CHAPTER III

METHODOLOGY
In this chapter, the characteristics of the sample population and the methods adopted in carrying out the present investigation are presented.

3.1 SAMPLE SELECTION AND DESCRIPTION

Andhra Pradesh is the first state in India that has been formed on a purely linguistic basis. When India became independent the Andhras, the Telugu speaking people were distributed in about 21 districts, 9 of them in the Nizam's Dominion and 12 in the Madras Presidency. On October 1st, 1953, 11 districts of Madras State were put together to form a new Andhra State with Kurnool as its capital.

On 1st of November 1956, in accordance with the recommendations of the State Reorganisation Commission, the Andhra State was enlarged by the addition of nine districts formerly in the Nizam's Dominion. Hyderabad, the former capital of the Nizam, was made the capital of the enlarged Andhra State called Andhra Pradesh (Fig.3.1).

Andhra Pradesh thus consists of three distinct regions.

1. Coastal region - made up of nine districts, generally called Andhra.

2. The interior region - consisting of four districts - Chittoor, Cuddapah, Kurnool, and Ananthapur, collectively known as Rayalaseema.

3. Telangana Region - Consisting of the capital, Hyderabad and nine adjoining districts.
IDENTIFICATION OF GEOGRAPHICAL AREAS UNDER STUDY
Rayalaseema region

Rayalaseema Region of Andhra Pradesh (India) consists of 4 districts, viz. 1) Chittoor, 2) Cuddapah, 3) Kurnool and 4) Ananthapur

3.1.1 Geographical Features of the Rayalaseema Districts of Andhra Pradesh

Chittoor

The Chittoor district was formed in 1911. This region was under the rule of Pallavas, Cholas, Yadavas, Vijayanagar Kings and the British.

The district was bounded by North, Ananthapur, Cuddapah, Nellore districts; by South, Tamil Nadu State; by East, Nellore district and Tamil Nadu State and by West, Tamil Nadu and Karnataka States.

The area covers 15,152 sq.kms, its population is 32,56,247 and its Literacy is 43.03%. It comprises three Revenue Divisions and 65 Mandalas. There are 43 major and medium industries and 2146 small scale industries.

Cuddapah

Cuddapah district is recognised as an ancient sacred place. Penna, Kaluru and other rivers flow in this place. Foreign exchange is being earned with export of Red Sandal. The famous Fruit Research Centre is situated near Kodur. Ontimitta is the birth place of Pothana, a famous poet lived in this district.

The district is bounded by North, Kurnool district; by South, Chittoor district; by West, Ananthapur district and by East, Nellore district.
It covers 15,359 sq.kms. area, its population is 22,64,501 and its literacy stands at 41.65%. It consists of three Revenue Divisions and 50 Mandals. There are about 17 major and medium industries and 2,592 small scale industries.

Kurnool

Once upon a time it was called ‘Kandenavolu’. The district which has historic importance had Kurnool as capital for the Andhra State formed in 1953. Parts of Nallamala, Yarramala mountain ranges and the eastern ghats are in this district. The district is a centre for various industries. The Srisailam power project has increased its importance. It is the Centre for paper mills, Cement factory, Handloom and beedi industries.

The district is bounded by North, Mahaboobnagar district; by South, Anantapur and Cuddapah districts; by West, Karnataka state and by East, Prakasam district.

It covers an area of 17,658 sq k.ms. Its population is 29,67,837 and its literacy is 33.71%. It has three Revenue Divisions and 53 Mandals. There are 19 major and medium industries and 2146 small scale industries.

Anantapur

The British rule formed this district in 1882. The famous Lepakshi sculpture and the historic structures built by Vijayanagara rulers have earned fame for this district. Silk industry and fruit gardens are notable in the district.
The district is bounded by North, Kurnool district; by West and South, Karnataka State and by East, Cuddapah district.

It covers an area of 19,130 sq.kms. Its population is 31,79,459 and its literacy is 35.65%. It includes three Revenue Divisions and 63 Mandalas. There are 18 major and medium industries and 1947 small scale industries.

Due to paucity of time and lack of accessibility, the investigator has resorted to the technique of stratified random sampling. In order to draw a sample based on stratification, the revenue mandals of each of these districts were first identified.

Each districts is divided into three revenue divisions:

<table>
<thead>
<tr>
<th>Sl.No.</th>
<th>District</th>
<th>Revenue divisions</th>
<th>Selected divisions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Chittoor</td>
<td>Chittoor Tirupati Madanapalle</td>
<td>Chittoor Madanapalle</td>
</tr>
<tr>
<td>2.</td>
<td>Cuddapah</td>
<td>Cuddapah Rajampeta Jammalamadugu</td>
<td>Cuddapah Jammalamadugu</td>
</tr>
<tr>
<td>3.</td>
<td>Kurnool</td>
<td>Kurnool Nandyal Adoni</td>
<td>Kurnool Adoni</td>
</tr>
<tr>
<td>4.</td>
<td>Ananthapur</td>
<td>Ananthapur Penugonda Dharmanam</td>
<td>Ananthapur Penugonda</td>
</tr>
</tbody>
</table>

These revenue divisions are created as Intermediary level administrative units for the purpose of administrative convenience.
The number of revenue divisions selected for the sample include two
divisions from each district, thus comprising eight in total from all the four districts
(Fig. 3.2). This sample in turn is roughly in the ratio of 2:3 when compared to the
total number of revenue divisions in the four districts of Rayalaseema region of
Andhra Pradesh (i.e., 8:12).

3.2 SAMPLE SIZE

Out of the eight revenue divisions selected for the study from the four
Rayalaseema districts of Andhra Pradesh, the investigator had chosen a total number
of 1000 sample at random, of whom 790 had responded.

3.3 DATA GATHERING TECHNIQUES

Every systematic investigation has to follow certain well recognised methods
in order to arrive at reliable conclusions. For the proper investigation of the
present problem the following popular methods were used for collection of data.

- Questionnaire Method
- Interview Method
- Observation of records

The questionnaire is a major instrument for data gathering and is used to
secure information from varied and widely scattered sources. In the present study
the questionnaire method was employed to collect relevant data. Structured
questionnaire was designed and executed. Questionnaire method has its usual
limitations such as respondent’s reluctance to answer questions and giving irrelevant
Fig. 3.2

SELECTED GEOGRAPHICAL AREAS OF RAYALASEEMA

SELECTED DIVISIONS
1. Chittoor
2. Madanapalle
3. Cuddapah
4. Tenali
5. Kurnool
6. Adoni
7. Anantapur
8. Chittoor
answers. The limitations have been minimized by supplementing the questionnaire method with interviews and verification of records whenever necessary.

At times, when the investigator felt that the data obtained through the questionnaire was inadequate and as it was not possible to collect the necessary data from all the respondents especially from the illiterate people, the investigator conducted interviews in order to make the data more reliable. In order to have free exchange of ideas, the investigator had an appointment with the respondents when they were free from work.

The data was collected with the help of questionnaire as given in Appendix-A. It contains two parts.

The first part of the questionnaire was intended to obtain general information of the respondents regarding their designation, age, sex, educational qualifications etc.

The second part of the questionnaire was devoted to find out public awareness of government information sources, the information seeking patterns of the public through formal and informal channels, the role of government information in their days to-day activities, the reasons for not having access to government information, the need for government information retrieval and its viability in practice.
3.4 COLLECTION OF DATA

At first, a pilot study on a group of 100 persons was undertaken in order to improve the design of questionnaire and also to assess the validity and reliability of questions. Later, the original data were collected. For the sake of analysis the respondents were divided depending on their occupations into the following categories:

Agriculturists:

Majority of the developing countries depend on agriculture and its allied industries. India being a developing country is more dependent on agriculture. The problems associated with agriculture are enormous, and the information explosion in agriculture is maximum, which eventually needs more attention in storage and dissemination of information. The problem related to information work becomes difficult when the clients are predominantly non-literate which is a common factor in all developing countries including India.

The government information required for rural development not only includes adoption of new processes and practices in cultivation but also manufacturing of the capital goods for the whole array of small scale and cottage industries, fisheries, dairy farming, participation of a greater number of people at the grass-root level requiring not only scientific and technology information but also socio-economic information.
The agriculture has broadly four accepted regions, plant science, animal husbandry, veterinary science and forestry. In addition, there are industries dealing with input of agriculture, like fertilizers, pesticides, farm machinery and seed industry. There are other industries also based on agricultural products like processing of tea, tobacco, coffee and food etc.

Jawaharlal Nehru, the first Prime Minister of India while laying down priorities for national development in post-Independent period, stated that 'everything else can wait but not agriculture'. He dreamt of India that would become self-sufficient in food requirements first, to give way to self-sufficiency in other respective walks of national importance. Ways and means were therefore found out and practised to ensure considerable increase in agricultural produces. The boost in the agricultural produces depends on the speed at which research results are communicated to the ultimate consumers namely farmers, home makers, youth and other rural people.

**Industrialists:**

In general, the industrial information seekers are supposed to be the industrialists from medium and small scale sectors and prospective entrepreneurs. The information for industrialists is required in incorporating new ideas into an already known product or finding a new product to replace the old ones or to meet the felt need of potential consumers. They require timely information which is a key to sound decisions on developing new products and meeting the competition in their marketing field at global level.
The basic industrial information which is sought for often is market potential, alternative technology available, types of products, industrial raw-materials, manufacturing processes, uses of a product or the latest data on capacity, production and demand for a particular product, etc. However, all this information pertaining to Government is not available in published form. This unpublished Government information appears in various types like mimeographed reports, unpublished papers read in seminars, reports of meetings, expert advice and even as verbal communication. Various government offices, export councils, research establishments and associations, manufacturing units, etc., are a few examples of the potential sources of unpublished information.

Professionals:

These include doctors, engineers, lawyers and chartered accountants.

Businessmen:

These include respondents whose main occupation is some business like book shops, super markets, textile shops, stock-exchange, etc.

Academicians:

They comprise teachers working in some academic institutions like schools, colleges and universities.

Students:

They consist of graduates, postgraduate students and research scholars.

The information requirement of these various categories of users is different and dependent on functional, educational and socio-economic factors.
The questionnaire was administered to about 1000 people having involved in different occupations in four districts of Rayalaseema region of Andhra Pradesh. Some questionnaires were mailed and some questionnaires were given to the respondents personally and were collected from them after giving sufficient time for responding to the question. Of the 1000 questionnaires distributed, 790 (79%) responses were received and these were taken into account for investigation.

To make the data more authentic and accurate the information recorded was checked and cross-checked. A brief explanation of the study as to how the data should be used was provided. This was done in order to convince the respondents that the information would be used purely for research purposes.

The entire data needed for the study were collected during the months from January to August 1996.

The data obtained was used to test the hypotheses which were formulated for the study.

3.5 ANALYSIS AND INTERPRETATION OF DATA

The data collected through questionnaires was analysed and interpreted systematically based on the objectives of the study. Hypotheses were tested with the help of statistical techniques.

The statistical tests and techniques employed in the study are as follows:
1) Chi-square test
2) Anova

Apart from these tools, percentage, tables, graphs, Bar diagrams, and pie diagrams were also used to represent the facts.