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INFORMATION NEEDS OF RURAL WOMEN: A CASE STUDY OF BANGALORE NORTH TALUK

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Abstract

The present study try to explore the occupational rural women information needs, sources and barriers to access information in Sonnenahalli and Dibburu villages, Bangalore North taluk, Karnataka state. The study employed survey method and data were collected by administrating a questionnaire. This study reveals that majority of the rural women occupation was agriculture followed by animal husbandry. 81.81% occupational rural women main information source was television and 52.72% rural women illiterate it's a main information barrier in rural area. 50.9% occupational rural women are using information to polish their daily routine work.

Key words: Information needs, Rural women, Case study, Information sources.

Introduction

In India most of the villages, occupational rural women do house work, outside home in order to earn extra income and to have better resources for their family. In village side most of the women do the traditional work of their family like agriculture, animal husbandry, tailoring, pottery, small shops (business), and washer man etc., to develop their routine work. In competitive present scenario they need information sources to learn many things like new methods adopted in production and marketing, banking or loan facilities, transport facilities, pricing etc...through the information channels like panchayat members, government offices and self-help groups can access information on time. The right information to the right person to be reached on time through the proper channels.

Review of the literature

Tumsifu Elly; Ephraem Epafra Silayo (2018) conducted a survey through an in-depth interview technique was used to collect data. The findings revealed that majority of the rural farmers like to know about information on crop and livestock husbandry and they prefer to get proper information in the beginning of the season. Farmers felt they are lacking information about new breed or varieties. *Austine Phiri; George T Chipeta; Winner D Chawinga (2018)* study aimed to identify the information needs and barriers of farmers. The investigator used mixed methods such as structured questionnaire and focused group discussion to collect data. The study reports 77.6% of the farmers like to know about crop husbandry and only 8.9% farmers are interested to know about Agro technology-related information. The result revealed that 96% of the farmers felt their main

information sources were personal experiences and only 7% of the farmer's getting information from conference and workshops.

Sangita Yadav (2017) summarizes a study on information needs and seeking behaviour of female workers in Lakhipur Tea. It was observed from the finding of the study that 40% women needs information on child care and family relationships. Here, the 56% women felt their main information sources were friends and family members. This study shows only 2% women are using library facility.

Rabeesh Kumar Vermal; Shantanu Rakshit (2017) conducted a survey among rural women in Uttar Pradesh they selected simple random technique among two districts. In each district two villages were selected for sampling and structured interview schedule was used to collect the data. The result explained that majority of the respondents about 80.83% felt they need information on insect management, 75% felt weather advisory, 73.33% market advisory.

Vaggi, Danappa; Kamble, V. T (2017) surveyed on agricultural information needs of farmers in Hyderabad Karnataka 6 districts, the study revealed 884 out of 995 farmers responded. Among majority of the farmers 88.8% were using television /radio to get information. 28.5% farmers feel that they visit very often Raitha Samparka Kendra to get information related to the agriculture.

Ijiekhuamhen Osaze Patrick; Omoosejimi Ademola Ferdinand (2016) surveyed on three rural communities of Nigeria where in each community 100 women were selected. data was collected by using random sampling, questionnaire and interview method. The research considered majority of the 85% women needs information related to their occupation. 95% of the women felt their main source of information was friends, family and 3% of the women gathered information from the library.

Rabindra, K; Mahapatra (2016) report the results of a questionnaire survey and interview among 4 villages of Bhadrak District in Odisha state, based on that study 58% of the farmers prefer to get a printed form of information and their main useful information resource was television followed by 45% of farmers used radio to get agriculture-related information. The research considered majority of the 50% farmers had interest to know about irrigation and modern cultivation system.

Objectives

The main objectives of the study are

- To study the rural women occupation.
- To know the information needs of rural women.
- To find out rural women information channels.
- To know the awareness of government programs and facilities in rural women.
- To know the information barriers of rural women.

Research method

The present study has been undertaken to assess the information needs of occupational rural women. The survey method was used to conduct the study and questionnaires was used as a data collection

tool for the fulfilling the objectives of the study. The stratified random sampling technique was used for the spot selection of rural women. Structured closed ended questionnaires and interview methods were used as a research tool for data collection the questionnaire has been distributed among 60 rural women of Sonnena Halli and Dibburu villages, Bangalore North Taluk of Karnataka state. Tabulated using simple statistical method tables, percentage and graphs were generated using MS Excel 2016. The questionnaire was prepared in Kannada language for respondents could easily understand and items mentioned in questionnaire.

Scope and limitation

The scope of the present study is limited to information needs of the occupational rural women of Sonnenahalli and Dibburu villages, Bangalore North taluk, Karnataka state. The study was involving only occupational rural women and therefore it is not applicable of entire population of the region, further the information collected based on small numbers n=55 of rural women.

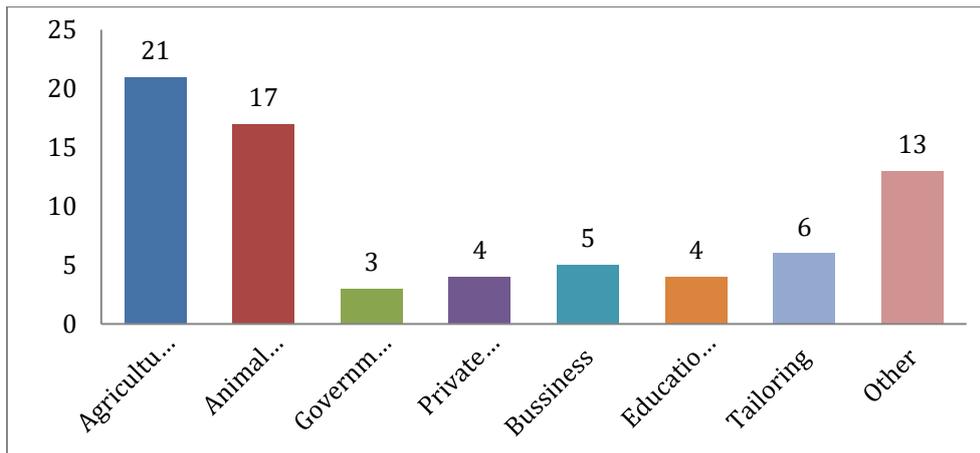
Data analysis

Table 1 & 2 – General Characteristics

S.no	Age Group	No of respondents	Percentage
1	16-30	18	32.72
2	31-40	20	36.36
3	41-50	9	16.37
4	Above 51	8	14.55
Total		55	100
S.no	Education Level	No of respondents	Percentage
1	Illiterate	26	47.27
2	SSLC	17	30.90
3	PUC	5	9.09
4	Graduation	7	12.74
Total		55	100

Table 1 & 2- shows that majority of the 36.36% respondents are belonging the age group 31 to 40 years followed by 32.72% the age groups of 16 to 30. Under the education status maximum number of occupational rural women 47.27% illiterate, 30.9% passed out SSLC, 12.72% graduates and only 9.09% women studied PUC. It shows majority of the 36.36% rural women illiterate.

Figure 1- Occupation of Rural Women



(Percentage is more than hundred because multiple choice questions)

Figure 1- reveals that majority of the rural women occupation 38.18% agriculture, 30.9% animal husbandry, 10.9% tailoring, 9.9% business followed by 7.27 % private sector and education related work, 5.4 5% government sectors and 23.63% others. Hence it concluded that majority of the rural women occupation are agriculture and animal husbandry.

Table 3- Information needs of rural women

Needs of Information	Frequency	Percentage
International/National/ State news	5	9.09
Govt Schemes and facilities	13	23.63
Finance/Bank / Loans	11	20
Small Scale Industries	12	21.18
Education Facilities	1	1.81
Employment	13	23.63
Health	27	49.09
Agriculture	20	36.36
Marketing	10	18.18
Transport	2	3.63
Entertainment	2	3.63

(Percentage is more than hundred because multiple choice questions)

Table 3- reveals that majority of the 49.09% rural women require health information, 36.36% agriculture, 23.63% employment and government schemes facilities followed by 21.18% small scale

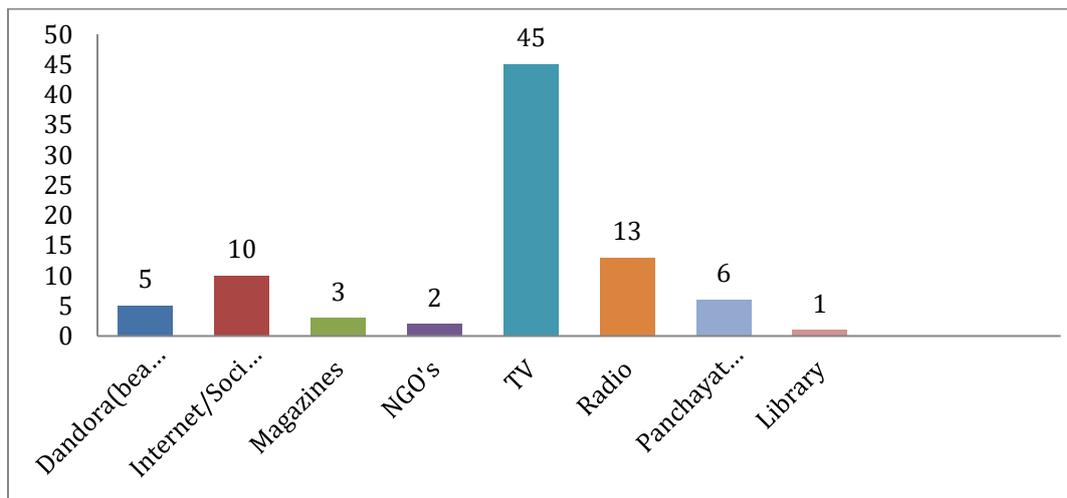
industries, 20% finance /bank /loan facilities, 18. 18% marketing, only 1.81 % women need to know about education facilities.

Table 4- Frequently needed information

Frequency	No Respondents	Percentage
Daily	20	36.36
Fortnightly	3	5.46
Month	5	9.09
Occasionally	27	49.09
Total	55	100

Table 4- As per distribution of respondents with respect of information needs is concerned majority of the 49.09% occupational rural women need information occasionally, 36.36% daily, 9.09% monthly and 5.46 % fortnightly needed information. Hence it concluded that majority of the occupation rural women 49.09% needs information occasionally.

Figure 2- Sources of information



(Percentage is more than hundred because multiple choice questions)

Figure 2 shows that majority of the 81.81% occupational rural women main information source Television, 74. 54% family and friends followed by 23.63% radio, 21.81% newspaper, 18.18% internet, 10.09% Panchayath member, 9.09% dandura (beat drum), 5.45% magazines, 3.63% NGO and 1.81% Library. Majority of the rural women main information source is television.

Table 5- Purpose to use information

Purpose to use Information	No Respondents	Percentage
Improve the Knowledge	25	45.45
To polish their daily routine work	28	50.9
To get more earnings	7	12.72
To update them self	5	9.09

Table 5- reveals that 50.9% occupational rural women are using information to polish their daily routine work, 45.45% improve their knowledge followed by 12.72% to get more earnings and 9.09% to update themselves the occupational rural women are using information.

Figure 3- Barriers facing while searching information

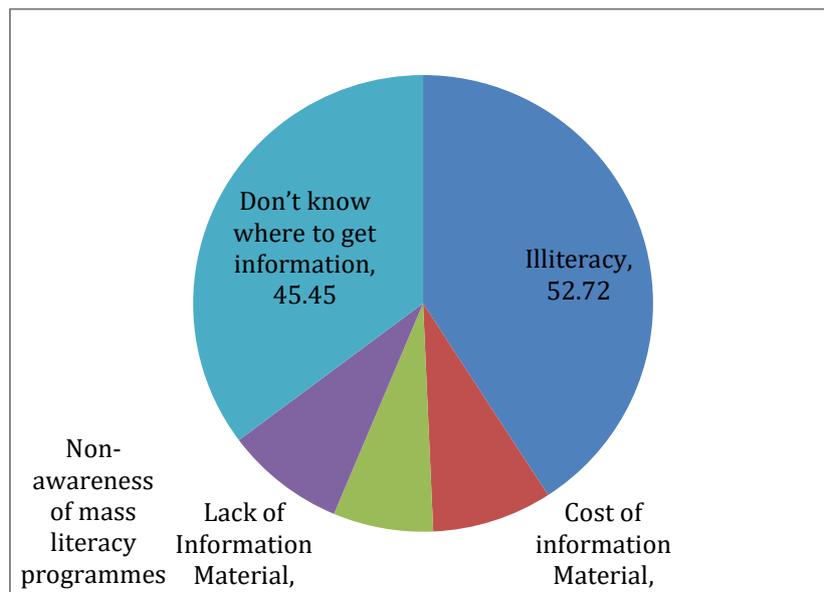


Figure 3 show that majority of the 52.72% occupational rural women main barrier of information illiteracy, 45.45% women they don't know where to get information followed by 10.9% women information material cost /non-Awareness of most literacy programs and 5% women are lacking of information material. Hence it concluded that majority of the occupation rural women 45.45% barrier of information illiteracy.

Table 6- Getting benefits from government programs

Benefits	No Respondents	Percentage
Yes	11	20
No	44	80
Total	55	100

Table 6- result shows that the majority of the 80% occupational rural women are not beneficial to the government facilities and programs. Only 20% of the rural women are using government facilities and programs.

Table 7

Information Sources	No Respondents	Percentage
Government Office	2	18.18
Poster/Advertisement	1	9.09
NGO's	0	0
Newspapers/Magazine	1	9.09
Radio/TV	0	0
Internet	0	0
Dandura(Beat drum)	1	9.09
Panchayat Member	4	36.36
Family/ Friends	2	18.18
Social Media	2	18.18
Self-help groups	3	27.27

Table 7- result shows that majority 36.36% rural women are getting beneficial information of government programs and facilities through Gram Panchayat member, 27.27% self-help groups, followed by 18.18% government officers, family/friends, social media and 9.09% posters advertisement, newspapers, magazines, dandura (beat drum). Hence it concluded that majority of the 36.36% occupation rural women are getting government programs and facilities related information through panchayath member.

Findings

- Majority of the rural women main occupation are 38.18% agriculture and 30.9% animal husbandry.
- Majority of the 40.09% rural women needs health information.
- Majority of the rural women main purpose to get information to polish their routine work.
- Majority of the 81. 81% occupational rural women information sources are television and 74. 54% family and friends.
- Majority of the 52.72% rural women are illiterate it is a main information barrier.

- Majority of the 80% rural women are not beneficiary of government programs and facilities only 20% of the rural women are getting beneficiary from the government programs and facilities.
- Majority of the 36.36% occupation rural women are getting government programs and facilities related information through Panchayath member.

Recommendations

- The government should provide the proper education program and library facilities in rural areas related to the occupational rural women, in rural areas government adult literacy program awareness should be given to women.
- Awareness or workshops should be conducted related to the occupations it will be helpful for rural women improve themselves.
- Government should provide field trips for rural women to improve their occupation work or they can get opportunity to interaction with the experts etc...

Conclusion

It was concluded from the study information needs of the rural women regarding current affairs, government schemes and facilities, loan, banking, small scale industries, education facilities, employment, health, agriculture, marketing, transport, entertainment information etc. Among rural women information sources, family/friends, panchayat members and television, audio and video sources. It was also concluded that according to rural women only 20% of them are using government facilities and programs, their main information channels are panchayat members and self-help groups. As per this study library is not a main channel to provide information and illiteracy is also a main barrier to access the information in rural areas.

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