

5.1. INTRODUCTION

This chapter presents the analysis and interpretations of data collected from the rural people and staff of the Local Self-government Institutions in Kerala. The data collection tools used for the study are questionnaire, interview schedule and personal interview method. The collected data are analysed and presented in the form of tables with necessary explanations alongside. SPSS (Statistical Package for the Social Sciences) was used for providing descriptive statistics.

The analysis consists of three parts. The first part consists of analysis of the data collected through questionnaire from the rural people in the selected districts of Kerala. The second part deals with the analysis of the interview schedule for the panchayat secretaries of the selected panchayats from Kasaragod, Thrissur and Thiruvananthapuram district and finally the third part deals with the analysis of interview conducted with the experts in the local self-government institutions in Kerala.

The investigator designed a questionnaire to obtain necessary data to examine the research problem. Twelve interview schedules for panchayat secretaries and 1200 questionnaires for rural public were administered in the three districts under study. The investigator directly visited the various panchayat offices under study and met the panchayat secretaries. Information is collected on the basis of schedule and answers are personally filled out by the investigator. A total of hundred questionnaires were distributed among the rural people of each panchayat under study. Hence, four hundred questionnaires were distributed to the four panchayats of each district. All the questionnaires were distributed to the rural people, but only 810 persons were responded.

PART I-A

ANALYSIS OF THE QUESTIONNAIRE FOR THE RURAL PEOPLE

5.2. PERCEPTION ON RURAL DEVELOPMENT AND ICT

The present study, intends to assess the changes in the rural people, of Kerala, with the emergence of Information and Communication Technology. At the same time the investigator desires to understand the background knowledge to the concept of Rural Development and Information and Communication Technology among the rural masses in Kerala.

5.2.1. Awareness Regarding the Rural Development Programmes

The concept of Rural Development aims to improve the quality of life of rural people, to transfer business skills to the villages, and to establish income-generating activities for rural people. The concept is reached to the public in the form of different types of Rural Development Programmes developed for the benefit of the rural community by the government of India. All the Rural Development programmes are developed by the central government and implemented their respective local self government institutions. Most of the people may enjoy the benefits offered through such schemes, but they are not aware of the concept of Rural Development and the authority that is providing services to these community. The selected persons from the rural areas of Kerala are requested to reveal their awareness on the concept of Rural Development Programmes. The responses are depicted in the Table 5.1.

Table 5.1
Awareness Regarding Rural Development Programmes

Awareness status	Professionals	Students	Housewives	Labours	Total
Awareness	201 100%	200 97.1%	195 96.1%	197 98.5%	793 97.9%
Not aware	-	6 2.9%	8 3.9%	3 1.5%	17 2.1%
Total	201	206	203	200	810

$\chi^2 = 8.67^*$ -significant at 0.034

It can be seen that the p-value is less than 0.05. Hence, the different categories of rural people are significantly differing on awareness, regarding the rural development programmes available in Kerala. The result shows that the circumstance of living should directly influence the knowledge level and awareness of people on different aspects.

The Table 5.1 indicates that all the professionals (100%) involved in the study are aware of the concept of Rural Development Programmes. The Table 5.1 also reveals that 98.5 per cent of the Labours, 97.1 per cent of the students and 96.1 per cent of the housewives are aware of the concept of Rural Development Programmes in Kerala.

The general analysis of the Table 5.1 shows that most (97.9%) of the rural people under study are aware of the concept of Rural Development Programmes available to them.

Since the professionals and students are educated and they have a specific idea about various developmental activities taking place in the society, they have achieved the awareness on the concept of Rural Development too. At the same time most of the housewives and labours achieved awareness through their experience.

The Rural Development has strategies, policies and programmes for the improvement of rural areas and to promote the activities to get their basic needs like food, shelter, clothing, health, education and to develop the socio-economic infrastructure in the rural areas, with existing physical and human resources to develop their life style.

Awareness status of the rural people on Rural Development programmes on the basis of gender wise analysis is shown in the Table 5.2.

Table 5.2
Gender wise analysis of Awareness
Regarding Rural Development Programmes

Awareness status	Female	Male	Total
Aware	444 97.8%	349 98%	793 97.9%
Not aware	10 2.2%	7 2%	17 2.1%
Total	454 56.0%	356 44.0%	810 100%

$\chi^2 = .054^*$ -significant at .816

It can be seen that the p-value is greater than 0.05. Hence, there is no significant difference between the male and female rural community on awareness regarding the rural development programmes available in Kerala. The result shows that the women in Kerala are highly knowledgeable, educated and they have unambiguous view of the various developmental activities taking place in the society.

The gender wise analysis of the data presented in the Table 5.2 shows that 97.8 per cent of the female and 98 per cent of the male in rural Kerala have awareness on the matter of Rural Development Programmes in Kerala. Among the unaware people 2.2 per cent are female and 2 per cent are male.

The Table 5.2 shows that women in Kerala are not simply literate they are alert on the various socioeconomic, cultural and educational developmental activities of the society too.

5.2.2. The Concept of Rural Development Programme

The concept of Rural Development Programme is understood by the rural people in different perspectives. The rural people under study are requested to specify their understanding, on the concept of Rural Development programmes regarding three options.

Table 5.3

The concept of Rural Development Programme

Opinion	Professionals	Students	Housewives	Labours	Total
Programme developed only for BPLs	10 5%	18 8.7%	61 30.1%	66 33%	155 19.1%
Programme developed for the benefit of the society	66 32.8%	73 35.4%	67 33%	40 20%	246 30.4%
Programme developed only for the rural people	125 62.2%	115 55.8%	75 36.9%	94 47%	409 50.5%
Total	201	206	203	200	810

$\chi^2=105.112$ -significant at 0.000

It can be found that the p-value is less than 0.05. Hence, the different categories of rural people significantly differ on the concept perceived on rural development programmes.

It can be understood from the Table 5.3 that a large portion of the professionals (62.2 %), students (55.8 %), housewives (36.9%) and

labours(47%) perceived the concept of Rural Development Programmes as the programmes developed only for the rural people.

In general 30.4 per cent of the people in rural Kerala believed that these programmes are developed for the benefit of the whole society. But, 19.1 per cent of the people have the perception that these programmes are developed only for the benefit of the people below poverty line. If there is a misconception in the society regarding the Rural Development Programmes, the actual beneficiaries may not get maximum utilization of such programmes.

5.2.3. Beneficiaries of Rural Development Programmes

Government of India are providing several Rural Development Programmes for the rural people and these programmes are implemented through the state Governments. It is also important that such programmes should be reached to the target group effectively. Responses furnished by them are presented in the Table 5.4.

Table 5.4

Beneficiaries of Rural Development Programmes

Beneficiaries	Professionals	Students	Housewives	Labours	Table
Attained	117 58.2%	66 32%	130 64%	128 64%	441 54.4%
Not attained	84 41.8%	140 68%	73 36%	72 36%	369 45.6%
Total	201	206	203	200	810

From the analysis of the Table 5.4, it can be inferred that housewives (64%) and labours(64%) have made maximum utilization of the Rural Development Programmes, provided by the government. The Table 5.4 shows

that majority (58.2%) of the professionals and 32 per cent of the labours are also enjoying the benefits of Rural Development Programmes provided by the Rural Development department of Kerala.

The general analysis reveals that majority (54.4%) of the respondents under study have got the benefit out of these programmes. However, 45.6 per cent of the respondents of the study did not get benefit from the Rural Development programmes, it can be concluded that the benefits of the Rural Development programs have not reached to the target community at its optimal level.

The beneficiaries of Rural Development programmes are analyzed on the basis of gender are shown in the Table 5.5.

Table 5.5

Gender wise analysis of Beneficiaries of Rural Development Programmes

Beneficiaries	Female	Male	Total
Attained	246 54.2%	195 54.8%	441 54.4%
Not attained	208 45.8%	161 45.2%	369 45.6%
Total	454	356	810

The Table 5.5 shows that both the male (54.8%) and female (54.2%) respondents under study are enjoying the benefits of Rural Development Programmes provided by the government of Kerala. There is no gender disparity between the rural people on the use of rural development programmes.

Benefited Areas of Rural Development Programmes

Various development programmes were introduced by commissionate of Rural Development, Govt. of Kerala, in terms of agriculture, animal husbandry, rural industries, health, education, housing, and rural communication. The class infrastructure includes making roads, providing electricity and other such facilities. The people participated in the study are requested to specify the benefited areas of Rural Development to them. The answers elicited thus are depicted in the Table 5.6.

Table 5.6

Benefited Areas of Rural Development Programmes

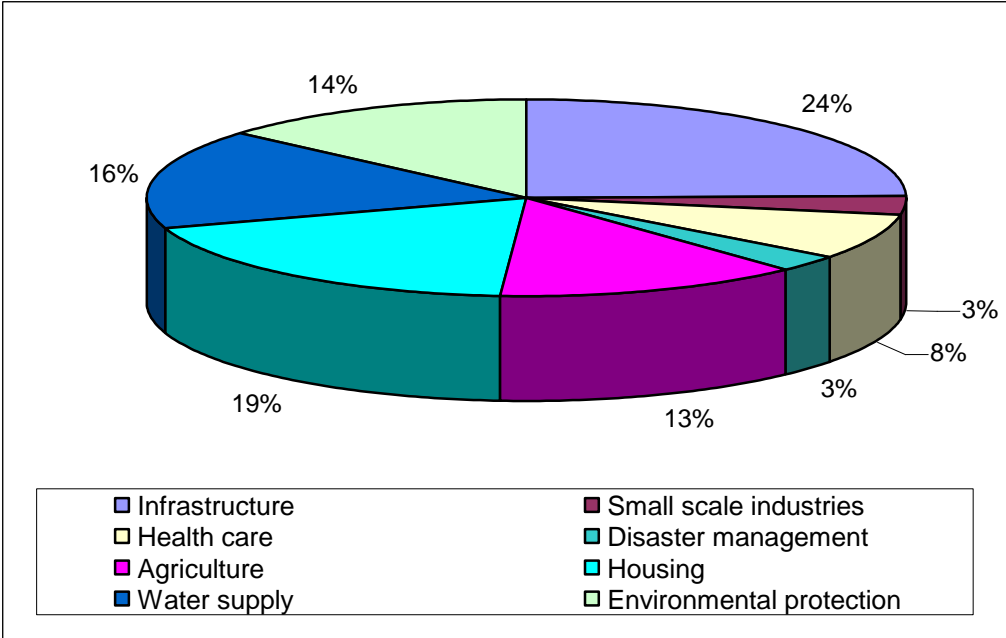
Areas	Professionals	Students	Housewives	Labours	Total
Infrastructure	82 70%	34 51.5%	75 57.7%	46 35.9%	237 53.7%
Small scale industries	8 6.8%	-	13 1%	7 5.5%	28 6.3%
Health care	19 16.2%	12 18.2%	31 23.8%	11 8.6%	73 16.6%
Disaster management	8 6.8%	-	17 13.1%	-	25 5.7%
Agriculture	7 6%	7 10.6%	49 37.7%	61 47.7%	124 28.1%
Housing	37 31.6%	17 25.6%	51 39.2%	77 60.2%	182 41.3%
Water supply	26 22.2%	11 16.7%	68 52. %	49 38.3%	154 34.9%
Environmental protection	25 21.4%	23 34.8%	35 26.9%	48 37.5%	131 29.7%

The Table 5.6 reveals that most (53.7%) of the rural people under study are enjoying the infrastructural facilities (roads and transportation) offered to them through Rural Development Programmes, the financial

assistance for housing (41.3%) and water supply (34.9%). From the Table 5.6, it can be understood that the rural people under study are not getting optimum help from the panchayat for disaster management (5.7%) and financial assistance for starting small scale industries.

Figure 5.1

Benefited Areas of Rural Development Programmes



Information technology offers immense opportunities for improving the existing disaster management procedures adopted by governmental agencies and provides seamless collaboration with the rural humanitarian organizations. It can disseminate information about the forecasted or impending disasters or biological threats, service the requests for information and/or assistance from citizens of affected areas, co-ordinate efficient deployment of search, rescue and recovery teams, assess the status of resources available for relief supplies, and eliminate the time consuming, paper-oriented processes of approval, authorization and recording of transactions and purchase of supplies.

5.2.4. Reasons for not Availing Services

Rural Development Programmes initiated by the government are not benefiting to a portion of the rural people; there are various reasons for that. In the present study the investigator tries to identify the reasons and the people are requested to reveal their answer from the three options.

Table 5.7
Reasons for not Availing Services

Reasons	Professionals	Students	Housewives	Labours	Total
Not eligible	13 15.5%	50 35.7%	14 19.2%	10 13.99%	87 23.6%
Not aware of suitable programmes	1 1.2%	2 1.4%	7 9.6%	20 27.88%	30 8.1%
Not in need	70 83.3%	88 62.9%	52 71.2%	42 58.3%	252 68%
Total	84 22.8%	140 37.9%	73 19.8%	72 19.5%	369

The Table 5.7 reveals that majority (68%) of the respondents who did not get benefits through Rural Development programmes said that they didn't face a situation to gain benefit through such programmes. It includes 83.3 per cent of professionals, 62.9 per cent of the students, 71.2 per cent of the housewives and 58.3 per cent of the Labours. However a small (8.1%) per cent of the respondents were they are not aware of a suitable program, beneficial for them.

Through awareness programmes and booklets the target community could be made aware of the available financial assistance and the better utilization of these resources.

5.2.5. Awareness on the Concept of ICT

ICTs are a diverse set of technological tools and resources to create, disseminate, store, bring value-addition and manage information.

The ICT sector consists of segments as diverse as telecommunications, television and radio broadcasting, computer hardware, software and services and electronic media, for example, the internet and electronic mail. It is one of the key driving forces in the 21st century. It transforms the way we live, learn, work and play. The awareness status of the rural people on ICT is given in the Table 5.8.

Table 5.8
Awareness on the Concept of ICT

Awareness status	Professionals	Students	Housewives	Labours	Total
Aware	195 97.0 %	189 91.7 %	91 44.8 %	59 29.5 %	534 65.9 %
Not aware	6 3.0 %	17 8.3 %	112 55.2 %	141 70.5 %	276 34.1 %
Total	201	206	203	200	810

$\chi^2 = 305.986^*$ -significant at .000

It can be seen that the p-value is less than 0.05. Hence, the different categories of rural people significantly differ on awareness on the concept of Information and Communication Technology. The result shows that the professionals and students have more chances to acquire more knowledge from their area of work than the housewives and Labours. So the categories are at different in levels of knowledge.

According to the Table 5.8, professionals (97%) and students (91.7%) have more aware about the concept of Information and Communication Technology among the rural community. The Table 5.8 also reveals that most of the housewives (55.2%) and labours(70.5%) in rural Kerala are ignorant on the concept of ICT. The general analysis shows that 65.9 per cent of the rural

people in Kerala are aware of the concept of Information and Communication Technology.

Since Kerala is one and only full literate states in India, the people have a clear understanding of the developmental activities taking place in the state.

Awareness regarding the concept of Information and Communication Technology on the basis of gender wise analysis is given in the Table 5.9.

Table 5.9

Gender wise analysis of Awareness on the Concept of ICT

Awareness status	Female	Male	Total
Aware	316 69.6%	218 61.2%	534 65.9%
Not aware	138 30.4%	138 38.8%	276 34.1%
Total	454	356	810

The Table 5.9 indicates that women (69.6%) in rural Kerala are more aware about the concept of ICT than the male (61.2%) population. It shows that the women in Kerala are more advanced and literate. The women empowerment programmes in the state have caused a significant change to this knowledge level in various disciplines and it has brought about immense changes in the life style of women in Kerala.

5. 2.6. Understanding of Information and Communication Technology

Information and Communication Technology is a recently emerged concept and it can be applied to all walks of human life, the people should have a clear idea about the concept. The people under study are requested to

specify the concept and their understanding of the term ICT, from the given three options, are depicted in the Table 5.10.

Table 5.10

Understanding of Information and Communication Technology

Concepts	Professionals	Students	Housewives	Labours	Total
Computerization	70 36.3%	59 33.7%	33 33.3%	20 29.9%	182 34.1%
Communication devices	35 18.1%	31 17.7%	15 15.2%	18 26.9%	99 18.5%
Technological growth	88 45.6%	83 47.4%	51 51.5%	29 43.3%	251 47.0%
Storage devices	-	2 1.1%	-	-	2 0.4%
Total	193 36.14%	175 32.77%	99 18.54%	67 12.54%	534

According to the Table 5.10 a large portion (47%) of the rural people perceived that ICT is the instrument, which will lead the society to the state of extreme advancement through technological development. It includes 45.6 per cent of professionals, 47.4 per cent of students, 51.5 per cent of housewives and 43.3 per cent of Labours. The Table 5.10 also reveals that 34.1 per cent of people understand that it is simply the automation or computerization of manual work already done and works to be completed. There are only 18.5 per cent of the rural people in Kerala think that ICT is the process of communication technology.

The rural people in Kerala do not have a concrete idea about the concept of Information and Communication Technology. It may be because of its multidimensional potentialities. The people understand the concept on the basis of the benefits received by them.

5.2.7. Perceptions on Applicability of ICT for Rural Development

Information and Communication Technology has emerged as an effective facilitator, in the development of any society and is a prime driving force in the growth of economies worldwide. In this context, ICT have a lot to offer for developing the rural sector. Hence, the rural people under study are requested to disclose their perception, on the applicability of ICT for Rural Development in Kerala.

Table 5.11

Perception on Applicability of ICT for Rural Development

Perception	Professionals	Students	Housewives	Labours	Total
Possible	188 93.5%	175 85%	177 87.2%	113 56.5%	653 80.6%
Not possible	13 6.5%	31 15%	26 12.8%	87 43.5%	157 19.4%
Total	201	206	203	200	810

$\chi^2 = 103.995^*$ -significant at .000

It can be understood that the p-value is less than 0.05. Hence, the different categories of rural people significantly differ on their perception of applicability of ICT, for Rural Development in Kerala. The result reveals that the different categories have different ideas or views about the concept of ICT. The rural people generally perceive the technological aspects of ICT rather than the social applicability.

The Table 5.11 shows that professionals (93.5%) in rural areas have highly recognized the potentialities of ICT for Rural Development in Kerala. There are 85 per cent of the students, 87.2 per cent of the housewives and 56.5 per cent of the labour have the same opinion.

The general analysis makes it clear that 80.6% of the people in Kerala have realized the potentiality of ICT for the development of rural areas in Kerala.

Gender wise variation in the perception of rural people on the applicability of ICT for Rural Development is given in the Table 5.12.

Table 5.12
Gender wise Analysis of
Perception on Applicability of ICT for Rural Development

Perception	Female	Male	Total
Possible	396 87.2%	257 72.2%	658 80.6%
Not possible	58 12.8%	99 27.8%	157 19.4%
Total	454	356	810

It can be seen from the Table 5.12 that women (87.2%) in rural Kerala have mostly recognized the potentiality of ICT for the development of the rural community than the male (72.2%) population. There are 12.8 per cent of the female and 27.8 per cent of the male have a negative opinion on the same.

5.2.8. Benefits Attained Through the Application of ICT for Rural Development

Information and Communication technology is a device, which is used to accelerate the process of development and is expected to bring maximum social advantage, for the benefit of the society. ICT can be applied in the different areas of rural development. The areas are restricted to six options like: marketing, agriculture, health care, easy communication facilities like e-mail and finally the projects of Kerala government. The details of responses are given in the Table 5.13.

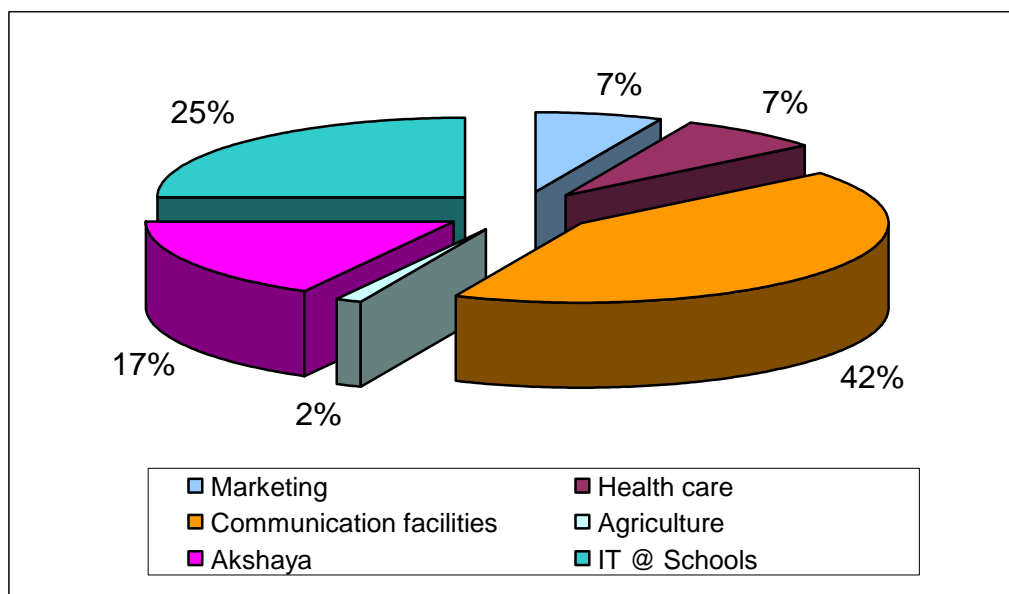
Table 5.13
Benefits attained through the Application of ICT for Rural Development

Benefits	Professionals	Students	Housewives	Labours	Total
Not responded	5 2.5%	13 6.3%	102 50.2%	113 56.5%	233 28.8%
Marketing	16 8.2%	-	10 9.9%	10 11.5%	36 6.2%
Health care	3 1.5%	-	-	1 1.1%	4 6.9%
Communication facilities	125 63.8%	45 23. %	22 21.8%	37 42.5%	229 39.7%
Agriculture	6 3.1%	1 5.2%	-	1 5.2%	8 1.4%
Akshaya	22 11.2%	27 14%	33 32.7%	9 10.3%	91 15.8%
IT @ Schools	-	134 69.4%	-	-	134 23.2%

It is worthwhile to note that the rural people involved in the study are largely (39.7%) using the communication facilities offered by Information and Communication Technology. It is the duty of government to provide, encourage and facilitate marketing of the products. The self government institutions can provide and facilitate trade opportunities among the beneficiary groups by properly identifying local needs and resources available at the local level. However a small portion (6.2%) of the respondents are availing the marketing facilities of Information and Communication Technology. The Table 5.13 also reveals that the application of ICT in agricultural (0.9%) and health sector (6.9%) is not yet reached to the rural

masses. There are 65 percent of student respondents are enjoying the benefits of IT@ school project.

Figure 5.2
Benefits attained through the Application of ICT for Rural Development



It can be deduced from Table 5.13 that Akshaya (15.8%) has not reached its optimal level among rural people.

5.3. INFORMATION NEEDS OF RURAL COMMUNITY

Information is an important resource and is essential for the progress of an individual and of a nation. Information transfer and information revolution through which culture change, and socio-economic development of a nation is possible. Information is the basic need of life, which helps in fulfillment of other needs such as food, shelter etc. without information the growth and development of any community, is impossible. Information needs of the rural people are different from the urban people. In the present study the investigator tries to analyse and identify the information needs of the rural people from different perspectives.

5.3.1. Source of Daily Information

Information is one the fundamental need of human being. The rural people under study are requested to make known the source which they are use to fulfill their daily information requirement from the five options. The details of the data analysis are given in the Table 5.14.

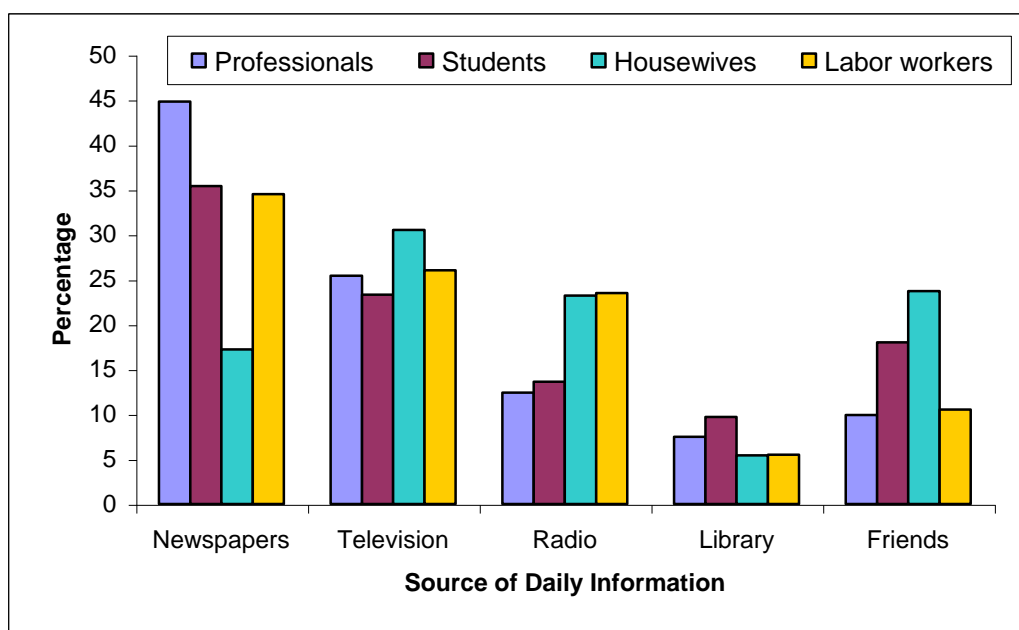
Table 5.14
Source of Daily Information

Sources of information	Professionals	Students	Housewives	Labours	Total
Newspapers	90 44.8 %	73 35.4 %	35 17.2 %	69 34.5 %	267 33 %
Television	51 25.4 %	48 23.3 %	62 30.5 %	52 26 %	213 26.3 %
Radio	25 12.4 %	28 13.6 %	47 23.2 %	47 23.5 %	147 18.2 %
Library	15 7.5 %	20 9.7 %	11 5.4 %	11 5.5 %	57 7.4 %
Friends	20 9.9%	37 18 %	48 23.7 %	21 10.5 %	126 15.5 %
Total	201	206	203	200	810

The Table 5.14 makes it clear that a large portion (33%) of the rural people under study are using newspapers as a source for information relating to the daily happenings in their locality. Television (26.3%) and radio (18.2%) are the next preferred media used for collecting information. It can be seen from the Table 5.14 that one of the important medium for collecting

information by the rural people, is friends or neighbors (15.5%). There is a small per cent of (7%) rural people under study visiting the library to fulfill their daily information needs.

Figure 5.3
Source of Daily Information



The category wise analysis of the data shown in the Table 5.14 and Figure 5.3 reveals that greater part of the professionals (44.8%); students (35.4%) and labours(34.5%) are reading newspapers to know daily events taking place in the society. On the other hand 30.5 per cent of the housewives vouch that they prefer television to collect daily news.

The Table 5.14 and Figure 5.3 shows that even though the technology has developed hitherto, newspapers are the most dominant source for information, in rural Kerala.

The details of the gender wise analysis of the data related with the sources of information in the daily life of the rural people are given in the Table 5.15.

Table 5.15
Gender wise analysis-Source of daily information

Sources of information	Female	Male	Total
Newspapers	101 22.2%	166 46.6%	267 33%
Television	129 28.4%	84 23.6%	213 26.3%
Radio	98 21.6%	49 13.8%	147 18.2%
Library	17 3.7%	40 11.2%	57 7%
Friends	109 24%	17 4.8%	126 15.5%
Total	454	356	810

The Table 5.15 shows that grater portion of the male (46.6%) respondents are using newspapers and female (28.4%) are watching television for fulfilling their daily information needs.

5.3.2. Source for Particular Information

If a rural citizen wants to get particular information on a particular topic, what is the method they obtain? The people under study were requested to specify their answers and it is depicted in the Table 5.16.

Table 5.16
Source for Particular Information

Source of particular information	Professionals	Students	Housewives	Labours	Total
Depend friends	94 46.8%	58 28.2%	112 55.2%	98 49%	362 44.7%
Approach library	77 38.3%	68 33%	23 11.3%	45 22.5%	213 26.3%
Depend experts	30 14.9%	80 38.8%	68 33.5%	57 28.5%	235 29%
Total	201	206	203	200	810

It can be seen from the Table 5.16 that greater part of the professionals (46.8%), housewives (55.2%) and labours(49%) are depending on friends when they are in need of a particular piece of information. But students (38.8%) mainly approach the experts known to them, to solve their problem. The Table 5.16 also reveals that 38.3 per cent of the professionals and 33 per cent of the students approach library to search for particular piece of information. However, a small number (11.3%) of the housewives and labours(22.5%) visit library when they are in need of particular information.

Although Kerala people are said to be a society of well informed people, the rural people are still ignorant of the technological developments in the country. Majority of the people are approaching friends to gain their information, on a particular topic.

Gender wise analysis of the data relating to the source for particular information among the rural people is given in the Table 5.17.

Table 5.17

Gender wise analysis of Source for Particular Information

Source of particular information	Female	Male	Total
Depend friends	255 56.2%	107 30.1%	362 44.69 %
Approach library	63 13.9%	150 42.1%	213 26.3 %
Depend experts	136 29.9%	99 27.8%	235 29.01 %
Total	454	356	810

Gender wise analysis of the data given in the Table 5.17 reveals that majority of female (56.2%) respondents are depending on friends when they

are in need of a particular piece of information. But in the case of male respondents (42.1%) they prefer to visit library in such situations.

5.3.3. Major Sources of Information

The rural community is enjoying most of the information sources available in the present society. Since information is acting as an inevitable ingredient in the day to day activities of human being, the investigator asked to mention the most preferable satisfied source of information.

Table 5.18

Major Sources of Information

Information source	Professionals	Students	Housewives	Labours	Total
Training/ Workshops	87 43.3%	44 21.4%	35 17.2%	21 10.5%	187 23.1%
Mass media	158 78.6%	165 80.1%	148 72.9%	128 64%	599 73.9%
Dictionaries/ Encyclopedias	54 26.9%	60 29.1%	64 31.5%	58 29%	236 29.1%
Handbooks/Manuals	74 36.8%	98 47.6%	71 35%	48 24%	291 35.9%

From the analysis of the Table 5.18 it can be inferred that mass media (73.9%) is the major information source among the rural community. Mass media includes Print (Newspapers, Books, and Magazines), Radio, Television, Cable TV, Telecommunications, and Internet. There are 43.28 per cent of professionals and 21.4 per cent of the students participating in trainings and workshops. In the case of 17.24 per cent of the housewives and 10.5 per cent of labours are participating in training and workshops for acquiring information. Professionals and students have several chances to participate in various workshops and seminars. Housewives are participating

in seminars conducted by kudumbasree and other women organizations. It is interesting to note that reference sources like dictionaries /encyclopedias (29.1%) and handbooks/ manuals (35.9%) are also preferred by the rural people under study.

Table 5.18 reveals that mass media is the greatest information source for the rural community. Radio and television are also broadcasting Rural Development programmes from which rural people are aware of practical life and helps to decisions for their development.

3.4. Visit to Library

Libraries are, by their very nature, the centres for the spread of knowledge and information and as such, they can play a very vital role in the spread of Rural Development in Kerala. In this regard the investigator wants to know the status of library visit among the rural people.

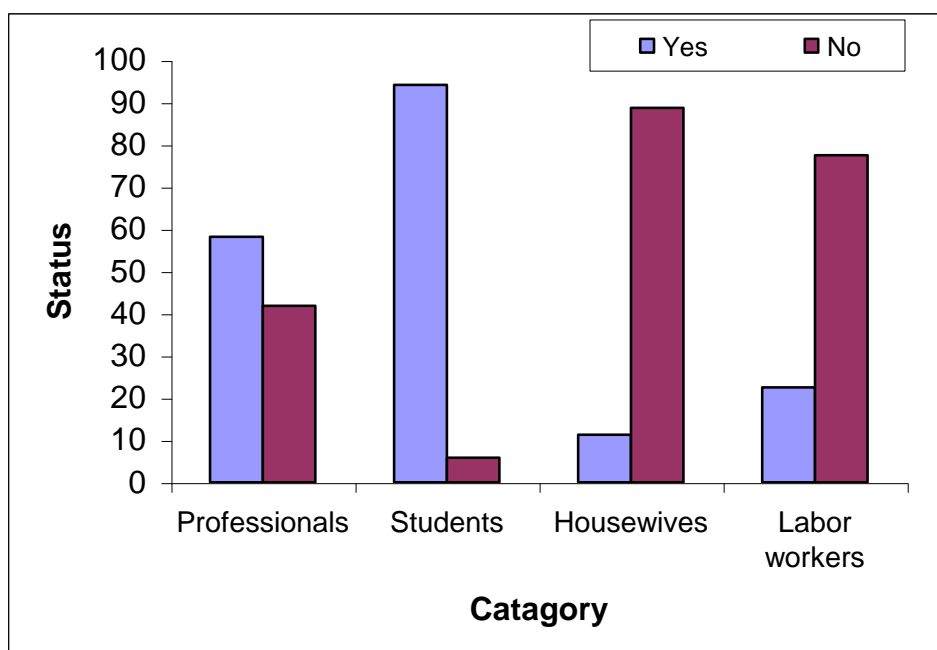
Table 5.19
Visit to Library

Library visit	Professionals	Students	Housewives	Labours	Total
Yes	117 58.2%	194 94.2%	23 11.3%	45 22.5%	379 46.8%
No	84 41.8%	12 5.8%	180 88.7%	155 77.5%	431 53.2 %
Total	201	206	203	200	810

Category wise analysis of the data given in the Table 5.19 makes it clear that depending on the field of work a large majority of students (94.2%) and professionals (58.2%) in rural areas are visiting library. On the other hand a large majority of the (88.7%) housewives and labours(77.5%) affirmed that they do not visit the library.

General analysis of the data presented in the Table 5.19 shows that majority (53.2%) of the respondents are not visiting library. It can be concluded from the Table 5.19 that the concept of library is still prevailing with the upper class people, or it is restricted to a particular group of people. The rural people mainly visit the library when they cannot fulfill their needs from any other sources.

Figure 5.4
Visit to Library



Gender wise analysis of the data regarding the library visit among the rural people is given in the Table 5.20.

Table 5.20**Gender wise analysis of Visit to Library**

Library visit	Female	Male	Total
Yes	153 33.7%	226 63.5%	379 46.8%
No	301 66.3%	130 36.5%	431 53.2 %
Total	454	356	810

Gender wise analysis of the data presented in the Table 5.20 shows that majority (63.2%) of the male respondents visit the library for seeking various kinds of information. But majority (66.3%) of the female respondents are not visiting the library.

5.3.5. Materials Preferring for Reading

A library is to help village children and adult in understanding the principles of basic education and keeping fresh their knowledge. It can also supply the reading materials related to various fields of Rural Development. The rural people under study are requested to reveal their most interesting reading material from the library.

Table 5.21**Materials Preferring for Reading**

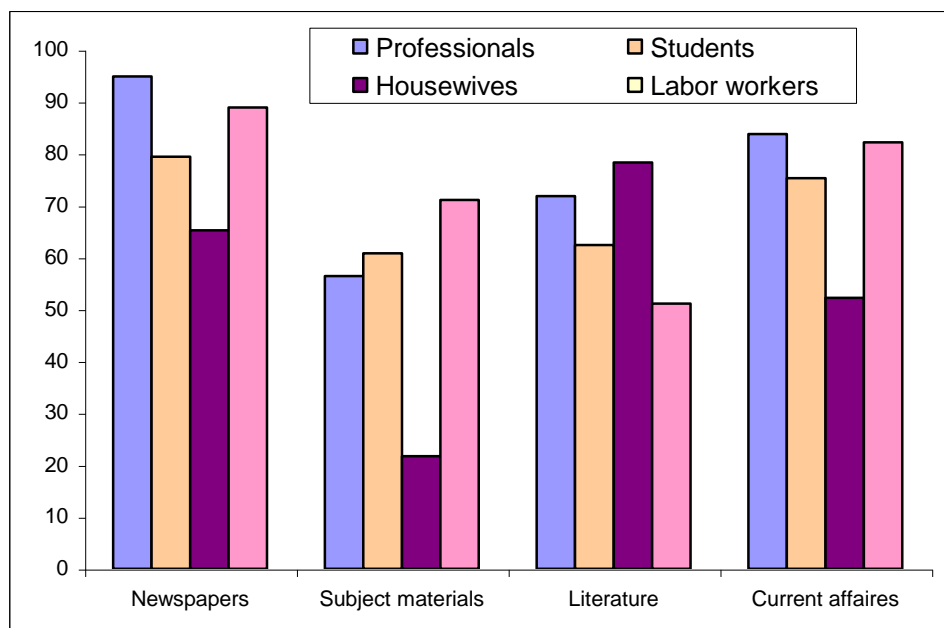
Preferred reading materials	Professionals	Students	Housewives	Labours	Total
Newspapers	111 94.9%	154 79.4%	15 65.2%	40 88.9%	280 73.9%
Subject materials	66 56.4%	118 60.8%	5 21.7%	32 71.1%	191 50.4%
Literature	84 71.8%	121 62.4%	18 78.3%	23 51.1%	215 56.7%
Current affaires	98 83.8%	146 75.3%	12 52.2%	37 82.2%	256 67.5%
Total	117	194	23	45	379

From the analysis of the Table 5.21, it can be understood that majority (73.9%) of the respondents prefer to read various newspapers available in different languages in the library. It includes 94.9 per cent of professionals, 88.9 per cent of labours and 79.4 per cent of students. Professional's reading interests differ from that of housewives and Labours. It shows that large majority (78.3%) of the housewives under study prefer to read literature than any other material. All the rural community except housewives give second preference to collecting current information from the library, it consists of 83.8 per cent of professionals, 75.3 per cent of students and 82.2 per cent of Labours. The housewives under study give preference in the order of newspapers (65.2 %), current affairs (52.2%) and subject materials (21.7%).

The general analysis of the Table 5.21 shows that the respondents under study give preference in the order of newspapers (73.9%), current affairs (67.5%), literature (56.7%), and finally subject materials (50.4%).

Figure 5.5

Materials Preferring for Reading



It must be clearly understood that the need and demand for information by the rural people are directly related to their day to day activities. This kind of information can only be supplied by a Community Information Centre.

Gender wise analysis of the data on the library materials preferring for reading has given in the Table 5.22.

Table 5.22
Gender wise Analysis of Materials Preferring for Reading

Preferred reading materials	Female	Male	Total
Newspapers	93 60.8%	203 89.8%	280 85.11%
Subject material	42 27.5%	104 46%	191 58.05%
Literature	115 75.2%	127 56.2%	215 65.34%
Current affaires	68 44.4%	178 78.8%	256 77.81%
Total	153	226	379

According to the Table 5.22 male respondents under study preferred newspapers (89.8%) and current affair publications (78.8%) than any other reading materials in the library. On the other hand rural women under study are giving their preference as literature (75.2%) and newspapers (60.8%).

5.3.6. Satisfaction Level on Library Materials

The satisfaction level of rural people under study regarding the library collection and services are depicted in the Table 5.23.

Table 5.23

Satisfaction Level on Library Materials

Satisfaction status	Professionals	Students	Housewives	Labours	Total
Satisfied	74 63.2%	106 54.6%	18 78.3%	24 53.3%	222 58.6%
Not satisfied	43 36.8%	88 45.4%	5 21.7%	21 46.7%	157 41.4%
Total	117	194	23	45	379

The analysis of the Table 5.23 makes it clear that majority (58.6%) of the respondents who visit library are satisfied with the reading materials available from there. It includes 63.2 per cent of the professionals, 54.6 per cent of the students 78.3 per cent of the housewives and 53.3 per cent of the Labours. There are 41.4 per cent of the people under study have answered in negatively.

A library is never a self sufficient, whether it is public or academic. So it is very difficult to fulfill all the information needs of its clients. In this study most of the rural people who visit library are satisfied with the reading materials provided by their library.

The gender wise analysis of the level of satisfaction on library materials and services among the respondents of the study are depicted in the Table 5.24.

Table 5.24

Gender wise analysis of Satisfaction level on Library Materials

Satisfaction status	Female	Male	Total
Satisfied	119 77.8%	103 45.6%	222 58.6%
Not satisfied	34 22.2%	123 54.4%	157 41.4%
Total	153	226	379

Gender wise analysis of the Table 5.24 shows that majority (77.8%) of the female respondents are satisfied with the reading materials available in their library, while 54.4 per cent of the male respondents in rural Kerala have negative opinion.

The reason for it is the scope of information needed by men is vast than that of women. Most of the women concentrated on a single thing and try to be master on that. But the gents try to understand and gain information on several things at a time. So the information requirements of the men can not be fulfilled by the library itself.

5.3.7. Need for Current Information

The rural people need support and assistance for a better life. To help and assist in upgrading the economic conditions of the rural people and in raising their living standards, a library can help in this regard. Here the investigator tries to identify the requirements of current information among the rural people under study.

Table 5.25**Need for Current Information**

Need for current information	Professionals	Students	Housewives	Labours	Total
Required	120 59.7%	120 58.2%	98 48.3%	108 54%	446 55.1%
Not required	81 40.3%	86 41.8%	105 51.7%	92 46%	364 44.9%
Total	201	206	203	200	810

According to the Table 5.25 a large number (55.1%) of the rural people under study are inquisitive to know the latest information on various things. It includes 59.7 per cent of professionals, 58.2 per cent of students and 54 per cent of Labours. But majority of the (51.7 %) housewives agreed that they didn't need latest information on a particular topic.

Gender wise analysis of the current information requirements of the rural community under study are examined in the Table 5.26.

Table 5.26**Gender wise Analysis of Need for Current Information**

Need for current information	Female	Male	Total
Required	182 40.1%	264 74.2%	446 55.1%
Not required	272 59.9%	92 25.8%	364 44.9%
Total	454	356	810

The gender wise analysis of the data presented in the Table 5.26 shows that men (74.2%) in rural Kerala mostly required current information on various topic than the female (40.2%) community under study.

5.3.8. Need for Retrospective Information

The rural community should know about history of the nation, biography of famous people, culture, government policies and plans. By this type of information, rural people can understand about many famous people's contribution which may be helpful for their every day life. They can also analyse the plans which are good for them. The researcher tries to identify the retrospective information needs of the people under study.

Table 5.27

Need for Retrospective Information

Need for retrospective information	Professionals	Students	Housewives	Labours	Total
Required	96 47.8%	105 51.0%	150 73.9%	104 52%	455 56.2%
Not required	105 52.2%	101 49.0%	53 26.1%	96 48%	355 43.8%
Total	201	206	203	200	810

The category wise analysis of the data shown in the Table 5.27 reveals that housewives (73.9%) require retrospective information on various topics than any other categories. The general analysis of the Table 5.27 shows that a large percent of (56.2%) the rural people under study have answered that they needed retrospective information and the remaining (43.8%) have a negative view on this aspect.

5.3.9. Information Sources for Getting Your Area of Working

Since the people under study belong to various categories, the information requirements of them are also different (Educational/ Agriculture/Small scale industries/ Business/Animal Husbandry etc). The investigator tries to examine the sources from where the rural people acquiring their area of working.

Table 5.28

Information Sources for Getting Your Area of Working

Information source	Professionals	Students	Housewives	Labours	Total
News papers	104 51.7%	119 57.8%	74 36.4%	90 45%	387 47.8%
Community information centers	-	-	-	-	-
Radio	58 28.8%	49 23.7%	98 48.2%	99 49.5%	304 37.5%
Television	99 49.2%	105 50.9%	63 31.0%	94 47%	361 44.6%
Panchayat offices	42 20.9%	41 19.9%	90 44.3%	108 54%	281 34.7%
Total	201	206	203	200	810

From the analysis of the Table 5.28 it can be inferred that the respondents mainly depend on newspapers (47.8%) and television (44.6%) for accessing information regarding their area of work. The category wise analysis shows that housewives (48.2%) listen to radio more than the other category. However labours visit panchayat offices (54%) for collecting information regarding their area of work. Professionals and students prefer

newspapers and television for accessing information related to their official and academic purposes.

5.3.10. Areas Having Difficulties in Acquiring Information

Since the areas under study are typically rural places the people cannot easily access all the required information in time. The investigator tries to identify the areas having difficulties in acquiring correct information.

Table 5.29

Areas Having Difficulties in Acquiring Information

Difficult Areas	Professionals	Students	Housewives	Labours	Total
Bus/train time	70 34.8%	62 30.1%	77 37.9%	86 43%	295 36.4%
Agencies for going abroad	63 31.3%	78 37.9%	85 41.9%	93 46.5%	319 39.4%
Rural development programmes	50 24.9%	88 42.7%	66 32.5%	78 39%	282 34.8%
Govt. sources for financial assistance	85 42.3%	63 30.5%	60 29.5%	95 47.5%	333 41.1%
Health, hygiene	60 29.8%	59 28.6%	48 23.6%	58 29%	225 27.8%
Various educational schemes	59 29.4%	93 45.1%	72 34.9%	64 32%	288 35.6%

The analysis of the data presented in the Table 5.29 shows that a large percent (41.1%) of respondents face difficulty to accessing information about financial assistance from both state and central government and agencies and 39.4 per cent for collecting information regarding this. Professionals are also

facing the same problem of getting information regarding financial assistance from the government (42.3%) and to know the bus/train time (34.8%). Naturally students have the problem of collecting information on various educational schemes and career guidance as well as other job opportunities suitable for them (45.1%). At the same time labours are facing difficulties accessing information on financial assistance from the government (47.5%).

5.3.11. Awareness on Various Schemes for Education

Education has become the fundamental need of the people. The people are more concerned about the educational schemes available for their children irrespective of any category, religion, gender etc. In this context the investigator tries to evaluate the awareness status on the various educational schemes for them from the four options. The responses are given in the Table 5.30.

Table 5.30

Awareness on Various Schemes for Education

Educational schemes	Professionals	Students	Housewives	Labours	Total
Scholarship	150 74.6%	148 71.8%	119 58.6%	138 69%	555 68.5%
Bus pass	201 100%	206 100%	200 98.6%	194 97%	801 98.9%
Institutions and courses offered by them	178 88.6%	128 62.1%	98 48.3%	96 48%	500 61.7%
Different educational loans	112 55.7%	75 36.4%	79 38.9%	84 42%	350 43.2%

It can be clear from the Table 5.30, that most of the rural people in Kerala are cognizant about the educational schemes facilitated by the government. They mostly prefer the financial assistance available to them; it includes bus charge relaxation permitted to the students (98.9%). Government of India provides various scholarships for single girl students, students of minority groups and financially backward students etc. There are 68.5 per cent of the rural people under study are conscious about such schemes. Most of the banks are facilitating educational loans for students, the rural people (43.2%) are not so aware of that.

It can be also seen from the Table 5.30 that majority of the housewives and labours are ignorant about the different educational loans.

5.4. RELEVANCE OF COMMUNITY INFORMATION CENTRES

Community information service assists individuals and groups in daily problem solving and helps to participate in a democratic process, laying emphasis on the needs of those who are unaware and deprived of ready access to the sources of information and assistance. Hence, community information services may be referred as a positive decision to concentrate on enabling people in geographical area, particularly those in lower socio-economic groups in several respects such as housing, employment, family and personal matters, consumer affairs, household finance, civil rights etc.

5.4.1. Desired Information from Community Information Centers

Rural communities face new challenges of information needs for their betterment of life. Agricultural information centres are many in the panchayats of Kerala that disseminate vital information to the farmers about the crop, manure and other related details. However, the rural people who are dependent on professions other than agriculture for livelihood have no such facility that fulfills their information requirements. The investigator tries to identify information needs of rural people which can be fulfilled by a Community Information Centre.

Table 5.31**Desired Information from Community Information Centers**

Desired information	Professionals	Students	Housewives	Labours	Total
Local news	158 78.6%	140 68.0%	164 80.8%	172 86%	634 78.3%
Socially important current information	147 73.1%	139 67.5%	110 54.2%	129 64.5%	525 64.8%
Various RDP*	123 15.2%	87 42.2%	125 61.6%	167 83.5%	502 62%
Educational programmes	129 15.9%	157 76.2%	95 46.8%	84 42%	465 57.4%
Information on job opportunities in abroad	97 48.3%	103 50%	87 42.8%	53 26.5%	340 42.0%
Govt. policies & schemes	106 52.7%	98 47.6%	123 60.6%	138 69%	465 57.4%
Adult education	63 7.8%	68 33.0%	98 35.9%	140 70%	369 45.6%
Agricultural information	68 8.4%	74 35.9%	81 39.9%	173 89%	396 48.8%

*RDP: Rural Development programme

The general analysis of the data presented in the Table 5.31 makes it clear that the respondents of the study desires to collect local news (78.3%) followed by socially important current information (64.8%) and details about various rural development programmes offered to them (62%).

The Table 5.31 also shows that the professionals (78.6%) and housewives (80.8%) under study prefer to collect local news rather than other.

The professionals under study would like to acquire socially important information (73.1%) and government policies and schemes (52.7%). Students under study give preference in the order of educational programmes (76.2%), local news (68%) and socially important current information (67.5%). The housewives prefer Rural Development programmes (61.6%). The labours engaged in the agricultural field wish to collect more information on the agricultural related activities (89%) and local affairs (86%).

The rural people required more information on agriculture and allied fields e.g. animal husbandry, agricultural implements, health and hygiene. Village youth need information on education/occupation environment and government's development programmes and services. Community information centres should cover all these areas. Thus it is quite befitting to think of the Community Information Centres in terms of a source providing variety of information catering to all sectors of the society in order to fulfill such needs.

5.4.2. Opinion on the Necessity of Community Information Centres

Rural libraries on their part should be proactive by reaching out to potential users rather than passively waiting to be consulted by the few literate users. It should try to reach out to all categories in the community. In the present context, the investigator tries to identify the opinion of the rural people under study on establishing community information centres in their locality.

Table 5.32

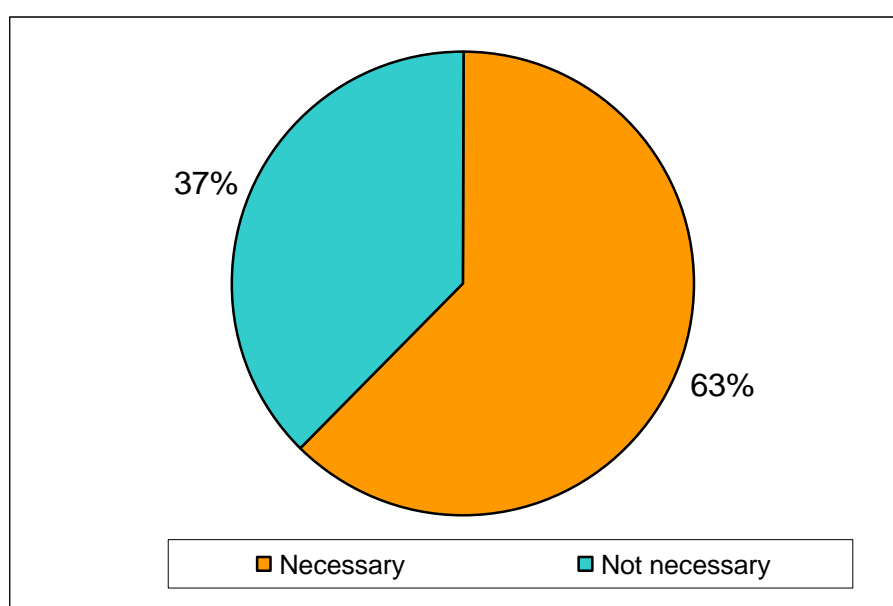
Opinion on the Necessity of Community Information Centres

Opinion	Professionals	Students	Housewives	Labours	Total
Necessary	138 68.7%	99 48.1%	126 62.1%	143 71.5%	506 62.8%
Not necessary	63 31.3%	107 51.9%	77 37.9%	57 28.5%	304 37.5%
Total	201	206	203	200	810

According to the Table 5.32 most (62.5%) of the respondents showed interest in the idea of Community Information Centers and evinced keen interest in developing one such centre in their village. While 37.5 per cent of them felt that the already existing government agencies and information provided on television and radio are more than sufficient.

Figure 5.6

Opinion on the Necessity of Community Information Centres



Access to the essential resources for meeting the daily needs of people is the first requisite for maintaining a community and ensuring social well being.

5.4.3. Location Preferred for Community Information Centres

Before setting up community information centre there is a need to consider the approachability for all the people living in that panchayat. The rural people need to answer the question where should the community information centre be located? So as to serve people of that panchayat.

Table 5.33

Location Preferred for Community Information Centres

Preferred location	Professionals	Students	Housewives	Labours	Total
Panchayat offices	40 19.9%	35 17.0%	42 20.7%	38 19%	155 19.1%
Agricultural office	11 5.5%	10 4.8%	14 6.9%	20 10%	55 6.8%
Market	16 8.0%	24 11.7%	12 5.9%	18 9%	70 8.6%
Local school	30 14.9%	28 13.6%	27 13.3%	21 10.5%	106 13.1%
Primary health centres	3 1.5%	5 2.4%	10 4.9%	15 7.5%	33 4.1%
Along with temple/church	3 1.59%	4 1.9%	7 3.4%	6 3%	20 2.47%
Public library	38 18.9%	43 20.9%	51 25.1%	30 15%	162 20%
Separate building	60 29.8%	57 27.6%	40 19.7%	52 26%	209 25.8%
Total	201	206	203	200	810

It can be inferred from the Table 5.33 that the rural community under study desires to have a separate building (25.8%) as information centre which provide necessary information to them. There are 29.8 per cent of the professionals, 27.6 per cent of the students and 26 per cent of the labours voicing having the same opinion. According to 20 per cent of the respondents, public library is the best organization to provide community information services than any other organization and agency. Only a portion (19.1%) of the people choosing panchayat offices as their community information center.

There is a general awareness among the villagers in approaching the appropriate authorities to make their demands and express their grievances. In this regard an agency having separate building, to help them in preparing memorandums is very much needed, for the rural people.

5.4.4. Computer with Internet Facility in Community Information Centres

The Community Information Centres should not aim at making their target only literacy minded, but also the culture minded and profession minded. They must help the people to make use of their leisure in a proper manner by providing needful information. The computers and satellites have radically changed the entire life of the world. Communication technology can be used in rural areas by Community Information Centres in many aspects. The investigator tries to identify the opinion of rural people on the necessity of computer in the community information centres.

Table 5.34

Computer with Internet Facility in Community Information Centres

Computer facility	Professionals	Students	Housewives	Labours	Total
Necessary	197 97.1%	185 89.8%	123 60.6%	98 49.0%	601 74.2%
Not necessary	6 2.9%	21 10.2%	80 39.4%	102 51.0%	209 25.8%
Total	201	206	203	200	810

The Table 5.34 shows that a large majority of the rural people (74.2%) under study require computer facility in Community Information Centres. So they get assistance in typing their application, complaint or a memorandum to the government expressing their grievances.

It is also important to note that any single organization can not provide information to Community information centre on different aspects. There will be need to link community information centres with organizations like state agricultural university, Krishi Bhavans, hospitals, banks, and state development departments. The linkage can be facilitated through computer network if possible or regular visits of representatives of organizations.

The developments in Information and Communication Technology are very fast and the considerable changes have been noticed in generation, organization and dissemination of information. This is an age of internet. This network based latest technology, has changed the structure and size of the information centres. Thus benefit of internet, computer and Information Communication Technology can be utilized in setting up the community information centres in our country. These information centres can be networked among the other libraries of the same district, state and lastly with

the national centres at the higher level. Among rural communities the awareness of ITs and internet is increasing. The rural people living in any part of the country will be able to use the cellular Information Technology to collect information about weather reports, grain prices, latest harvesting techniques and political developments.

5.5. IT LITERACY

Technically, IT literacy could be defined as acquiring an understanding of the hardware and software components of a computer and a minimum self-reliance and skill-levels for using keyboard and mouse, setting up, switching on the computer, operating its various devices and accessories and shutting it down, using basic operating system features, using a word processor, spreadsheet, presentation and illustration tools, connecting to a network, understanding and using Internet, communicating with other users, basic understanding of databases, using external media and printer and using various instructional materials to learn and operate new hardware and software. Here the investigator tries to determine the computer knowledge of rural people and its impact in their daily life.

5.5.1. Possessing Computer at Home

Computer has become an inevitable need of human life. Almost all the Government offices are on the process of computerization and education system of the Kerala is highly depending on digital media. In this context examination of the influence of these factors to the rural community is essential. The responses are furnished in the Table 5.35.

Table 5.35

Possessing Computer at Home

Status	Professionals	Students	Housewives	Labours	Total
Having computer	73 36.3%	37 18%	15 7.4%	1 5%	126 15.6%
Not having	128 63.7%	169 82%	188 92.6%	199 99.5%	684 84.4%
Total	201	206	203	200	810

The Table 5.35 discloses that a substantial portion (84.4%) of the rural community under study do not have computer at home. There is 36.3 per cent of the professionals and 18 per cent of the students having own computer at home. Very small amount of the housewives (7.4%) and labours(5%) having computer at home.

Gender wise analysis on possessing computer at home are given in the Table 5.36.

Table 5.36

Gender wise Analysis of Possessing Computer at Home

Status	Female	Male	Total
Having computer	80 17.6%	46 12.9%	126 15.6%
Not having	374 82.4%	310 87.1%	684 84.4%
Total	454	356	810

The Table 5.36 reveals that a large majority (82.4%) of the female and male (87.1%) of the male population in rural Kerala do not having computer system at home.

5.5.2. Basic Knowledge on Computer Operations

Technically, IT literacy could be defined as acquiring an understanding of the hardware and software components of a computer and a minimum self-reliance and skill-levels for using keyboard and mouse, setting up, switching on the computer, operating its various devices and accessories and shutting it down, using basic operating system features, using a word processor, spreadsheet, presentation and illustration tools, connecting to a network, understanding and using Internet, communicating with other users, basic understanding of databases, using external media and printer and using various instructional materials to learn and operate new hardware and software.

Since the society is much IT oriented, it is essential to have fundamental computer knowledge to rural people for better life. The responses are furnished in the Table 5.37.

Table 5.37

Basic knowledge on computer operations

Basic knowledge	Professionals	Students	Housewives	Labours	Total
Attained	179 89.1%	205 99.5%	41 20.2%	40 20%	465 57.4%
Not attained	22 10.9%	1 5%	162 79.8%	160 80%	345 42.6%
Total	201	206	203	200	810

$\chi^2 = 461.117^*$ -significant at .000

It can be seen that the p-value is less than 0.05. Hence, the different categories of rural people are significantly differing on basic knowledge on computer operations. Since majority of the offices are becoming automated

and the education system also changed to IT based, the professionals and students are essential to know the basic computer operations.

A glimpse into the Table 5.37 makes it clear that most (99.5%) of the students responded in the study have knowledge about the fundamental operations of the computer. It can be seen that a good number of (89.1%) the professionals also know the computer operations. Only a small portion (20.2%) of the housewives and 20 per cent of the labours in the rural areas have attained computer knowledge.

It is evident from the Table 5.37 that majority (57.4%) of the rural people under study are attained the basic computer knowledge.

Thus it is worthwhile to note that almost all the computer literates under study are students and professionals. It may be because the students have got training through the new educational system and professionals got training through various methods.

Basic computer knowledge of the rural people has been assessed on the basis of the three districts under study. The survey results are portrayed in the Table 5.38.

Table 5.38

District wise Analysis of Basic Knowledge on Computer Operations

Basic knowledge	Kasaragod	Thrissur	Thiruvananthapuram	Total
Attained	143 30.8%	159 34.2%	163 35.1%	465 57.4%
Not attained	86 24.9%	150 43.5%	109 31.9%	345 42.6%
Total	229 28.3%	309 38.1%	272 33.6%	810

The Table 5.38 indicates that rural people in Thiruvananthapuram (35.1%) district have attained computer knowledge than the other two

selected districts. The contradiction seen in this analysis is that in the case of Kasaragod and Thrissur, the e-literacy project of Kerala Government Akshaya has been implemented. The rural people in those (Kasaragod-30.8 and Thrissur-34.2 per cent) districts attained computer knowledge is less than Thiruvananthapuram district.

From the analysis of the data in Table 5.38 it can be inferred that people in rural Thiruvananthapuram have good position in their socio-economic, cultural and educational status. And the analysis also shows that Akshaya project cannot reach its full fledged potentialities to the rural areas in Kerala.

The basic knowledge about the computer operations on the basis of gender is depicted in Table 5.39.

Table 5.39

Gender wise Analysis of Basic Knowledge on Computer Operations

Basic knowledge	Female	Male	Total
Attained	249 54.8%	216 60.7%	465 57.4%
Not attained	205 45.2%	140 39.3%	345 42.6%
Total	454	356	810

$\chi^2=2.772^*$ -significant at.096

It can be seen that the p-value is greater than 0.05. Consequently there is no significant difference between the male and female rural people on the basic knowledge about the computer operations. The result shows that the rural women are in the same status on acquiring technical knowledge.

It is noted from the Table 5.39 that a good portion (60.7%) of the male and 54.8 per cent of the female respondents have elementary knowledge about the computer operations.

The total literacy rate of Kerala is 90.92 per cent and 94.2 per cent of the male and 87.86 per cent of the female are literate. The study reveals that rural Kerala is started to acquire e- literacy too.

Kerala is well known for having attained almost 100 per cent literacy for its population. Note that the state is leveraging that same phrase in relation to its new drive for 100 per cent e-literacy.

5.5.3. Difficulty Faced due to Computer Illiteracy

Since computer and its application has become the inevitable part of the human life there is an urgent need to understand the operations of computer. Lack of computer knowledge may cause some trouble among the rural people. An attempt was made in the present study to determine the difficulties experienced by the respondents due to the ignorance in computer operations. The responses are furnished in the Table 5.40.

Table 5.40

Difficulty Faced due to Computer Illiteracy

Opinion	Professionals	Students	Housewives	Labours	Total
Happened	74 36.8%	52 25.2%	44 21.7%	46 23%	216 26.7%
Not happened	127 63.2%	154 74.8%	159 78.3%	154 77%	594 73.3%
Total	201	206	203	200	810

It is evident from the Table 5.40 that a considerable portion (73.3%) of the rural people under study does not have any difficulty due to lack of computer knowledge. But the professionals (36.8%) are facing more problems than the other groups of the community due to this reason. It may be because they have more chances to work with computers. The housewives (78.3%) and labours(77%) do not have more difficulties due to the ignorance in computer operations.

It can be inferred from the Table 5.40 that the day to day life of the rural people in Kerala is not directly depending with the computer and its applications. They are enjoying the other technological facilities like mobile phone, cable TV etc. but not mostly using computers. The young generation in Kerala not at all has such a problem due to the new educational system.

The details of the gender wise analysis shown in the Table 5.41.

Table 5.41

Gender wise analysis- Difficulty Faced due to Computer Illiteracy

Opinion	Female	Male	Total
Happened	113 24.9%	103 28.9%	216 26.7%
Not happened	341 75.1%	253 71.1%	594 73.3%
Total	454	356	810

Gender wise presentation of data in Table 5.41 shows that 28.8 per cent of the male and 24.9 per cent of the female in rural Kerala facing difficulties due to lack of computer knowledge.

5.5.4. Perception on the High Job Opportunity for the Computer Literates

For a country like India, particularly for Kerala which is suffering from poor industrialization, high unemployment and low productivity, the need for ICT adoption for improving the efficiency and expanding the market of the small and medium enterprises as well as providing employment to the masses. In this context the investigator tries to determine the perception of the rural people on achieving high job opportunities by acquiring computer knowledge. The responses are depicted in the Table 5.42.

Table 5.42

Perception on the High Job Opportunity for the Computer Literates

Perception	Professionals	Students	Housewives	Labours	Total
Yes	195 97%	192 93.2%	169 83.3%	159 79.5%	715 88.3%
No	6 3%	14 6.8%	34 16.7%	41 20.5%	95 11.7%
Total	201	206	203	200	810

$\chi^2 = 39.488^*$ -significant at .000

It can be seen that the p-value is less than 0.05. Hence, the different categories of rural people are significantly differing on perception on the high job opportunity for the computer literates. The result shows that the rural people in Kerala collectively believe that the people who know computer applications will get high job opportunity in the present cyber era.

The analysis of the Table 5.42 makes it clear that substantial portion (97%) of the professionals under study opined that the people who have computer knowledge will have high job opportunity in their career. Most of

the students (93.2%), housewives (83.3%) and labours(79.5%) have the same opinion.

The general analysis shows that only 11.7 per cent of the rural people under study have negative response regarding the job opportunities due to the computer knowledge.

The details of the analysis of perception on the high job opportunity for the computer literates on the basis of gender wise analysis is given in the Table 5.43.

Table 5.43
Gender wise Analysis of Perception
on the High Job Opportunity for the Computer Literates

Perception	Female	Male	Total
Yes	395 87%	320 89.9%	715 88.3%
No	59 13%	36 10.1%	95 11.7%
Total	454	356	810

The gender wise analysis of data presented in the Table 5.43 shows that the male (89.9%) respondents have a strong believe in this matter than that of the female (87%) community.

5.5.5. Computer Training Methods

The rural society in Kerala is using various methods for acquiring computer knowledge. The people under study are requested to reveal the method which they are choosing from the five options.

Table 5.44
Computer Training Methods

Method	Professionals	Students	Housewives	Labours	Total
Self study	65 36.3%	17 8.3%	5 12.2%	4 10%	91 19.6%
Akshaya	21 11.7%	27 13.2%	32 78%	9 22.5%	89 19.1%
Training programmes	6 3.3%	-	-	-	6 1.3%
Computer centre	98 54.7%	67 32.7%	9 21.9%	-	174 37.4%
IT @ schools	-	134 65.4%	-	-	134 28.8%

The Table 5.44 shows that 37.4 per cent of the people out of computer knowledgeable people under study are acquired computer training from the computer centres and 19.6 per cent of the respondents claimed that they attained computer knowledge by taking self effort. There are a few (19.1%) among them are approaching Akshaya centres for computer learning.

Majority of the students (65.4%) are attaining the computer knowledge only through IT @ school programme. A good number of (54.7%) professionals depending computer centers for attaining computer literacy at the same time the housewives (78%) prefer Akshaya centers for achieving computer knowledge.

It can be inferred from the study that the rural people under study would like to acquire computer knowledge regardless of the methods like Akshaya, computer centres etc. and even they are taking effort to learn computer by self study or with the help of friends.

5.6. ADVANTAGES OF COMPUTER IN THE DAILY LIFE

Here the investigator tries to analyze the utility of computer and its applications in the day to day activities of the rural people and the changes happened in their life style due to the emergence of information technology.

5.6.1. Purpose of Computer Utility

Computer and its applications have tremendous potentialities in the day to day activities of the rural people. The people under study are requested to disclose the purposes they are using computers in their daily life. The responses are given in the Table 5.45.

Table 5.45
Purpose of Computer Utility

Purpose	Professionals	Students	Housewives	Labours	Total
Computer learning	95 53.1%	157 76.6%	33 80.4%	26 65%	311 66.9%
Data entry	53 29.6%	21 10.2%	-	8 2%	82 17.6%
Web cameras	4 2.2%	2 0.9%	2 4.9%	-	8 1.7%
Internet	54 30.2%	58 28.3%	3 7.3%	13 32.5%	128 27.5%
Entertainment	32 17.9%	32 15.6%	-	9 22.5%	73 15.7%

It can be explicit from the Table 5.45 that majority of (66.9%) respondents who know computer operations are using computer for the purpose of learning computer, it includes 80.4 per cent of housewives, 76.6 per cent of students, 65 per cent of labours and finally 53.1 per cent of professionals. There are few (27.5%) of the respondents are using the internet

facilities. By using internet facilities the people can access lot of information on various important events taking place in all over the world. According to the study labours(32.5%), professionals (30.2%) and students (28.3%) are the categories using internet for several purposes. There are a very least number (1.7%) of the rural people using web cameras.

Using internet has become a necessity of the people in Kerala, most of the results of Kerala Government are publishing through internet and online applications also very common among the Kerala Public Service Commission. Internet booking services for train and plane tickets are also available in Kerala. E-ticket services are provided by IRCTC (Indian Railway Catering and Tourism Corporation), which dispenses with the need for the physical ticket to be carried for a rail journey. The user can take a print out of the reservation details and perform the journey with personal photo identification without requiring to carry the regular railway ticket. Most of the universities in Kerala have provided several electronic services through their websites, e.g. application form, results, hall ticket, examination details etc. The people in rural Kerala giving a least preference to the entertainment facilities of computer, and they are using computer in the efficient and effective manner.

5.6.2. Advantages due to Computer Knowledge

Keeping in view the enormous potential of information technology for making office management and academic activities more effective and efficient, an effort was made to collect the opinion of respondents as to the advantages of computer knowledge in their area of working. The information thus elicited is summarised in the Table 5.46.

Table 5.46
Advantages due to Computer Knowledge

Advantages	Professionals	Students	Housewives	Labours	Total
Professional activities made easy	146 81.6%	-	-	-	146 31.4%
Easy communication	58 32.4%	36 17.6%	27 65.7%	15 37.5%	136 29.2%
Academic activities made easy	-	191 93.2%	-	-	191 41.1%
Enjoying more recreational activities	32 17.9%	28 13.7%	5 12.2%	2 5%	67 14.4%

The Table 5.46 shows that by the computer knowledge, the rural people under study have achieved to get better in the activities relating to their areas of working. According to the professionals the computer knowledge has helped them to make the professional activities easy and large communication facilities (32.4%). The students are enjoying the easiness in the academic activities (93.2%) at the same time a good number of housewives (65.7%) and labours(37.5%) are utilizing the new communication facilities available through computer as well as Internet.

Thus, it can be concluded that the capacity of individuals and institutions needs to be enhanced to develop and support the content and services that ICT make possible. And the key institutions of rural economy and society need to adapt and modernize to respond to the opportunities that these technologies create.

5.6.3. Visit of Internet Café

Internet is the fastest mass media growing globally. It has already proven to be a major and most innovative tool/ resource in many important areas of human activity, i.e. business, education and entertainment among others. The popularization of Internet has resulted in a mushroom growth of Internet cafes like telephone booths. Here the investigator tries to examine the use of Internet by those who visit internet café from selected rural areas in Kerala.

Table 5.47
Visit of Internet Café

	Professionals	Students	Housewives	Labours	Total
Visiting	40 19.9%	32 15.5%	-	13 6.5%	85 10.5%
Not visiting	161 80.1%	174 84.5%	203 100%	187 93.5%	725 89.5%
Total	201	206	203	200	810

$\chi^2 = 51.704^*$ -significant at .000

It can be seen that the p-value is less than 0.05. Hence, the different categories of rural people are significantly differing in the matter of visiting Internet café. The result shows that the professionals and students are visiting Internet café for various purposes. The labours are visiting cafes for sending application forms and knowing the results of their children.

It is explicit from the Table 5.47 that a large majority (89.5%) of the respondents under study are not visiting Internet café. It includes 80.1 per cent of the professionals, 84.5 per cent of the students and 93.5 per cent of the Labours. The housewives responded in the study are not at all (100%) visiting café. It can be seen from the Table 5.47 that only a small portion (19.9%) of

the professionals are visiting Internet café for fulfilling their information requirements.

It is evident from the Table 5.47 that considerable portion of the respondents experienced difficulties to collect information by visiting Internet café. The remaining respondents expressed their negative attitude towards this aspect.

The data regarding the visit of Internet café on the basis of the gender wise analysis is given in the Table 5.48.

Table 5.48
Gender wise Analysis of Visiting Internet Café

Status	Female	Male	Total
Visiting	16 3.5%	69 19.4%	85 10.5%
Not visiting	438 96.5%	287 80.6%	725 89.5%
Total	454	356	810

The gender wise analysis of the Table 5.48 makes it clear that only 19.4 per cent of the male and 3.5 per cent of the female in rural Kerala are visiting Internet café.

5.6.4. Changes Happened in the Life Style due to new Technologies

Information and Communication Technology is one of the key driving forces in the 21st century. It transforms the way we live, learn, work and play. The people are requested to reveal whether they have got any changes in their daily life due to the emergence of new technologies. The responses obtained by them are furnished in the Table 5.49.

Table 5.49**Changes Happened in the Life Style due to New Technologies**

Perception	Professionals	Students	Housewives	Labours	Total
Yes	150 74.6%	160 77.7%	68 33.5%	95 47.5%	473 58.4%
No	51 25.4%	46 22.3%	135 66.5%	105 52.5%	337 41.6%
Total	201	206	203	200	810

$\chi^2 = 114.865^*$ -significant at .000

It can be found that the p-value is less than 0.05. Hence, the different categories of rural people are significantly differing on opinion of the changes happened in their daily life due to the emergence of new information technologies. The result shows that the rural people belonging to different categories besides housewives have a significant change in their life.

From the Table 5.49 it can be inferred that substantial portion of the student respondents (77.7%) under study have a positive opinion about the significant change happened in their life due to the emergence of new technologies. There are 74.6 per cent of the professionals, 33.5 per cent of the housewives and 47.5 per cent of the labourshave same judgment towards this aspect.

The general analysis shows that majority (58.4%) of the respondents agreed that a significant change has been happened in their daily life due to information and communication technologies. The use of ICT applications can enhance rural people's opportunities by improving their access to markets, health, and education. Furthermore, ICT can empower the poor by expanding the use of government services, and reduce risks by widening access to microfinance.

The pragmatics of cultural diversity and the phenomena of cultural invasion and domination by other cultures through media and technology create cultural dilemmas, crisis of cultural identities and related tensions. Technology and media are the ideological apparatuses through which cultural invasion and domination may take place.

The details of the gender wise analysis of the data regarding the changes happening in the day to day activities of the rural people are given in the Table 5.50.

Table 5.50
Gender wise Analysis of
Change Happened in the Life Style due to New Technologies

Perception	Female	Male	Total
Yes	252 55.5%	221 53.3%	473 58.4%
No	202 44.5%	135 46.7%	337 41.6%
Total	454	356	810

$\chi^2 = 3.547^*$ -significant at .060

It can be seen that the p-value is greater than 0.05. Hence, the male and female rural people do not have significant difference on opinion on the changes happening in their life due to new technologies.

The gender wise analysis of the data presented in the Table 5.50 shows that majority (55.5%) of the female and male (46.7%) respondents of the study have a positive opinion about the changes happened in their life due to new technologies.

5. 6.5. Advantages of ICT in the Routine Works

ICT will have potential efforts on both social conditions and economic conditions. ICT related large scale changes in culture, political systems, communities and families are important. In the present context investigator tries to identify the extent of diffusion of ICT in the daily life of rural people under study. The responses are summarized in the Table 5.51.

Table 5.51

Advantages of ICT in the Routine Works

Advantages	Professionals	Students	Housewives	Labours	Total
Mobile phone	152 75.6% (32.7%)	137 66.5% (29.5%)	67 33% (14.4%)	109 54.5% (23.4%)	465 57.4%
Cable TV networking	108 53.7% (22.6%)	110 53.4% (23%)	130 64% (27.2%)	130 65% (27.2%)	478 59%
Web camera	4 2% (50%)	2 1% (25%)	2 1% (25%)	-	8 0.9%
ATM facilities	75 37.3% (62.5%)	23 11.2% (19.2%)	16 7.9% (13.3%)	6 3% (5%)	120 14.8%
Securing certificates	64 31.8% (50.8%)	21 10.1% (16.7%)	21 10.3% (16.7%)	20 10% (15.9%)	126 15.6%
Easy billing	77 38.3% (50.9%)	33 16% (21.9%)	17 8.4% (11.3%)	24 12% (15.9%)	151 18.6%
Ticket booking/ reservation	68 33.8% (67.3%)	20 9.7% (19.8%)	7 3.4% (6.9%)	6 3% (5.9%)	101 12.5%
Internet café	40 19.9% (47.1%)	32 15.5% (37.6%)	-	13 6.5% (15.3%)	85 10.5%
Digital telephone exchange	22 10.9% (62.9%)	3 1.5% (8.6%)	2 0.9% (5.7%)	8 4% (22.9%)	35 4.3%

$\chi^2 = 883.684$ *-significant at .000

(The value given in brackets is the row based frequency)

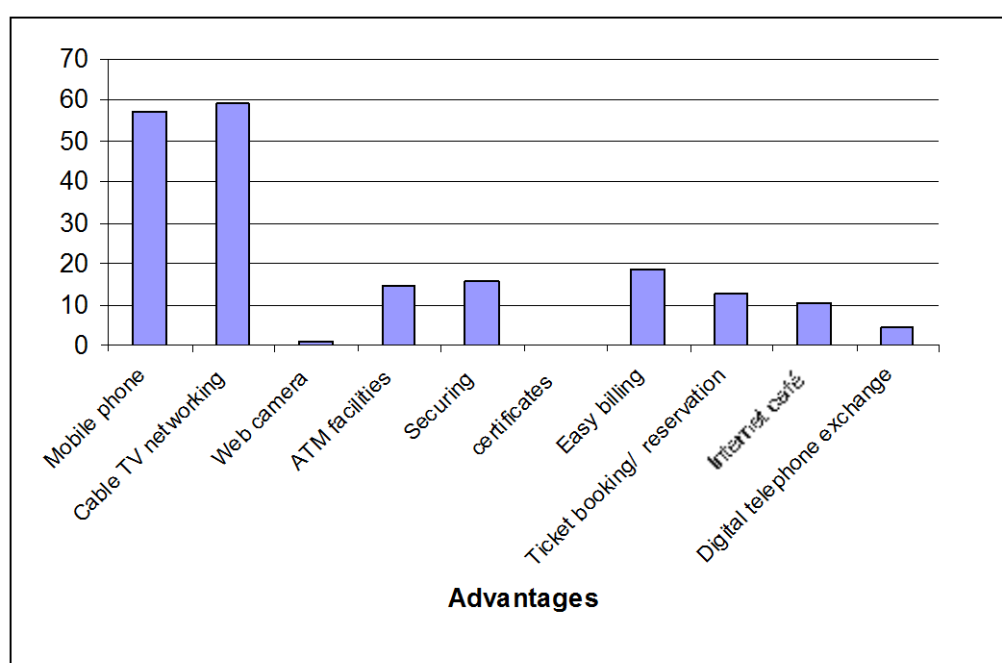
The general analysis of the Table 5.51 shows that cable TV networking and (59%) mobile phone networking (57.4%) are the most prominent and familiar ICT based technological developments available in the rural areas of Kerala. The potentialities of ICT have also reached to the rural people by means of e-payment (26.2%) securing certificates (21.8%) and ticket reservation (17.5%) in a moderate manner. One of the prominent achievements of Kerala IT Mission was the digitalization of telephone exchanges, although 4.3 per cent of the people revealed that they are using the facilities of digital telephone exchanges in Kerala. It reveals that only 4.3 per cent of the people under study having telephone connection at home or they are not bothered about the services availing to them. Only very few number (0.9%) of respondents are enjoying the facility of web camera.

Category wise analysis of the data presented in the Table 5.51 shows that fairly a good portion of the (75.6%) professionals under study using mobile phone facility which is the most rapidly spreading and common communication device emerged in the early 21st century. Even though the Government of Kerala prohibited mobile phones in schools majority of (66.5%) students under study are using mobile phones. It is obvious from the Table 5.51 that a good portion (67 %) of housewives and labours(54.5%) participated in the study are using mobile phone. However, labours are the habitual users of cable TV networking (65%), there are majority of housewives (64%), professionals (53.7%) and students (53.4%) are enjoying ICT by the means of cable TV networking. The data presented in the Table 5.51 make it clear that although the ATM has become most advanced banking service of the present era, rural people under study are not yet using the services effectively (14.8%). There are 37.3 per cent of professionals are utilizing the ATM services, only 11.2 per cent of students 7.9 per cent housewives and 3 per cent of labours are using ATM in rural areas.

It is obvious from the Table 5.51 that professionals are taking maximum utilization of ICT through mobile phones, web camera, ATM facilities, internet café and telephone services etc. (32.7%, 50%, 62.5%, 47.1% and 62.9% respectively). On the other hand housewives and labours mostly watching cable TV programmes (27.2% apiece).

Figure 5.7

Advantages of ICT in the Routine Works



5.7. AKSHAYA

Akshaya is the e-literacy project of Kerala government; under this head the investigator tries to assess the impact of Akshaya among the rural communities of Kerala. It consists of visit of Akshaya centres by the rural people, computer training attained, level of satisfaction on the training and services offered by Akshaya and opinion regarding the success of Akshaya to entrust to the common people.

5.7.1. Visit of Akshaya E-Kendras

Akshaya is a project of the government of Kerala, to extend the benefits of new ICTs to all its citizens. And it is begun with an e-literacy campaign using public funds, the target of teaching basic computer skills to at least one person in every family. Akshaya is a social and economic catalyst focusing on the various facets of e-learning, e-transaction, e-governance, information and communication. In this circumstance the rural people are requested to specify whether they are visiting Akshaya E-Kendras for any purpose. The answers collected from them are analyzed in the Table 5.52.

Table 5.52
Visit of Akshaya E- Kendras

	Professionals	Students	Housewives	Labours	Total
Visiting	22 10.9%	27 13.1%	33 16.3%	9 4.5%	91 11.2%
Not visiting	179 89.1%	179 86.9%	170 83.7%	191 94.5%	719 88.8%
Total	201	206	203	200	810

It is obvious from the Table 5.52 that a good majority (88.8%) of the people under study are not visiting Akshaya centers for any purpose. It includes Thiruvananthapuram district also, where the project is not implemented yet. The Table 5.52 shows that housewives (16.3%) in rural areas of Kerala are the most benefited category of Akshaya. There are only 13.1 per cent of the students and 10.9 per cent of the professionals under study are visiting Akshaya centers.

The data regarding the visit of Akshaya centres on the basis of the gender wise analysis is given in the Table 5.53.

Table 5.53

Gender wise analysis of visit of Akshaya E- Kendra

Status	Female	Male	Total
Visiting	64 70.3%	27 29.7%	91 11.2%
Not- visiting	390 54.2%	329 45.8%	719 88.8%
Total	454	356	810

Gender wise analysis of the data regarding the visit of Akshaya centres are presented in the Table 5.53 shows that around 70.3 per cent of the beneficiaries under this program are women. There are only 29.7 per cent of the men under study are visiting Akshaya centres.

5.7.2. Purpose of Visiting Akshaya E-Kendras

Akshaya project is launched with the objective of providing computer literacy to at least one person in every family. Besides that Akshaya providing lot of services including internet in different areas like E-governance, E-krishi, E-learning, E-transaction, etc. The rural people under study are requested to specify their purpose of visiting Akshaya centers and the details are given in the Table 5.54.

Table 5.54**Purpose of Visiting Akshaya E-Kendras**

Aims	Professionals	Students	Housewives	Labours	Total
Not visiting	179 24.9%	179 24.9%	170 23.6%	191 26.6%	719 88.8%
Computer learning	21 95.5% (23.5%)	27 100% (30.3%)	32 96.9% (35.9%)	9 100% (10.1%)	89 97.8%
Browsing	2 9.1 (100%)	-	-	-	2 2.2%
Entertainment	-	5 18.5 (100%)	-	-	5 5.5%
Searching	3 13.6 (30%)	4 14.8% (40%)	1 3% (10%)	2 22.2% (20%)	10 11%
Communication	6 27.3 (50%)	1 3.7% (8.3%)	-	5 55.6% (41.7%)	12 13.2%
e- pay	13 59.1% (26.5%)	11 40.7% (22.4%)	19 57.6% (38.8%)	6 66.7% (12.2%)	49 53.8%

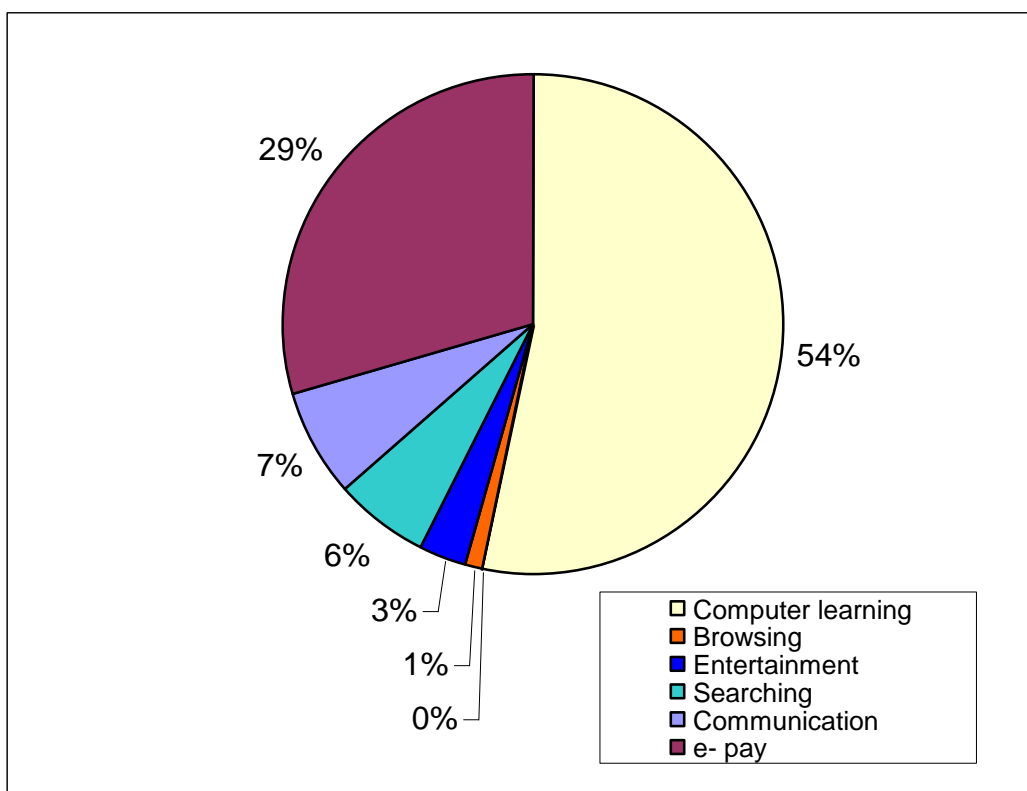
It can be clear from the Table 5.54 that substantial portion (97.8%) of the rural people under study are visiting Akshaya kendras for acquiring computer training. There are small portion of the (13.2%) people visiting for communication purpose and searching (11%) information in their area of working. Besides these the rural people are visiting Akshaya kendras for payment of government bills, sending online applications e.g. Kerala Public Service Commission, searching results (both state and central), online

counseling for medical/engineering admission etc. A large majority (53.8%) of the rural people are taking advantages of such services provided by Akshaya E-kendras, professionals (59.1%) and labours(66.7%) are the main beneficiaries of such facilities.

Akshaya info kiosks offer computer education, e-learning modules designed on school curriculum, local content, internet services, e-governance services like utility bill payment etc. They also provide commercial services like digital photography, desktop publishing, data entry, financial services like banking and insurance and courier services. Activities like community health and bio-diversity mapping are also undertaken. The study indicates that the rural people who visiting Akshaya kendras are not only for computer training but they taking advantages from the services provided by them also.

Figure 5.8

Purpose of Visiting Akshaya E-Kendras



5.7.3. Computer Literacy through Akshaya

The pilot project of Akshaya is implemented in Malappuram district. There has been a conscious effort by the Government for statewide roll out, based on the successful implementation of the pilot. The project is now being in seven districts namely, Kasaragod, Kannur, Kozhikode, Thrissur, Ernakulam, Pathanamthitta and Kollam. Presently Akshaya Project has more than 150 centres in eight districts. Government has also decided to roll-out the programme in six remaining districts. In the present study the investigator tries to identify the beneficiaries of Akshaya project from the sample districts.

Table 5.55

District wise Analysis of Computer Literacy through Akshaya

Status	Kasaragod	Thrissur	Thiruvananthapuram	Total
Not implemented	-	-	272	272 33.6%
Attained	42 47.2%	47 52.8%	-	89 11.0%
Not attained	187 41.6%	262 58.4%	-	449 55.4%
Total	229 28.3%	309 38.1%	272 33.6%	810

It can be clear from the Table 5.55 that in Thiruvananthapuram district, the E-literacy programme of Kerala government is not yet implemented. In the case of Kasaragod and Thrissur the respondents who attained the computer training through Akshaya are 47.2 per cent and 52.8 per cent apiece.

Table 5.56

Category wise Analysis of Computer Literacy through Akshaya

Status	Professionals	Students	Housewives	Labours	Total
Attained	21 15.8% (23.6%)	27 19.6% (30.3%)	32 18.1% (35.9%)	9 6.7% (10.1%)	89 16.5%
Not attained	112 84.2% (24.9%)	111 80.4% (24.7%)	101 75.9% (22.5%)	125 93.3% (27.8%)	449 83.5%
Total	133	138	133	134	538

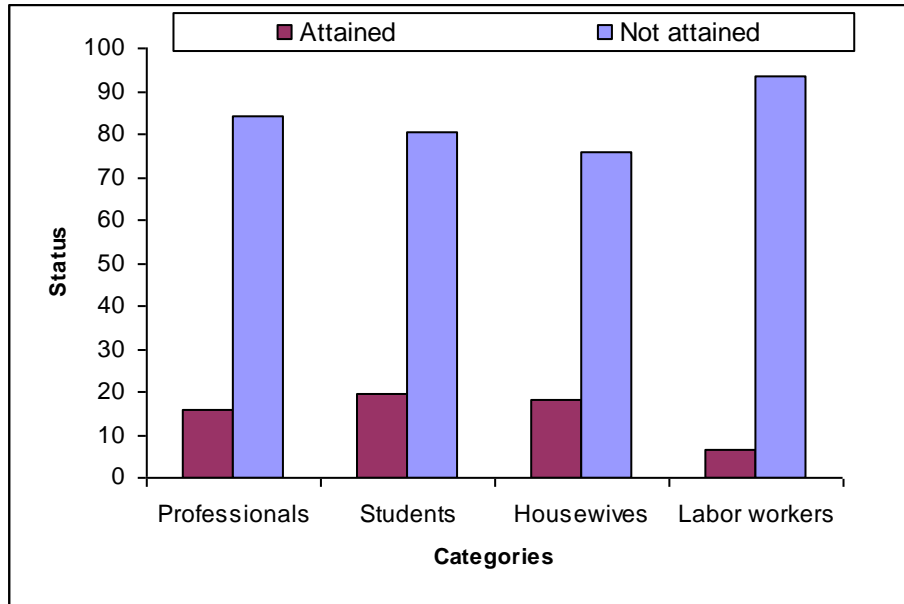
According to the Table 5.56 it can be inferred that a large majority (83.5%) of the respondents of the study are not attained computer literacy through Akshaya. Only a small portion (16.5%) of the rural people participated for the study is enjoying the benefits of the project.

The category wise analysis of data presented in the Table 5.56 reveals that out of the beneficiaries, housewives (35.9%) are the most advantaged community due to computer literacy programme of Akshaya. There are 23.6 per cent of professionals and 30.3 per cent of students attained computer literacy through Akshaya project. The Table 5.56 also shows that about 10.1 per cent of the labours under study are attained computer knowledge through Akshaya.

From the selected districts of study Akshaya has implemented in Kasaragod and Thrissur and not in Thiruvananthapuram. Hence the people from Kasaragod and Thrissur have taken for analysis. It can be seen from the Table 5.56 that 93.3 per cent of the labours and 84.2 per cent of the professionals are not taking advantage from the Akshaya project. Nevertheless, only a small portion of the students (19.6%) and housewives (18.1%) acquiring computer knowledge from Akshaya centres.

Figure 5.9

Category wise Analysis of Computer Literacy through Akshaya



Hence it can be inferred that the E-literacy project of Kerala government is not reached to the rural areas in Kerala with its full potential, it may due to the lack of entrepreneurs or the rural people are not bother about the necessity of computer knowledge in the present context. The professionals and students have lot of chances to acquire training through computer centres or their workplace. The housewives who would like to do some job may doing computer training through Akshaya, but in the case of labourstheir work is completely related to agriculture, construction, and similar daily wage works. Hence they believed there is no need to learn computer applications. It is because of the language barrier and fear to approach computer. If they have learned computer and use of internet there are lot of opportunities to adopt more information relating to their area of work.

The data regarding the computer literacy through Akshaya centres on the basis of the gender wise analysis is given in the Table 5.57.

Table 5.57

Gender wise Analysis of Computer Literacy through Akshaya

Status	Female	Male	Total
Attained	61 20.8% (68.5%)	28 11.4% (31.5%)	89 16.5%
Not attained	232 79.2% (51.7%)	217 88.6% (48.3%)	449 83.4%
Total	293	245	538

The Table 5.57 shows that 68.5 per cent of the people under study who attained computer literacy are women.

The gender wise analysis of the data presented in the Table 5.57 shows that female respondents are mostly enjoying the computer literacy programme of Akshaya than the male community in rural Kerala.

5.7.4. Satisfaction on the Training Programmes of Akshaya

Many of the ICT for development projects fail because of the lack of linkages with the society. The common man still faces the mental barrier to adopt new technology, but Akshaya provides a massive campaign to take ICT to every household, the fear to use computers is overcome. The package developed for E-literacy training is also very simple, as it helps the people to learn how to use computers in a very user friendly environment. In this context the investigator tries to ascertain the satisfaction level of the rural masses on the training programmes of Akshaya.

Table 5.58
Satisfaction on the Training Programmes of Akshaya

Status	Kasaragod	Thrissur	Thiruvananthapuram	Total
Satisfied	22 52.4%	30 63.8%	-	52 58.4%
Partially satisfied	17 40.5%	17 36.2%	-	34 38.2%
Not satisfied	3 7.1%	-	-	3 3.4%
Total	42	47	-	89

It can be evident from the Table 5.58, that majority of the (52.4%) rural people in Kasaragod district, who have got computer training through Akshaya, suggested that they are satisfied with the training programme. Majority (63.8%) of the respondents in Thrissur district also have the same opinion.

The general analysis shows that 58.4 per cent of the respondents are satisfied with the training classes provided by Akshaya. A very few (3.4%) of the respondents have negative attitude towards this aspect.

The data regarding the satisfaction level of the computer literacy programme of Akshaya on the basis of the category wise analysis is given in the Table 5.59.

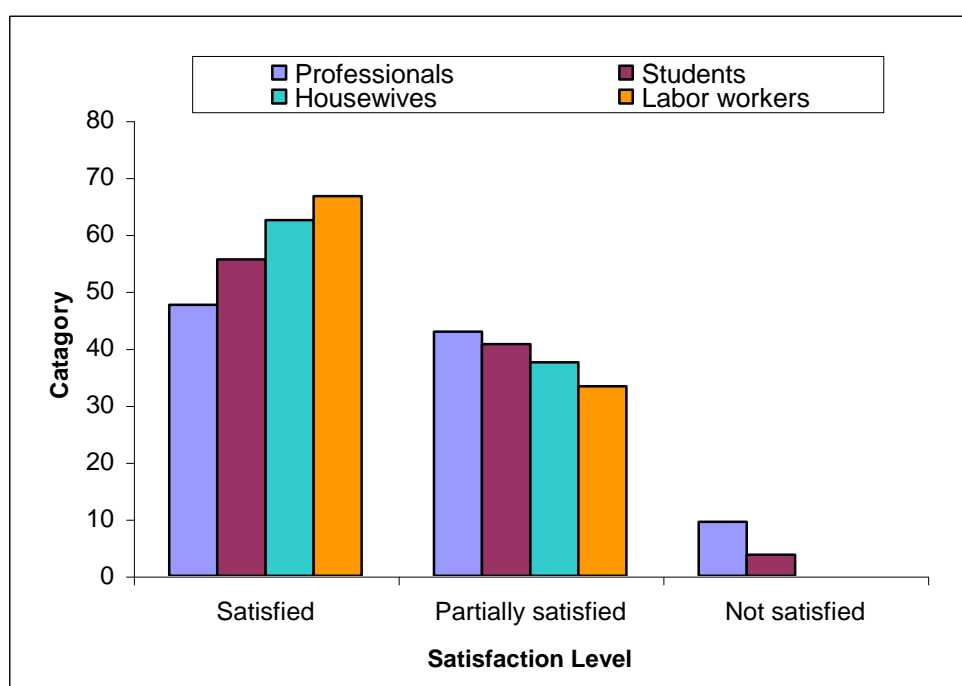
Table 5.59
Category wise Analysis of
Satisfaction on the Training Programmes of Akshaya

Level of satisfaction	Professionals	Students	Housewives	Labours	Total
Satisfied	10 47.6%	15 55.6%	20 62.5%	6 66.7%	52 58.4%
Partially satisfied	9 42.9%	11 40.7%	12 37.5%	3 33.3%	34 38.2%
Not satisfied	2 9.5%	1 3.7%	-	-	3 3.4%
Total	21	27	32	9	89

From the analysis of the Table 5.59 it can be deduced that most of the labours(66.7%) are satisfied with the training programme provided through Akshaya centers. However small portion (9.5%) of the professionals and students (3.7%) have negative opinion about the training programmes of the Akshaya E-Kendras.

Figure 5.10

Category wise Analysis of Satisfaction on the Training Programmes of Akshaya



The data regarding the computer literacy through Akshaya centres on the basis of the gender wise analysis is given in the Table 5.60.

Table 5.60
Gender wise Analysis of
Satisfaction on the Training Programmes of Akshaya

Level of satisfaction	Female	Male	Total
Satisfied	38 62.3% (73.1%)	14 50% (29.9%)	52 58.4%
Partially satisfied	22 36.1% (64.7%)	12 42.9% (35.3%)	34 38.2%
Not satisfied	1 1.6% (33.3%)	2 7.1% (66.7%)	3 3.4%
Total	61	28	89

Gender wise analysis of the data presented in the Table 5.60 shows that majority (62.3%) of the female respondents have positive opinion about computer training programmes of Akshaya E-kendras. A very few number of female (1.6%) and male (7.1%) respondents have a negative opinion about the training programmes of Akshaya.

The Table 5.60 also reveals that out of people who satisfied in the training programmes of Akshaya 73.1 per cent are female. Naturally out of the not satisfied group majority (66.7%) are male.

5.7.5. Satisfaction on the Services of Akshaya

Akshaya is envisaged as a one stop information centre. All kinds of information will be made available through the centres. Content has been already generated in five core areas including, Health, Agriculture, Career, Education and Laws and regulations. Govt. also digitized all applications forms, Govt. schemes and delivered through Akshaya network. Encouragement for digitizing and updating locally relevant content is also given to Akshaya centres. The rural people under study are requested to disclose their opinion on the services provided by the Akshaya centres in their panchayats. The responses are given in the Table 5.61.

Table 5.61**District wise Analysis of Satisfaction on the Services of Akshaya**

Level of satisfaction	Kasaragod	Thrissur	Thiruvananthapuram	Total
Satisfied	18 42.9%	27 57.4%	-	45 50.6%
Partially satisfied	21 50%	20 42.6%	-	41 46.1%
Not satisfied	3 7.1%	-	-	3 3.3%
Total	42	47	-	89

District wise analysis of the Table 5.61 shows that 50 per cent of the respondents in Kasaragod district and 42.6 per cent of the people in Thrissur district are opined that they are partially satisfied with the services provided by Akshaya centers. On the other hand 42.9 per cent of the rural people in Kasaragod and 57.4 per cent of the people in Thrissur district have positive opinion about the services provided by Akshaya.

The general analysis of the Table 5.61 shows that majority (50.6%) of the respondents under study have good opinion about the services of Akshaya.

The first experimental phase of Akshaya project has been implemented in Malappuram district. Based on the experience gained in implementing the pilot project, the state is planning to rollout the project in the remaining thirteen districts of the state. In the first phase, the project aims at making a significant number of people E-literates. The second phase will see roll out of public services. In the present situation the second phase of Akshaya project has been not implemented in the three selected districts for the study. Hence most of the services provided by the Akshaya E-centres are not known to the rural people under study.

5.7.6. Perception on Penetration of Akshaya to the Common People

The project Akshaya aims to bridge the digital divide by enabling tens of thousands of ordinary state citizens to access relevant information in the local language over internet. Akshaya will develop a comprehensive digital network. In the first phase, the project will impart E-literacy to at least one member each from 6.4 million families in the state. In this context the investigator tries to evaluate what extent Akshaya reach to the common people. The information elicited from the respondents is furnished in the Table 5.62.

Table 5.62
Category wise Analysis of
Perception on Penetration of Akshaya to the Common People

Perception	Professionals	Students	Housewives	Labours	Total
Not responded	15 7.5%	9 4.4%	47 23.1%	69 34.5%	140 17.3%
Agreed	64 31 %	66 32%	56 27.6%	49 24.5%	235 29%
Partially agreed	120 59.7%	123 59.7%	89 43.8%	82 41%	414 51.1%
Not agreed	2 1%	8 3.9%	11 5.4%	-	21 2.6%
Total	201	206	203	200	810

Category wise analysis of the data presented in the Table 5.62 shows that majority (51.1%) of rural community under study are partially agreed with the concept. It includes 59.7 per cent of both professionals and students, 43.8 per cent of housewives and 41 per cent of Labours. There are around 29 per cent of the rural people accepted the capability of Akshaya to reach the

common people, i.e. 31 per cent of professionals, 32 per cent of students, 27.6 per cent of housewives and finally 24.5 per cent of Labours.

District wise analysis of the data collected on the perception about the penetration of Akshaya to the common people is summarized in the Table 5.63.

Table 5.63
District wise Analysis of
Perception on Penetration of Akshaya to the Common People

Perception	Kasaragod	Thrissur	Thiruvananthapuram	Total
Not responded	5 2.2%	36 11.7%	99 36.4%	140 17.3%
Agreed	73 31.9%	138 44.7%	24 8.8%	235 29%
Partially agreed	131 57.2%	134 43.4%	149 54.8%	414 51.1%
Not agreed	20 8.7%	1 0.3%	-	21 2.6%
Total	229	309	272	810

District wise analysis of the data in the Table 5.63 shows that a large portion (51.1%) of the respondents belonging to Kasaragod and Thiruvananthapuram are partially agreed the concept of diffusion of Akshaya to the common people. Majority of the people in Thrissur district accepted the potentiality of Akshaya. A small number (8.7%) of the respondents in Kasaragod district have negative opinion.

PART 1-B

ANALYSIS OF THE QUESTIONNAIRE FOR DIFFERENT CATEGORIES UNDER STUDY

Since the rural community selected for the study having heterogeneous characteristics, the requirements of different categories also varies. Hence in the present study the investigator tries determine the needs of each category particularly. In order to analyse the exhaustive as well as typical nature of the rural community the investigator was selected professionals, students, housewives and Labours. Majority of the people belongs to one of these categories. By providing a separate questionnaire for each category, the investigator tries to assess what extent the rural people are enjoying the benefits of ICT in their area of working.

5.8. PROFESSIONALS

Professionals are persons who have the type of job that needs a high level of education and training. In the present study the investigator considers the persons who have a permanent job, and they are financed by central government, state government or any non-governmental organizations. Here the investigator tries to determine application of ICT and its impact happed in their area of working among the professional participated in the study.

5.8.1. Rural Development programmes for employment

The Ministry of Rural Development through State Governments and Union Territory Administrations implements a number of Centrally-Sponsored Schemes for Poverty Alleviation, employment generation, creation of rural infrastructure and providing basic amenities for people living in rural areas of the country. The professionals under study are requested to reveal their awareness regarding the programmes, which are developed for the employment generation. The responds are given in the Table 5.64.

Table 5.64

Rural Development programmes for employment

Perception	Female	Male	Total
Yes	67 53.6%	58 46.4%	125 62.2%
No	35 46.1%	41 53.9%	76 37.8%
Total	102	99	201

From the Table 5.64, it can be inferred that 62.2 percent of the professionals responded in the study are aware of the Rural Development programmes developed for the benefits of the employment purpose and the remaining (37.8%) do not. The Table 5.64 also shows that 53.6 percent of the professionals who know about such schemes are women, only 46.4 percent of the male professionals are aware about the same.

The programmes of employment generation include Swarnjayanti Gram Swarozgar Yojana (SGSY), Swarna Jayanthi Shahari Rozgar Yojana (SJSRY), Prime Minister's Rozgar Yojana (PMRY), Rural Employment Generation Programme (REGP), and National Rural Employment Guarantee Act etc. According to the study it can be understood that the professionals of rural areas of Kerala are not much aware about the employment generating rural development programmes. The aim of these programmes cannot be fulfilled unless these programmes are entrusted to the target group.

5.8.2. Beneficiaries of Rural Employment Programmes

The beneficiaries of employment generation programmes of govt. are identified by the investigator and the answers are furnished in the Table 5.65.

Table 5.65
Beneficiaries of Rural Employment Programmes

Opinion	Female	Male	Total
Benefited	17 56.7%	13 43.3%	30 24%
Not benefited	50 52.6%	45 47.4%	95 76%
Total	67	58	125

The Table 5.65, reveals that 76 percent of the professionals who know about the rural employment generation programmes, are not beneficiaries of such programmes, out of this 52.6 percent are women. The Table 5.65 shows that the beneficiaries of such schemes include 56.7 percent of the female and 43.3 percent of male professionals in rural areas of Kerala under study.

The study reveals that a small portion of the rural professionals have got benefit from the rural employment programmes of the government.

5.8.3. Nature of Workplace

The professionals selected for the study are engaged in heterogeneous working conditions. The professionals under study are requested to disclose the nature of their workplace.

Table 5.66
Nature of Workplace

Nature of work	Female	Male	Total
Government	42 50.6%	41 49.4%	83 41.3%
Private	23 46%	27 54%	50 24.9%
Semi-government	33 57.9%	24 42.1%	57 28.3%
Business	4 36.4%	7 63.6%	11 5.5%
Total	102	99	201

According to the Table 5.66, 41.3 percent of the professionals under study are government servants whereas 28.3 percent are working in semi-government sectors and 24.9 percent are in private firms. There are only 5.5 percent of the professionals under study are doing business. The Table 5.65 also shows that 50.6 percent of the govt. as well as 57.9 percent of semi-govt. employs under study are women. Similarly 54 percent of the professionals working in private agencies and 63.6 percent persons doing business are male.

5.8.4. Computerization of the Workplace

Today, computer and its applicability are utilized by several people working in various sectors. The selected people are requested to reveal whether their work place is equipped with computer.

Table 5.67

Computerization of the Workplace

Status	Female	Male	Total
Having computer	67 46.9%	76 53.1%	143 71.1%
No computer	35 60.3%	23 39.7%	58 28.9%
Total	102	99	201

The Table 5.67 shows that majority (71.1%) of the professionals under study are working in computerized atmosphere. It includes 46.9 percent of female and 53.1 percent of male employs. The study shows that the office activities of rural Kerala are taking place in an almost automated atmosphere.

The offices may not be fully automated but the majority of the works which can be done with help of computer are utilized by the rural professional under study.

5.8.5. Computer Training from Workplace

Most of the institutions are providing training to the effective participation of their staff. Now almost all offices are getting automated. Here the investigator tries to identify whether the professionals selected for the study have got computer training in the present context.

Table 5.68
Computer Training from Workplace

Status	Female	Male	Total
Attained	43 48.3%	46 51.7%	89 44.3%
Not attained	59 52.7%	53 47.3%	112 55.7%
Total	102	99	201

According to the Table 5.68, 44.3 percent of the professionals under study have got computer training from their workplace, out of it 48.3 percent are female and 51.7 percent are male. The Table 5.68 shows that most of the professionals under study, did not get training from their workplace.

It is also important to provide computer training to the staff of the office as part of the automation programme. Majority of the staff did not get proper training from their workplace. It may be because they are appointed by efficiency in their technical qualification, but they may not be familiar with the software installed in their office.

5.8.6. Suggestion

Most of the professionals under study have the same opinion that systematic and proper application of Information and Communication Technology will enhance the rural community in Kerala.

5.9. STUDENTS

Student is a person who is learning at a college or university, or sometimes at a school. In the present context the investigator collected data from the students belongs to the category under higher secondary classes (1-12). Here the investigator tries to identify what extend the students in rural areas of Kerala enjoying the incorporation of ICT in their curriculum.

5.9.1. Incorporation of ICT in Curriculum

IT @ school is the project of the General Education department, Government of Kerala to introduce IT enabled teaching and learning in over 2600 high schools of the State. The project commenced its operation during the year 2002-03 with the introduction of IT in standard VIII (High school level). Now the project is extended to introduce in upper primary level, and training for teacher for this is almost completed. In higher secondary level the project is not yet implemented.

Table 5.69

Incorporation of ICT in Curriculum

Opinion	Female	Male	Total
Yes	119 59.2%	82 40.8%	201 97.6%
No	2 40%	3 60%	5 2.4%
Total	121	85	206

It can be seen from the Table 5.69 that a substantial portion of the students (97.6%) under study have identified the application ICT in their curriculum.

From the study we can see that majority (65%) of the students under study are enjoying the facilities of IT @ school project of Kerala government, and the rest (35%) may belong to the category of upper primary classes or higher secondary classes. From the analysis of the data presented in the Table 5.69 shows that only 2.4 percent of the students involved in the study are not getting IT training from the schools. Hence from the present Table 5.69 we can infer that not only the government schools most of the centralized syllabus and unaided schools are including IT in their curriculam. Since knowledge on computer and its applications has become an inevitable factor of this present digital era this is high time to provide ICT training to the “tomorrow’s citizens”.

5.9.2. Visit & Utilisation of Educational Portal of Kerala Government

Department of Education, Ministry of Government of Kerala has providing educational portals for the student in Kerala. The web site has several useful hyperlinks and illustrations; it also provides previous year’s question papers. The students are requested to reveal their status regarding the visit and taking advantages from the portal and responses are given in the Table 5.70.

Table 5.70

Visit & Utilization of Educational Portal of Kerala Government

Status	Female	Male	Total
Visiting & using	56 52.3%	51 47.7%	107 51.9%
Not visiting	65 65.6%	34 34.4%	99 48.1%
Total	121	85	206

From the Table 5.70 it can be seen that majority (51.9%) of students under study are visiting and taking advantages from the educational portals of Govt. of Kerala. Out of the students who taking benefits from these services 52.3 percent are girls.

The Table 5.70 shows that the girl students are utilizing the Information and Communication Technology services more effectively.

5.9.3. VICTERS

VICTERS is 12-hour educational channel for school education was officially inaugurated by Hon. Chief Minister of Kerala V.S. Achuthanathan on 3rd August 2006. The channel is unique in the sense that it caters to students & teachers on a need based manner. The programmes are aired on demand, sensitive to school curriculum and even time-table. The investigator tries to identify the students participated for the study are watching the VICTERS.

The study reveals that majority of the students under study are watching VICTERS. After school hours, the students, who could afford that, rush to tuition teachers or search for guide books. Those who cannot afford it have left with no other option but to consume what ever they get in the classroom. The VICTERS is designed to provide an excellent alternate source of information for such poor students. The attractive aspect of this channel is that it airs programmes repeatedly at the request from students and teachers of schools. The educational content provided by SIET, PRD, Doordarshan, Directorate of Health Service and different agencies, are child friendly and gives a wealth of information to the stakeholders.

5.9.4. Necessity of Computer Training

Technological advance has contributed greatly to the acceleration of human progress in the past several centuries. The Information and Communication Technology can be a tremendous force for all those connected by providing information, enabling empowerment and raising productively. The last 20 years have seen remarkable innovations in the delivery of education. The technologies available today, and those about to emerge, have the potential to transform the business of education. In the present context investigator tries to envisage the perception of students in rural Kerala regarding the relevance of computer education in curriculum.

Table 5.71

Necessity of Computer Training

Perception	Female	Male	Total
Essential	105 59%	73 41%	178 86.4%
Not essential	16 57.1%	12 42.9%	28 13.6%
Total	121	85	206

The Table 5.71 shows that fairly a good portion (86.4%) of students under study are strongly believe that computer training is an inevitable component in their curriculum, out of it 59 percent are female.

Students are the future of the society; hence it is essential to mold them in a proper manner by providing efficient and effective training with the insight of future plans.

5.9.5. Difficulties of Students for Effective Utilization

The investigator tries to identify the difficulties faced by the students for the effective utilization of computer facilities available in their schools. The responds are given in the Table 5.72.

Table 5.72

Difficulties of Students for Effective Utilization

Difficulties	Female	Male	Total
Lack of sufficient computers	59 59%	41 41%	100 48.5%
Lack of expert teachers	23 46.9%	26 53.1%	49 23.8%
Lack of time	48 58.5%	34 41.5%	82 39.8%
Lack of interest	1 25%	3 75%	4 1.9%
Not responded	8 42.1%	11 57.9%	19 9.2%

The Table 5.72 shows that the major reasons which prevent effective computer education in schools are identified by the students under study are lack of sufficient computers (48.5%), lack of time (39.8%) and lack of expert teachers (23.8%).

The infrastructure available in schools of rural Kerala is still not up to the mark in spite of the systematic efforts by the local bodies in building up of infrastructure, as a part of the peoples plan programme. There is danger of the new programme of IT @ school, cutting into the available resource for improvement of existing infrastructure and curriculum regeneration could result in stewed or lop sided implementation, unfairly affecting the student community.

5.9.6. CD Collection in School Library

The SCERT provides CD ROM to library collection in schools. The investigator tries to identify whether the students under study have enjoying the CD collection in their library.

Table 5.73

CD Collection in School Library

Status	Female	Male	Total
Yes	41 65.1%	22 34.9%	63 30.9%
No	72 58.1%	52 41.9%	124 60.2%
Not responded	8 3.9%	11 5.3%	19 9.2%
Total	121	85	206

The Table 5.73 reveals that 60.2 percent of the students under study are responded that their school libraries do not have CD collection.

As part of the restructuring of school library govt. (NCERT) has provided CDs to each school. The Table 5.53 shows that the students in rural areas of Kerala may not avail the facility or the project is not entrusted to the schools in rural Kerala.

NCERT has initiated the step towards making school textbooks available on the Internet for students and teachers. This endeavour a variety of pedagogical possibilities would open up for students and teachers throughout the country. This effort also will lead to a situation where teachers begin to adopt a more modular approach, rather than a sequential approach to teaching

and learning, through access to a variety of teaching and reference material. These Textbooks are based on National Curriculum Framework 2005.

5.9.7. Utility of CD ROM Available in School Libraries

In the present study the investigator tries to identify the utilization status CD- ROMs available in their libraries by the students in the selected panchayats of rural Kerala. The responses are given in the Table 5.74.

Table 5.74

Utility of CD Available in School Libraries

Status	Female	Male	Total
Using	38 66.7%	19 33.3%	57 90.5%
Not using	3 50%	3 50%	6 9.5%
Total	41	22	63

It can be explicit from the Table 5.74 that about a significant portion (90.5%) of the students are utilizing the CD collection of their school library. Out of it 66.7 percent are female and 33.3 percent are male students.

5.9.8. Availability of Computer Labs

The IT @ School Project has remodeled convectional teaching methodologies in classrooms through use of Information Technology. The project, in its first stage, is being implemented in 2,738 High Schools in the State, Mahe in Pondicherry, Lakshwadeep and the Gulf. Over 40,000 teachers were given 90 hours of training on IT skills. Computer labs with 10 to 60 computers are available in all High Schools. DLP projection-enabled classrooms are present in nearly 400 High Schools. In this situation the students under study are requested to reveal the availability of computer laboratories in their schools. The responses are given in the Table 5.75.

Table 5.75
Availability of Computer Labs

Status	Female	Male	Total
Available	100 62.9%	59 37.1%	159 77.2%
Not available	21 44.7%	26 55.3%	47 22.8%
Total	121	85	206

According to the Table 5.75, 77.2 percent of the students under study states that their schools having computer laboratories for providing better training in computer education. There are 22.8 percent of the students are studying in the schools which do not have computer labs and the project is not effectively reached to every school in rural Kerala.

The students selected for the study belongs to the category of higher secondary level. But the IT @ school project is implemented in high school level; hence the students who are not enjoying IT lab facilities in their schools may belong to the category of upper primary or higher secondary.

The emergence of new technologies may have something to do with the push to make drastic changes in the nature of the learning environment. In primary and secondary schools, computers can be used to teach and learn almost every subject in humanities, social sciences and sciences. ‘Computers’ can be used in practicing skills, solving problems, learning course materials, working collaboratively, producing multimedia projects or corresponding with experts, peers and mentors.

5.9.9. Internet Utility for Study Purpose

The internet is the fastest-growing tool of communication ever. It is nowadays is being used widely for information searching (retrieval). Internet has a lot of effect on the method of education. WWW allows new developments in the way of transferring the knowledge to the students. The

students under study are requested to reveal whether they are using internet for study purposes.

Table 5.76
Internet Utility for Study Purpose

Status	Female	Male	Total
Using	65 65.6%	34 34.4%	99 48.1%
Not using	56 52.3%	51 47.7%	107 51.9%
Total	121	85	206

The Table 5.76 shows that 51.9 percent of the students under study are not using internet for study purpose. There are 48.1 percent of the students using internet facilities for their academic purpose. Out of this 52.3 percent are female students.

Internet can provide information on various subjects. The potentialities of internet should be utilized by the students in the right manner.

5.9.10. Use of Multimedia

Multimedia, CD-ROMs, and DVDs are very exiting learning tools. Because of multimedia techniques in teaching, it is becoming more and more interesting for students as we can give more insight to the topic and it will be more transparent to learners. There are many multimedia techniques that can used in various ways for teaching they are LCD, OHP, CD-ROM etc. The investigator tries to identify the students under study are experiencing such facilities from their schools. The results are depicted in the Table 5.77.

Table 5.77
Use of Multimedia

Status	Female	Male	Total
Using	41 68.3%	19 31.7%	60 29.1%
Not using	80 54.8%	66 45.2%	146 70.9%
Total	121	85	206

The Table 5.77 states that 70.9 percent of the students under study revealed that their schools are not providing audio-visual aids for teaching purposes.

ICTs can take students on exciting journeys through time and space. Movies, videos, audio technology, and computer animations bring sound and movement to static textbook lessons and enliven children’s reading classes. They also provide social studies and foreign language students with vicarious experiences of distant societies and bygone times.

5.9.11. Effectiveness of Audio-visual aids for Education

Senses are supposed to be the gateways of knowledge. All the sense organs help us to understand the environment in which we live. Among these, the organs of hearing and seeing are the most important. Most of the knowledge we acquire, comes through our eyes and ears. The materials that help us to make our knowledge clear and vivid through these are called audio-visual aids. The opinion regarding the effectiveness of audio-visual aids are expressed by the students under study and the responses are depicted in the Table 5.78.

Table 5.78
Effectiveness of Audio-visual Aids for Education

Perception	Female	Male	Total
Effective	114 58.5%	81 41.5%	195 94.7%
No difference	7 63.6%	4 36.4%	11 5.3%
Total	121	85	206

It can be evident from the Table 5.78 that a vast majority (94.7%) of the students under study have the same opinion on the effectiveness of audio-visual aids for the study purpose.

Children can learn from direct experience. But it is not possible to provide all learning situations in their real nature. For example, it is not

possible to take children to the land of the Eskimos in order to supply their life in the Tundras. Again, impossible it is, to take our pupils to the grand old days of the Mauryas or Guptas in order to get an idea of their golden rule. Here comes the role of audio-visual technology; it can be used to make the learning situations as real to the pupils as possible.

5.10. HOUSEWIVES

“Housewife, a woman whose work is inside the home doing the cleaning, cooking etc. and who usually does not have any other job”. In the present study the investigator selected rural housewives to determine the potentialities of Information and Communication Technology for empowerment of women in rural Kerala.

5.10.1. Rural Development Programmes for Women Welfare

Both the central and state govt. has implemented several developmental programmes for the welfare of women. The housewives under study are requested to reveal their awareness status on this regard. The responds are given in the Table 5.79.

Table 5.79
Rural Development Programmes for Women Welfare

Status	No. of respondents	Total
Yes	138 68%	138 68%
No	65 32%	65 32%
Total	203	203

It can be conceived from the Table 5.79 that majority (68%) of housewives under study are aware of the women empowerment programmes developed through Rural Development programmes.

Through such programmes the rural women living below poverty line can improve their socio-economic, health and educational status. Such

programmes also provide financial assistance and creating employment opportunities for them to become self-reliant and to raise their standard of living.

5.10.2. Beneficiaries of Women Welfare Programmes

The investigator tries to identify the beneficiaries of women welfare programmes among housewives in the selected rural areas of Kerala. The responds are given in the Table 5.80.

Table 5.80
Beneficiaries of Women Welfare Programmes

Status	No. of respondents	Total
Yes	109 54%	109 54%
No	94 46%	94 46%
Total	203	203

It can be explicit from the Table 5.80 that majority (54%) of the housewives under study are enjoying the benefits of women welfare activities of Kerala government.

Kerala woman is the archetype of empowerment for her counterparts in the rest of the country. She is literate; she reads newspapers and periodicals regularly. She is lucky enough to go to college. She goes to work. Her earnings form a significant part of the State's income. And to top it all, she is healthy and lives longer than the he in the State. No wonder, for economists and social scientists like Amartya Sen, she is the active agent, whose contribution propelled Kerala's social achievements. For connoisseurs like M.F. Hussain, even the very essence of the State of Kerala is its nature and women.

5.10.3. Membership in Kudumbashree

Kudumbashree is a poverty reduction programme for women using ICTs as the basis of some of its ventures, including training, hardware assembly/maintenance, data entry and digitization. This state-led approach focuses strongly on gender and has been found to positively influence women's income opportunities and help empower women. The housewives under study are requested to disclose whether they are members of Kudumbashree.

Table 5.81

Membership in Kudumbashree

Status	No. of respondents	Total
Yes	168 82.8%	168 82.8%
No	35 17.2%	35 17.2%
Total	203	203

It can be very clear from the Table 5.81 that fairly a good portion (82.8%) of the housewives under study are members of kudumbashree. Women empowerment gets the central place in programmes of Kudumbashree. Kudumbashree aims at promotion of income generation activities for poor women, which will help them to earn more income that will help to achieve economic self-sufficiency. Women can no longer be a passive recipient but are becoming active leaders.

5.10.4. Membership in Women Empowerment Organisations

Women in Kerala have achieved significant progress in various fields as compared to their counter parts elsewhere in the country. Kerala has the highest literacy rate for women in the country (highest overall literacy rate also). The number of assaults against women has also increased in Kerala. This also may be due to the institutional facilities like women's commission, family court, Anti-harassment centers etc. to register and file a complaint against. There are number of women counseling centres and women

empowerment organizations have been established. The housewives under study are requested to reveals their participation in any such organizations.

Table 5.82
Membership in Women Empowerment Organisations

Status	No. of respondents	Total
Yes	54 26.6%	54 26.6%
No	149 73.4%	149 73.4%
Total	203	203

Empowerment of women in the context of knowledge societies entails building up the abilities and skills of women to gain insight into the issues affecting them and also building up their capacity to voice their concerns. According to the Table 5.82, 26.6 percent of housewives under study were participated in the women empowerment programmes conducted by women empowerment organizations.

It entails developing the capacities of women to overcome social and institutional barriers and strengthening their participation in the economic and political processes so as to produce an overall improvement in their quality of life.

5.10.5. Computer Training through Rural Development Programmes

The investigator tries to analyze whether the housewives under study have achieved computer training as part of the Rural Development programmes. The answers are given in the Table 5.83.

Table 5.83
Computer Training through Rural Development Programmes

Status	No. of respondents	Total
Yes	36 17.7%	36 17.7%
No	167 82.3%	167 82.3%
Total	203	203

According to the Table 5.83, a vast majority (82.3%) of the housewives under study did not get computer training through Rural Development programmes.

If the panchayats have providing such extension services to the public, it will be very much useful for the rural community.

5.11. LABOURS

The category labours include not only the people concentrated only on agriculture but also the people engaged in agriculture oriented activities; in the unfavorable weather conditions most of the farmers are doing construction works and other daily wage activities. Hence in some cases all the questions are not answered by all labours selected for the study.

5.11.1. Agriculture oriented Rural Development Programmes

Like other states of India, the chief economic source of Kerala is also agriculture. And it is mainly taking place in rural places. In this situation it is essential to identify whether the department of Rural Development of govt. has providing any programmes in agricultural sector and what extent the target group is utilizing such programmes.

Table 5.84
Beneficiaries of Agriculture oriented Rural Development Programmes

Status	Female	Male	Total
Benefited	15 19.5%	62 80.5%	77 38.5%
Not benefited	13 10.6%	110 89.4%	123 61.5%
Total	28	172	200

According to the Table 5.84, 38.5 percent of the labours under study have got benefit through Rural Development.

The farmers need information for better farming, and they depends on the information supplied by the various means such as extension personnel, pamphlets, posters, radios, TVs etc. But the information, which he receives, may not be sufficient for better farming. To achieve maximizing profits and efficiency, environmental quality concerns, and sustainability must all be considered in keeping with constraints of resource characteristics of agro-climatic zones. To meet all these goals, a better understanding of the

interrelationships among objectives in specific zones and development of proper programmes for the actual beneficiaries are needed. This approach leads to site specific information and needs to develop site specific information system, which will cater the specific needs of the farmers precisely.

5.11.2. Watching Agricultural Television Programmes

The Television channels in Kerala including Dooradarshan giving an important role in the agricultural development in Kerala. Hence almost all malayalam channels broadcasting such programmes. The farmers under study are requested to disclose whether they are watching the agriculture oriented rural development programmes in Kerala.

Table 5.85

Watching Agricultural television Programmes

Status	Female	Male	Total
Watching	13 14.1%	79 85.9%	92 46%
Not watching	15 13.9%	93 86.1%	108 54%
Total	28	172	200

It can be understood from the Table 5.85 that 46 percent of the labours under study are watching agricultural oriented television programmes.

From the study it is already known that cable TV networking is mainly utilized by the labours and they have more facility to watch agricultural programmes broadcasting by different channels. It will help to clear their doubts in various aspects of farming.

5.11.3. Visit of Agricultural Portals

The farmers under study are request to reveal whether they are visiting any agricultural portals and the information collected by them are given in the Table 5.86.

Table 5.86

Visit of Agricultural Portals

Status	Female	Male	Total
Visiting	-	5 100%	5 2.5%
Not visiting	28 14.4%	167 85.6%	195 97.5%
Total	28	172	200

It can be explicitly known from the Table 5.86 that a substantial portion (97.5%) of the labours under study is not visiting the agricultural portals.

The main drawback of the system behind this situation is the decision makers are not taken initiatives to entrust these facilities to the actual target group.

5.11.4. Benefit from Agro clinics

The agro clinic, conceived as a collective of farmers on a ward basis, is aimed at enabling farmers to be self-sufficient in getting all possible benefits promptly. Here the investigator tries to detect beneficiaries from the labours involved for the study and their responses are given in the Table 5.87.

Table 5.87
Benefit from Agro clinic

Status	Female	Male	Total
Not responding	15 23.1%	50 76.9%	65 32.5%
Benefiting	10 20.4%	39 79.6%	49 24.5%
Not benefiting	7 8.1%	79 91.9%	86 43%
Total	28	172	200

The Table 5.87 shows that large portion (43%) of the labours under study are not getting benefits from the agro clinics functioning in their panchayats.

The agro-clinics are functioning under the Departments of Agriculture, which constantly monitor pest and disease outbreak and undertake on the spot control measures in an event of upsurge of pest/disease infestation noticed. The analysis of the data presented in the Table shows that the farmers in rural Kerala are not making use of agro clinics. The study shows that it can not become a success and it cannot achieve its objectives at its optimal level.