CHAPTER -VI
Summary
A. MAJOR FINDINGS OF THE STUDY

The following are the major findings of the study:

1. Majority (52.2%) of the respondents are married and found to be under the age of 35 years.
2. In terms of educational qualification, about 42.4% of the respondents are illiterate, while only 15.6% have PUC to Degree level education. As expected, majority (77%) of respondents are housewives.
3. About one third (34.4%) of respondents have come from small size family of four or less than 4 members.
4. The respondents being rural, and land holding in villages being important, about 28.4% of the respondents do not own any land, while 17% of them own more than 10 acres of land.
5. As far as the annual income of the family of respondents is concerned, about 41.4% have said that their family income is less than Rs.10,000/-, while about 16% have said that their family income is more than Rs. 50,000/-
6. As far as media exposure is concerned, about 26.8% and 8% of the respondents read newspaper and magazines daily respectively.
7. As far as TV watching and Radio listening is concerned, about 60% and 35% of the respondents watch TV and listen to Radio regularly.
8. When it comes to usage of media, the respondents from different study area do not show any significant variations.
9. In case of the media availability for usage of respondents is concerned, about 63 percent have said that they depend on the neighbours house.
10. The analysis of print media content preference reveal that there is greater choice on women issues.
11. The analysis of electronic media content preference reveal that there is greater choice for entertainment.
12. The analysis of the relationship between communication media and power enrichment of women is found significant at 5% level.
13. The analyses of data pertaining to media contact and decision making has revealed that only about 12% have said ‘no’ to use of the media in decision making while 39% have said it is “more useful.”
14. The study reveals that interpersonal communication is more effective in learning about various women related issues.
15. About 46% of the respondents are members of self help groups.
16. As far as their participation in political organization is concerned about 95% of them do not participate.
17. The relationship between socio-economic background and opinion of the respondents regarding the role of media in enrichment of women power is found statistically significant.
B. CONCLUSION

Mass communication is used by a great number of media parctionaries as a tool for creating awareness. Researches have indicated that Media plays an important role in the society not only in informing but also in educating and entertaining. The role of media in entertainment output is unquestionable. Over the years communication system, both formal and non-formal have also contributed towards developmental activities.

Development being an all pervasive concept it can not be totally achieved through the communication system alone. Various factors of the society also matter when we deal with the process of development. The furtherance of development leads to advancement of society. To a certain extent the advancement indicates attainment of power. The power enrichment can be probably enhanced with the help of the communication system.

Creation of knowledge through communication system is like creating awareness. This awareness leads to behavioral changes as behaviour is a factor of awareness. Communication media helps in changing behaviour by creating awareness.

The women power enrichment can possibly be brought through this creation of awareness through the communication system. This study is conducted is order to find out the role communication media plays in enriching women power.

The enrichment of women power can possibly be achieved by fulfilling several prerequisites. Education, health, economic activity, free
political participation, cultural advancement as these have bearing on the enrichment process. These prerequisites need to be fulfilled and at least a combination of few, if not all. Economic independence, political freedom, decision making, all could be achieved if women are better informed and a scope is provided for achieving them.

Indian society is patriarchal in nature in which male domination apparently finds its position. Through women are educated and better informed, if the freedom is not collectively obtained, women attaining enrichment becomes difficult. Larger sectors of India’s rural women population being less educated or illiterate, having low health status, less political freedom, no decision making power, the enrichment of power for such women is still a mirage.

India is fast globalizing in tune with other societies in the world. The world economies are getting closer and closer eventually to became similar. The market forces have become universal predominantly to bridge societies and cultures where the communication channels are well developed. The cultures of the societies could be introduced to all nooks and corners of the world through media. Culture, e-civilization, e marketing, e-education, e-politics, e-family e-governance etc have all became the buzzwords of today. Not mere buzzwords, but also a reality.

India is still a backward country in the sense, a large section of India’s population lives below the poverty line to whom winning two meals a day is a difficulty. Malnutrition, ill health, illiteracy, inequality still looms large. Social, economic, political and cultural backwardness are the hallmark of Indian society. Women are the larger section of victims of such prevailing conditions. Under these situations women need to look forward for achieving social space for themselves in the process of which media and non-media communication might serve them better.
C. SUGGESTIONS

During the process of personal interview with the respondents, the interaction with the village leaders and husbands of the respondents. The interviewer was offered some suggestions by them, which can be taken into consideration. The following are the suggestions:

i) The government should initiate some new measures for economic development in the villages. As agriculture alone can not be sufficient to help growing population in the villages reviving certain indigenous and modern industrial activities seem to be pertinent.

ii) The educational foundation of the villages needs to be strengthened. As the younger generation is more learning centered more and more educational programmes need to be established.

iii) As the adult population is predominantly illiterate and have very low education levels (attained only primary level education) the literacy programme has to be strengthened by giving necessary financial support for infrastructure.

iv) The media facility needs to be extended to all the poor through local bodies. Panchayat can establish a library in each village for meeting the learning facility requirement of the villagers.

v) As television has became the most effective media of communication arrangement may be made by the government so that the local bodies and co-operatives. Grameena Banks and other financial establishments should give easy loan facility for buying TV and Radio.

vi) The transport facility needs to be improvised to connect village to village and city in a better way for effective movement. The
movement outside their place always facilitates some kind of learning.

vii) There should be capacity building exercises for all the adults to make them to be more productive in whatever area they work. Women need more such trainings for improving knowledge and skills with which one can become more productive.

viii) The emphasis of the governmental agencies should be more on cattle rearing, goat rearing, dairy, poultry and such other economic activities in which women can be more involved for generating extra income for family and also for themselves.

ix) Villagers lack proper medical attention. If a hospital is existing, there is no doctor working, it both are there, there is no medicine. The government should evolve an appropriate measure for ensuring the better health services, more so for women.

x) The Anganawadi is an important governmental establishment in the village. The Anganawadi worker disseminates some basic information to women. For a big village there should be two to three Anganawadi workers and the government should ensure adequate support for the Anganawadi workers.

xi) The self help group is an important non-formal organization. Along with streeshakti samaja and traditional mahila and yuva sangha, more and more economic and cultural programmes should be taken up. The government should extend the necessary support for that.

xii) More number of women from all sections of population should involve in self help groups and similar such entities.

xiii) Television, Radio and Print media should be used still more effectively for disseminating information on advantages of formation of non-formal organizations for productive activities.
xiv) Women should participate in the political affairs of the community, sub-region and region. The existing 33% reservation may not be adequate looking into the size of women population. The gender proportion (50-50%) has to be maintained for political reservation of women.

xv) Reservation should be made in jobs exclusively for rural women in proportion to the rural women population in teaching and all other service organizations and any such organization under the government control. This will ensure the participation of rural women in public services which help in enhancing women's economic strength and social reorganization.

xvi) The government should put a ban on sale liquor in villages, as the men folk are in the habit of draining their income into liquor shops at the cost of interests of women and children. Male alcoholism violates women's basic human rights. To protect the dignity, morale and human rights of women, alcohol should be stopped.