Chapter 5

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Major Findings

5.1. Demographic profile of the respondents

1) It shows that 85 (24.28%) were between the age range of 15-21 years, 160 (45.71%) were between the age range of 22-28 years, 105 (30.0) were between the age range of 29-35 years.

2) The above analysis shows that majority of the respondents 204 (58.28%) were married, followed by 146 (41.71%) currently married.

3) There were several reasons for mismatch between knowledge and practice regarding marriage mentioned by the respondents. Most of the respondents 150 (42.85%) reported that they got married at an early age between the age group of 15-21 years, followed by 116 (33.14%) between the age group of 22-28 years, 84 (24.0%) under 29-35 years because they were forced to do so by their parents. Some studies have also observed that many girls were not usually consulted about their marriage prior to the commencement of the
event, and that they lack courage to disobey their parents’ decision (Nahar et. al., 1999, Islam et. al., 1995).

4) It shows that 86 (24.57%) of the respondents have attained primary education, followed by 71 (20.28%) up to high school, 44 (12.57%) high secondary, 22 (6.28%) up to graduate. Majority respondents 127 (36.28%) have no educational qualification. This shows that a greater number of the respondents have not attained any educational qualification.

5) The rural women of Karimganj district are directly and indirectly involved in all phases of agricultural activities with major participation in post harvest activities, homestead gardening, food and nutrition affairs etc. Data reveals that majority of them 188 (53.71%) were housewife, followed by 100 (28.57%) agriculture, 62 (17.71%) involved in some other work.

6) Data reveals that husbands of majority of the respondents’ 165 (47.14%) were agriculturists, followed by 107 (30.57%) business, 78 (22.28%) involved in some other work.

7) It is noticed that155 (44.28%) of the respondents belonged to large family followed by 138 (39.42%) medium family, and 57 (16.28%) small family.
8) With regard to monthly family income, 152 (43.42%) of the families had low level of income (below Rs. 12,000/-) followed by 117 (33.42%) of the families belonged to medium income group (Rs. 12,000 to 19,000/-) while 81 (23.13%) were in the high income group (above Rs. 19,000/-).

9) With regard to total number of family member, 193 (55.14%) were male, followed by 157 (44.85%) female. It reveals that there was no such difference between male female ratios.

10) Majority 239 (68.28%) of the respondents are residing in ‘Kachha’ houses and remaining 111 (31.71%) of them are residing in ‘Pakka’ houses. The number of respondents living in ‘Kachha’ house is much more than the respondents residing in ‘Pakka’ houses. It can therefore be concluded that because of the economic limitations and lack of materialistic resources the house type of large number of respondents were of ‘Kachcha’ type.

11) In terms of the taking care about the drinking water, majority 240 (68.67%) are neither boiling nor filtering, followed by 73 (20.85%) filter the water. They use cloth to filter the water, 37 (10.57%) boil the water.
5.2. Media seeking habits of the respondents

1) The survey results indicate that 113, (32.28%) of the respondents interviewed have exposure to newspapers while only 237 (67.71%) respondents do not have the habit to read newspapers. Readership of newspapers depends on the level of education and financial capability. At least some education and financial capability are required before one can read newspapers or magazines. Survey results confirm that readership increases with increase in the level of education and income.

2) Among the newspapers read by the respondents (113) Samayik Prasanga occupies the first position. It is read by 43 (38.05%), followed by 39 (34.51%) Dainik Jugasankha, 17 (15.05%) Nababarta Prasanga, 9 (7.96%) Prantajyoti, 5 (4.42%) others. From this it is evident that majority of the respondents read Bengali language newspapers.

3) Majority of the respondents 215(61.42%) reported they listen to radio on a regular basis followed by 72 (20.57%) once or twice a week, 29(8.28%) do not listen, 19 (5.42%) sometimes, 15 (4.28%) occasionally. This means that great number of the respondents listens to radio have radio set.
4) Out of 321 those who listen to radio, health related programmes occupy the top position 95 (29.59%), followed by 80 (24.92%) agriculture related, 60 (18.69%) Hindi songs, 53 (16.51%) radio drama, 33 (10.28%) others.

5) Television is widely considered to be the most effective and entertaining mass media. Viewership of television depends on the availability of electricity or access to it at home or in the neighbourhood. Still most of the villages in Karimganj district are not yet electrified so these houses are out television exposure. A total of respondents 133 (38.00%) reported they never watch TV, followed by 94 (43.31%) reported they watch TV on a regular basis, followed by 67 (30.87%) sometimes, 56 (25.80%) occasionally.

6) Majority respondents 219 (62.57%) have highly favourable attitude towards folk and traditional media, followed by 88 (25.14%) favourable, and 43 (12.28%) least favourable attitude. It shows that most of the viewers 167 (47.71%) were in favour of Dhamile dance, followed by 112 (32.0%) lokogeet, 40 (11.42%) Kirtan, 16 (4.57%) Bhajan, 15 (4.28%) others.

7) It is seen that a large number of respondents 223 (63.71%) have not visited any folk related programme. Out of 127 Dhamile visitors were 55 (15.71%), followed by 14 (4.0%) Lokogeet, 41 (11.71%) Kirtan, 11 (3.14%) Bhajan, 6 (1.71%) others.
5.3. The awareness level and sources of information regarding maternal health of the respondents’ in Karimganj district are interpreted as follows:

1) **Awareness level of respondents regarding child immunization**

Mothers were asked regarding the immunization coverage received by each of their eligible children, and to ensure that this information was correct it was verified by crosschecking against the child’s vaccination card. Specifically, the survey observed whether the child had received BCG, DPT (all doses), Polio (all doses) and Measles vaccinations. Information was obtained both from the immunization card and from the child’s mother when an immunization card was absent. Contact for immunization was assumed when a BCG scar was observed on the child or a child health card present. According to the survey, 82 (23.42%) of infants received OPV, 61 (17.42%) BCG, 54 (15.42%) DPT, a slightly lower proportion of children 49 (14.0%) received the measles vaccine and 104 (29.71%) were not immunized. In the case of female children, coverage was significantly higher among literate families.
2) Reasons for not immunizing children

Out of 104 respondents those who were not immunized, 60 (57.69%) mothers of the children are unaware of the need for immunization, followed by 18 (17.30%) no faith in vaccination, 13 (12.5%) the place or time of vaccination was not known, 8 (7.69%) family problem, and 5(4.80%) fear of side effects.

Sources of information

Out of 246 respondents who have immunized their children, major sources of information about vaccine preventable diseases was derived mainly from health workers 158 (64.22%), followed by 57 (23.17%) radio, 14 (5.69%) newspaper, 10 (4.06%) TV, 7 (2.84) hoarding. Most of the respondents reported that ANM and ASHA are key facilitators for immunization and a trusted source of information on health issues.

3) Awareness level of respondents regarding spacing of birth

The survey gathered information on views regarding ideal spacing between two births by asking respondents how long one should wait to have another child. Out of 350 respondents’ majority of the respondents 241(68.85%) left this matter to God and they were actually not in favour of birth-spacing, followed by 50 (14.28%) mentioned a ‘too short’ interval (less than 24 months) as ideal space between births, 35 (10.0%)
preferred 3 years, 24 (6.85%) preferred 4 years or more. Among the respondents those who had high school or college education, preferred a longer interval.

**Sources of information**

Out of 109 those who are aware, health workers were the most cited source of information 76 (69.72%) followed by 13 (11.92%) radio, 12 (11.0%) (7.33%) newspapers.

4) **Awareness level of respondents regarding TT immunization during pregnancy**

Most of the respondents had little knowledge on TT immunization and received two or more tetanus injections while pregnant and it amounts to 101(28.85%), followed by 249 (71.14%), who had no knowledge at all. There are still misconceptions like prevailing sterility factor and many respondents considered it as ineffective.

**Sources of information**

The frequency of visits from health workers played a significant role. Out of the 101 majority of the respondents 59 (58.41%) who had more visits from health workers showed a significantly higher immunization rate, followed by radio 36 (35.64%), newspaper 6 (5.94%), TV (0%), hoarding (0%), folk media (0%). This was due to
better awareness associated with visits from health workers like Lady Health Workers (ASHA).

5) Awareness level of respondents regarding various provisions given in JSY scheme

Findings of the study indicate that almost all women were aware of the program. The propagation of the scheme does not seem to have been influenced by education level of the respondents and illiterates and literates alike were both aware of JSY in large numbers. Majority 209 (59.71%) were aware of monetary benefits and exact amount of money given to beneficiaries, followed by 87 (24.85%) are aware of the payment to accompanying person under scheme, 54 (15.42%) respondents reported that there is a provision of accompanying person to escort pregnant woman to health care facility.

Sources of information

Source of knowledge about these initiatives are predominantly ASHA/ANM like 282 respondents (80.57%), followed by 30 (8.57%) radio, 13 (3.71%) newspaper, 15 (4.28%) TV, hoarding 10 (2.85%). Most of the ASHA workers are reported to be supplying kits and are also involved in counselling over sanitation and hygienic practices. Most of the respondents also reported having heard about the scheme from their friends and relatives. They were also aware about the objective of the scheme.
and most of them knew that providing institutional or safe delivery has been the main aim of the scheme.

6) **Awareness level of respondents regarding family planning**

The results of the study indicate that the women preferred to discuss family planning matter with their neighbours, husbands, doctors and close friends. It was observed from the survey that respondents showed a positive attitude toward family planning. Majority respondents 297 (84.85%) said that they considered family planning for the health of the mother and their children. They also considered women should be aware of family planning as it is an important issue for women’s health. Lack of knowledge of family planning was cited by 53 (15.14%) women who do not intend to use a method in the future. Out of 297 respondents, those who know and have children, only 95 (31.98%) respondents have adopted permanent family planning and 202 (68.01%) respondents who disapproved of contraceptive use. Out of 95, 51 (42.10%) respondents adopted sterilization followed by 25 (26.31%) copper-t, 11 (11.57%) oral pills and 8 (8.42%) others.
Sources of information

Out of 95, the main source of knowledge was health workers as reported by 47 (49.47%), followed by 31 (32.63%) radio, 8 (8.42%) TV, 7 (7.36%) hoarding, 2 (2.10%) newspaper. Women with more education and women in the higher wealth quintiles are more likely to have been exposed to family planning messages in the media.

7) Awareness level of respondents regarding institutional delivery

Of the total respondents, 176 (50.28%) of them delivered at home claiming that home was best place for giving birth and were assisted by family members, followed by 102 (29.14%) in a government facility, and 72 (20.57) in a private facility. Major reasons associated with for not delivering in a health facility, as reported by women, were the perception that the delivery was normal and hence it was not necessary to go to a facility, elders’ (mothers-in-law and husbands) decision, non-availability of ready cash to meet immediate expenses as institutional delivery costs too much, start of labor pain at night and non-availability of transportation facility. However, husbands more frequently reported reasons such as convenience of home, cost considerations and faith in the dai’s delivery skills for home delivery. Home births are more common among women who received no antenatal checkups, women with no education, and women in the lowest quintile.
Sources of information

Out of 174, the main source of knowledge was health workers as reported by 110 (63.21%), followed by 54 (31.30%) radio, 7 (4.02%) TV, 3 (1.72%) newspapers, hoarding (0%), folk media (0%). JSY seeks to provide institutional delivery by providing a cash incentive to mothers who deliver their babies in a health facility. There is also a provision for cost reimbursement for transport and incentives to Accredited Social Health Activists (ASHA) for encouraging mothers to opt for institutional delivery services.

8) Awareness level of respondents regarding anti/post natal check up

Timing and number of antenatal care visits are important in preventing complications during pregnancy. Women are expected to attend an antenatal clinic so that they are assessed for known risk factors associated with poor pregnancy outcome. The prevalence of antenatal care coverage is still low among women in Karimganj district. The results showed a discouraging picture of antenatal care utilization by respondents. Only about 82 (23.42%) received antenatal care before the sixth months of gestation from a medically trained provider (i.e. Doctor/ nurse/ midwife) while majority 268 (76.57%) did not obtain any care.
Sources of information

About antenatal, out of 82, the majority of the respondents 41 (50.00%) reported hearing about these through health workers, followed by 27 (32.92%) radio, 8 (9.75%) newspaper 6 (7.31%) TV, hoarding (0%), folk media (0%).

9) Awareness level of respondents regarding the time of initiation of breastfeeding

Women in rural areas have a very positive attitude toward the initiation of breastfeeding. About 208 (59.42%) of the children below 3 years were breastfed after one hour of birth followed by 90 (25.71%) six hours later, 52 (14.85%) twelve hours later or more. Majority of the women had admitted that someone had helped them out in initiating breastfeeding. Many sources have been responsible for this initiation like elders, dai’s etc.

Sources of information

Majority 271 (77.42%) of the mothers were influenced by health workers, elderly female family members like mother, mother-in law/grandmother, regarding exclusive breast feeding , followed by 44 (12.57%) radio, 18 (5.14%) newspaper, 10 (2.85%) TV, (2.00%) hoarding, folk media (0%).
5.4. The awareness level and sources of information regarding the
importance of child education of the respondents in Karimganj
district are interpreted as follows:

1) Awareness level of respondents regarding the importance of child
education

Out of 350, more than 235 respondents (67.14%) were not aware of the significance
of education for girls and unwillingness to invest in daughters’ education. However,
only 115 (32.85%) respondents in this study believed female education to be
important. They mentioned that educated mothers are necessary for children’s
welfare, for reducing population growth and for overall development of the nation.

Despite the government’s policy of free education exclusively for girls up to the
higher secondary level, majority of rural girls drop out of school after completion of
Junior High School in favour of early marriages. The responses indicated that, in spite
of the government’s initiatives to reduce illiteracy, the attitude of the respondents was
not found to be highly favourable. The reason behind the not-so- favourable attitude
towards schooling among the respondents might be due to their low socio-economic
status and parent’s position in labour market. Their existing environment might have
created a difficult mentality towards schooling where in they fail to perceive a direct
relationship between their children’s education and a better future.
2) **Enrolment status of the children**

The data revealed that out of 221 those who are enrolled in school, 81 (23.14%) of children are enrolled in primary grade, followed by 65 (18.57%) pre-primary, 48 (13.71%) lower secondary, 27 (7.71%) upper secondary, whereas 129 (36.85%) of the children in the school going age of the respondents have not been enrolled in the nearby school. The sizeable number of children being out of school without enrolment shows that the respondents who are poverty stricken will first try to satisfy his/her hunger. Poverty and lack of regular employment has compelled the parents not to send their children to schools. It is evident that out of 221 of school going children of respondents an overwhelming majority 122 (55.20%) were enrolled in a public schools and little more than 62 (28.05%) children were enrolled in a private schools, followed by 37 (16.74%) in informal.

3) **Reasons for non-enrolment according to the respondents’ point of view**

Besides the factors contributing to the drop-outs from schools in the rural areas, the respondents mentioned a number of factors as the major reasons for this drop-out. Out of 129 respondents who have not enrolled their children name in a school, 51(39.53%) reported education not considered as necessary, followed by 36 (27.90%) engaged in paid work, 25 (19.37%) children are too young and 17 (13.17%) reported, school not easily accessible. The attitudes of parents toward education is that it is
useless as they feel it does not provide any employment even after achieving high qualification, and this attitude also equally responsible for low enrolment of the children in schools.

4) **Awareness level of respondents regarding Mid-Day Meal scheme**

The overall responses towards the impact of the Mid-Day Meal programme among the respondents were found to be very positive. A majority of the parents 317 (90.57%) interviewed welcome the MDM programme. For them, it is a sort of a boon to the needy. Now, they can spend more attention on their agricultural work without having to worry about preparing food for their children. Those who appeared indifferent towards the programme constituted a small section 33 (9.42%) and generally belonged to the relatively well-off section of the society. The programme came as a special livelihood support, as it not only provides nutritional benefit to the children but also helps them to save some money from their household budget.

**Sources of information**

Out of 317 respondents who welcomed the MDM programme, the main sources of knowledge are the members of government and officials 284 (89.58%), followed by 13 (4.10%) newspaper, 11 (3.47%) radio, 5 (1.57%) TV, 4 (1.26%) hoarding, (0%)
folk media. Apart from these sources they also mentioned that they heard about the programme implementation process through district panchayat.

5) **Awareness level of respondents regarding Sarva Sikhsa Abhiyan**

Out of 350, 322 (92.0%) respondents in the rural areas are aware of SSA interventions, followed by 28 (8.0%) are not aware about any benefits of SSA interventions.

**Sources of information**

Out of 322, those who are aware about SSA, the main sources of knowledge are members of government officials 275 (85.40%), followed by 17 (5.27%) newspaper, 22 (6.83%) radio, 8 (2.48%) TV, (0%) hoarding, (0%) folk media. Apart from these sources they also reported that they are aware of the programme implementation process through district panchayat.
5.5. Effectiveness of mass and folk media are interpreted as follows:

1) Effectiveness of mass media

Mass media still continue to be a powerful tool for disseminating social messages in the rural sector. But the preponderance of mass media is dominated by radio mostly. During survey it was found that radio and interpersonal communication were the most preferred and trusted information sources of the rural women in Karimganj district. Radio happens to be an exceptionally powerful mass medium for the rural people though television claims to have a wider influence on the imagination of the people. The influence of mass media has been offset to an extent by the intervention of government/non-governmental workers at the door-to-door level. It was observed that rural women in villages are now becoming increasingly dependent on interpersonal communication and are more interested in meetings and group discussions in comparison to utilizing other modern tools of media. It is true that modern mass media are flourishing now-a-days but these are not performing the expected role among the rural people due to several reasons like illiteracy, poverty, lack of electricity and many others.
2) Effectiveness of folk media

Folk media are a part and parcel of rural people, but their viewership/utilization is getting reduced. Traditional folk media are confined to certain occasions, such as, festivals or visits of the government officials. With regard to the awareness or awareness about the socio-economic issues like health and education, it is revealed that the role of folk media in Karimganj district as source of information is insignificant. Yet since a considerable number of respondents said that they are interested in folk media, the potentialities of folk media cannot be underestimated or undermined. A critical evaluation of the primary data collected from the respondents as well as the information obtained from credible authentic secondary reports, have led to conclude that, a lack of coordination between agencies at the centre and the state level, and even between official and private agencies was also frequently cited as a cause for concern. Under the pressure of commercialization, it is observed that even in the religious rituals popular cultural forms are being used as a tool for mass entertainment. Many community-based religious rituals have ceased to exist. This gradual attrition of folk art compelled the traditional artists to make an occupational shift.