CHAPTER - VI
SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSIONS

6.1 INTRODUCTION

In this chapter an attempt has been made to give in summary form the important findings of the study information support to economically weaker women in Karnataka State covering 1800 economically weaker women of 60 villages of 30 talukas of 30 districts.

For convenience, this chapter has been divided in to various sections, Summary of findings, testing of null hypothesis, Suggestions areas of further research and conclusion.

6.2 SUMMARY OF FINDINGS

The summaries of findings have been discussed in three sections as under:

6.2.1 General information and information needs of economically weaker women in Karnataka State: Summary of findings.

1. Large number of women under study belong to the age group of 26 to 35 years (41.7%, N=751) and 36 to 45 years (32.1%, N=577).
2. More than one third of women under study are illiterates (35.6%, N=640).
3. The study population comprises of 39.3% of GM (N=707), 27.3% of OBC (N=491) and 33.4% of SC/ST (N=602) women.
4. More than 82% of women under study are married (N=1490).
5. Nearly three fourth of economically weaker women i.e. 74.8% (N=1346) are Mono-lingual and 20.9% of women (N=377) are Bi-lingual.
6. Women labours (45.3%, N=815) constitute a larger proportion of the study population.
7. Television’s are found in 87.8% of the houses (N=1580). Nearly half of women have telephone/mobiles (49.8%, N=897).
8. Agriculture, health and state Government programmes are the top three ranked information needs. Sports and recreation (30th), international news and travel and tourism (31st), house construction (33rd), crime and safety (34th) and science and technology (35th) are the least ranked information needs.
9. Friends (1st rank), neighbours (2nd rank), family members (3rd rank) are ranked as the top three preferred sources.
10. Kannada being the mother tongue of a greater majority of women, is ranked as a first preference $\bar{x}=2.99$. Marathi and Hindi are second and third preferred languages, while Telugu and Marathi are last preferred languages.

11. 77.3% (N=1391) of them prefer to gather information only in a single language which is preferably their mother tongue.

12. Women irrespective of their educational qualification prefer single language as the most preferred language.

13. Television is ranked first as a most preferred source for obtaining information. Human sources are ranked second, radio occupies third position. Newspaper, Internet and E-resources and Institutional resources occupy the next rankings i.e. 4th, 5th and 6th respectively.

14. A greater majority of women do not participate in ‘phone in programmes’ on radio or to write letters to the editors of newspapers or participate in televised studio debates. Most of the women do not express their feelings in public ($\bar{x}=2.97$). Most of the women use to express the feelings through discussion with friends or in an interested group ($\bar{x}=2.74$). The other methods used to express their feelings in public is through one to one discussion ($\bar{x}=2.73$) and a very few women speak at a public meeting ($\bar{x}=2.03$).

15. A greater majority of economically weaker women (94.6%, N=1703) do not use library.

16. 26.25% (N=42) of women who had diploma/degree use the library.

17. Only 2.4% (N=43) of economically weaker women have become members of the library.

18. 14.4% (N=23) of women who have completed diploma/degree have enrolled their names and have taken the membership of the library.

19. 94.6% (N=1703) women never visit the library.

20. A majority of 73.8% (N=118) of women who had diploma and other higher qualification never visit library.

21. Hardly 3.9% (N=70) of women under study prefer to read novels and 2.4% (N=43) of women prefer to read newspapers. 2.2% (N=40) prefer to read biographies.

22. Hardly 4% (N=72) of women do use libraries to get health information and it is ranked first to obtain information in the libraries. It is also amazing to notice
that hardly 0.4% (N=8) of women prefer information on international news in libraries.

6.2.2 Use of mass media in Karnataka State: Summary of findings

23. 80% (N=1440) of women under study do not listen to radio programmes. Only 20% (N=360) of women listen radio programmes.

24. 18.6% (N=335) listen to women related programmes on radio. It can be said that women related radio programmes do not reach 81.4% (N=1465) of women under study.

25. 26.8% (N=133) of women who have completed secondary education, 18.3% (N=92) of women primary education, 32.5% (N=52) of women who have diploma/degree listen to women related radio programmes and 9.1% (N=58) of economically weaker women who are illiterate listen to radio programmes.

26. 12.6% (N=227) of women under study listen to ‘News’ on radio and it is ranked number one programme by the listeners. 10.8% (N=195) of women listen to ‘Health’ related programmes on radio and it is the second highest listenership programme among the women under study. 7.6% (N=136) of women listen to ‘Hello Gelathi’ and ‘Mahila Ranga’ which are rated as third and fourth related programmes.

27. Nearly 20% (N=360) of users assertively say that radio is an information agency.

28. 28.6% (N=142) of women who have completed secondary education and 34.4% (N=55) of women who have diploma/degree also feel radio as an information supporting agency.

29. Hardly 1.5% (N=27) of women feel that radio programmes are excellent information agencies and 11.61% (N=209) of women feel that radio programme are good as far as usefulness concerned.

30. A larger proportion of women that is 86.7% (N=1561) watch television.

31. It is found that 86.1% (N=1549) of women watch Television for entertainment. 49% (N=882) of women also watch news programmes on television. More than one third of the women (36.8%, N=663) watch health related programmes.
32. 63.4% (N=1142) watch women related programmes. More than three fourth of women i.e. 77.8% (N=479) with no income watch women related programmes.

33. ‘Idu kate alla jeevana’ telecast on ‘Suvarna’ channel is watched by 38.9% (N=701) of women and is the top ranked programme. ‘Baduku jataka bandi’ (33.2%, N=598) telecast on ‘Z Kannada’ channel watched by one third of women is ranked second. ‘Ladies club’ telecast on ‘TV9’ with viewership of 31.8% (N=573) is third highly watched programme.

34. 83.4% (N=1502) of women under study accept television as an information supporting agency. More particularly 92.2% (N=568) of women with no income consider television as an agency that supports their information requirements.

35. 7.7% (N=138) of women rate television as an excellent agency that supports their information requirements. 38.2% (N=687) of women rate television as mediocre agency to support their information requirements.

36. 77.6% (N=1397) do not read newspapers.

37. More than 20% (N=362) of women read newspapers in their home. A very small percentage 1.6% (N=29) of women read newspapers in the libraries.

38. Home is the first preferred place for all categories of women.

39. 21.8% (N=392) of women read daily newspapers, 1.3% (N=23) read newspapers carrying employment news. 2.1% (N=37) of women read weekly newspapers. A very few percent i.e. 0.2% (N=3) of women read subject based newspapers.

40. Women irrespective of educational level rate daily newspapers as, their first choice.

41. Vijaya Karnataka’ is the most popular newspaper followed to this is ‘Prajavani’, ‘Kannada prabha’ and ‘Samyukta Karnataka’.

42. 19.2% (N=346) of women read newspapers for entertainment which is ranked first. 16.3% (N=293) of women read newspapers for societal news and it is ranked as second most important purpose.

43. More than three fourth of women under study i.e. 78% (N=1404) of them feel that newspapers do not support their information requirements.

44. More than 12% (N=231) of women feel that newspapers are good in supporting their information requirements.
45. 7.2% (N=129) of women who have completed secondary education feel that newspapers are good in supporting their useful information requirements.

46. 88% (N=1584) of women do not read women related periodicals.

47. 39.4% (N=63) of women who had diploma/degree read women related periodicals.


49. 88% (N=1584) of economically weaker women feel that women related periodicals do not support their information requirements.

50. 39.4% (N=63) of diploma/degree qualified women feel that periodicals act as information supporting agency.

51. 5.9% (N=107) of economically weaker women rate women related periodicals for their usefulness as good and another 5.6% (N=100) rate the periodicals as mediocre.

52. Periodicals are rated moderately useful by 1.1% (N=19) OBC category of economically weaker women. 2.9% of (N=53) GM category of women rate periodicals as good. A very few SC/ST category of women (0.1%, N=2) rate periodicals as excellent.

53. 95.4% (N=1717) of economically weaker women do not read women related literature.

54. Women related literature is read by 21.3% (N=34) of women who are diploma/degree holders.

55. Women related literature particularly books published by women institutions and general books addressing women related issues are read by a small percentage of women.

56. Hardly 4.4% (N=80) of economically weaker women feel that women related literature supports their information requirements.

57. 20% (N=32) of diploma/degree holding women consider women literature as agency that supports their information requirements.

58. Hardly 2.3% (N=42) of economically weaker women rate women literature as good for their usefulness.

59. 88.2% (N=1588), use human resources for supporting their information requirements.
60. 83% (N=1494) of women consult neighbours while 78.8% (N=1419) consult friends and 66.6% (N=1199) consult family members for supporting their information requirements. More than one third of economically weaker women i.e. 34.6% (N=623) consult social workers. More than one fourth of them i.e. 25.8% (N=465) consult teachers as a resource. Social workers and teachers are ranked fourth and fifth.

61. 86.1% (N=1549) of economically weaker women feel that human resources support their information requirements.

62. 52.2% (N=940) of economically weaker women rate human sources as moderately useful in supporting their information requirements. Nearly one third of economically weaker women i.e. 32.5% (N=585) rate human sources for their usefulness as good.

63. Illiterate (19.1%, N=343) women rate human resources as mediocre agency to support their information requirement. 10.2% (N=184) of secondary education women consider human resources as good for supporting their information requirements.

64. SC/ST women feel that human resources as mediocre agency to support their information requirements.

65. 58.3% (N=1050) do not consult any institutional sources for supporting their information requirements.

66. 50.2% (N=249) who have completed secondary education and 60.6% (N=97) of women who have diploma/degree consult institutional resources to support their information requirements.

67. 29.2% (N=526) of economically weaker women approach associations and learned organizations for supporting their information requirements. 26.7% (N=481) of economically weaker women approach self help groups for supporting their information requirements, while 17.2% (N=310) consult Gram Panchayat officers.

68. 60.3% (N=1086) of economically weaker women feel that institutional resources do not support their information requirements.

69. Institutional resources are rated moderately useful by 28.6% (N=515) of economically weaker women.

70. 99.2% (N=1786) of economically weaker women do not consult Internet and E-resources for their information requirement.
6.9% (N=11) of women who are diploma/degree holders are using Internet and E-resources.

Hardly 0.7% (N=13) of economically weaker women collect women related information through Internet and E-resources.

6.2% (N=10) of diploma/degree qualified women use Internet and E-resources and collect women related information they require.

Very few women collect information through Internet on Women Employment (0.5%, N=9), Education (0.2%, N=3) and General Information (0.1%, N=1).

0.6% (N=10) of women claim that Internet and E-resources support their information requirements.

3.8% (N=6) of diploma/degree qualified women feel that Internet and E-resources as an agency that supports their information requirements.

0.2% (N=3) of women rate Internet and E-resources as moderately useful while 0.4% (N=7) rate it as good.

6.2.3 Awareness level of women as regards the Government programmes in Karnataka State: Summary of findings.

72% (N=1296) of women are aware of at least one programme of the Government.

65.5% (N=1179) of women are aware of ‘Self help groups’ and ‘Bhagyalakshmi schemes’, 58.3% (N=1050) of women are aware of ‘Arogya kavacha’, 32% (N=576) of women are aware of ‘Sarva shiksha abhiyan’.

Illiterate women are completely unaware of schemes like ‘Financial assistance to women law graduates’, ‘Financial help for women’s associations’, ‘To start women’s associations to eradicate social evils like dowry; child marriage’, ‘Karnataka state women’s development corporation’, ‘Development programmes for women to start industries’.

62.2% (N=1120) of women claimed that they have come to know about Government programmes through their friends, while neighbours with 62.1% (N=1117) of women to make them aware of Government programmes. 52.6% (N=946) of economically weaker women also claimed that they aware of Government programmes through television.

54.2% (N=976) do actively participate in Stree Shakti.
83. 62.1% (N=308) secondary education, 56.3% (N=284) primary education, 43.1% (N=276) of illiterate and 67.5% (N=108) of diploma/degree participate in Stree Shakti programme.

84. 56.2% (N=397) of GM women participate in Stree Shakti programme. 53.7% (N=323) of SC/ST and 52.1% (N=256) of OBC women also participate in Stree Shakti programme.

85. More than half of women i.e. 54.8% (N=987) feel that Stree Shakti self help groups help in developing their personality as well as aid in economic development.

86. 51.8% (N=933) of women are beneficiaries of ‘Stree Shakti programmes’.

87. 46.4% (N=835) of economically weaker women are unaware of the fact that Karnataka OBC development corporation is providing financial aid for developing self help groups through loans.

88. Nearly two third of economically weaker women i.e. 64.1% (N=1154) claim that available information on Government programmes is moderately useful for them.

89. Only 22.1% (N=397) of economically weaker women are benefited through various development schemes.

90. Less than 10% (N=169) of women are benefited through ‘Self Help Groups’, less than 5% (N=86) are benefited under ‘Bhagyalakshmi Schemes’.

91. 11.1% (N=199) of women were directly benefited through finance where as 11% (N=198) of women where indirectly benefited by various Government schemes and programmes.

92. More than forty five percent of the women quoted lack of awareness programmes (N=825). Not having close communication with the people is also quoted as a problem by another 40% (N=732) of women. Non-availability of required information in local language is also a problem for 37.67% (N=678) of women. Non-availability of updated information from the Government (37.72%, N=679), Lack of human resources (36.28%, N=653), illiteracy (35.44%, N=638), Lack of communication and dissemination of information (32.11%, N=578) are also cited as the most important problem faced by women in obtaining information.
### 6.3 TESTING OF NULL-HYPOTHESIS

The null hypothesis has been tested using Chi-square test. The results of Chi-square tests are indicated as below.

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Hypothesis</th>
<th>Testing Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Information needs and gathering habits of economically weaker women have no bearing on their economic status</td>
<td>Rejected</td>
</tr>
<tr>
<td>2</td>
<td>Information needs and gathering habits of economically weaker women have no bearing on their educational qualification</td>
<td>Rejected</td>
</tr>
<tr>
<td>3</td>
<td>Information needs and gathering habits of economically weaker women have no bearing on social category to which they belong to</td>
<td>Null hypothesis is rejected except for methods used to express the feeling in public</td>
</tr>
<tr>
<td>4</td>
<td>Use of library has no bearing on the economic status of economically weaker women</td>
<td>Rejected</td>
</tr>
<tr>
<td>5</td>
<td>Use of library has no bearing on the educational qualification of economically weaker women</td>
<td>Null hypothesis is accepted except for use of library, library membership among economically weaker women</td>
</tr>
<tr>
<td>6</td>
<td>Use of library has no bearing on the social category of economically weaker women which they belong to</td>
<td>Null hypothesis is accepted except for preferred sources of information in libraries, subjects preferred in obtaining information in the libraries</td>
</tr>
<tr>
<td>7</td>
<td>Use of Radio has no bearing on the economic status of economically weaker women</td>
<td>Rejected</td>
</tr>
<tr>
<td>8</td>
<td>Use of Radio has no bearing on the educational qualification of economically weaker women</td>
<td>Null hypothesis is rejected except for usefulness of radio as information supporting agency</td>
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<tr>
<td>9</td>
<td>Use of Radio has no bearing on the social category of economically weaker women which they belong to</td>
<td>Null hypothesis is rejected except for usefulness of radio as information supporting agency</td>
</tr>
<tr>
<td>10</td>
<td>Use of Television has no bearing on the economic status of economically weaker women</td>
<td>Rejected</td>
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<tr>
<td>11</td>
<td>Use of Television has no bearing on the educational qualification of economically weaker women</td>
<td>Rejected</td>
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<tr>
<td>12</td>
<td>Use of Television has no bearing on the social category of economically weaker women</td>
<td>Null hypothesis is rejected except for watching television, watching women related television</td>
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<tr>
<td></td>
<td>which they belong to</td>
<td>programmes, television as an information supporting agency</td>
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<tr>
<td>13</td>
<td>Use of Newspapers has no bearing on the economic status of economically weaker women</td>
<td>Null hypothesis is rejected except for most preferred places for reading newspapers, usefulness of newspapers as information supporting agency</td>
</tr>
<tr>
<td>14</td>
<td>Use of Newspapers has no bearing on the educational qualification of economically weaker women</td>
<td>Null hypothesis is accepted except for reading of newspapers, purpose of reading newspapers, newspapers as an information supporting agency</td>
</tr>
<tr>
<td>15</td>
<td>Use of Newspapers has no bearing on the social category of economically weaker women which they belong to</td>
<td>Null hypothesis is rejected except for categories of newspapers read by economically weaker women</td>
</tr>
<tr>
<td>16</td>
<td>Use of Periodicals has no bearing on the economic status of economically weaker women</td>
<td>Rejected</td>
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<tr>
<td>17</td>
<td>Use of Periodicals has no bearing on the educational qualification of economically weaker women</td>
<td>Null hypothesis is rejected except for list of periodicals, usefulness of periodicals as information supporting agency</td>
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<tr>
<td>18</td>
<td>Use of Periodicals has no bearing on the social category of economically weaker women which they belong to</td>
<td>Null hypothesis is rejected except for usefulness of periodicals as information supporting agency</td>
</tr>
<tr>
<td>19</td>
<td>Use of Women related literature has no bearing on the economic status of economically weaker women</td>
<td>Null hypothesis is rejected except for categories of women related literature, usefulness of women related literature for information supporting agency</td>
</tr>
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<td>20</td>
<td>Use of Women related literature has no bearing on the educational qualification of economically weaker women</td>
<td>Null hypothesis is rejected except for categories of women related literature, usefulness of women related literature for information supporting agency</td>
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<tr>
<td>21</td>
<td>Use of Women related literature has no bearing on the social category of economically weaker women which they belong to</td>
<td>Null hypothesis is accepted except for usefulness of women related literature for information supporting agency</td>
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<tr>
<td>22</td>
<td>Use of Human resources has no bearing on the economic status of economically weaker women</td>
<td>Rejected</td>
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<tr>
<td>23</td>
<td>Use of Human resources has no bearing on the educational qualification of economically weaker women</td>
<td>Rejected</td>
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<tr>
<td>24</td>
<td>Use of Human resources has no bearing on the social category of economically weaker women</td>
<td>Null hypothesis is accepted except for categories of human resources consulted, usefulness of human</td>
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<tr>
<td><strong>25</strong></td>
<td>Use of Institutional resources has no bearing on the economic status of economically weaker women</td>
<td>Rejected</td>
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<tr>
<td><strong>26</strong></td>
<td>Use of Institutional resources has no bearing on the educational qualification of economically weaker women</td>
<td>Rejected</td>
</tr>
<tr>
<td><strong>27</strong></td>
<td>Use of Institutional resources has no bearing on the social category of economically weaker women which they belong to</td>
<td>Accepted</td>
</tr>
<tr>
<td><strong>28</strong></td>
<td>Use of Internet and E-resources has no bearing on the economic status of economically weaker women</td>
<td>Accepted</td>
</tr>
<tr>
<td><strong>29</strong></td>
<td>Use of Internet and E-resources has no bearing on the educational qualification of economically weaker women</td>
<td>Null hypothesis is rejected except for subjects preferred to gather information on internet and e-resources, usefulness of internet and e-resources as information supporting agency</td>
</tr>
<tr>
<td><strong>30</strong></td>
<td>Use of Internet and E-resources has no bearing on the social category of economically weaker women which they belong to</td>
<td>Accepted</td>
</tr>
<tr>
<td><strong>31</strong></td>
<td>Awareness and use of Government programmes has no bearing on the economic statuses of economically weaker women</td>
<td>Null hypothesis is accepted except for awareness of Government programmes, sources of information to know the Government programmes, usefulness of available information on Government programmes, beneficiaries of Government schemes, mode of benefit derived through Government programmes</td>
</tr>
<tr>
<td><strong>32</strong></td>
<td>Awareness and use of Government programmes has no bearing on the educational qualification of economically weaker women</td>
<td>Null hypothesis is rejected except for beneficiaries of Government schemes, list of beneficial schemes related to economically weaker women</td>
</tr>
<tr>
<td><strong>33</strong></td>
<td>Awareness and use of Government programmes has no bearing on the social category of economically weaker women</td>
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</tbody>
</table>
6.4 MAJOR OBSERVATIONS

The respondents showed a tendency to have multiple information needs and sources. The economically weaker women required information on agriculture and health are the important information needs. Moderately important information needs are state Government programmes, Self employment, loan facilities, animal husbandry, educational facilities, bank facilities, and small scale industries, local institutions, employment, finance, state news. Law and order, current trends and village sanitation, have been rated as moderately unimportant information needs by the women under study. Central Government activities, political news, national news, transport, fundamental rights, environment, family welfare, communication, and policy are rated as unimportant information needs for economically weaker women. Entertainment, religion, social welfare, taxation, sports and recreation, international news, travel and tourism, house construction, crime safety, and science and technology are rated as highly unimportant information needs for economically weaker women.

Most preferred information sources are friends, neighbours and family members are rated as the first three preferred sources for obtaining information. Institutions/ associations, social workers, concerned professionals, Government office, gram panchayat secretary, gram panchayat members, public library, gram panchayat office, anganawadi teachers, zilla panchayat and taluk panchayat members are rated as the second preferred sources of information. MLA/MP/MLC and academic library are rated as the third preferred sources.

They prefer information in Kannada language being the mother tongue of a greater majority of women. Marathi and Hindi are second preferred language while Telugu and Marathi are lastly preferred.

Preferred channels for collecting information are Television, Human sources and radio. Newspaper, Internet and E-resources and Institutional resources are least preferred

A greater majority of women do not participate in ‘phone in programmes’ on radio or to write letters to the editors of newspapers or participate in televised studio debates. Most of the women do not express their feelings in public. Most of the women use to express the feelings through discussion with friends or in an interested group. The other methods used to express their feelings in public is through one to one discussion and a very few women speak at a public meeting.
The main obstacles in meeting the information needs of the respondents were limitations in English language, lack of information regarding continuing their education, chances of education for their children and lack of finance, Illiterate, Lack of Awareness Programme, Lack of Communication and Dissemination of Information, Orientation camps should be provide at local/ village level, Lack of right information from the authorities, Not getting information within the proper time, Local authorities are not giving right information and misleading the people, Lack of Encouragement etc.

6.5 RECOMMENDATIONS

Library
1. The library as information provision instrument is however comparatively recent phenomenon. There is a very weak women member base in rural libraries. This implies that unless the acceptability of the rural libraries increases, the libraries cannot act as a successful agent of change. Hence it needs more interaction between rural libraries, and other developmental agencies and carrying the information to the rural women within the framework of standard library services. These calls for identifying different roles of the rural libraries – supplementary role, coordinators role, role of a friend, and role of input provider to the Government. Awareness of rural libraries has to be created through various outreach programs, the Department of Public Libraries, Government of Karnataka has to take vigorous and integrated programs jointly with NGOs in developing multipurpose rural library system.

2. The rural community should be considered as an element, while planning the library organization and services. Rural libraries should always be supervised by professionally qualified persons to provide the right information to the right person.

3. LIS and IT professionals have changing roles and responsibilities in the context of rural development. They have to adapt themselves with the forthcoming digital society and also adopt newer methods for identifying, location, collecting, organizing, handling, managing, storing and presenting information to the rural community. It is necessary to develop well-equipped public library system in the country as this alone can help in providing
effective information services to the rural population. It is also necessary that the central and state governments provide sufficient financial and manpower support to establish/operate IRDIC.

4. The 73rd amendment of the Indian Constitution in 1992 states the “libraries which include public libraries have been assigned to the panchayats as item 20 in the 11th Schedule of Panchayats”. Under the provisions of the said amendment Local Governments (Panchayats) can assert their constitutional rights to maintain or establish their own public libraries.

5. There should be good public library system in each and every village. Under Sarva Shiksha Abhiyan, Govt. has donated some good books to villages and appointed a ‘Prerak’ (the person, who looks after the village library), but this facility should be continued and new books should be given to each library, so that rural people can read new books.

6. Audio-visual means of information communication must be kept in public library in villages, to overcome the handicaps suffered by illiterate people in free flow of information.

7. Provision of facility for listening to radio, and watching TV in the library. Provision of referral service i.e. referring to the expressed needs and complaints of the community to the appropriate authority for the needful.

8. Library professionals should themselves join hands to come forward to improve the library services with the help of emerging ICT applications.

9. Public Libraries may organize some seminars, informal talks, lectures, workshops, etc. on the various major issues. In these programmes, the specialists may be invited to interact with the public. These would be very much beneficial and attractive to the users of the public libraries.

10. Awareness programmes on various diseases and health issues may be conducted at the premises of the library, with the involvement of the Panchayat members, school teachers and students.

ICT

11. Information Communication Technologies (ICTs) can empower girls and young women in the education and economic sectors. Girls and young women have positive attitudes towards computers and IT. Enhancing their technological empowerment is urgently required, given that use of ICTs is
becoming increasingly important to their participation in community development.

12. There is also the issue of women being technology unfriendly. This calls for making information technology women friendly in the light of adult educational methodologies.

13. The Internet is increasingly considered a crucial information resource. However, how the Internet is adopted as an information source within a given society depends on factors such as the technical infrastructure of a given area and the local culture. To support women to make the best of modern information for their personal development, their willingness to pay for the use of an ICT facility including Internet based on their socio-economic characteristics needs to be assessed.

14. Often ICT-based developmental projects do not bring in the expected results because of undue emphasis placed on technology. Great reliance is being placed on the use of information technology to provide information to and within rural communities.

**Mass Media**

15. The country has been witnessing a revolution in communication technology. The role of mass media in the development process has been recognized significantly, ever since the beginning of planned development in the country. Mass Media has to be an important component of strategy for providing information support. It aims to contribute to the lives of the local community by creation of content by the people and for the people of that community.

16. Mass media sources of communication are intended to create mass awareness about new and improved technologies and also create a favorable psychological climate for their widespread adoption. But suitable conditions have to be created and mechanisms have to be adopted whereby economically weaker women have genuine access to media.

17. Radio has to focus on issues relating to education, health, environment, agriculture, rural and community development. It is a powerful communication medium, particularly in India where, in the absence of regular and stable electric supply in rural and far flung areas. People have to depend on radio to meet their needs of information, education and entertainment.
Community radio serves to bring small communities together, focuses on the common man’s day-to-day concerns and helps in realizing local aspirations.

18. Lack of leisure time for rural women was the important problem for not listening and viewing to all radio and television programmes regularly as mentioned by large majority of rural women. They preferred simple programmes in local language, programmes to give timely information and they wanted detailed information on income generating activities.

19. Studies on information systems serving rural communities have focused on specific sectors such as agriculture or health, instead of covering the rural community needs in a holistic manner. Rural information systems must involve rural communities and local content must be of prime importance. Traditional media have been used very successfully in developing countries, and radio in particular has played a major role in rural area in delivering agriculture messages.

20. Local media like newspaper, radio and doordarshan have to focus on creating awareness among the people about the specific problems and potentialities for augmenting the pace of rural development.

21. The schedule of the programmes of radio and television on different issues may be brought to the notice of the common people of the locality.

NGO
22. Non Government Organizations (NGOs) working in different parts of the country may play vital role in establishment and maintenance of Public Libraries in rural areas. NGOs can also play role in educating the masses about the usefulness of the library.

23. Arrange outreach programs – exhibitions, displays, film shows, and lectures by experts, jointly with NGOs, extension workers, community clubs and other professional groups on related issues at the village level.

24. Village social-workers, Panchayat officials and Govt. employees must help in spreading information relating to Govt. schemes specially made for the benefit of rural folk.
Information Needs

25. Identify the information needs, gathering habits and use of various information sources of the rural community through regular community studies. Generally the information needs of the rural community requires information on issues like agriculture and related areas (Raita Samprka Kendra’s established in the Hobli and Taluka places are providing assistance in this regard), career opportunities including self employment, education, health and family welfare, food, credit and insurance facilities, animal husbandry, Government policy information, legal aids and personal security, social welfare, village and cottage industries, housing, horticulture etc. Identify, acquire, process and disseminate indigenous and exogenous information called out from all the possible sources.

26. Information in the forms of pamphlet, leaflet, etc. should be prepared at the District Officers/Block Offices and distributed to the rural farmers. Information pamphlets/leaflets, etc. must be prepared only in local language using technical terms but with explanation to enable the farmers to understand the contents easily and become gradually familiar with the technical terms.

27. Extensive IT awareness programmes should be organised at village level through panchayats and community education programmes.

28. There should be a wider and effective programme to make the citizens not only traditionally literate but also information literate.

29. The Panchayati Raj system should carry out the awareness programmes among the rural people towards identifying areas having potentialities for income generation in respective areas, and also channalise various agencies to facilitate flow of information pertaining to the need of the rural people.

30. Empowering women socio-economically through increased awareness as well as access to resources is a decisive step towards greater security for them. All possible steps have to be taken to strengthen them to achieve their economic, social, cultural and political growth and welfare. It is recommended that enough information should be provided in the needed areas and women adult literacy and economic empowerment programmes should be given serious attention to enhance their access to needed information.

31. The government produces a good amount of information, which often do not percolate at different levels. Such information should be quickly brought to the
notice of the users through the proposed facilities. Hence every effort should be made to improve the condition of our rural folk and for that proper information infrastructure has to be built up at any cost.

32. The focus should be on improving information exchange through better information systems and services so as to provide right information to the right people in the right format and at the right time by way of establishing pilot projects, support rural and agricultural education sector, provide community information services and regional coordination of internet strategy for rural development through a total reengineered information system.

33. Information Resource Centres can plays an important role in supporting community development and transformation of rural people by offering access to information that raises awareness about development issues.

6.6 AREAS OF FURTHER RESEARCH

Based on the review of existing literature and also on the findings of the study, following areas of research are suggested for further research.

1. Dissemination of Government information
2. Evaluation of mass media as information supporting agencies for women community
3. Evaluation of newspapers and periodicals as information supporting agencies
4. ICT and economically weaker women

6.7 CONCLUSION

The information support to economically weaker group of women in Karnataka State has been studied. For the spatial coverage the selection of sample respondents was made from thirty districts of Karnataka State. From each district one taluka (block), from each taluka (block) two villages have been selected for this study. From each village 30 respondents have been selected. Thus Total 60 villages and 1800 respondents have been chosen for this study.
The objectives formulated for the purpose have been thoroughly investigated as detailed below.

<table>
<thead>
<tr>
<th>Objectives No</th>
<th>Action taken</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The information needs of economically weaker group of women have been discussed.</td>
<td>Chapter-IV Section-4.3 Table-4.10, Table-4.11, Table 4-12</td>
</tr>
<tr>
<td>2</td>
<td>The awareness level of people as regards the information support programs has been identified.</td>
<td>Chapter-IV Section-4.4, 4.5 Table-4.43 to 4.168</td>
</tr>
<tr>
<td>3</td>
<td>Use level of people as regards the information support programs has been mapped.</td>
<td>Chapter-IV Section-4.3, 4.4, 4.5 Table-4.28 to 4.193</td>
</tr>
<tr>
<td>4</td>
<td>The existing information dissemination mechanism and information support existing in the Karnataka state has been identified.</td>
<td>Chapter-V Section-5.3, 5.4, 5.5</td>
</tr>
<tr>
<td>5</td>
<td>Suggestions improving the existing information support programs have been discussed.</td>
<td>Chapter-VI Section-6.5</td>
</tr>
</tbody>
</table>

The stated problem “Information support to economically weaker group of women in Karnataka State: A Study” had been thoroughly investigated through survey method. The data is elicited keeping in view of the stated objectives and hypotheses. The data is analyzed in chapter-IV and it is statistically tested using Chi-square test, Kendall’s Coefficient of Concordance have been adopted.
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