requires etiquette that is often unspoken but always expected by your customers.
- Outsourcing management of your phone lines to a call center could free up internal resources and boost the quality of your customer service.

Whether you're talking to clients or business partners, correct etiquette is the key to leaving a positive impression on everyone you interact with and letting them know you're a professional.

In any business, make sure that everyone who talks to customers on the phone or answers the business line is trained. Training, however, is never-ending. Business owners and the management team need to make sure employees consistently apply company phone policies and best practices.

What is phone etiquette, and why is it important?

Proper phone etiquette is crucial in the workplace. Your client's first impression of you is often over the phone. How you communicate with them might be the deciding factor in whether you gain or lose the customer.

Callers judge your business by the way you interact with them and handle their request or answer their questions. Good communication is key to establishing and maintaining a strong connection with your customers. However, it's often difficult to communicate over the phone, since neither party can pick up on body language or other nonverbal cues. It's important to use your words, tone and professionalism to convey what you are trying to get across. Continuously practice the right etiquette and ensure your staff is adhering to it as well. Consistency is key.

Examples of phone etiquette

There are many examples of phone etiquette, but these are a few common ones:

- **Immediately introducing yourself and your business:** This is a professional alternative to simply introducing yourself and your business will assert your credibility and tell the caller who they are speaking with.
- **Speaking clearly and calmly:** It's important for your customers to understand you and not feel rushed. By speaking clearly and calmly, you're also telling them that they have your undivided attention.
- **Listening and taking notes:** Rather than rushing a caller, proper etiquette involves listening to their concerns or requests while jotting down any information you deem necessary. That way, you can better help them reach a solution without becoming overwhelmed by the conversation.
- **Remaining cheerful:** Your tone will impact how your customers feel while speaking to you. For example, if you speak in monotone or give the impression that you're bored, your customers won't feel heard and might even shut down. If you are friendly and upbeat, they'll feel inclined to reflect that same attitude back to you.

10 phone etiquette tips for businesses

To start, here are 10 phone etiquette tips for customer service for businesses.

1. **Be consistent.**

Have everyone answer the business line consistently. If it's an inbound call, all the customer wants to know is that they got the right number. Your "hello" should be brief. Train staff to use a professional greeting that mentions the company and then their own names. "How can I help you?" is assumed, so don't waste precious time adding those five words. "Hello, Mary's Mittens, this is Becky" is sufficient.

2. Never interrupt.

Don't interrupt a complaining customer. It can be hard not to do this, but train your team to listen to the whole problem, no matter how long it takes. Even if employees will eventually hand off the call to another member of your staff, listening to the whole story is important so the customer feels taken care of.

3. Get to know the hold button.

The hold button is your friend. Never put the phone to your chest to muffle the mouthpiece so you can speak among yourselves. Clients may hear things you don't want them to hear. [

4. Then get to know the transfer button.

You need to know how to transfer someone to another member of the team. Say to the client, "The best person to handle this is Jane, so I'm going to transfer you." If it's going to take time for you to locate Jane or explain the problem to her, tell the client it'll be a while. For instance, say, "It will take me about three or four minutes to get Jane up to speed, so can I please put you on hold?"

Most people will say yes. Then Jane must answer the phone with some knowledge of the problem, not starting from square one.

5. Keep customers informed.

It's important to train your team on this. They have to give the client a list of what they're going to do, then a longer timeframe than necessary. Why? Because when you fix the problem in less time than you stated, they know you went to bat for them. You'll have a loyal customer at that point. Take longer than you said and they're steaming mad.

For example, say, "Mr. Tashi, here's what I'm going to do. After we hang up, I'll immediately call the supplier. It may take me a day or more until I reach the right person. Then I'm going to tell them I need another widget for you in Emerald Green. The shipment of that to our store may take another week. At that point, I will call you, and you can come pick it up or decide to have me ship it. In the meantime, I'm sending you a return label to send back the damaged item. I am hoping to get a new one for you within two and a half weeks. I'll call you when it's here."

6. Smile when you talk to customers.

Did you know you can hear a smile? Research shows that smiling while speaking on the phone makes a detectable difference in your tone of voice, so make sure that your team sounds happy to talk to customers. If staff members sound dour, it is worse on the phone, since the client does not see body language. Words and inflection are much more important over the phone than in a face-to-face encounter.

7. Learn how to handle angry and abusive people.

First, don't tell someone to calm down. No one wants to sound like a crazy person, but when a client is that mad, they can't help it. It's going to sound counterintuitive, but your customer service person should speak in a slightly louder voice initially if the customer starts out loud. Their words should be reassuring, like "how awful," "you're absolutely right to be upset" or "I can't believe this – how terrible." The client will feel understood. Slowly, the caller's voice will resume normal volume, and the customer service representative should once again mimic the client's volume. Once the customer is quieter, you can try to solve the problem.

8. Answer after the first few rings.

You never want to let a call go to voicemail. In fact, you should answer within the first few rings rather than keeping a caller waiting. Customers often grow frustrated or even hang up if they are left on the line without assistance for too long. Even if you answer just to put them on hold while you handle another caller, it's better than leaving them hanging with no greeting for minutes at a time.

9. Eliminate background noise.

Background noise is extremely distracting and unprofessional. To eliminate unwanted sounds, make sure you are in a quiet area, like a call box or private office, and don't use the speakerphone. If your typical workspace happens to be too loud, try taking the call elsewhere or asking those around you to lower their voices.

10. Ask questions and take notes.

If you're unsure who exactly the caller is and what they need from you, ask them. Make sure you jot down information like their name, number and company, and understand exactly what they're asking or requesting. For instance, if they're trying to reach someone in the company who is currently unavailable, you'll want to record the

message they wish to relay, along with their phone number and full name, so you can deliver it accordingly.



Unit IV: Importance of time management

To gain success there are many things that an individual need to do at a time and it becomes really hectic sometimes to manage the twenty-four hours in a day to complete all the work that we have and complete it efficiently. There are many of us who work as well as study so managing time for work, study, friends and family becomes difficult. Similarly, people who only work have such tremendous work pressure that managing and completing it within the stipulated time seems impossible, so time management is a necessity in today's busy world where everybody has to juggle with a number of things every day, where the person who does more than what is required of him succeeds. Therefore, here, we would discuss about some helpful tips that would help in the effective time management that can lead to success.

Stephen Covey's time management matrix

Covey designed a time management matrix to help people manage themselves through prioritizing tasks

- You have to decide what is important for you to do
- You have to decide which things are urgent and what can wait



Quadrant I – Urgent & Important

- These activities should take first priority
- The activities in this quadrant need to be dealt with immediately and they are important
- In the long term, time spent here should be reduced with prevention and preparation (Quadrant II)

Quadrant II – Not Urgent but Important

- The activities in this quadrant need to be the FOCUS!!!
- You should begin to prioritize the activities that fall into this category
- If you are currently spending very little time here, begin slowly and build upon it

Quadrant III –Urgent and Not Important

- The activities in this quadrant are often the result of someone else's sense of urgency
- If you allow your priorities to fall here, you will feel rushed to get things done, followed by a lack of satisfaction
- These tasks are distractions!

Quadrant IV – Not Urgent and Not Important

- Activities in this quadrant are simply a waste of time
- Should strive to minimize the amount of time you spend on activities falling into quadrant IV

Why is time management so important?

Time is limited and scarce. You must be aware each individual has the same number of hours, yet you would notice some people complaining about lack of time. You are bound to get out of focus, when there is “so little” time and you have “so much to do”. Hence, for efficient time management it is important to set priorities and meet deadlines. When you start prioritizing things, you would notice that there is enough time for crucial activities in life.

Neither the rich nor the poor can store time. The quota of 24 hours is given to both the rich and the poor. The main difference between fame and failure lies in how one uses time skillfully. Hence, time management is all about wise usage of time.

Time management helps in organizing yourself. If you could allot certain amount of time for each work or an activity, you would have no worries about achieving your target. Time management is all about getting organized.

Remember, time is needed for each and every activity you undertake. You should know how to divide your waking hours among the various activities of the day. This would ensure that a task is completed and the time used is accounted for. The importance of time management is, it helps in realizing or achieving your goal.

Time Management Skills - Techniques and Tips

To be able to perform effectively at work, time management skills are a must for everybody.

Here are some effective tips and techniques for time management.

Have you ever taken a look around at your workplace? If you were an observant person, you would have probably noticed how certain people complete their task with great ease before the stipulated time while some struggle laboriously with the same. You may have thought it probably has to do with the particular abilities of a person. Yes, it does hint at a person’s capability but it does not mean others do not have skills. The thing missing out in case of others who fail to perform well is the knowledge about time management skills. Time management is important for those who wish to have a balanced professional and personal life. Having the knowledge of time management

skills is all about being more productive at work while keeping stress at bay. Slogging for long hours at work does not always mean he/she is really a hardworking employee. An employer would then need to check if the particular person is unable to manage his/her time well enough to complete the task within the given hours. If you are often caught in this trap of being unable to manage your tasks well no matter how hard you try, read all about some tips and techniques about time management skills.

Get your priorities right

Think about the set tasks for the day. You would then need to know how much time should be allotted to a particular task. Focus your energy on the important tasks that are completely significant to you. Is there a particular time of the day when you feel most productive? If your thinking powers are particularly sharp in the morning hours, try to finish your important tasks during that period. You can use the rest of time to finish the seemingly smaller tasks later.

Set clear goals for yourself and the team

Setting goals for the week or even a day would help you in managing the time more effectively. Ensure the distribution of work is also done effectively. Decide the target you wish to achieve and manage your team well to get the desired results. Make short-term goals so that you can achieve your targets with ease. This is also indicative of your personal life.

Maintain a planner/diary

Having a diary with all your activities for the day may seem a little cumbersome to you but you must maintain a diary to know the way you plan your day. Make a to-do list to organize things. Mark all the important tasks for the day. Include some time for your personal self as well.

Keep some extra time on hand

Time management is all about dividing your work schedule in your planner but there would be certain hitches along the way. Sudden meetings or additional time spent on a particular project may require you to change your schedule. You must be aware of these situations and add more time to a particular task in advance to have some extra time on hand. In this manner, even if there were any issues that take up some more time, you would still be left with a comfortable amount of time for other tasks!

Learn to say no!

Well, when you are delegating your tasks and if you really can't fit things in the schedule, learn to say no when required. There is a major difference between realistic goals and the completely impractical ones. Find out another alternative in that case. Every problem has its solution and you are not a one-man show, so learn to refuse when required.

Avoid procrastination of tasks

Procrastinators end up working more than required and often end up feeling stressed about work. Avoiding work so that you can do it later is not a wise idea. Know the reasons why you are avoiding a particular task. It would be a wiser idea to finish the particular task beforehand rather than keep it piled for the month end. Have focus and a vision:

Know about your goals and maintain your focus on the important tasks. Many times people often waste precious time on tasks, which are not really important to a particular project. A clear focus would help you to attain your objective. A vision would give you the right direction for the same.

Always keep time for yourself:

To be energized for work would require you to plan for some things, which you really enjoy apart from the work schedule. Going for a dance class or exercising at the gym would give you a chance to feel geared up about your work as well. Explore a new place at the weekend. Plan some time for yourself in between meetings; this is absolutely necessary if you are aiming to finish all the tasks on time!

It is therefore very necessary for one to be aware of time management skills and feel more organized at work. These tips and techniques are bound to help you manage your work in the most effective manner!



Unit V: Developing a positive attitude and pleasing personality

What is Attitude?

Attitude is a mental position relative to a way of thinking or being; a leaning toward that which you believe. A positive attitude is, therefore, the inclination to generally be in an optimistic, hopeful state of mind.

The Power of Positive Thinking

A positive attitude and optimistic thinking early in life predict health and well-being in later years. A research on Harvard graduates found a strong correlation between their optimistic thinking as college students and good health at age 40 and above.

Even if you have been a pessimist or a negative thinker for many years, it's not too late to change your way of thinking and reap the benefits of a positive attitude.

Characteristics of Positive Attitude and Optimism

Optimists believe they are accountable for good things and that good things will generally come their way. If something bad comes instead, optimists tend to write it off as an isolated incident, an anomaly, or something out of their control; optimists believe things will be better in the future.

Positive Thinking Takes Practice

If you're a person whose first thoughts about the meaning of something that's happened are negative thoughts, be encouraged by the knowledge that the first step toward a positive attitude and positive thinking is to simply think another thought. Thoughts are under your control. Your pessimistic way of thinking is habit; habits can be changed.

When you catch yourself thinking a pessimistic thought about an event in your life, first evaluate the evidence. What are the facts—not the fears—but the facts?

Next, think of alternate explanations and future outcomes. When your old car suddenly makes a strange noise you may jump to the pessimistic conclusion that repair will be costly, but maybe a minor repair will solve the problem.

Remind yourself to follow this approach with a daily affirmation such as this: When I have a negative thought I immediately evaluate the facts and think of positive alternatives that also fit the facts.

Stephen R. Covey (2009) suggests seven habits that an individual can adopt to be positive and successful in life.

These seven habits are summarized as follows:

Habit 1: Be Proactive

Change starts from within, and highly effective people make the decision to improve their lives through the things that they can influence rather than by simply reacting to external forces.

Habit 2: Begin with the End in Mind

Develop a principle-centered personal mission statement. Extend the mission statement into long term goals based on personal principles.

Habit 3: Put First Things First

Spend time doing what fits into your personal mission, observing the proper balance between production and building production capacity. Identify the key roles that you take on in life, and make time for each of them.

Habit 4: Think Win/Win

Seek agreements and relationships that are mutually beneficial. In cases where a “win/win” deal cannot be achieved, accept the fact that agreeing to make “no deal” may be the best alternative. In developing an organizational culture, be sure to reward win/win behavior among employees and avoid inadvertently rewarding win/lose behavior.

Habit 5: Seek First to Understand, Then to Be Understood

First seek to understand the other person, and only then try to be understood. Stephen Covey presents this habit as the most important principle of interpersonal relations. Effective listening is not simply echoing what the other person has said through the lens of one’s own experience. Rather, it is putting oneself in the perspective of the other person, listening empathically for both feeling and meaning.

Habit 6: Synergize

Through trustful communication, find ways to leverage individual differences to create a whole that is greater than the sum of the parts. Through mutual trust and understanding, one often can solve conflicts and find a better solution than would have

been obtained through either person's own solution.

Habit 7: Sharpen the Saw

Take time out from production to build production capacity through personal renewal of the physical, mental, social/emotional, and spiritual dimensions. Maintain a balance among these dimensions.

Further, here are some Tips for Developing a Pleasing Personality:

A Positive Mental Attitude

Keep your mind filled throughout the day with positive and happy thoughts. It's not much fun being around negative people. Treat everyone you meet as if they were the most important person in the world. With a positive mental attitude, you'll seek out positive choices and expect positive results. This helps you move past fear and try things that others may believe "can't be done". This typically ends in positive results.

Capacity to Understand People

You must learn the art of understanding people if you want to be a leader and well respected by the people you work with.

Appearance

Appearance is important to develop a pleasing personality. The best-dressed and well-groomed person attracts the most favorable attention.

Try to Control Your Emotions

Self-discipline is necessary. Some of the negative feelings like fear, hatred, anger, envy, greed, jealousy, revenge, irritability, and superstition should be kept under control.

Use of Creativity

Be creative. Everyone is born with a brain and an imagination. Some use it to develop their fullest capacity to create a great life for themselves - while others use it very seldom and end up living a life of mediocrity and lack.

Hope and Ambition

A person without ambition can never be successful. He/She may be harmless to oth-

ers, but will never be popular. No one cares much about a person who shows by their actions that they have abandoned hope of getting ahead in this world.

Having dreams, goals, and plans on how to achieve them – create positive energy around you.

Concern for Others

If you want to be loved by others, show concern about the welfare, happiness, and safety of others.

Self-Motivation

You must always keep your spirits high and realize that the failures and the mistakes are not the end of the world. There is one good life to be led ahead and this is just a stage which is bound to pass.

Stay Determined

No matter how low you feel, you need to keep going. Determination is an important asset of anyone's personality. A 'side effect' of such low times is that we tend to give up whatever we are doing and try to cut ourselves off from the world. This is harmful for your success and self-motivation. Use your motivational skills and self-understanding to stay determined and carry on with your work. You can even use negative motivation to stay determined.

A Friendly and Pleasing Tone of Voice

Keep your tone of voice calm, friendly, soothing, caring, cheerful, easygoing and kind-hearted.

The Habit of Smiling

When we smile at another person, it puts them at ease and raises their self-esteem. It also releases endorphins in your brain that gives you a feeling of well-being and contentment. Your smile will change the mental attitude of those with whom you come into contact.

Courtesy

Always go out of your way to help others and be kind to them.

A Good Sense of Humor

A well-developed sense of humor helps you stay flexible and adjust to life's varying circumstances. It keeps you from taking yourself and life too seriously.

Control Your Temper

The person who lets his or her temper fly off in all directions is sure to receive negative feedback. The most common injury an uncontrolled temper inflicts is that which results from an uncontrolled tongue.

Make Decisions Promptly

Successful men and women reach decisions quickly and act on them promptly.

Give others the chance to speak and listen to the other people's views. Do not bore others with tales of your problems and misfortunes. Do not minimize other people's achievements or try to press too much in making yourself look too important in their eyes. Do not gossip or collaborate with gossipers. Instead, develop the habit of passing compliments. Enthusiasm also aids in the cultivation of a pleasing personality.

Above all, observe the golden rule: treat others as you would like to be treated. If you treat others the way you would like to be treated, you will not worry about whether people like you or not.

Note: Developing a pleasing personality following these tips will help in creating positive impression.



Unit VI: Team work

What is teamwork?

A team is a formal work group consisting of people who work together to achieve a common group goal. A team is composed of three or more independent individuals who are consciously working together to achieve a common objective, such as product development, service delivery or process improvement. A group becomes a team when members demonstrate a commitment of cohesiveness and accomplishment than in a group.

Benefits of Team

- o Increased creativity, problem solving and innovation
- o Higher quality decisions
- o Improved processes
- o Global competitiveness
- o Increased quality
- o Improved communication
- o Reduced turnover and absenteeism and increased employee morale

Characteristics of high-performance teams

- o Most of the high-performance teams possess the following characteristics
- o Common purpose and goals
- o Intention
- o Clear roles
- o Communication processes
- o Accepting and supporting leadership
- o Small size
- o High levels of technical and interpersonal skills
- o Open relationships and trust
- o Accountability
- o Reward structures

Tips for effective teams

- o Be focused
- o Handle conflict directly and be willing to compromise

- o Focus on both process and content
- o Actively participate and encourage others to do the same
- o Keep sensitive issues private
- o Communicate openly and positively
- o Take time in establishing operating guidelines and clarify expectations
- o Monitor what is going on with the team
- o Practice giving and receiving effective feedback
- o Work with underperformers
- o Energize the team
- o Be reliable and conscientious
- o When needed give direction to the teams
- o Be supportive of your team members

Bruce Tuckman's stages of Team Development

Stage 1: Forming

- o Establish base level expectations
- o Identify similarities
- o Agreeing on common goals
- o Making contact and bonding
- o Developing trust
- o Members dependent

Stage 2: Storming

- o Identifying power and control issues
- o Gaining skills in communication
- o Identifying resources
- o Expressing differences of ideas, feelings and opinions
- o Reacting to leadership
- o Members independent or counter dependent

Stage 3: Norming

- o Members agree about roles and processes for problem solving
- o Decisions are made through negotiations and consensus building
- o Stage 4: Performing
- o Achieve effective and satisfying results

- o Members find solutions to problems using appropriate controls
- o Members work collaboratively
- o Members care about each other
- o The group establishes unique identity
- o Members are interdependent

Stage 4: Adjourning

- o The team has achieved its purpose and is ready to move on to new things
- o Team members feel good about what they have achieved
- o Need to be sensitive to team member's vulnerability in this stage
- o Members may feel threatened by the change.
- o How these stages works
- o Each step builds on the previous one
- o Each step prepares for the performing stage
- o Skipping any step effect performing negatively
- o With every new challenge, the process repeats.



Unit VII: Dealing with Diverse Customers

Customers play the most significant part in business. In fact, the customer is the actual boss in a deal and is responsible for the actual profit for the organization. Customer is the one who uses the products and services and judges the quality of those products and services. Hence it is important for an organization to retain customers or make new customers and flourish business. To manage customers, organizations should follow some sort of approaches like segmentation or division of customers into groups because each customer has to be considered valuable and profitable.

Customers can be of following types:

1.Loyal Customers- These types of customers are less in numbers but promote more sales and profit as compared to other customers as these are the ones which are completely satisfied. These customers revisit the organization over times hence it is crucial to interact and keep in touch with them on a regular basis and invest much time and effort with them. Loyal customers want individual attention and that demands polite and respectful responses from supplier.

2.Discount Customers- Discount customers are also frequent visitors but they are only a part of business when offered with discounts on regular products and brands or they buy only low cost products. More is the discount the more they tend towards buying. These customers are mostly related to small industries or the industries that focus on low or marginal investments on products. Focus on these types of customers is also important as they also promote distinguished part of profit into business.

3.Impulsive Customers- These customers are difficult to convince as they want to do the business in urge or caprice. They don't have any specific item into their product list but urge to buy what they find good and productive at that point of time. Handling these customers is a challenge as they are not particularly looking for a product and want the supplier to display all the useful products they have in their tally in front of them so that they can buy what they like from that display. If impulsive customers are treated accordingly then there is high probability that these customers could be a responsible for high percentage of selling.

4.Need Based Customers- These customers are product specific and only tend to buy items only to which they are habitual or have a specific need for them. These are frequent customers but do not become a part of buying most of the times so it is difficult to satisfy them. These customers should be handled positively by showing them ways and reasons to switch to other similar products and brands and initiating them to buy these. These customers could possibly be lost if not tackled efficiently with positive interaction.

5.Wandering Customers- These are the least profitable customers as sometimes they themselves are not sure what to buy. These customers are normally new in industry and most of the times visit suppliers only for confirming their needs on products. They investigate features of most prominent products in the market but do not buy any of those or show least interest in buying. To grab such customers, they should be properly informed about the various positive features of the products so that they develop a sense of interest.

An organization should always focus on loyal customers and should expand or multiply the product range to leverage impulsive customers. For other types of customer's strategies should be renovated and enhanced for turning out these customers to satisfy their needs and modify these types of customers to let them fall under loyal and impulsive category.

Handling customer complaints - What to do when a customer complains?

- Don't avoid the situation.
- Have confidence in your ability.
- Always keep calm.
- Acknowledge the problem.
- Apologize when appropriate.
- Listen to the concern.
- Evaluate the problem.
- Ask how you can make it better for them.
- Evaluate the solution.
- Explain how you will try to solve problem.

- Give a time frame as to when will it be fixed.
- Once you have fixed things, follow-up afterwards.
- Don't complicate the situation.
- Be diplomatic and tactful.
- Never place blame.
- When you can't solve the problem, get help from someone who can.

Part II: Health, Hygiene and Sanitation

Unit I - Concept of Health

Introduction

Health is a common theme in the elements of culture. In fact, all communities have their own concept of health as a part of culture, yet health continues to be a neglected area. However, during the past few decades there has been a reawakening that health is a fundamental human right and a worldwide social goal. It is essential to the satisfaction of basic human needs and to an improved quality of life and is to be attained by all.

World Health Organization defined health as a “state of complete physical, mental and social well-being and not merely the absence of disease or infirmity”. Thus, it is a basic human right. Providing conducive condition for achieving normal health is the duty of state and society. In fact, the deepest urge of humanity is to be healthy. Health is one of the essentials of life without which nothing can be achieved. The sick and hungry child cannot learn and the sick and hungry adult cannot produce. In another words, we can say that health is a condition of equilibrium between physical fitness, mental balance and social adjustment of human being.

An individual may be called a healthy person if he/she is physically fit, mentally sound and socially well adjusted. Any change in either component i.e., physical, mental or social may result in discomfort or disease. It may also be regarded as the disease that is an interruption in the state of equilibrium of all the three components of health. The following topics will discuss the physical, mental or social aspects of health.

Physical Health

Crew (1965) observed that the sign of physical health in an individual constitutes a good complexion, a clean skin, bright eyes, lustrous hair with a body well clothed with firm flesh neither too thin nor too fat, a sweet breath, a good appetite, sound sleep, regular activity of bowels and bladder and smooth, easy coordinated movements. All the organs of the body are unexceptional in size and function normally. All the special senses are intact. The resting pulse rate, blood pressure and tolerance etc. are all within the range of ‘normality’ in the context of the individual’s age and sex. In the young and growing individual, there is a steady gain in weight and in the mature this weight remains more or less than the individuals weight at 25. On the basis of above

signs the basic health needs to include a hygienic and balance diet, pure water, a good habitat, neighborhoods and community with basic sanitation, suitable clothes, well-regulated life-style, exercise and personal hygiene. A periodic health checkup is also very essential for good health.

Mental Health

The old saying “healthy mind in a healthy body” confirms the inter-relationship between mental and physical health. Poor mental health affects physical health and vice-versa. According to the World Health Organization (WHO), the psychological factors are considered to play a major role in disorders such as hypertension, peptic ulcer and asthma. A mentally healthy person is free from internal conflicts and external mal-adjustments. He is not swayed by emotions; and has good self-control. As such mental health primarily needs physical health. The other important needs are a good home, a good neighborhood, a good community and job satisfaction. The psychologists are of the opinion that the dissatisfaction of instinctual and basic life needs leads to insanity.

Social Health

The social health of the people in a community is determined and judged on the basis of their personal and social characteristics. One who plays one’s roles, according to one’s status and is apt in establishing and maintaining harmonious relationship in family and community and on job is considered socially a healthy person. On the contrary, when he fails to perform these roles, neglects social relations, indulges in bad habits and gets involved in homicide, suicide, crime, gambling, drinking etc., he is considered abnormal. Therefore, family and social welfare services are important. Social health needs to deal with the problems connected with social existence of individuals. But these needs are seldom integrated with health services which is a great weakness of health care delivery system in most societies. Some of the determinants of health are-heredity, environment, life-style, socio-economic conditions, health and family welfare services together with other factors such as food, agriculture, education, industry, social development, social welfare, etc.

Definitions of Health

Webster's Dictionary, defines health as "The condition of being sound in body mind or spirit, specially freedom from physical disease and pain". Oxford dictionary states health as the state of being free from illness or injury and a person's mental or physical condition. Whereas, according to WHO (1946), "Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity". Thus, to achieve the optimum health condition there is a need of not only caring for the sick, but also prevention of illness, and promotion and maintenance of health. Health promotion and maintenance enables individuals, families and communities to develop their full health potential. Its scope goes beyond the prevention and treatment of disease. It encompasses cultivation of healthy habits and life-styles and other social, economic, environmental and personal factors conducive to health. Health maintenance does not depend solely on individual behaviour; the family and community also have a major role in influencing individual choices and actions. From the care of the sick, social work is moving towards prevention and promotion of health of individual and community.

Evolution of the concept of health

All communities have a concept of health as part of their culture. However, during the past few decades there has been a reawakening that health is a fundamental human right and a world-wide social goal; that it is essential to the satisfaction of basic human needs and to an improved quality of life and that it is to be attained by all people. In 1977, the 30th World-Health Assembly decided that the main social target of Government and WHO in the coming decades should be "the attainment by all citizens of the world by the year 2000 of a level of health that will permit them to lead a socially and economically productive life." Health, while being an end in itself has also become a major instrument of overall socio-economic development in the creation of new social order. A brief account of the changing concepts of health is given below:

1) Bio-medical Concept

Traditionally health has been viewed as an "absence of disease". This concept was known as the bio-medical concept of health which dominated medical thought during the 20th Century. The medical profession viewed the human body as a machine and disease as a consequence of the breakdown of the machine and one of the doctors' tasks as repair of the machine. Thus, health in this narrow view became the ultimate

goal of medicine. The criticism that is leveled against the bio-medical concept is that it has minimized the role of the environmental, social, psychological and cultural determinants of health. The bio-medical model, despite its spectacular success in treating disease was found inadequate to solve some of the major health problems of man-kind such as, malnutrition, chronic diseases, accidents, drug abuse, mental-illness, environmental pollution, population explosion etc.

2) Ecological Concept

Deficiencies in the bio-medical concept gave rise to other concepts. The ecologist put forward an attractive hypothesis which viewed health as a dynamic equilibrium between individual and his environment and disease as a maladjustment of human organism to environment. Ecologists Dubos said, “Health implies the relative absence of pain and discomfort and a continuous adaptation and adjustment to the environment to ensure optimum functions”. Human ecological and cultural adaptations determine not only the occurrence of diseases but also the availability of food and the population composition. The ecological concept also captures imperfect man and imperfect environment. History testifies that improvement in human adaptation to natural environments can lead to greater modern delivery services.

3) Psycho-Social Concept

Contemporary development in social science reveals that health is not only a bio-medical phenomenon, but one which is influenced by social, psychological, cultural, economic and political factors of the people concerned. These factors must be taken into consideration while defining and measuring health. Thus, health is both a biological and social phenomenon.

4) Holistic Concept

The holistic model is a synthesis of the all above concepts. It recognizes the strength of social, economic, political and environmental influences on health. It has been variously described as a multidimensional process involving the well-being of a person in the context of his environment. This view corresponds to the traditional view that health implies sound mind in a sound body and a sound family in a sound environment. The holistic approach implies that all sectors viz. agriculture, animal husbandry, food, industry, education, housing, public work, communications etc. have a great effect on health.

Unit II- Hygiene and Sanitation

Hygiene is a concept related to cleanliness, health and medicine. It is also related to personal and professional care practices. In medicine and everyday life settings, hygiene practices are employed as preventive measures to reduce the incidence and spread of diseases. Hygiene may also be defined as a branch of science that deals with the promotion and preservation of health.

The terms cleanliness and hygiene are often used interchangeably, which can cause confusion. In general, hygiene refers to practices that prevent spread of disease-causing organisms. Cleaning processes (e.g., handwashing) remove infectious microbes as well as dirt and soil, and are thus often the means to achieve hygiene.

According to WHO, the term hygiene refers to conditions and practices that help to maintain health and prevent the spread of diseases. Hygiene practices vary, and what is considered acceptable in one culture might not be acceptable in another. In the manufacturing of food, pharmaceutical, cosmetic and other products, good hygiene is a critical component of assurance. Hygiene activities can be grouped into the following categories: home hygiene, personal hygiene, environmental hygiene, medical hygiene, sleep hygiene and food hygiene, etc. In the following sections we will discuss about the historical perspective of hygiene, personal hygiene and environmental hygiene.

Historical perspectives on hygiene

Hygiene and sanitation have a long history at various levels of human civilization. We can roughly divide the historical events into two periods: the ancient and the modern. During the ancient civilization, religious laws, such as Moses' Law, writings in the Old and New Testaments and laws in the Koran, played major roles in the lives of ancient peoples. These laws mainly concentrated on the provision of personal hygiene. Dead bodies and contaminated surfaces were known to be unclean or unhygienic to touch. The importance of burying human faeces was also strongly indicated. The importance of body cleanliness before praying was a motive for maintaining the integrity of hygiene with a religious practice.

The importance of hygiene and sanitation flourished at the times of Greek, Roman and Egyptian civilization. The use of private and public baths and latrines, cleaning of the body, shaving the head for protection from lice infestation, and the construction of

water pipelines and sewage ditches were widely observed. The transmission of schistosomiasis (bilharzia) was linked to bathing and swimming in the Nile River. In these civilizations, the focus was on personal hygiene and human waste management (sanitation).

A number of discoveries in the 19th century were important events for the understanding of communicable diseases. For example, the link between contaminated water and cholera was discovered by John Snow in 1854; the importance of hygienic handwashing before attending delivery of a baby was noted by Dr. Semmelweis in 1845; and the discovery that microorganisms cause diseases was made by Louis Pasteur around this time.

Personal hygiene

Personal hygiene is a concept that is commonly used in medical and public health practices. It is also widely practiced at the individual level and at home. It involves maintaining the cleanliness of our body and clothes. Therefore, personal hygiene is defined as a condition promoting sanitary practices to oneself. Everybody has their own habits and standards that they have been taught or have learned from others. Generally, the practice of personal hygiene is employed to prevent or minimize the incidence and spread of communicable diseases.

Public health importance of personal hygiene

The knowledge and practice of personal hygiene are vital in all our everyday activities. The purposes are as follows:

- Disease control

Good personal hygiene is one of the best ways to protect against gastro or infectious diseases such as COVID-19, colds and flu. Washing your hands with soap removes germs that cause illness. Moreover, maintaining good hygiene will also help prevent us from spreading diseases to other people.

- Preventing faeco-orally transmitted diseases

The fingers may get contaminated with one's own faeces, either directly or indirectly. Activities during defecation and child bottom-washing are additional risks for the contamination of the fingers that facilitate the transmission of infections.

- Aesthetic values of personal hygiene

A person with clean hands is proud while eating because they feel confident of preventing diseases. A teacher in a school is always happy to see their students with clean faces and eyes, and dressed in clean clothes. A mother is mentally satisfied to feed her infant with clean hands because she ensures the preservation of her child's health. Generally, cleaning oneself produces pride, comfort and dignity at home and in public places. Caring about the way you look is important to your self-esteem.

- Social impact

A person with poor personal hygiene might be isolated from friendship because telling the person about the situation might be sensitive and culturally difficult. The success of a job application or the chance of promotion could be affected by poor personal hygiene; no company wants to be represented by someone who does not appear to be able to look after themselves.

Components of personal hygiene

1. Body hygiene (skin care)

The body has nearly two million sweat glands. Moistened and dried sweat and dead skin cells all together make dirt that sticks on to the skin and the surface of underclothes. The action of bacteria decomposes the sweat, thereby generating bad odour and causing skin irritation. This is especially observed in the groin, underarms and feet, and in clothing that has absorbed sweat. Skin infections such as scabies, pimples and ringworms are results of poor body hygiene.

The first task in body hygiene is to find water, soap and other cleansing materials. Taking a bath or a shower using body soap at least once a week is very important to ensure body cleanliness. It can also be every day or after periods of sweating or getting dirty. The genitals and the anal region need to be cleaned well because of the natural secretions of these areas. Dry the body with a clean towel after thorough rinsing. Change into clean underwear after a bath. Changing sweat-soaked clothes after each bath is advised. Cleaning the ears after every bath is also necessary. Avoid sharing soaps and towels because of the danger of cross-infection.

2. Oral hygiene (oral care)

The mouth is the area of the body most prone to collecting harmful bacteria and generating infections. Our mouth mechanically breaks food into pieces. This process leaves food particles that stick to the surface of our gums and teeth. Our mouth cavity is full of bacteria and is a good environment for bacterial growth. Food particles left in teeth with time can cause dental caries.

- Why is the mouth a good environment for bacterial growth?

The decaying process that takes place on the surface of the teeth eventually produces a build-up called plaque (a sticky deposit on which bacteria grow) that is then converted into tartar (a hard, yellowish, calcified deposit on the teeth, consisting of organic secretions and food particles). The result is tooth decay. In addition, foul breath (halitosis), tooth decay and gum infections could be the result of poor oral hygiene.

Advice for keeping the mouth clean:

- Rinse the mouth after each meal.
- Brush your teeth with a fluoride-containing toothpaste twice a day – before breakfast and before you go to bed.
- During the day, fill your mouth with water and swish it around to get rid of anything sticking to your teeth.
- In addition to regular brushing, it is advisable to floss your teeth at least once a day, usually before you go to bed.

3. Face hygiene

Our face reveals our daily practice of personal hygiene. Face hygiene includes all parts of the face. The most important area to keep clean is the eyes. The eye discharges protective fluids that could dry and accumulate around the eye. They are visible when a person gets up in the morning. The organic substance of the eye discharge can attract flies and this is dangerous because the fly is a carrier (vector) of trachoma and conjunctivitis. A person should wash his/her face every morning in order to remove all dirt that they have come in contact with during the course of the day. This will keep your face clean all day. Children are advised to wash their face frequently. Never share your face towel with others.

4. Fingernail and toenail hygiene (nail care)

A nail is hard tissue that constantly grows. Long fingernails tend to accumulate or trap dirt on the underside. The dirt could be as a result of defecation or touching infected and contaminated surfaces. Keeping nails trimmed and in good shape weekly is important in maintaining good health. Clip nails short along their shape but do not cut them so close that it damages the skin. Razor blades and fingernail cutters or scissors are used to cut nails. Nail cutters should not be shared with others because some diseases, such as fungal infections, can be transmitted easily from person to person in this way.

5. Ear hygiene

Ear wax accumulates in the ear canal that leads from the outer ear to the ear drum. As the secretion comes out of the ear it collects dust particles from the air. Daily washing with soap and water is enough to keep the outer ear clean. Do not reach farther than you can with your little finger into your ear. Putting in hairpins, safety pins or blunt-edged things for cleaning purposes might harm the ear. If you feel wax has accumulated and is plugging your ears and interfering with hearing, consult your doctor.

6. Hair hygiene (hair care)

The hair follicles from which the hair grows produce oil from the sebaceous glands that keeps the hair smooth. The scalp also has numerous sweat glands and is a surface for the accumulation of dead skin cells. The oil, sweat and dead cells all add together and can make the hair greasy and look dirty unless you wash it regularly. Poor hair hygiene could cause dandruff and skin infections such as *Tinea capitis*. Dandruff is dead skin on the scalp that comes off in tiny flakes when sebaceous glands produce too much oil and accumulates on the scalp.

Head hair is a good harbor for head lice that lives by sucking blood. Children are especially prone to lice infestation. Lice spread from one head to another when there is close contact as in school environments. They make the scalp itchy and are a cause of annoyance, irritation and embarrassment. Shaving of the head hair is possible in cases of heavy lice infestation. Sharing of blades with others, however, should be discouraged.

The recommended procedures for cleaning the hair are:

- Use clean water to wash your hair regularly with body soap or shampoo.
- Massage your scalp well. This will remove dead skin cells, excess oil and dirt.
- Rinse well with clear water.
- Conditioner is helpful if you have longer hair as it makes the hair smoother and easier to comb, but hair doesn't need to have conditioner.
- Use a wide toothed comb for wet hair as it is easier to pull through.
- Dry the hair and the head with a clean towel. Never share a towel with someone else.
- Comb the hair to look neat beautiful for the day.

7. Foot hygiene (foot care)

We spend a lot of time on our feet. Our feet sweat as we walk day and night and the sweat accumulates on all foot surfaces and between the toes. The sweat may stain the shoes and can produce an awful odour.

- What causes sweat on the skin to produce an unpleasant odour?

As well as bacteria, sweat also encourages fungal growth between the toes. This is called athlete's foot. The symptoms of athlete's foot are scaly skin and sores or blisters, which start between the toes but can often spread to the soles of the feet. This is a minor irritation and often disappears by itself but sometimes these cracks and sores become the site for other infections. The feet should be washed daily, or at least twice weekly. Toenails do not have much role in the transmission of diseases. However, they can accumulate dirt and this can increase the potential for bacterial and fungal breeding e.g. athlete's foot.

8. Armpit and bottom hygiene

These are body parts that easily get sweaty and where ventilation is very poor. After puberty, our sweat gains a specific and unpleasant odour which may be offensive to others. The armpits and the bottom should be washed daily.

Anal cleansing is the hygienic practice of cleaning the anus after defecation. The anus and buttocks may be cleansed with clean toilet paper or similar paper products. Water

may be used. Hands must be washed with soap afterwards. The use of rags, leaves, stones, corn cobs, or sticks must be discouraged as these materials can damage the skin.

9. Menstrual hygiene (Personal hygiene for women)

Washing the outer genital area with clean water must be a daily practice. Change tampons and sanitary napkins or pads regularly. Always wash your hands before and after handling a tampon or pad. Clean and soft cloths can be used in place of sanitary pads. The use of dirty cloths must be discouraged. Menstrual blood-absorbing items must be properly disposed of in a burial pit or other appropriate method.

9. Clothes hygiene

We usually have two layers of clothing. The internal layer is underwear (or underclothes) such as pants, vest and T-shirt. These are right next to our skin and collect sweat and dead skin cells, which can stain the cloth. Bacteria love to grow on this dirt and produce a bad smell in addition to the specific odour of the sweat. Underclothes must be washed more frequently than the outer layer of clothing.

Clothes hygiene is an important aspect of one's dignity. Changing used clothes for clean ones every day is recommended. Washing dirty clothes requires adequate clean water, detergents and washing facilities. Boiling water or insecticides can be used to destroy clothes infestation.

10. Handwashing (hand hygiene)

Hand washing is vital no matter where you work – from offices and shops to hotels and hospitals. It carries even greater importance in some settings, such as healthcare and hospitality. You need to ensure your hands are clean to prevent food poisoning or infections from harming other people.

The importance of hand washing cannot be understated. Hands are the primary carriers of dirt, viruses, and bacteria, as they can come into contact with so many different surfaces throughout the day. Without proper hand washing, this could easily lead to something harmful entering the body, spreading elsewhere, or causing cross-contamination.

For example, hospitality workers may handle food that carries harmful pathogens, and

without good hand hygiene these may spread to the food their customers eat. Staff in healthcare may work around patients who carry viruses and infections, and if they don't follow the correct hand washing procedure, they could accidentally pass these onto other patients. Even low risk environments, like offices, are at risk of germs moving between people.

The importance of handwashing as an effective means of disease prevention has been further highlighted now more than ever, as we embrace the new normal and live with COVID-19. Handwashing has been globally recognized as one of the key cornerstones of COVID-19 prevention. Hence, hand hygiene needs to become an integral part of our daily routine and our lives as we live through this pandemic, and beyond, to protect us from diseases. Washing hands with soap remains one of the best defenses against the virus, along with other public health measures such as maintaining physical distance, etc.

The following hand washing facts show just how easily hands can spread germs:

- Globally, only one in five people wash their hands after using the bathroom.
- The average office worker's hands come into contact with 10 million bacteria per day.
- An estimated 61% of healthcare professionals do not clean their hands correctly.
- Around 50% of hospital-acquired infections can be easily avoided through better hand hygiene.
- Contaminated hands can transfer viruses to more than 5 surfaces or 14 other objects.
- Damp hands spread 1,000 times more bacteria than dry hands.
- Bacteria can stay alive on hands for up to 3 hours.

Unfortunately, many people don't know how to properly wash their hands or don't make the necessary effort. In workplaces like catering, following proper hand washing procedures is a critical part of the business's food safety system, so there cannot be any room for error and negligence. Therefore, all individuals must know the correct hand washing techniques they should use as this simple and cost effective practice can save lives.

Procedures of Hand Washing

The seven steps of hand washing are effective and straightforward techniques for thorough cleaning as advised by the National Health Service (NHS) in England. The recommended hand washing time is at least 20 seconds. Therefore, make sure you complete all the steps and don't rush through them.

Seven steps of hand washing

First: Wet your hands thoroughly and apply enough soap to create a good lather.

Step 1: Rub your hands palm to palm in circular motions. Rotate clockwise and anticlockwise.

Step 2: Rub the back of hands placing right palm over dorsum with fingers interlaced and vice versa

Step 3: Rub palm to palm with fingers interlaced

Step 4: Rub back of fingers to opposing palms with fingers interlocked

Step 5: Clean the Thumbs by rotational rubbing of right thumb clasped in left palm and vice versa

Step 6: Clean tips of fingers by rotational rubbing, backwards and forwards with clasped fingers of right hand in left palm and vice versa

Step 7: Rub each wrist with opposite hand

Rinse thoroughly and dry the hand

If one is using hand sanitizer, same 7 steps should be followed using minimum of 3ml of hand sanitizer. Visibly dirty hands should always be washed with soap and water.



When to wash your hands

Washing your hands is particularly important when you're in situations where you're more likely to acquire or transmit germs. This includes:

- before, during, and after you prepare food
- before and after you:
 - o consume foods or drinks
 - o are exposed to someone with an infectious illness
 - o enter a hospital, doctor's office, nursing home, or other health care setting
 - o clean and treat a cut, burn, or wound
 - o take medication, such as pills or eye drops
 - o use public transportation, especially if you touch railings and other surfaces
 - o touch your phone or other mobile device
 - o go to the grocery store
- after you:
 - o cough, sneeze, or blow your nose
 - o touch visibly dirty surfaces, or when there's visible dirt on your hands
 - o handle money or receipts
 - o have touched a gas pump handle, ATM, elevator buttons, or pedestrian crossing buttons
 - o shake hands with others
 - o engage in sexual or intimate activity
 - o have used the bathroom
 - o change diapers or clean bodily waste off others
 - o touch or handle garbage
 - o touch animals, animal feed, or waste
 - o touch fertilizer
 - o handle pet food or treats

Sanitation

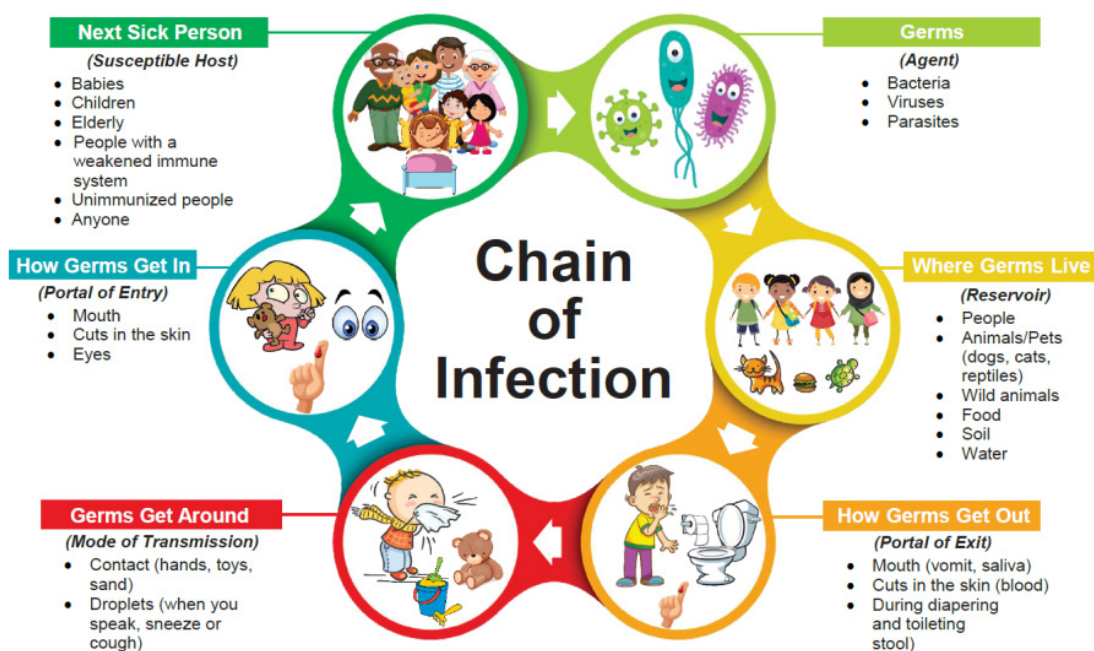
Sanitation means the prevention of human contact with wastes, for hygienic purposes. It also means promoting health through the prevention of human contact with the hazards associated with the lack of healthy food, clean water and healthful housing, the control of vectors (living organisms that transmit diseases), and a clean environment. It focuses on management of waste produced by human activities.

There are different types of sanitation relating to particular situations, such as:

- Basic sanitation: refers to the management of human faeces at the household level. It means access to a toilet or latrine.
- Onsite sanitation: the collection and treatment of waste at the place where it is deposited.
- Food sanitation: refers to the hygienic measures for ensuring food safety. Food hygiene is similar to food sanitation.
- Housing sanitation: refers to safeguarding the home environment (the dwelling and its immediate environment).
- Environmental sanitation: the control of environmental factors that form links in disease transmission. This category includes solid waste management, water and wastewater treatment, industrial waste treatment and noise and pollution control.
- Ecological sanitation: the concept of recycling the nutrients from human and animal wastes to the environment.

Unit III- How infectious diseases spread

Infectious diseases are caused by organisms (germs) such as bacteria, viruses, fungi or parasites. Germs are a part of everyday life and are found in the air, soil, water and in and on our bodies. Some germs are helpful and even help us to stay healthy, while others are harmful and cause infection. By understanding about how people can catch an infectious disease, you can then take effective action to prevent their spread.



<https://www.ottawapublichealth.ca/en/professionals-and-partners/chain-of-infection.aspx>

Germs get into the body through the:

- mouth – including eating, drinking or breathing
- skin - through cuts and grazes
- eyes
- genitals

Germs can spread:

- from person to person:
 - directly through close contact
 - indirectly from an infected person to an object (such as door)

handles, bench tops, food) and then to another person who comes into contact with the contaminated item

- from a contaminated environmental source, such as an animal or the soil, to a susceptible person.

Person to person spread

This is the most common way that we get an infectious disease. Germs can spread from person to person through:

- the air as droplets or aerosol particles
- faecal-oral spread
- blood or other body fluids
- skin or mucous membrane contact
- sexual contact.

Some infections can be spread in more than one way.

Through the air as droplets or aerosol particles (airborne)

Some infections are spread when an infected person talks, coughs or sneezes and the small droplets they produce contain germs. The droplets travel a short distance before falling. The droplets may be breathed in by people who are near, or may fall and contaminate an object or surface. Spread can also occur by touching the nose or mouth with hands contaminated by the droplets. Examples of diseases spread by droplet are common cold, influenza (the flu) and COVID-19 etc.

Other infections are spread when an infected person talks, breathes, coughs or sneezes tiny particles that contain germs into the air. These are called small particle aerosols. Since these aerosol particles are tiny, they can stay suspended in the air for hours and be breathed in by other people. Examples of aerosol spread are chickenpox, measles and TB, etc.

Some germs can be spread by both droplets and aerosols eg, the flu.

Through faecal-oral spread

Some infections are spread when tiny amounts of faeces from an infected person are taken in by another person by their mouth. The germs may be passed directly from infected hands to the mouth or indirectly through objects, surfaces, food or water contaminated with poo. Examples of diseases spread this way are campylobacter, giardia and hepatitis A, etc.

Through blood or other body fluids

Some infections are spread when body fluids such as blood, saliva, urine, faeces or semen come into direct contact with an uninfected person through kissing, sexual contact or through a needle stick injury. Examples of diseases spread through body fluids are hepatitis B, hepatitis C and HIV/AIDS, etc.

Through contact with skin or mucous membrane

Some infections are spread directly when skin or mucous membrane (the thin lining of parts of the body such as nose, mouth, genitals) comes into contact with the skin or mucous membrane of an infected person. Infections may be spread indirectly when the skin comes in contact with a contaminated object. Examples of diseases spread this way are head lice, conjunctivitis and ringworm, etc.

Through sexual contact

Sexually transmitted infections (STIs) are most commonly transmitted by sexual contact. This means through vaginal, anal or oral sex. Examples of sexually transmitted infections are chlamydia, gonorrhoea, syphilis and HIV/AIDS, etc.

Environmental spread

Some diseases are not passed on from person to person, but through contact with other environmental sources such as food, water, animals or soil.

Through contact with contaminated food or water

These diseases come from eating or drinking food or water contaminated with germs or their toxins. Often these infections are spread by the faecal-oral route. Examples of food and water-borne diseases are listeria, typhoid, botulism etc.

Water-Borne Diseases

Water-borne diseases are the ones caused by pathogenic microbes spread via contaminated water. Transmission of these pathogens occurs while using infected water for drinking, food preparation, and washing clothes, among others. Many developing countries do not have proper water treatment plants, especially in the rural areas. In some places, the availability of water is so scarce that people have neither the time nor the money to afford the water purifiers or other water treatment mechanisms.

Majority of water-borne diseases worldwide mainly affect children due to poor hygiene and weak immunity. Most of these diseases are life-threatening. The knowledge of the different types of water-borne diseases has come to the forefront with the advent of globalization over the past few decades. Several pathogenic microorganisms which were previously unknown, have become the focus of major research in this field.

About 844 million people lack even a basic drinking-water service. In fact, approximately 159 million individuals are dependent on surface water, WHO reports. Additionally, at least two billion people utilize a drinking water source that is contaminated with feces. These water sources can transmit water-borne diseases, which have been linked to about 502,000 diarrheal deaths every year.

Water-Borne Diseases and their Impact

The pathogenic microorganisms, their toxic exudates, and other contaminants together, cause serious conditions such as cholera, diarrhea, typhoid, amebiasis, hepatitis, gastroenteritis, giardiasis, campylobacteriosis, scabies, and worm infections, etc.

Diarrhea

The most common of all water-borne diseases, diarrhea, mainly affects children below five years of age. The symptoms include dizziness, dehydration, pale skin, and loss of consciousness in severe cases. It usually lasts for a couple of weeks and can turn out to be fatal if it goes untreated.

Cholera

It is mainly caused by bacteria named *Vibrio cholerae* via consumption of contaminated food or drinking water. The symptoms include diarrhea, vomiting, fever,

and abdominal cramps. Cholera occurs predominantly in children, but can also affect adults. It possesses a mortality rate that is alarmingly high among the water-borne diseases.

People with a suppressed immunity, like those who are malnourished or infected with Human Immunodeficiency Virus (HIV), are at a heightened risk of death if they're infected with the bacteria.

Typhoid

Typhoid fever is caused by *Salmonella typhi* bacteria transmitted via contaminated water. The patients typically suffer from prolonged episodes of fever, loss of appetite, nausea, headache, constipation, and loss of body weight. Prompt attention is needed to cure typhoid in the patient, as well as to prevent the spread of this contagious disease.

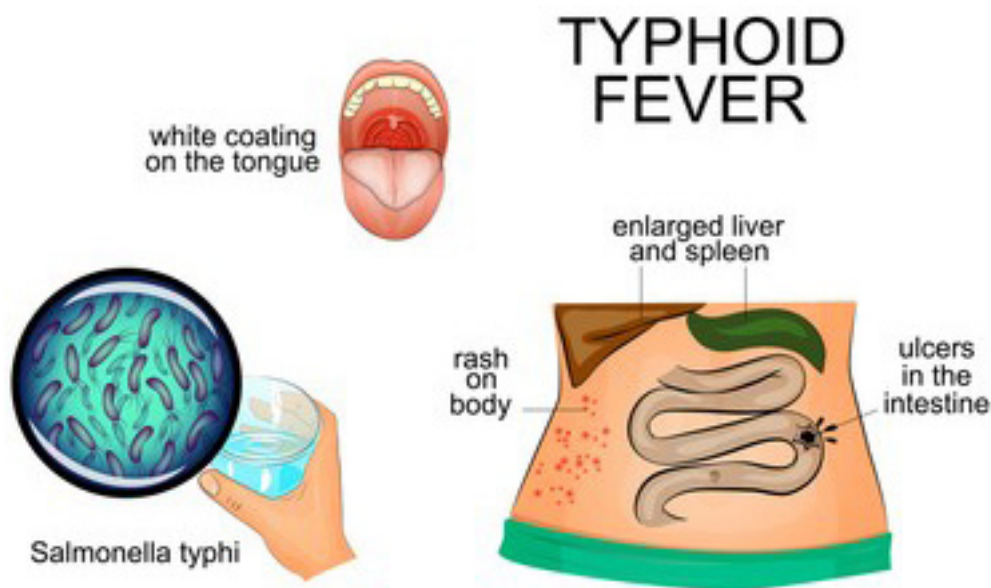


Illustration of typhoid fever. Image Credit: Artemida-psy / Shutterstock

Amoebiasis

It is caused by a parasite named *Entamoeba histolytica*. The protozoan organism is transmitted by unknowingly consuming cysts (an inactive form of the parasite) in food, and it affects the intestine. The parasite thrives on contaminated soil and fecal matter. The common symptoms of amoebiasis include abdominal cramps and watery stools.

Hepatitis A

This condition mainly affects the liver and is caused by Hepatitis A virus. The route of contamination is usually oral, while it also spreads through physical contact with an infected person. Hepatitis A patients manifest common symptoms such as fever, nausea, and vomiting, but can suffer severe complications if they're not treated in time.

Transmission

Climate change plays a crucial role in the outbreaks of such infections. Major precipitation events such as heavy rains or snowfall increase the risk of the water-borne diseases. Several instances of the outbreak of epidemic infections after natural calamities such as flood have been recorded in history. The overflowing of sewage treatment plants during floods becomes the immediate risk that needs to be curbed. On the other hand, drought-affected areas also become high-risk due to the accumulation of high concentration of pathogens in a limited amount of available water sources.

Natural calamities such as earthquakes or major cyclones often cause drastic changes in the ecosystem of the water bodies. Sometimes, the newly created environment (pH, temperature, etc.) is favorable for the growth of a particular type of pathogen. The unprocessed water from such sources becomes harmful for routine use due to the high microbial burden. The mere negligence of the cleaning staff of water treatment plants can also cause huge damage to the community, especially in small towns where people do not have water purifiers installed in their homes. Also, the persistent usage of contaminated water for agricultural purposes (due to lack of pure water in the area) results in the colonization of pathogens in the soil. Consuming crops in that particular area may predispose the residents to disease-causing microorganisms.

Mitigation and Prevention

In affected individuals, antibacterial, anti-parasitic, or antiviral medications are used for treatment depending on the nature of the disease. However, common precautions to keep the surroundings hygienic can work wonders to stop the spread of these ailments. Additionally, maintaining personal hygiene also reduces the occurrence of water-borne diseases dramatically. One should make sure that their drinking water should be filtered and purified. Also, the water used for cooking at home should also be equally pure. Being aware and mindful of the surroundings, avoiding street food (especially if the place of preparation is visibly dirty), and covering and storing the food safely at home

are some basic tips for prevention of such diseases.

Governments of the countries with high incidence of water-borne diseases, often run health check-up and awareness campaigns. They educate and sensitize the communities about the risks and common precautions. Avoiding the water clogging (e.g., from rain) surrounding the houses is an important step to prevent water-borne diseases. Apart from the precautions at an individual level, several other approaches including mass recycling of water and carbon sequestration are employed to control the water-borne diseases. Protecting the natural water sources and lands is another important strategy to combat climate change. Effective irrigation techniques have been developed by agricultural scientists for optimal usage of water during farming. Creation of “green spaces” and the responsible use of the natural resources are at the core of sustenance.

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Additional exercises: [http://www.austincc.edu/behscitf/Time ManagementAssessment.pdf](http://www.austincc.edu/behscitf/Time%20ManagementAssessment.pdf)

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