COMMUNICATION PATTERN OF TRIBAL WOMEN OF ANDHRA PRADESH IN INCOME GENERATING ACTIVITIES

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ABSTRACT

The study conducted on constraints faced by tribal women income generating activities. The study was undertaken in district Srikakulam which was randomly selected out of all five districts of Andhra Pradesh having tribal population. From selected district two blocks one village from each i.e. Rajam (plain) Palakonda (hilly) were selected randomly. The results of the study revealed that information input can be inferred that non institutional sources were highly utilized for acquiring information. Regarding information processing self evolution was the most used method. The utilization of information was high as all the respondents had benefited from the information received. Information output pattern was low showing the need of government to act in spheres of credit /loan and marketing to help tribal women workers. There is also a need for institutional cosmopolite sources like village level worker, health assistant etc. To play role so that tribal women may use them as information inputs skill information and skill upgrading programme should be held for training entrepreneurs.

KEYWORDS: Tribal Women, Income Generating Activities and Communication Pattern

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INTRODUCTION

All round development of women has become vital concern in the present times census reports reveal that, women from the largest unemployed group of population. In countries like the profile of women in general, particularly tribal roles, Power and responsibilities are very distinctive. The literacy rate of tribal's is 23.63 (Singh, 1991). This is lower than of general population (52.21) and is lower than that of scheduled caste population (30.6). The literacy rate of tribal females was 8.04 per cent in 1981 and is 14.50 per cent in 1991 which is the lowest of all social groups. It has been found that illiteracy in tribes is positively correlated with ill health. Out of various factors, economic independence appears to be one of the vital indicators to improve the life style of people. To accelerate the process of development this section of people need to be developed by creating better economic opportunities. It is a circular problem for the government to provide adequate employment to them. Self employment to a great extent help in tackling this problem. Economic development cannot be brought about by a technological revolution alone. It is through timely communication of information creating interpersonal linkage that people tend to change their attitudes. In order to understand the communication behavior and pattern of tribal women involved in income generating activities, it is felt important to find out their media habits i.e. how they are receiving information, Processing information and further, how information is being utilized in the income generating activities.

Dhanasree, K.*et.al.* (2014) revealed that extent of information seeking behavior; Achievement motivation and credit orientation were found to be medium. Extent of mass media exposure is found to be low.

Rashid,M.M,*et.al.*(2015) revealed that the highest proportion (38.39%) of the women beneficiaries had medium use of communication sources, Organizations engaged in extension activities should make necessary arrangements for improving the use of communication sources by them in income generating activities.

METHODOLOGY

The study was undertaken in district Srikakulam which was randomly selected out of all five districts of Andhra Pradesh having tribal population. From Srikakulam, two blocks Seethapet (hilly) and Ganguwari Cigadam (plain) were selected randomly and from the two blocks one village from each i.e Rajam (plain) Palakonda (hilly) were selected randomly. 100 tribal women respondents who were already involved in income generating activities were selected randomly. Personal, social, economic, psychological and communication pattern of tribal women was taken as dependent variable.

Communication pattern of tribal women was measured in terms of information input, information processing and information output. The information indices developed separately containing various sources for which the score of 3 (mostly) 2 (sometimes) and 1 (never) were assigned. Overall communication pattern was further quantified by summing individual score of each component (information input, processing and output) as communication pattern score of every individual. The total scores were divided into three categories of low (<1.66), medium (1.66) and (2.32) high.

RESULTS AND DISCUSSIONS

The results of the study are presented below to assess communication pattern on tribal women of Andhra Pradesh in income generating activities.

Information Input Pattern

Among non institutional sources respondents received information through family members with weighted mean score 2.94, followed by neighbors (2.74). Successful self employed women (2.65) were also utilized sometimes. The most utilized among the non institutional local sources were local leaders of Mahila Mandals with weighted mean score of 2.28, while supervisors and Assistant Project Officer (APO) were the least utilized.

Table 1: Information Input Pattern of Tribal Women N=100

Sources	Mostly	Some Times	Never	Weighted Mean Source	Rank
1. Non Institutional Sources					
Family	94	6	-	2.94	I
Successful self employed women	65	35	-	2.65	III
Neighbours	74	26	-	2.74	II
Overall Mean Score				2.77	
Overall Rank					I
2. Institutional Locality Sources					
Local leaders of Mahila Mandal	55	45	-	2.55	I
Sarpanch	38	62	-	2.38	III
Village level Workers	46	54	-	2.46	II
Overall Mean Score				2.46	
Overall Rank					II
3. Institutional Personal/Cosmopolite					

School teacher	35	29	36	2.28	I
Table 1: Contd.,					
Adult Education Teacher	7	44	49	1.58	VI
Gram Sevika	14	71	15	1.99	V
MukhyaSevika	19	67	14	2.05	II
Supervisor	2	34	64	1.38	VII
Asst. Project officer	2	16	82	1.20	IV
Bank Officials	1	27	72	1.29	III
Overall Mean Score				1.68	
Over Rank					IV
4. Media/Impersonal Cosmopolite Sources					
Radio	86	12	2	2.84	I
Television	77	21	2	2.74	II
Film show	8	56	36	1.76	V
Demonstration	17	36	47	1.70	VI
Exhibition/Fair	13	64	23	1.90	III
Poster	4	44	52	1.52	VII
Video	-	18	82	1.18	VIII
Tape recorder	10	57	33	1.77	IV
Overall mean Score				1.92	
Overall Rank					III

In media/impersonal cosmopolite sources, radio and television were the most utilized sources with 2.84 and 2.75 WMS respectively. This is in agreement with the findings of Seema (1990) that radio and television were most used to the surprise, Few respondents had never used radio and television while video was least utilized source exhibition was used sometimes as a source of the respondents, followed by tape recorder.

Information Processing Pattern

Regarding information processing self evaluation was most method with overall mean score 2.66 ranking 1st, followed by preservation of information with 2.41 overall mean score ranked 2nd and discussion method (2.07).

Table 2: Information Processing Pattern of Tribal Women N=10

Sources	Mostly	Sometimes	Never	Weighted mean Source	Rank
1. Discussion Method					
Family members/Elders/Relatives	68	28	4	2.64	I
SuccessfulSelf employed women	58	38	4	2.54	II
Sarpanch and Local Leaders of Mahila Mandal	12	60	28	.84	III
Traders	1	26	73	1.28	IV
Overall mean Score				2.07	
Overall Rank					III
2. Self Evaluation Method					
Consider availability of inputs	67	33	-	2.67	III
Consider economic aspects	33	47	-	2.53	IV
Consider the social and cultural compatibility of innovation	45	45	-	2.35	V
Consider the technical problem in learning innovation	21	62	-	2.04	VI
Consider the benefit of adopting	85	7	-	2.79	II
Consider how many of others have adopted it.	56	40	-	3.63	I
Overall mean Score				2.66	

Overall Rank					I
Table 2: Contd.,					
3. Preservation of Information					
By memory	89	11	00	2.59	I
Making write up	27	54	19	2.08	III
By preserving collected material	40	47	13	2.27	II
Overall mean Score				2.41	
Overall Rank					II

Regarding discussion method of evolution of information it was observed that family elders /friends/relatives were consulted to higher to medium extent (2.64 weighted mean), while successful self employed women were consulted to medium extent (2.54) ranking 2nd. It may be to easy availability for consultation and evaluation of information. Traders were discussed never by majority of respondents with 1.28 weighted mean score ranked last. It can further be observed that surpanch and local leaders of Mahila Mandal were discussed sometimes by many of the respondents.

Among self evaluation methods, 'consider the benefit of adoption 'was considered by 86 per cent of the respondents, followed by 'availability of inputs '(2.67). Consideration of the social and cultural compatibility of innovation was equally taken. It is apparent that most of the women (89%) preserve the information by memory with weighted mean score of 2.59 ranked 1st about half of them were also found to be preserving information sometimes by making written notes with 2.08 weighted mean score the findings are in tune with Varma (1987) which state that memorizing is most used method for information preservation as it the easiest one. Once the information is acquired and processed, it needs to be preserved for further use.

Information Output Pattern

It was found that all the respondents had knowledge of availability of credit and higher number (76%) of respondents were more prone to go to relatives followed by cooperative societies for credit. Regarding the knowledge about availability of input procurement, almost all the respondents were prone to go to relatives followed by cooperative societies for credit. Regarding the knowledge about availability of input procurement, almost all the respondents, respectively.

Table 3: Information Output Pattern of Tribal Women N=100

Parameters	Yes/No	Freequency*
1. Availability of credit for self employment	Yes	100
Source of Credit		
i). Bank		60
ii). Cooperative Society		74
iii). Traders		23
iv). Relatives		76
v). Land owners		75
vi). Voluntary agencies		25
2. Knowledge about availability of input procurement	Yes	95
Sources of input Procurement		
i). Traders		09
ii). Open market		51
iii). Local market		63
iv). Whole sale market		49
v). Cooperative society		26
vi). Small scale industry		16

vii). Voluntary organizations		09
Table 3: Contd.,		
3. Knowledge to increase profit	Yes	97
Ways to increase profit		
i). Through receiving skills		63*
ii). Procuring inputs at subsidized rates		39*
iii). Increasing productivity		92*
iv). Receiving training		31*
v). Improved marketing		70*
4. Knowledge of selling products	Yes	90*
Places of selling products		
i). Traders		60*
ii). Open market		87*
iii). Local market		33*
iv). Cooperative society		20*
v). Village people		59*
vi). Voluntary agency		06*

Further, it was observed that almost all (97%) respondents had knowledge to increase the profit while (92%) of them had made out that increasing productivity was the main way to increase profitability whereas 70 per cent of them had considered improving marketing as the best way of making profit regarding marketing, open markets were considered to be the best way of making profit regarding marketing, open markets were considered to be the best places for marketing (87%), followed by traders and village people. But selling products to voluntary agencies was considered to be less money making way.

Communication Pattern

It is clear from Table 4 that information input and information processing was found medium in most of the cases i.e. 44 and 42 percent respectively however information output was low for most of the cases (40%). The overall communication pattern was found high and medium by equal number of respondents (36%), followed by low (26%). The weighted mean score also indicates that all the aspects of communication including overall communication was of medium level.

Table 4: Overall Communication Pattern of Tribal Women N=100

Aspects	Scores			
	High (3)	Medium (2)	Low (1)	Weighted mean Score
Information Input	19	44	37	1.82
Information Processing	28	42	30	1.98
Information Output	22	38	40	1.82
Overall Communication	36	36	26	2.06
Low = < 1.66 Medium = 1.66 to 2.32 High = > 2.33				

The findings of Kayshik (1994) are not in tune with results who reported unsatisfactory overall communication of rural women with below average means Table 5 indicates that participation of respondents in farming was positively and significantly related with communication pattern.

CONCLUSIONS

Information input can be inferred that non institutional sources were highly utilized for acquiring information. Regarding information processing self evolution was the most used method The utilization of information was high as all

the respondents had benefited from the information received Information output pattern was low showing the need of government to act in spheres of credit /loan and marketing to help tribal women workers. There is also a need for institutional cosmopolite sources like village level worker, health assistant etc.to play role so that tribal women may use them as information inputs. Skill information and skill upgrading programme should be held for training entrepreneurs.

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