CHAPTER-III

METHODOLOGY

IMPORTANCE OF THE STUDY:

India’s Strength live is its villages. One of the important pattern to contribute is the process of development is women particularly at the grass root level India. Important place. Hence are taken as the for study. Development of regular area at the grass route level is impossible without the support of women. Hence women need to be involved is the development process through appropriate invention such as traditional and mass media also NGO’s Government Policies.

Hence the appropriate mechanism has to be planned identify and communicate to rural women then development and empowerment.

Therefore a route of train extermain of programmes must be taken planned to benefit the rural women.

A study as the various source of communication through and extremain programmes available to the women. Women at grass root level assume significance for study. Today a rural programmes particularly women at grass root level through mass media such as print and electronic media and focused studies through government and NGO’s has been regular phenonmenon.

AIM the aim of the study is to find out the role of communication in SHGs scheme changes among rural women socio economic after joining SHGS( Self Help Groups).
OBJECTIVES

- To study the various projects/schemes introduced by the central and state government for rural development.

- To examine the need for communication for the empowerment of rural women.

- To understand the impact of interpersonal communication for rural women and their development.

- To analyse the impact of self help groups for development of rural women.

METHODOLOGY

Keeping in view the specific set of objectives enumerated an in depth study of self help groups in Chittoor district of Andhra Pradesh has been selected. In this regard methodology needs special emphasis. The study is based on collection of data from both primary and secondary sources in the district of Chittoor in Andhra Pradesh.

SOURCE OF DATA:

The data for present study is collect from various sources data pertaining to various theoretical issue and C&D related to rural women is collected from five year plan documents, policy guide lines, self help group fails and discussions with rural women. At the grass root level a part from that information was gather from materials available both publishing and unpublished relating to seminars, workshops, panel discussions related women.
The necessary data relating to was development in the area of C&D was collected from national institute of rural development (NIRD) Hyderabad and also discussions officials of NIRD.

The perception of the rural women was aptend through comprehensive opinion survey administrated through the self help groups in chittoor district Rayalaseema region Andhra Pradesh. The research also held discussions with the women Surpanch, mandal revenue officer community development officer etc….. who are involved in the community development process for empowering rural women. Case studies first hand information regarding the various issues related to the empowerment rural women.

**SAMPLE FRAME AND SIZE:**

Andhra Pradesh is the fifth largest state in India by area and population. It is the largest and most populous state in south India. It occupies a total area of 2,76,754 sq. K.M. with a total of 23 Districts in Chittoor District forms the southern most part of Andhra Pradesh. It is one four drought prove districts of the Rayalaseema region of A.P.

Chittoor district forms the southern most part of Andhra Pradesh. It is one of the four droughts-prone districts of the Rayalaseema reason of Andhra Pradesh. The district is divided in to three revenue divisions namely Chittoor, Madanapally and Tirupati is further divided in to 66 mandals covering One Thousand Four Hundred and Eighty Five villages. Chittoor district is one of the backward of Andhra Pradesh state in the terms of the levels of female literacy, female development and other socio-economic parameters.

In order to study the influence of communication for development on empowerment behavior change of rural women five mandals (Tirupati Rural
Manadal, Vedurukuppam, Pakala, Nagari and Buchinaidu Kandriga) SHG programmes running in this areas were selected for comparative study five mandals are situated in Chittoor District the pilgrim centre of Andhra Pradesh. A purposive was selected which sample consists of women respondents from these five mandals. A total sample of 300 respondents was chosen for this study with sixty respondents each mandal.

At the time of sample selection i.e., in the year of 2011 March there were Fifty Six Thousand Six Hundred and Fifty One self help groups functioning in the district. Out of them One Thousand Two Hundred and Forty Three were in Tirupati Rural, One Thousand Two Hundred and Eighteen in Pakala Mandal, Five Hundred and Twenty One in Nagari Mandal, Six Hundred in Fifty Eight in B.N. Kandriga Mandal and Six Hundred Sixty Vedurukuppam Mandal.

Self Help Groups are functioning in almost all the mandals of Chittoor district. Since it is not possible to cover all the mandals in this inquiry and to keep the study with in manageable limits without in any way minimizing its significance five mandals have been selected for the study.

**Tirupati Rural**

- Kottoor
- Muthyala Reddy Pally,
- Mallam Gunta,
- Padmavathipuram
- Thiruchanuru
Nagari Mandal

- Mamgadu
- Mudipally
- Melapattu
- Mittapalem
- M. Kottoor

Pakala Mandal

- Pakala Grama Samakhya-1
- Pakala Grama Smakhya-2
- Chinnagorupadu Grama Samakhya
- Damalcheruvu

B.N. Kandriga Mandal

- Kanamana Bedu
- Kothapalem
- Kampalem
- Kallivettu
- Kanchana Kottoor

Vedurukuppam Mandal


A total sample of 300 women beneficiaries has been selected for the study.
LIMITATIONS OF DATA:

The following was the limitations of data

The study related to the 5 Mandals in Chittoor district to Rayalaseema, Andhara Pradesh. A member of approaches was available for study of C&D. For there the study of qualitative phenomenon and may be subject to bias that get reflected eight researcher are the respondent. In the study however an analysis of experience of women covering different age groups will focus on the dimensions of C&D of rural women.

A part from that the reacher had detailed discussions at various levels at the initial findings to over come the above limitations the study qualitative in nature and many sophisticated methods and technologies are available today which involves time and resources and the same is not attempted. Hence simple tools suehas percentage, average, contained analysis have been used for the analysis of the data.

Interview Schedule and Data Collection:

A comprehensive interview schedule consisting of structured and unstructured questions were framed on the basis of objectives of the study. The interview schedule was modified and finalized accordingly after pilot study to improve its clarity. The women respondents were interviewed using the finalized interviewed schedule.

Case-Studies of 14 respondent were collected in five mandals. The successful case studies highlight the socio economic improvement of the
respondents and their efforts in various income generation programmes through Self Help Groups and their opinions about rural development schemes.

**ANALYSIS OF DATA:**

The collected data was analysed and tabulated. The data was scrutinized, verified, and analysed with the help of computers. Frequency and percentages are computed for interpretation of the data. Apart from tabulation and analysis, necessary diagrams are also incorporated in the study.
MAP OF ANDHRA PRADESH
MAP OF CHITTOOR DISTRICT
CHITTOOR DISTRICT

Study Area

Tirupati Rual
Pakala Mandal
Vedurukuppam Mandal
Nagari Mandal

1234 SHG
1218 SHG
660 SHG
521 SHG

60SHG women
60SHG women
60SHG women
60SHG women

Sample Section

Schematic Research Design of Sample section 300 SHGs