INFORMATION INPUT PATTERN OF RURAL WOMEN FOR DEVELOPMENTAL PROGRAMMES

Beena Yadav, Sumitra Yadav and Lali Yadav

ABSTRACT
Communication and development are two sides of same coin. The more informed a person is, the more actively he or she will participate in developmental activities. Therefore, the present study was undertaken where an attempt was made to analyse the information input pattern of rural women pertaining to developmental programmes. The study was conducted in two randomly selected villages from two districts of Haryana state on a sample of 300 rural women hailing 100 each from low, medium and high socio-economic status (SES) categories. It was found that irrespective of SES categories, family elders, anganwadi workers, local leaders and radio were reported to be most frequently used sources of information for acquiring information regarding developmental programmes. Elderly family members were the most preferred non-institutional sources of information irrespective of SES categories. Among institutional sources, local leaders and sarpanches were the more preferred sources of information for respondents hailing from low SES categories than medium or high categories as anganwadi worker was the preferred source of information for them. Interpersonal sources of information like radio, television, demonstration etc. were utilized to maximum extent by high SES group followed by medium and low SES category respondents. Lack of effective communication and timely information followed by family responsibility and discouragement by family member particularly by male members were reported to be the major constraints in availing the benefits of developmental programmes.

Key words: Information, Input pattern, Rural women, Development programme.

INTRODUCTION
Contemporary world is passing through the phase of technological revolution and communication consequently is now being identified as one of the most central and critical issue for the development of any nation. Discussions at various fora in the third world and elsewhere have also reinforced the notion of communication being an integral component of the development process for every nation. The impact of communication is affected by communication pattern, which includes the component of information input, process and output as utilization.

Communication pattern plays important role in timely dissemination of information in a system but still there are various channels/sources, which affect the flow of information to the right clientele. The information flow about developmental programmes among disempowered rural women faces similar situation. In spite of planning various developmental programmes on a very sound footing, proper implementation and adoption of these programmes by target clientele is a distant dream and here comes the role of communication. It is a fact that the more informed person would play more active part in development. To make the role of rural women meaningful in developmental programmes it is important to explore the sources from where they seek such information and what types of constraints are faced by them in availing the benefits of the developmental programmes. All these issues can best be checked by analyzing communication pattern of rural women and the present study was planned to attain the following objectives.
To study the information input pattern of rural women regarding developmental programmes
To identify the constraints in availing the benefits of developmental programmes.

MATERIAL AND METHODS

Present study was undertaken in two randomly selected districts of Haryana state, which were Sirsa and Mohindergarh in the present case. One block and one village were again selected randomly from each of the district. The selected villages were Koriawas from Mohindergarh district and Rori from Sirsa district. After assessing the socio-economic status (SES) of both the villages, 50 families from each SES category i.e. low, medium and high were selected randomly from each village. In this way total 300 rural women (100 from each SES category) constituted the final sample for present study. Information input pattern in the present study referred to the non-institutional, institutional and mass media or interpersonal sources of information consulted or used by rural women for acquiring technical information about developmental programmes. List of commonly used sources by rural women was prepared with the help of available literature and relevant researches. In this way schedule was developed to measure information input pattern. Respondents were asked to indicate the sources of information being used by them for acquiring information regarding developmental programmes.

RESULTS AND DISCUSSION

Utilization of non-institutional sources of information: The results regarding utilization of non institutional sources of information by the respondents across the socio-economic categories as given in Table 1 revealed that irrespective of the socio-economic (SES) categories majority of the respondents in low (95.0%), medium (89.0%) and high (94.0%) SES were found to consult family elders for acquiring information to avail the benefits under different developmental programs, however, the number of respondents using self-employed women as information source was more among high (38.0%) and medium (36.0%) than low (4.0%) socio-economic respondents. Similar results were obtained for using relatives/neighbours as sources of information where the corresponding figures were 38.0 per cent, 33.0 per cent and 7.0 per cent, respectively for high, medium and low SES categories. It was found that irrespective of their socio-economic status, family elders were the main sources of information for rural women (92.6%) and other two sources of information were used by less than one third of the respondents from high and medium socio-economic status category (26.0% each).

Utilization of institutional sources of information: It is evident from Table 2 that local leaders were utilized by majority of the low (83.0%), medium (71.0%) and high (77.0%) socio-economic status respondents, however, majority of the respondents with medium socio-economic status (89.0%) and a little more than half of the high SES (52.0%) and less than half of the low socio-economic status (41.0%) respondents used sarpanch as source of information for availing the information regarding various developmental programmes. The respondents with low, medium and high socio-economic status who were using anganwadi workers as sources of information were 42.0 per cent, 71.0 per cent and 67.0 per cent, respectively. Other official like doctors and APO were also reported to act as sources of information and the corresponding figures for doctors were 56.0 per cent, 43.0 per cent and 40.0 per cent and for APO 36.0 per cent, 8.0 per cent and 7.0 per cent respectively for low, medium and high SES categories. It was found that irrespective of their socio-economic status the respondents were more eager to use institutional sources of information like local leaders for availing the information regarding various developmental programmes.

Table 1. Utilization of non-institutional sources of information (N=300)

<table>
<thead>
<tr>
<th>Socio-economic status category</th>
<th>Non-institutional Source of Information</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Family elder</td>
</tr>
<tr>
<td>Low (100)</td>
<td>95</td>
</tr>
<tr>
<td>Medium (100)</td>
<td>89</td>
</tr>
<tr>
<td>High (100)</td>
<td>94</td>
</tr>
<tr>
<td>Total (300)</td>
<td>278</td>
</tr>
<tr>
<td>(92.6%)</td>
<td>(26.0%)</td>
</tr>
</tbody>
</table>

(Multi response Table, frequencies and percentages are same in case of SES categories)
41.0 per cent and for the APO it was 53.0 per cent, 56.0 per cent and 12.0 per cent for low, medium and high SES categories, respectively. It was observed that irrespective of SES categories local leaders emerged as the most commonly used institutional source of information being used by 77.0 per cent respondents followed by sarpanch (60.6%), anangawadi worker (60.0%), doctor (46.6%) and APO (40.3%). It is imperative to note that local leaders were more considered as source of information by the respondents than sarpanch. Local leaders being the source from the system, there is great scope of exploration of various types of local leaders by government agencies. This particular source of information can be utilized to act as a vital catalyst for propagation of developmental programmes.

**Utilization of mass media/interpersonal sources of information**: The specific information regarding utilization of mass media as source of information across the socio-economic status is presented in Table 3. It was revealed that majority of the respondents with high (98.0%) and medium (87.0%) socio-economic status reported to use radio as against 46 per cent respondents from low socio-economic status. The corresponding figures for utilization of television were 2.0 per cent, 69.0 per cent and 83.0 per cent for low, medium and high SES categories. Demonstrations were used by majority (94.0%) of the respondents with medium scores on socio-economic status, followed by high (52.0%) and low (37.0%) socio-economic status respondents. Irrespective of the socio-economic status of the respondents, training was the least used source of information for availing the benefits of various developmental programmes. The figures were 11.0 per cent, 24.0 per cent and 15.0 per cent for low, medium and high socio-economic status respondents respectively.

Irrespective of the socio-economic status of the respondents, radio was found to be the major source of information (80.3%) followed by demonstration (61.0%), television (51.3%) and training (16.6%). Training was not considered as source of information by most of the respondents, which might be on account of the fact that very few women get a chance to attend training due to family responsibilities and other restraining factor.

**Constraints in availing benefits of the developmental programmes**: The respondents as presented in Table 4 reported various types of constraints. It was seen that huge majority of the respondents reported lack of the effective communication (92.0%) about the programmes and

### Table 2. Utilization of institutional sources of information (N=300)

<table>
<thead>
<tr>
<th>Socio-economic status category</th>
<th>Local leaders</th>
<th>Sarpanch</th>
<th>Anganwadi worker</th>
<th>Doctor</th>
<th>APOs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low (100)</td>
<td>83</td>
<td>41</td>
<td>42</td>
<td>56</td>
<td>53</td>
</tr>
<tr>
<td>Medium (100)</td>
<td>71</td>
<td>89</td>
<td>71</td>
<td>43</td>
<td>56</td>
</tr>
<tr>
<td>High (100)</td>
<td>77</td>
<td>52</td>
<td>67</td>
<td>41</td>
<td>12</td>
</tr>
<tr>
<td>Total (300)</td>
<td>231</td>
<td>182</td>
<td>180</td>
<td>140</td>
<td>121</td>
</tr>
<tr>
<td>(77.0%)</td>
<td>(60.6%)</td>
<td>(60.0%)</td>
<td>(46.6%)</td>
<td>(40.3%)</td>
<td></td>
</tr>
</tbody>
</table>

(Multi response Table, frequencies and percentages are same in case of SES categories)

### Table 3. Utilization of mass media/interpersonal sources of information (N=300).

<table>
<thead>
<tr>
<th>Socio-economic status category</th>
<th>Radio</th>
<th>Television</th>
<th>Demonstration</th>
<th>Training</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low (100)</td>
<td>46</td>
<td>2</td>
<td>37</td>
<td>11</td>
</tr>
<tr>
<td>Medium (100)</td>
<td>87</td>
<td>69</td>
<td>94</td>
<td>24</td>
</tr>
<tr>
<td>High (100)</td>
<td>98</td>
<td>83</td>
<td>52</td>
<td>15</td>
</tr>
<tr>
<td>Total (300)</td>
<td>241</td>
<td>154</td>
<td>183</td>
<td>50</td>
</tr>
<tr>
<td>(80.3%)</td>
<td>(51.3%)</td>
<td>(61.0%)</td>
<td>(16.6%)</td>
<td></td>
</tr>
</tbody>
</table>

(Multi response Table, frequencies and percentages are same in case of SES categories)
lack of timely information (90.6%) as major constraints. More than three-fourth of the respondents mentioned family work burden (77.3%) and two third mentioned discouragement by the family members (66.0%) as their constraints. The constraints like distant location of office/training center (57.0%), financial problems (54.3%), lack of time (52.6%) and illiteracy (51.0%) were other constraints reported by more than half of the respondents.

**CONCLUSION**

The results of the study are indicative of the fact that irrespective of SES category family elders, local leaders, sarpanch, anganwadi worker, radio and television emerged as the major sources of information for women to obtain information regarding developmental programmes. Within SES categories, it was found that the women from high and medium SES reported television, radio and anganwadi worker as major sources, whereas those from low SES were found to be more dependent on local leaders and sarpanch. The obvious reason for this finding may be the inclination of women towards various schemes or programmes related to income generation and employment implemented through PRIs where Sarpanches and local leaders have major role to play. Family elders were the undisputed source of information among all three groups. Lack of effective communication, lack of timely information, family work load and discouragement by family members were reported to be the major constraints in availaing the benefits of developmental programmes. It can therefore be suggested that for speedy and undisruptive flow of information regarding developmental programmes tapping of right channels and sources of information by the extension agents and field functionaries is required. By application of systematic planning strategy in terms of educational programmes, training ventures and informal systems of information could minimize the constraints of various types. The contemporary approaches like PRA may be used to collect relevant information and ensure participation of women in developmental programmes.

<table>
<thead>
<tr>
<th>Constraints</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of effective communication</td>
<td>276</td>
<td>92.00</td>
</tr>
<tr>
<td>Lack of timely information</td>
<td>272</td>
<td>90.6</td>
</tr>
<tr>
<td>Family work load</td>
<td>232</td>
<td>77.3</td>
</tr>
<tr>
<td>Discouragement by family members</td>
<td>198</td>
<td>66.0</td>
</tr>
<tr>
<td>Distant location of office/training center</td>
<td>171</td>
<td>57.0</td>
</tr>
<tr>
<td>Financial problem</td>
<td>163</td>
<td>54.3</td>
</tr>
<tr>
<td>Lack of time</td>
<td>158</td>
<td>52.6</td>
</tr>
<tr>
<td>Illiteracy</td>
<td>153</td>
<td>51.0</td>
</tr>
</tbody>
</table>

(Multiple response Table)