

IMPACT OF INFORMATION SERVICES OF SOCIAL
ORGANIZATIONS ON EMPOWERMENT OF WOMEN IN
NORTHERN DISTRICTS OF KERALA: AN EVALUATIVE STUDY

Thesis
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IN
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By

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CERTIFICATE

This is to certify that the dissertation entitled “**IMPACT OF INFORMATION SERVICES OF SOCIAL ORGANIZATIONS ON EMPOWERMENT OF WOMEN IN NORTHERN DISTRICTS OF KERALA: AN EVALUATIVE STUDY**” embodies the results of a bonafide work carried out by **George P.V.**, under my supervision and guidance, in partial fulfillment of the degree of **Doctor of Philosophy in Library and Information Science**. I also certify that no part of the thesis has been presented before for any other degree or diploma or other similar title or recognition.

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DECLARATION

I, **GEORGE P.V.**, hereby declare that the thesis entitled “**IMPACT OF INFORMATION SERVICES OF SOCIAL ORGANIZATIONS ON EMPOWERMENT OF WOMEN IN NORTHERN DISTRICTS OF KERALA: AN EVALUATIVE STUDY**” is original and carried out by me on University of Calicut has not been submitted for the award of any Degree, Diploma, Title or Recognition before.

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George P.V.

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ABBREVIATIONS

AEA	:	Agriculture Extension Agent
Agr.	:	Agree
Agri	:	Agriculture
AH	:	Animal Husbandry
Al.Life	:	Alternative way of life
Ani.HUS	:	Animal Husbandry
ANM	:	Auxiliary Nurse Midwife
AU	:	Agricultural Universities
CDF	:	Community Development Fund
CG	:	Counseling and Guidance
Develp.Progm.	:	Development Programme
Devt. Pro.Govt	:	Development Programme of Government
DP	:	Development Programme
EA	:	Economic Assistance
EU	:	Education Programme
GO	:	Government Organization
Govt.	:	Government
HI	:	Herbal Industry
HP	:	Hygiene Programme
IFLA	:	International Federation of Library Association
IGP	:	Income Generation Programme
In.Gen	:	Income Generation
INFS	:	Indian National Fisheries Information System
IP	:	Information Professional
ITK	:	Indigenous Technical Knowledge
Kn. Ind.	:	Knowledge Industry
Lead	:	Leadership
Leg.Edn.	:	Legal Education
NGO	:	Non Governmental Organization
Nt.Agr.	:	Not Agreed

PEP	:	People Empowering People
PHC	:	Primary Health Centres
PI	:	Private Institutions
PPMC	:	Pearson Product Movement Correlation
PTD	:	Participatory Technology development
Pub. Lib	:	Public Library
RC	:	Research Centres
RIC	:	Rural Information Centres
SDD	:	State Development Department
SDP	:	Social Development Programme
SHG	:	Self Help Group
So.Val	:	Social values
SRG	:	Self Reliance Group
St.Agr.	:	Strongly Agree
TA	:	Technical Assistance
TDG	:	Technical Department of the state Government
TP	:	Training Programme
UNESCO	:	United Nations Educational Scientific and Cultural Organization
V.Much.	:	Very Much
VC	:	Vegetable Cultivation
W.Devt	:	Women development
WF	:	Women Federation
WSSS	:	Wayanad Social Service Society

INTRODUCTION

- § Introduction
- § Need and Significance of the Study
- § Statement of the Problem
- § Definition of Key Concepts
- § Objectives of the Study
- § Hypotheses
- § Scope and Limitations of the Study
- § Organizations of the Thesis

CHAPTER 1

INTRODUCTION

In a society of lifelong learning - whether of a formal or informal nature - public libraries will be nodes connecting the local learning setting with the global resources of information and knowledge. Public libraries must therefore be allowed to play a role of fundamental importance in the development of future systems of lifelong learning. The development of the information and communication technology has already laid the basis for the creation of information networks, giving users even of small local public libraries, access to the world wide sources of information. The public libraries also offer guidance and training in information search and quality rating of information sources. Libraries have developed in concert with their local and national history. Political, economic and social circumstances create, shape and develop libraries. Among libraries we can find diversity and difference. The most modern and well-equipped library is not necessarily the most developed in the art of stimulating popular participation and democracy.

The public library is the local centre of information making all kinds of knowledge and information readily available to its users. It is a basic human right to be able to have access to and an understanding of information, and there is now more information available than ever before in the world's history. As a public service open to all, the public library has a key role in collecting, organizing and exploiting information, as well as providing access to a wide range of information sources. The public library has a particular responsibility to collect local information and make it readily available. It also acts as a memory of the past by collecting, conserving and providing access to material relating to the history of the community and of individuals. In

providing a wide range of information the public library assists the community in informed debate and decision-making on key issues. In collecting and providing information the public library should, wherever possible, co-operate with other agencies to make the best use of available resources. The rapid growth in the volume of available information and the continuing technological changes, which have radically affected the way information is accessed, have already made a significant effect on public libraries and their services. Information is very important to the development of the individual and of society, and information technology gives considerable power to those able to access and use it. Despite its rapid growth it is not available to the majority of the world's population, and the gap between the information rich and the information poor continues to widen. A vital role for the public library is to bridge that gap by providing public access to the Internet as well as providing information in traditional formats. Public libraries should recognize and exploit the opportunities provided by the exciting developments in information and communications technology. They have the opportunity to become the electronic gateway to the information world.

For many, empowerment is the goal we have for our programs and the volunteers, participants, or clients with whom we work. Our recent literature review of articles indicating a focus on empowerment, across several scholarly and practical disciplines, resulted in no clear definition of the concept across disciplinary lines. Many using the term cope with its lack of clear, shared meaning by employing the concept very narrowly, using only their specific scholarly discipline or program to inform them. Others do not define the term at all. As a result, some researchers interpret "empowerment" as nothing more than the most recently popular buzz word to be thrown in to make sure old programs get new funding.

But many of the scholarly people maintain that empowerment is much more than that. Empowerment is a process that challenges our assumptions about the way things are and can be. It challenges our basic assumptions about power, helping, achieving, and succeeding. To begin to demystify the concept of empowerment, we need to understand the concept broadly in order to be clear about how and why we narrow our focus of empowerment for specific programs and projects (specific dimension or level, etc.) and to allow discussion of empowerment across disciplinary and practice lines.

At the core of the concept of empowerment is the idea of power. The possibility of empowerment depends on two things. First, empowerment requires that power can change. If power cannot change, if it is inherent in positions or people, then empowerment is not possible, nor is empowerment conceivable in any meaningful way. In other words, if power can change, then empowerment is possible. Second, the concept of empowerment depends upon the idea that power can expand. This second point reflects our common experiences of power rather than how we think about power.

The concept of empowerment also depends upon power that can expand our second stated requirement. Understanding power as zero-sum, as something that you get at my expense, cuts most of us off from power. A zero-sum conception of power means that power will remain in the hands of the powerful unless they give it up. Although this is certainly one way that power is experienced, it neglects the way power is experienced in most interactions.

Knowledge is power and knowledge networking leads to distribution of knowledge which in effects leads to redistribution of power in the society. There is redistribution of power between men and women, between communities and the government at all levels etc. Thus, there are clear losers and winners in these changing power equations. Relinquishing power is a

difficult process especially when the power has been closely held by a few for a long time and therefore there is a steady resistance to this knowledge networking process.

Empowerment is a concept shared by many disciplines and arenas: community development, psychology, education, economics, and studies of social movements and organizations, among others. How empowerment is understood varies among these perspectives. In recent empowerment literature, the meaning of the term empowerment is often assumed rather than explained or defined. Rappoport (1984)¹ has noted that it is easy to define empowerment by its absence but difficult to define in action as it takes on different forms in different people and contexts.

A common understanding of empowerment is necessary, however, to allow us to know empowerment when we see it in people with whom we are working, and for program evaluation. According to Bailey (1992)², how we precisely define empowerment within our projects and programs will depend upon the specific people and context involved. As a general definition, empowerment is a multi-dimensional social process that helps people gain control over their own lives. It is a process that fosters power (that is, the capacity to implement) in people, for use in their own lives, their communities, and in their society, by acting on issues that they define as important.

It suggests that three components of the definition are basic to any understanding of empowerment. Empowerment is multi-dimensional, social, and a process. It is multi-dimensional in that it occurs within sociological, psychological, economic, and other dimensions. Empowerment also occurs at various levels, such as individual, group, and community. Empowerment, by definition, is a social process, since it occurs in relationship to others. Empowerment is a process that is similar to a path or journey, one that

develops as we work through it. Other aspects of empowerment may vary according to the specific context and people involved, but these remain constant. In addition, one important implication of this definition of empowerment is that the individual and community are fundamentally connected.

To create change we must change individually to enable us to become partners in solving the complex issues facing us. In collaborations based on mutual respect, diverse perspectives, and a developing vision, people work toward creative and realistic solutions. We see this inclusive individual and collective understanding of empowerment as crucial in programs with empowerment as a goal. It is in the critical transition, or interconnection, between the individual and the communal, or social, that programs such as ours, People Empowering People (PEP), can be invaluable for people and communities.

The process of empowerment deals with how to empower women and what they need to become empowered. First they must be provided with and should have certain essential needs. These basic needs could be provided through welfare services. Equal access to resources like educational opportunities, credit and property is the next step in the process of empowerment. Equal participation of women in decision making leads to empowerment. It could be achieved through mobilization and organization of women at all levels. Increasing Consciousness and awareness building is the important component of the process of empowerment. Encouraging self employment of women is also one way of empowering women who are in unorganized sector.

Women empowerment as a concept was introduced at the third International Women's Conference at Nairobi in 1985.³ The Conference defined women empowerment as a redistribution of social power and control

of resources in favour of women. Empowerment in the context of gender and development is most usefully defined as a process rather than end product; it is dynamic and changing and varies widely according to circumstances. Empowerment process will take a form which arises out of a particular cultural, ethnic, historical, economical, geographical, political and social location; out of an individuals place in the life cycle, specific life experience and out of the interaction of all the above with gender relations prevailing in society.

Empowerment of women in the context of knowledge societies is understood as building the ability and skills of women to gain insight of actions and issues in the external environment which influence them, and to build their capacity to get involved and voice their concerns in these external processes, and make informed decisions. It entails building up of capacities of women to overcome social and institutional barriers, and strengthening their participation in the economic and political processes for an overall improvement in their quality of lives

Empowerment has multi-dimensional phases. We can identify five important phases. They are education, economic, development, consciousness raising and organizational. These approaches can materialize only through sufficient information. Here comes the role of public library.

Public libraries are the centre of education; culture and knowledge with social role to play in the society. The term public library connotes that:

1. It serves the general public of its locality.
2. It is financed with public fund,
3. It gives free service and
4. It is essentially a service library.

Ranganathan, S.R.⁴

UNESCO Public Library manifesto (1994)⁵ depicts the meaning of the public library as follows:

The Public Library is the local centre of information making all kinds of knowledge and information readily available to its users. The service of the public library are provided on the basis of equality of access for all regardless of age, sex, religion, nationality, language or social status, specific services and materials must be provided for those users who cannot for whatever reason, use the regular services and materials, for example – Linguistic, Minorities, people with disabilities or people in hospital or prison. All age group must find materials relevant to their needs. Collections and services have to include all types of appropriate media and modern technologies as well as traditional materials. High quality and relevance to local needs and conditions are fundamental. Material must reflect current trends and the evolution of society, as well as the memory of human endeavor and imagination.

The public libraries are the local gate way to knowledge and it should provide basic condition for life long learning, independent decision making and cultural development of the individual and social groups.

1.1. Missions of public library

The following key missions which relate to information, literacy, education and culture should be at the core of public library services:

1. creating and strengthening reading habits in children at an early age;
2. supporting both individual and self conducted education as well as formal education at all levels;
3. providing opportunities for personal creative development;
4. stimulating the imagination and creativity of children and young people;

5. promoting awareness of cultural heritage, appreciation of the arts, scientific achievements and innovations;
6. providing access to cultural expressions of all performing arts;
7. fostering inter-cultural dialogue and favouring cultural diversity;
8. supporting the oral tradition;
9. ensuring access for citizens to all sorts of community information;
10. providing adequate information services to local enterprises, associations and interest groups;
11. facilitating the development of information and computer literacy skills;
12. Supporting and participating in literacy activities and programme for all age groups, and initiating such activities if necessary.

UNESCO has gone deep in to the concept of library and has focused more light on public library particularly in the developing countries. A public library as enunciated in the UNESCO manifesto is expected to play its role mainly in the three principal areas viz. education, culture and information.

1.1.2. As an Information Centre

A County like India has large human resources, which need to be made productive. Lack of information and lack of free flow of information from the known to the unknown are impeding this effort. Public library therefore has to provide information suiting the needs of individuals and groups almost at their doorstep and in a language understandable to them. In addition many libraries reach out into local community by providing community information services, often in conjunction with a local service agency. Through this agency it can promote the following aspects.

1.1.2.1. Rural Communities

To overcome the hardships of poverty, libraries need to disseminate such information, which they can use for employment, skill development or in generating self-employment activities. For instance, rural folk need to be appraised of the policies and programmes of the government whereby a farmer is able to get money to cultivate his lands, purchase quality seeds at reasonable price, irrigate his lands etc. Similarly, policies of the Government relating to agro-industries need to be popularized in villages and hamlets so that a climate in favour of agro-industries need is created, which in the long run will be able to assist the migration of the rural population.

1.1.2.2. Religious Groups

In order to inculcate a sense of unity and respect for human values, literature relating to different religion, their beliefs and practices need wider circulation among the public.

1.1.2.3. Democratic Values

Libraries should try to promote democratic traditions and values among the people.

1.1.2.4. Legal Information

Information relating to family laws, property laws, crime etc. needs wider circulation. Awareness of rights and responsibilities in civil laws and criminal laws is vital for avoiding misery among the people.

1.1.2.5. Information on Science and Technology

Scientific and technological information also needs to be publicized widely and in an understandable form. Information relating to science and technology, which could be applied in day-to-day life, need to be made

known through lectures, demonstrations and science exhibitions. Similarly information relating to health, childcare, children's diseases will be highly helpful to the society.

1.1.2.6. Developmental Activities

Dissemination of information relating to developmental activities like construction of canals, dams, approach roads, digging of tanks and wells for drinking water, constructions of houses, establishment of cottage and village industries, animal husbandry, health clubs etc. goes a long way in improving the economic situation of the rural.

1.1.2.7. Social Information

Providing of social information relating to unhealthy and unsocial practices in society is likely to bring out the issues into public and help the people to face them boldly. In order to enable the people to think loudly on such issues, they should be provided with free and impartial sources of information. Public libraries are the most suitable agencies to undertake this task.

1.1.2.8. Women's leadership and their empowerment

The growth of women's leadership and their empowerment through this electoral process would indeed make a fascinating study.

The empowering of women is very important in the present situation. Attainment of women's empowerment is a Herculean task as women are subject to and live under strong-rooted social, cultural and political constraints. However, it can be initiated as a process gradually through collective efforts of women's programme at all levels.

1.2. NEED AND SIGNIFICANCE OF THE STUDY

An ordinary person in his daily life needs to have access to information on many of the daily activities. It may be pertaining to the quality, availability or cost of a number of things like articles of food, entertainment, travel, social security etc. Information need may be in the area of agriculture, industry, education, health, employment and developmental programmes of the government for the uplift of the downtrodden and weaker sections of the society. It should be ascertained through community survey by the local libraries. Based on this, information should be collected from various agencies and information sources and disseminated to the people in the society. Hence, attempts should be made at the local level with the initiative of local governments for the establishment of Rural Information Centers as an extension or part of public libraries for the supply of information for the development of the community.

There is clearly an opportunity to leverage the knowledge and build the capacity of public librarians to support various development initiatives in their local or regional areas. The public library world seems to understand the need to demonstrate the return on investment of public finance invested in the institution. Local public librarians want their libraries to be an integral part of their community, and want the support of their local civic and community leaders. When libraries are actively involved in local community and economic development efforts, both the library and the community reap the rewards.

The investigator visited district libraries of Kannur and Wayanad. He collected information of various kinds like number of books, kinds of information the library impart, kinds of membership, percentage of women membership, seminars conducted by the libraries under the aim of women empowerment, the social status of women members etc.

Knowledge Commission, Government of India⁶ in its recommendation emphasis that government should encourage greater community participation in library management. It is necessary to involve different stakeholders and user groups in the managerial decision-making process of libraries. Public libraries must be run by local self government through committees representing users of the library. These committees should ensure local community involvement and should be autonomous enough to take independent decisions to conduct cultural and educational community based programme. Libraries should integrate with all other knowledge-based activities in the local area to develop a community-based information system. In the rural sector, the responsibility for village libraries/ Community Knowledge Centres must lie with the Panchayats. These should be set up in close proximity or on the premises of schools.

The role of libraries in providing widespread and inclusive access to knowledge is widely acknowledged. In today's context, libraries have to play two distinct roles - to serve as a local centre of information and knowledge, and be a local gateway to national and global knowledge. In order to achieve this goal, existing libraries must modernize their collection, services and facilities, become more pro-active and collaborate with other institutions, agencies and NGOs in order to develop a community-based information system.

Public libraries are supposed to be centrally located in a community, offer meeting space, and provide a variety of information resources. But this idea is not come into existence in our country. Therefore the investigator strongly felt the need of establishing extension centres of libraries for the supply of information for the development of community. The study of the extension services of the public libraries is very important in the present scenario. In the absence of public libraries, social organizations/societies can

take the role of providing information to the welfare activities of women. These NGOs collect and interpret the information from different sources and impart it to the public through various programme. It aims to find out whether the public libraries are really collaborating with the NGO's, whether the users are satisfied with the service etc. These organizations gather the information needs of their target group by constant and continuous discussion with them. These NGOs through their different programme materialize the instant information needs of the target people and thereby causes development of the community. Timely evaluation of these organizations/societies is essential.

There are many organizations in Northern districts of Kerala to impart information services both in the private and government sectors. They are Wayanad Social Service Society (WSSS), Mananthavdy; SHREYAS, Bathery; Malabar Social Society, Payyavoor; Development Society, Payyavoor; Root City, Kannur; Malabar Vikasana Samithy, Kannur; Geevasamsruthy, Kannur; Women Welfare Association, Chithragiri; World Vision and Solidarity, Mananthavady. These are registered non-governmental social organization that stands for the poor masses, irrespective of their colour, caste, religion or sex. However the researcher chose WSSS and SHREYAS for the study because only these two organizations which cover the whole districts.

The purpose of this study was to analyze the impact of information services on women for their empowerment and to evaluate the role of public libraries in imparting information for the empowerment of women. In the absence or non-availability of such so called public libraries investigator interpret NGOs as public libraries. The investigator studied the effect of the existence of NGOs in the two districts namely Kannur and Wayanad, and investigated how far these NGOs succeed in imparting information through different sources in order to empower women. The researcher investigated the

different programme through which the NGOs conveyed the necessary information to women which caused the women educated, economically improved, trained in different income generating programme and leadership. The different programme imparted by these NGOs were investigated, evaluated and studied to know the effect of information. Nearly one thousand and two hundred women from the districts of Kannur and Wayanad were selected for the study. The investigator visited two NGOs and the public library in these two districts and found that NGOs really take the role of public libraries to impart information in different fields, which in turn caused the empowerment of women in these two districts.

In this research work the investigator aims an authentic and systematic study of various information services of these NGOs with a special reference to the SHREYAS and WSSS for the period 2004-2008. The investigator hope that the present study is important since no such study has been conducted in this field and the findings of the study can be useful to the authorities for evaluating and improving their programme and services so that they can plan their future activities. The study of the women's cells of the above mentioned organizations too are of important because they are really doing the extension activities of public library.

1.3. WAYANAD SOCIAL SERVICE SOCIETY

Wayanad Social Service Society (WSSS)⁷ is a Non Governmental Organization, which is engaged in the developmental activities for about a decade. It organizes and motivates the poor and the marginalized. WSSS is the official organization of the Catholic Diocese of Mananthavady for information service. It is designed for social action and is called to give concrete expressions to the social ministry of the diocese, which is nothing but humane society based on Gospel values of love, Justice Solidarity and Humane Dignity. This is of secular nature, was step with the objective of

starting developmental activities in the district of Wayanad, Malapuram and Kannur in Kerala state, taluk of Gudallur in Tamilnadu and certain districts of Karnataka. In 1974, when WSSS was registered as a non-governmental social organization, the population was around 2 million. At present, WSSS is well-known organization both in international and national level.

1.3.1. WSSS – Services – Field of work

WSSS identified the following problems and it introduced various field of work for its service. It has registered different social welfare societies in 62 different places.

The objective and aim of these societies is according to the need of the said village. The major programme of these societies are:

1. Savings and credit union 2. Agricultural developmental programme 3. Women's organization. 4. Community health with emphasis on herbal medicine 5. Balavadi (Children's club), 6. Industrial Training Programmes. Each of these societies adopts various methodologies to achieve its objectives. Some of the identified problems and the methodology adopted are listed below.

1.3.1.1. Socio cultural

Lack of effective and proper leadership, unsettled manner of life and low self esteem and fatalistic attitude found in the targeted group.

1.3.1.2. Economic

The targeted beneficiaries are of no or less land with tiller. The problems were in plenty, such as insufficient investment capacity, lack of supplementary source of income, poor saving mentality and absence of appropriate technical knowhow.

1.3.1.3. Education

Low literacy rate, absence of appropriate education and proper motivation.

1.3.1.4. Health

Lack of drinking water facility, lack of health care institutions and malnutrition were the major identified problems.

1.3.2. The programme and fields WSSS initiated to solve the above said problems can be listed as follows.

1.3.2.1. Village Mobilization. It is a non-formal educational programme. It includes: a. Literacy classes b. Awareness building c. Exposure programme. d. Leadership programme. f. Community organization.

1.3.2.2. Mother and Child Health programme: The targeted beneficiaries are of women and children. WSSS organized successfully the following programme in this regard a. Feeding b. Nutrition and health education c. Environmental sanitation d. Group formation e. Women's organization f. Income generation programme, such as piggery, backyard poultry, kitchen garden g. social action programme – anti liquor agitation. h. Small saving schemes.

1.3.2.3. Health for poor. To promote health, the organization introduced and worked out the following programme. a. Promotion of herbal medicines. b. Collection preservation and propagation of vanishing herbs and health practices. c. Training in Naturopathy d. Building consciousness on related issues on community health. e. Publication of health education materials. g. Herbal gardens. h. Health camps. i. Village health clubs. j. Exhibition of herbal medicine.

1.3.2.4. School Co-operatives: Through this programme WSSS initiated the following a. Training for members of Board of Management b. Week celebrations in selected schools and c. Share capital participation.

1.3.2.5. Agriculture & Ancillary programme: This can be called an income generation programme. It includes a. Plant nursery b. Promotion of joint farming short term crops like pulses, banana, ginger, vegetable etc, It also includes mushroom cultivation, formation of young farmer's clubs, organization of farm clubs and soil conservation and water management.

1.3.2.6. Integrated Development programme: It is mainly meant for reorganization of WSSS with people's participation such as identifying the potentials of each unit, giving orientation and motivation of programme training the village leaders and organization of co-operative credit unions.

1.3.2.7. The Women organization of WSSS

The women groups are organized into 125 self reliance groups (SRGs) with a total membership of 2500 from different communities. Each group consists of 15 to 20 members on an average. Meetings are held once in a week. A uniform bylaw is adopted and followed by the SRGs. At organizational level SRGs keep proper accounts registers, minutes of meetings, reports etc.

1.4. SHREYAS

SHREYAS⁸ is the official organization of Malankara Catholic Diocese of Battery for development and justice which was constituted in 1979 and got registered in 1986 under the Societies Registration Act 1860. It is situated at Sulthan Battery, Wayanad district, Kerala State, India. The operational area of SHREYAS covers 13 civil districts spread over the states of Kerala, Tamilnadu and Karnataka. The target people are small marginal farmers,

agricultural labourers, youth, children, women and tribal. SHREYAS had a secular approach irrespective of caste and creed. The noble vision of SHREYAS is to create a more human and just society based on humane values irrespective of caste, creed, sex and colour. SHREYAS has internalized a development philosophy, which are people led, people based and people centered. Therefore the role of SHREYAS is of a facilitator.

1.4.1. SHREYAS – Field of work

SHREYAS identified the various social problem and adopted a scientific and professional approach for their eradication. In its initial stage its main focus was on studying and identifying the people's problems. Programme like non-formal education awareness creation leadership water wells, maternal and child health and food for work were planned and implemented. Later it was characterized by a lot of reflections, exposure programme, evaluations, trainings and workshops. Simultaneously programme like community health, community development and women's development with enough training and educational inputs were initiated. In nineties it emphasized on people's organization and people's movement. Consequently 80 villages were gradually brought in to mainstream. People's organizations like Mahila Samagam, Farmers associations, Credit union have also emerged. Creation of a just society is the noble vision of the SHREYAS, is translated into action through a wide spectrum of programme. The programme is categorized under eight heads namely (1). Training, (2) Education, (3) Productive, (4) Relief, (5) Health Evaluation, (6) Development (7) Research and (8) Documentation.

1.4.1.1. Training

Training is an integral aspect of the development process and is considered as the most essential element in the professionalization of the

social ministry. The approach of training is problem oriented, task oriented and trainee oriented. It enables the participants to think and work together to attain convergence in vision, objectives and approach and its foster specialization in each field. To facilitate smooth and efficient conduct of training sessions, SHREYAS has build a well equipped training center attached to its office building.

1.4.1.2. Education

For SHREYAS education is a dynamic and two way process in which everyone participate. Self-reliance, economic security and human development are its basic objectives. Education should tackle question like inequality, exploitation and human bondage. The targeted beneficiaries are rural, youth, village farmers and tribal children.

1.4.1.3. Health

SHREYAS has focused mainly on programme like, maternal and child health, leprosy control and integrated rural development. The strategies adopted were classes, seminars, medical camps, house visits etc. Based on the analysis and realization of the prior phase, SHREYAS has a new orientation, with a novel approach towards a community based health programme. This concentrates on health education, community health programme, safe drinking water supply, promotion of sanitary latrines, vegetable garden, herbal garden etc. The beneficiary target group is the village people of Wayanad district especially the tribal colonies.

1.4.1.4. Development

Empowering the disadvantaged, marginalized and liberation them from the forces of oppression are its ultimate objectives. Lakshodayam, Gramodayam, Bodhana are some of the community development schemes. It

includes farm clubs, women's organization credit union, integrated village developmental programme, tribal development programme, tribal schools and community drinking water schemes.

1.4.1.5. Productive

The fundamental aspiration behind the productive endeavors is the technical improvement of human as well as other resources. It is the generation of supplementary income through the modification of existing resources. It brings social political and economic self-reliance to the people. It undertake entrepreneurship, qualities, aptitudes and skills in the target group and so set up small scale industries at village on co-operative basis. Various training has been imparted on subjects like product identification, marketing consumer stores, dairy farm and agricultural farms.

1.4.1.6. Research and documentation

In order to respond positively to the changes in society and to intervene them correctly scientific study and analysis are essential. It envisages mapping out various dimensions of community development and to evaluate or review our programme, methodology and approach. Research helps to generate novel ideas and thoughts and to be non-traditional in the work. Consulting and documentation are the other two wings of research. The department is engaged in publication of news bulletins, annual reports, consolidated reports, write ups, survey reports, articles, palm-lets, posters, charts etc. SHREYAS has a full-fledged reference library too.

1.4.2. Women organization of SHREYAS

The total target families of SHREYAS is 36867 of which 145 are registered women's organization 14 are tribal women organization, 1370 women self groups, 70 women self help groups, 80 registered farmers

organization, 700 men self help groups, 84 village level SHG federations, 100 children self groups, 35 tribal men self help groups, 15 tribal youth clubs. The women groups are organized into 10 regions of 1500 units of different communities. Each group consists of 15 to 20 members on an average. Meetings are held once in a week. Savings and credit programme has been started in all the SRGs. A uniform bylaw is adopted and followed by the SRGs. Keep proper accounts register, minutes of meetings, reports etc.

1.4.3. Different information Services of SHREYAS.

Now, we discuss the different information services imparted by SHREYAS.

1.4.3.1. Sustainable Agriculture Development Programme

Agriculture development programme are initiated by SHREYAS since 1979, as most of the target family's fall under the category of small and marginal farmers. It focuses on developing indigenous technologies for promoting sustainable agriculture. Organic farming practices were promoted by SHREYAS. At present this department is working in collaboration with the Natural Resource Management department of SHREYAS. Participatory Technology Development is a major component of this programme. Participatory Technology Development is a purposeful and creative interaction between farmer's indigenous knowledge and expert's scientific knowledge to promote sustainable agriculture. It helps them to ensure financial and food security by an approach of preservation and protection of the nature.

1.4.3.2. Institutional Development

- a. Promotion of SRGs.a
- b. Strengthening of SRGs

- c. Core team resource team development
- d. Training and monitoring supports for SHGs
- e. External training support for core staff
- f. Community Development Fund (CDF) for vegetable cultivation
- g. Promotion of savings and credit
- h. Documentation

1.4.3.3. Linkages and Collaboration

SHREYAS have linkages with various funding agencies, Govt. Departments and individuals. Many Govt. projects have already been implemented. Many SHGs have linkages with banks, blocks and panchayaths.

1.4.3.4. Entrepreneurship Development

Entrepreneurship development programme of SHREYAS was started in 1996 with the direction and observation from the 'Sameeksha' (Search towards self reliance). During these periods trainings and promotion of income generation activities and micro enterprises were carried out, so as to enhance the partner families.

1.4.3.5. Credit union (micro finance)

There are 12 units involving credit union of which 2161 have membership. The different units are Bathery, Edakkara, Kannur, Kozhikode, Mananthavady, Meenangadi, Nilgiris, Nilambur, Pulpally and two units at South Canara. Each unit has its own savings and loan system. This scheme was called 'Lakshodayam', 'Gramodayam', and 'Bhadhona' promoting the savings of marginalized people for particular projects. Later it was called 'People's Bank', where savings of the people are pooled and distributed to the local needy for IGP, infrastructural development, Education, Marriage and treatment with easy terms and conditions. At present there are 85 micro finance institutions catering 35000 families.

To realize the need of the time and empowerment of women SHREYAS gives importance in adopting suitable and scientific development approaches to uplift the standard of rural women, which ultimately leads to the creation of better society.

1.4.3.6. Other Common Programmes

- Capacity building programmes
- Leadership promotion and strengthening of people's action process.
- Promotion of entrepreneurship.
- Promotion of collective and issue based action process.
- Informal education
- Ensuring creative participation of women in local self governance.
- Enhancing linkages with PRLs and other developmental agencies.
- Provide legal awareness concerning women issues.

1.5. STATEMENT OF THE PROBLEM

The problem of the present study is entitled as: IMPACT OF INFORMATION SERVICES OF SOCIAL ORGANIZATIONS ON EMPOWERMENT OF WOMEN IN NORTHERN DISTRICTS OF KERALA: AN EVALUATIVE STUDY.

1.6. DEFINITIONS OF KEY CONCEPTS

The key terms of the problem and their operational definitions are given below.

1.6.1. Impact

The Funk & Wagnalls Standard Desk Dictionary defines impact as 'Strong influence' or 'powerful effect'.⁹

In the present study impact means the power of an event, idea, etc. to produce changes, move the feelings.

1.6.2. Information

Webster's New World College Dictionary defines "information as a person or agency answering questions as a service to others".¹⁰

Funk & Wagnalls Standard Desk Dictionary defines information as "knowledge acquired or derived; facts" or "the act of informing or the state of being informed".¹¹

For this study information means knowledge of specific events or situations that has been gathered or received by communication; intelligence or news.

1.6.3. Information Service

Business Dictionary defines information service as "an Agency or department responsible for providing processed or published information on specific topics to an organization's internal users, its customers, or the general public".¹²

1.6.4. Social Organisation

Wikipedia. Org defines "social organization or social institution refers to a group of social positions, connected by social relations, performing a social role. It can also be defined in a narrower sense as any institution in a society that works to socialize the groups or people in it. Common examples include education, governments, families, economic systems, religions, and any people or groups that you have social interaction with. It is a major sphere of social life organized to meet some human needs".¹³

In this study social organization means a number of individuals systematically united for some end or work pertaining to public welfare.

1.6.5. Empowerment

According to The New Shorter Oxford English Dictionary empowerment is “the action of empowering someone; the state of being empowered”.¹⁴

Empowerment refers to increasing the spiritual, political, social or economic strength of individuals and communities. It often involves the empowered developing confidence in their own capacities.

For the present study empowerment is probably the totality of the following or similar capabilities:

- Having decision-making power of their own
- Having access to information and resources for taking proper decision
- Having a range of options from which you can make choices (not just yes/no, either/or.)
- Ability to exercise assertiveness in collective decision making
- Having positive thinking on the ability to make change
- Ability to learn skills for improving one's personal or group power.
- Ability to change others' perceptions by democratic means.

1.6.6. Northern Districts

Those districts which are situated at the northern side of Kerala, Kasargod, Kannur and Wayanad.

In this study northern districts means the districts of Kannur and Wayanad.

Kerala

The state of Kerala was formed on 1st November 1956 with the integration of the Travancore- Cochin state and Malabar. Its area is 38,863 sqkm. And has 31 million populations. Neighboring states are Tamilnadu, Karnataka, Mahi and Lakshadeep Islands¹⁵.

The southern state of India where Malayalam is the principal language and known by this name.

1.6.8. Evaluation

As defined by the American Evaluation Association, evaluation involves assessing the strengths and weaknesses of programs, policies, personnel, products, and organizations to improve their effectiveness.¹⁶

1.6.9. Study

Funk & Wagnalls Standard Desk Dictionary defines study as ‘to apply the mind in acquiring knowledge’.¹⁷

1.7. OBJECTIVES

The following are the objectives of the study.

- 1.7.1. To know the role of public libraries and NGOs in imparting information for the empowerment of women.
- 1.7.2. To study the availability of the staff of public library and NGOs to empower the group under study.
- 1.7.3. To know the information needs of the women group under study.
- 1.7.4. To study the level of satisfaction of beneficiaries with regard to the information provided by the organization.

1.7.5. To assess how the empowerment of women is attained by imparting different programme.

1.8. HYPOTHESIS

The following are the hypothesis of the study

1. 8.1. The public libraries and NGOs provide information to meet the basic requirements of the women for their empowerment.
1. 8.2. The availability of the staff of public libraries and NGOs are satisfactory.
1. 8.3. The information needs of the women in different fields are identified by the public libraries and NGOs.
- 1.8.4. The identified information needs of the women under study are met by the public libraries and NGOs through the various imparted programme.
1. 8.5. The economic development of beneficiaries is attained through the income generation programs.
1. 8.6. The empowerment of women is attained by imparting different programme.
- 1.8.7. The various programme like Kudumbasree, SHG, development programme, education and training programme, the selected women under study is empowered and enable the group to become leaders of the society, participate in the policy making programme.

1.9. SCOPE AND LIMITATIONS OF THE STUDY

All societies ancient, medieval or modern have functioned and prospered on the basis of information and knowledge in their various stages of

developments. Information has come to occupy the central position. Therefore the present study is an attempt to evaluate the information needs of the women folk and how the information affects the empowerment of women. The study is restricted to the two districts of northern Kerala namely Kannur and Wayanad. The investigator limited this study to these two organizations, WSSS and SHRAYES, as researcher found that these are the NGOs, which are well established and giving services in the two districts.

1.10. ORGANISATION OF THE REPORT

The main body of the report is organized in five chapters. The preliminary part, bibliography and appendices are also given at appropriate places. The main body of the report is organized as below.

The first chapter constitutes “Introduction” which contains a short description of the problem, need and significance of the study, statement of the problem, definitions of the key concepts, objectives, hypothesis, scope and limitations of the study and organization of the report.

Second chapter is dealt with “Review of Related Literature”. This chapter over views the related studies.

“Methodology” forms the third chapter which describes the variables of the study, tools used for data collection; sample used for the study, sampling techniques used, sample size, data collection procedure, consolidation of data and statistical techniques used.

The detailed analysis of data by using different statistical techniques is presented in the fourth chapter under the headings Analysis.

The fifth chapter is dealing with Findings, Conclusions and Suggestions and Tenability of hypothesis.

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CHAPTER II

REVIEW OF RELATED LITERATURE

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REVIEW OF RELATED LITERATURE

For any serious study in any field of knowledge, the researcher needs to acquire enough information with the works that have already been done in his area of choice. The process of review of literature involves identifying, locating and evaluating reports of relevant researches, study of published articles, research abstracts and the available printed and non – print materials available in the area of study. A relevant study on the review can help the researcher to formulate a sound research design and appropriate tools for the successful completion of the study. The variables, data collection tools and statistical techniques used in the present study have been selected after a thorough study of the available literature available in the field. Relevant studies on the area of research are reviewed below.

Sugunavathy (1990)¹ has studied the information needs of subject matter specialists in agricultural extension service. The district level authorities of agriculture in Andhra Pradesh were called Subject Matter Specialists. They provide information to the extension workers of agriculture through training programme. The objectives of the study were to identify the information needs and sources of information for the subject matter specialists in order to design and develop suitable information system. Questionnaires were used to collect data. Three districts from three regions of Andhra Pradesh were selected purposively of which one was the district where Andhra Pradesh Agricultural University is located. 68 subject matter specialists responded out of 105 questionnaires sent. A three-point scale was used for scoring Frequencies and percentages were used to analyze the data.

Crombie (1997)² in his convocation address to Avnashilingam Institute for Home Science and Higher Education for Women, stated that the inequalities faced by women arise from attitudes, perceptions and prejudices that are difficult to change. We have found that by working together and taking action against inequality, we can make positive progress. It takes teamwork. He stated that women in Canada are running 700,000 businesses, almost one-third of the Canadian total. While there are still heavy concentrations in retail and personal services and other sectors traditionally occupied by women entrepreneurs, 6.8 percent of women's businesses were in the manufacturing sector, and 5.25 percent in construction.

Bindu Nair (1997)³ conducted a study on women's health in the coir yarn spinning industry in Kerala. The study revealed that women in the unorganized sector of coir industry faces numerous problems as they have no protection accorded by labour laws. Many malpractices like employment on temporary basis and not keeping registers still continue. The working conditions are pathetic and workers are made to work long hours with out any extra pay. Lack of proper protection and work in unhealthy conditions make them susceptible to various types of infections leading to illness and poor health.

Latha (1997)⁴ made a study on the prevalence of clinically detectable gynecological morbidity in India. According to the study conducted in the rural areas of Maharashtra, 92 percent of the 650 women clinically examined had evidence of one or more gynecological diseases with an average of 3.5 conditions per women. The findings of this study were striking, but raised questions about their broader generalisability, given the small and possibly a typical nature of the population studied and the large size and the geographical and cultural diversity of India as a whole. The studies conducted in geographically and culturally distinct areas of India provide important

additional evidence on the prevalence of gynecological morbidity among poor women.

According to **Ambazhagan** (1997)⁵ women's empowerment is a complex issue with many societal ramifications. It cannot be solved by women alone. Men also should understand the need for women's empowerment and support their cause. Women should learn to articulate their needs and rights in clear terms and work towards them, without at the same time upsetting the domestic harmony and family life. They have to work tirelessly in their march towards their empowerment and a life with an identity of their own.

The study report of **Saxena and Tripathi** (1998)⁶ stated that entrepreneurial behavior is significantly higher among the high caste as compared to scheduled and backward caste categories. Another point is that the income of Hindu farm women was found significantly higher than that of Muslim women indicating that Hindu women were more enterprising in rearing dairy animals. Significant differences were observed in the levels of entrepreneurial behavior of rural women belonging to low, medium and high categories of family educational status. Entrepreneurial behavior of rural women increased with increase in the standard of family education. Higher education level led the family to adopt improved animal husbandry practices that in turn improved the entrepreneurial traits of rural women.

Ranjinadoos and Machads (1998)⁷ conducted a study on women neo-literates in the nine districts of Tamil Nadu. Almost all the respondents opined that the Arivoli Iyakam programme was useful. Through this programme they learnt to read and write; they gained exposure in social development schemes and welfare schemes; the programme created a sense of social responsibility in them and improved their economic status. An insight into the expectation and aspirations of neo-literates on preferred curriculum materials for

alternative education revealed that books on vocational education have preference over other materials.

The Hindustan Times (1998 March 4th)⁸ reported that the literacy rate for Muslim women is a striking 19 percent which is less than half of that of women from other communities. The national literacy rate for women is 39 percent. There is a need for paying greater attention to education than to talaq and uniform civil code. Muslims should not also stick to the traditional forms of education.

Sunitha Kishor and Sulabha Parasuraman (1998)⁹ conducted a study on mother's employment and infant and child mortality in India. They narrowing of gender difficulties in child mortality associated with higher risks of infant and child mortality. The narrowing of gender difficulties in child mortality associated with mother's employment found in bivariate data is largely due to strong association with mother's employment and mortality risk boys than girls. There is not much support for a woman's status type of explanation for the weaker negative effect of mothers' employment on the survival of girls especially at ages 12 to 47 months. This follows the fact that employment of mother has particularly negative consequences for the survival of female children in areas where women's status is higher (Southern & Eastern States) and in areas where women are likely to have greater exposure to gender-egalitarian ideologies (urban areas). However, the fact that the association of mother's employment with child mortality is found to differ by the sex of the child suggests that the predominance of casualty from the death of the child to mother employment can reasonably ruled out. It is unlikely that the sex of the child who died will significantly affect a mother's subsequent decision to work or not to work. The fact that the children die more often when mothers are employed does not anyway imply that mother's employment should be discouraged. Instead, it suggested that society and

culture have not adopted measures to ensure that alternatives for child-care are available to women who work, irrespective of whether they work out of choice or necessity.

Chitra Devi (1998)¹⁰ presented a report on women in Kerala. She asserted that women of Kerala are not considered equal to men. Her study revealed that the caste system is the basic factor that degraded the status of women. There developed different social institutions and codes of conduct to separate castes and communities and the status of women also changed caste-wise.

Desai (1999)¹¹ stated that education for women is a necessary condition for social development. Critical awareness about the place of women in a patriarchal society, the means to change their position and roles, as also to assure that women's rights are seen as an important and major component of human rights.

Mohanty (1999)¹² studied on gender role of transformation in parliamentary democracy for women's participation in panchyat. The study reveals that about one million women have been elected for the first time to panchayats. The percentage of elected women representatives varies from being 43 in Karnataka to 30 in Utter Pradesh. Kerala has done much better than Utter Pradesh but its percentage is much lower than of Karnataka. Furthermore the majority of the elected women representatives of the northern states including Haryana and Punjab are in the age group of 50 to 70. On the other hand the majority of the representatives from eastern states as well as southern states are in the age group of 20 to 40. It is also important to note that elected women representatives represent almost all the castes, high and low.

Sakunthala Naryanan (1999)¹³ reports that women and in particular rural, poor and illiterate women never get portrayed as agents of change. In almost all plans for poverty alleviation and social change, this subset of disadvantaged women becomes a target of developmental activities rather than a group to be co-opted as active participants.

Beena Shah (2000)¹⁴ shared the result of a study on women empowerment in India from the educational dimensions. He stated that only a small proportion of women could continue their education after VIII Class. The existing education pushes them away from scientific and technological subjects. Even those women who enter in to technical and vocational education are mainly adopting household oriented or female- based courses like Child Care, Sewing, Embroidery, Nursing etc. Agricultural technology is one among many social-cultural and political constraints for women's employment in rural areas. The survey on technical and vocational education highlights that there are 4225 units of technical and vocational training institutes, out of which only 770 (18.2%) are meant for women, of which 242 exist in over 5 lakh villages, giving negligible percentage of coverage of rural women folk. At present out of 839 polytechnics, only 121 (14%) are women polytechnics and these are very unevenly distributed. For example, East 14 (total 100), North 37 (total 145), South 56 (total 100) West 14 (total 22) Zones. Similarly, Tadesse, found that lack of training and education is both a serious cause and consequence of women's exploitation in production process. In brief, the mechanization and modernization in agriculture has not percolated to the rural poor especially to rural women.

Uma Devi (2000)¹⁵ made a survey of illiteracy among women and states that the literacy figures compiled on the basis of the 1991 census speak volumes about the rate of illiteracy among women. Literacy rate for men has gone up to 63.9 percent while for women it has reached only 39.4 percent. In

rural areas the literacy rate is very low, the rate is being 40.79 percent for men and 17.96 percent for women.

Doran and Preston (2000)¹⁶ examine the relationship between the library service and the local community in Northern Ireland, using Portadown as a case study. A review of the literature explores complex links between the concepts of social disadvantage and political division and violence, as the library service must function within a community where deep divisions exist. Librarians and local groups from both communities were interviewed individually, and in focus groups, to explore their perceptions of the current role and function of the library service in such a deeply divided town. Amongst the findings was the perception by local people that social and political barriers existed, preventing optimum use of the public library service by all sectors of the community. Furthermore, the emphasis on traditional aspects of library service meant that local groups were circumventing the library service and setting up their own community information provision. Thus, unless the library service could become more fully integrated into the whole community, it would become increasingly marginalised within such a community.

Mrinal Pande (2001)¹⁷ conducted a study on invisible world of adolescents. The study reveals that the majority of our young, especially unmarried girls have no access either to institutionalized information, help or service that will help them cope with the normal problems of adolescence. The study also reveals that female literacy marriage and fertility too are marked by sharp regional variations. In Bihar, Madhya Pradesh and Andhra Pradesh, more than 50 percent of adolescent girls are married. In contrast, in Kerala and Goa, their number is less than 15 percent. Teenage pregnancy is very high in Madhya Pradesh and Maharashtra and there is a definite link

between female illiteracy and early motherhood and neo-natal and maternal mortality almost everywhere.

Hemanta Khandai (2001)¹⁸ conducted a study on the role of university in empowering women. He stated the role of university system, implementing programme for the women needs to be worked out within the parameters indicated by the National Policy on Education and programme of action. The parameters of education for women's empowerment range from enhancing self-esteem and confidence of women to build a positive image of women by recognizing their contribution to the society, polity and economy. The programme aim to study and remove structural, cultural and attitudinal causes of gender discrimination and this will empower women to active and effective participation in all areas of national or international development.

Saswati and Parikshit (2001)¹⁹ undertook a study on the topic income generation program and empowerment of women – a case study in India. The study analyses whether implementation of economic development programs automatically improves the level of empowerment of women. To pursue this objective the authors take the help of a socioeconomic case study based on the interview of some 70 women beneficiaries of economic development program from a non-governmental organization (NGO) and a governmental organization (GO) in the districts of South 24 Parganas in West Bengal, India. These women are micro entrepreneurs and engaged in self-employment business for more than three years. The economic development program of the NGO and the GO in the case study area provided them credit to run their businesses. The case study found that income generation activity of the NGO increases economic empowerment and overall empowerment of women more than government organization. It highlights the fact that the NGOs' development programs have contributed more than the GOs' programs to improve the economic and social status of women beneficiaries. The major

positive point lies in the NGO's development strategy or approach. This approach includes participation, partnership and member accountability. The case study evidence clearly reveals the difference in approach between NGOs and GOs in sharing power with their members. The women beneficiaries of the NGOs' had a higher degree of participation in the development process than the women beneficiaries of the GOs' programs. The NGOs' members participate in the identification process of their business activities and in the policy making body.

Manjula, et al (2002)²⁰ has conducted a study at the University of Agricultural Sciences, Bangalore to understand the characteristics of farmwomen, to know the source of information to participate, the extent of usefulness and to ascertain the reasons for participation and to obtain suggestions of farmwomen to make Krishi mela more effective. Data was collected personally through the structured interview schedule from the farmwomen who participated in Krishi Mela. The study found that majority of respondents was middle aged, education up to primary school, married with marginal land holding. The major occupation was agriculture and majority of them having more than five members in their family. A good majority of farm women had undergone training at Farmers Training Centre, Bangalore. The study revealed that 43.3% of farm women listened to radio, 33.33% and 8.33% view T.V. and read newspapers respectively. 51.7% of farm women participate in Krishi mela through the source of information from Assistant Agricultural officer and 38.3 % got information through Extension Guide who was grassroots level worker of the University. It is seen that 75% and 18.3% of farm women perceived that Krishi Mela is 'useful' and 'more useful' respectively to get information on subsidiary occupation such a dairy, poultry, sheep rearing, piggery and mushroom cultivation which are leisure time activities and fetch income immediately. Only 6.7% of them perceived it as 'less useful'. Majority of farm women expressed that they have participated in

Krishi Mela to learn more about the use of fodder crops and silage. The study concluded that farmwomen participate in Krishi Mela to get first hand information about recent developments in the field of agriculture and allied activities.

Sethy (2002)²¹ argues that participatory development communication and effective facilitation by development agencies is required for better participation of the weaker sections of the society. Non Governmental Developmental Organizations, User Groups People's Organizations and the Community Based Organizations known for their popular approach, skilled personnel and other resources could be involved in and other resources could be involved in the process of awareness building, need identification, articulation and implementation of the development programme at the grass roots level. Close coordination is very much required among the development agencies and the Panchayath Raj Institutions (PRIs) for successful development intervention. It is concluded that the preparation of the participatory database is the first and most essential step towards initiating decentralized multi level planning and development.

Maniar Avani (2003)²² made a study on women entrepreneurs in Baroda city. The objective of the study were to identify the factors that have contributed in motivating women to take entrepreneurship, to study the problems faced by them in the areas of finance, raw material, marketing, family, gender bias and employment. The study stated that women run their enterprises in a variety of areas like beauty parlors day care centers, restaurants, shops etc. It is encouraging to find that women apart from home and employment have made entry in to entrepreneurship. Women entrepreneurship was not trained as they received proper guidance and support from the family. More over the women entrepreneurs are motivated to a higher level. They have accepted the problems as challenge in their career.

To be successful in entrepreneurship, women need to be confident, intelligent, alert and good decision makers. Women should also be provided with more vocational training programmes and consultancy services for better performance at their enterprises, women should be empowered to actual industry operations.

Ghosh and Uptal (2003)²³ in their study tried to describe the leadership quality of the rural panchayat leaders in Tripura as they play important role in shaping the process of rural development. For this purpose an index for the leadership of the members in different panchayat was constructed. The leadership level of a panchayat is estimated on the basis of perception and observation, as there is no standard method of doing so. Nine major factors like education, occupation, monthly income, age, sex, land ownership, caste, political influence and the nature of contact with general public were considered. Two blocks each were selected respectively from West and South Tripura districts as they are similar in terms of their socio-economic conditions; Dukli and Mizra from west and Agartala and Udipur from south Tripura districts. The results showed that the Dukli block performed better than other panchayats. In Mirza block, the group undertook more schemes per member than the two other blocks. The same is the case with social issues and programs undertaken by the panchayats across the two blocks. It is also observed that the development has taken on the quality of the leadership, their perception on the local problems. These observations are dependent on their level of education, occupation and their meeting frequently with the general public. It is also observed that the existing members must be given education and training, to involve them more, to understand the issues better and adopt appropriate policies.

Goswami (2003)²⁴ attempts to show the present information sources, that can support rural development and the need to manage them effectively.

The author states that improving the overall quality of life in the rural areas require effective and result oriented planning supported by proper management of information. For this, information system should be application oriented.

Kumerasan and Chitra (2003)²⁵ have conducted a study to assess the need for social information centres in the villages of Tamil Nadu. There are agricultural centres in many villages of Tamil Nadu that disseminate vital information to the farmers about the crop, manure and other related details. However, villagers who are dependent on professions other than agriculture for livelihood have no such facility that fulfils their information requirements. Twenty villages in Tamil Nadu have been studied to assess the need for rural information centres. The study suggests establishing rural information centres at every village to meet the information needs of the people.

Maloney and Alfaro (2004)²⁶ presented a paper on the topic the role of traditional libraries in the skills acquisition of underrepresented women in the World Library and Information Congress: 70th IFLA General Conference and Council 22-27 August 2004 Buenos Aires, Argentina. In this paper they states access to information and technology is a necessary tool for the advancement of individuals, communities and societies as a whole. For women in particular, unrestricted access to information is necessary not only for the acquisition of skills, but for their empowerment as individuals. In an increasingly technical, computer literate society, women returning to the workforce, poor women, and women in developing countries must be afforded the opportunity to obtain the skills necessary to use these tools to secure employment as well as improve their lives.

Banda, et al (2004)²⁷ carried out a study to determine the information needs and services of small case business community at chisokone market in the city of Kitwe in Zambia. The study sought to establish among other things

the unique information need of the business community; the type of business carried out, the different service providers within the city of Kitwe, the problem faced by small-scale business community in seeking information and the demographic characteristics of the community. The research design employed is the survey method. Questionnaires were used to collect data from population. From a sample of 250 respondents, 209 completed questionnaires giving a response rate of 83.6%. The result of the study showed that most of the information need related to marketing, sources of supplies, management skills, and credit/loan facilities. Lack of access to information was cited as the major problem facing small-scale businesses at Chisokone market in Kitwe.

Harrison, et al (2004)²⁸ in their study focused on the information requirement of social workers. Questionnaires and semi-structured interviews were conducted to collect data. Result suggests that the social workers were information sources. Lack of internet access was signified barrier to obtain information. Combining the result achieved from two or more method is a process known as triangulation. By the continuous cross checking, a deeper insight is acquired and the quality of the finding is improved. As this study was exploratory in nature, both quantitative methodological tools were employed. It was clear from the focus groups that information gathering is essential at the point of assessment of the client. This requires liaison with a range of people and services including general practitioners, occupational therapists, and physiotherapists, medical and nursing staff, the external organizations and the police. The social works team gathers information from the client about their condition and social circumstances prior to hospitalization.

Njoku (2004)²⁹ conducted a study on the information needs and the information seeking behaviour of fisherman in Lagos State, Nigeria. The survey was carried out in the rural fishing communities of the state. Using

questionnaires supported with interviews, personal observation and examination of relevant records, data were collected from 500 fishermen in different fishing communities in the state. The simple percentage was used to analyze the data. The study examined information needs and sources as well as the problems encountered by the fishermen in a bid to obtain information. Result also showed that the information needs of fishermen in Lagos State are mostly occupations directed. Their chief sources of information include colleagues, friends, neighbours and relatives. Result showed that the fishermen of Lagos State are mostly illiterate. Lack of awareness about where to obtain information of fishing technology and credit facilities are most common problem of the fisherman. The study concluded that the information provided is not adequate to meet the advanced technology in the field and this can be detrimental to the profession.

Prasad (2004)³⁰ in the article digital divide in India narrowing the gap; an appraisal states that modern information and communication facilities can contribute considerably to resolving the problems of a rural society. The major factor which has prevented rural areas from benefiting fully from the potential of information communication technology is the low penetration of telecommunication services. The rural community and individuals need to be empowered by enhancing their capacity to access, select and use information as a basis for and in turn with all other development efforts, whether they relate to literacy, food, health and family welfare, population growth, environment, trade employment and whatever.

Muthukumar and Sundar (2005)³¹ through his research paper rural women empowerment through distance education in the ICDE International Conference, New Delhi (2005) presented the following idea. This paper aims at analyzing the development of rural women by identifying the possible ways of educating them through distance mode of education. Despite the efforts of

various movements in India, the majority of the rural women in the country suffer in respect of suppression, oppression and socio-economic exploitation. Hence, their empowerment depends on distance education. Generally, women prefer distance learning because of its nature, since studies of this type allow them to fulfill their family and career responsibilities. Furthermore, it enables them to learn at their own pace, while minimizing costs, saving money and time on commuting and child care. Older women students, in particular, comment that the “virtual classroom” minimizes the discomfort and alienation. This paper focuses on the women’s way of being a distance learner. There it points out the crucial reasons why women attend open, distance, and flexible learning programme, as well as their objectives and their motives. Finally, it explores the obstacles hindering women's access to distance education or impeding their successful studies and suggests actions that would make their attending easier. Another aspect of rural women development is economic empowerment. It could be achieved in the form of greater access to financial resources outside the household, reducing vulnerability of poor women to crisis situation like famine, food, riots, accidents etc. in the family. Hence, there is a need to increase the level of rural women’s income and the power to retain such income and use it at their discretion. It also includes better communication skills, better leadership skills and self-help and mutual help. Thus achievement of overall women empowerment depends on distance education particularly school droupouts among rural women and the Open University system also promotes education for semi-literate rural women.

Adjah (2005)³² conducted a study to identify the information sources, information seeking behaviour and barriers to access to information of 122 female adult literacy learners in Accra, the capital Ghana. The main information need identified was information to solve day-to-day problems followed by the need to acquire basic conversational skills in English, to

communicate with customers they meet in their trades and professions. The information needs of the subject demand new concept of service and practice. Literacy agents must team up with librarians to take care of the special information needs of women enrolled in literacy classes.

Gireesan (2005)³³ undertook a study on the people's participation in rural governance. The broad objectives of the study were to analyse the degree of people's participation in rural governance and to suggest measures to improve people's participation in rural governance. For this study purpose six Grama Panchayats in Pipraich block of Gorakhpur district of Uttar Pradesh were selected. Administering structured interview schedules to the adult population from the selected Grama Panchayats collected primary data. Interviews with the Pradhan / Upa-Pradhan / Members and the Secretary of the Grama Panchayath were also conducted. The study indicated that there is a significant difference between the male and female respondents regarding their participation in rural governance. The differences are more explicit in the aspects like involvement in Grama Sabha meeting and participation in the activities organized by the Gram Panchayath. It is observed that the frequency of literate population is significantly high in aspects like involvement in the Gram Sabha meetings and participation in the activities organized the Gram Panchayath. This indicates that literacy is a crucial factor in evaluating participation of the population in rural governance.

Bajpai and Upadhyay (2005)³⁴ in their paper suggest that information is very essential for national development, without right and timely information; no progress is possible for any kind of work. The policy makers should recognize library as an agency of vital importance in providing information which is an essential ingredient to the welfare and development of the tribal community. Information is collected from published and unpublished sources and organized as files, leaflets, directories, audio visual

aids etc. the information is served as advice counseling support, practical aid, referral services etc. Majority of people live in rural places. Thus development in rural areas is the urgency of the time for overall development of the nation and information network is the backbone in this regard.

Raman Nair (2006)³⁵ in his study evaluated, farmer oriented information resources available in agricultural sector and outside as well as awareness about them among farmers and public, their accessibility, relevance and service. The study based on a survey conducted among the institutions as well as the expected use community representing various spheres of activity interested in small scale agriculture. The findings of the study revealed that information resources and services in agricultural sectors are mostly restricted to scientists. It was found that within the limitations the existed village libraries contained substantial quality of agricultural information materials in local language and for the use of the farmers and non-specialists. Their timing and location is also convenient to the farming community.

Sharma (2006)³⁶ in his article deals with the role of Sarva Shiksha Abhiyan in the promotion of literacy and rural library development in Madhya Pradesh. The author describes the objectives of Sarva Shiksha Abhiyan and Padna Badna Movement. The prime motive of Padna Badna Sangh Movement is to generate and develop reading habits among rural community to make a system or policies so that the village can regularly study in library. In the field of library development the Sarva Shiksha Abhiyan has done a wonderful job with the help of Padna Badna Sangh Movement. It is because of each Padna Badna sangh is running a library in rural areas of Madhya Pradesh and now more than 47,000 such rural libraries in the state are established to make the people aware.

Chester and Neelameghan (2006)³⁷ in their paper information professional: knowledge and skills development for serving marginalized and rural communities discusses the types of knowledge, skills, and experience that an information professional needs to acquire within and outside the formal library and information science curriculum so as to be able to generate information products and services to satisfy the needs of marginalized communities (indigenous and rural communities), effectively manage marginalized community knowledge, as well as empower and improve the information literacy of members of the community. Communication skills and knowledge of the history, culture and language of the communities are discussed as are focused self-designed programs and the application of appropriate information communication technologies in support of out-reach work.

Smitha (2006)³⁸ made study on socio-economic determinants of women leadership at the grass-roots: a case study of Andhra Pradesh. The study establishes the fact that many myths associated with the entry of women into leadership positions that would be hindered by socio-economic profile in terms of their age, occupation, family income, landholdings and education are disproved. In fact, the field data collected here clearly substantiates that women would definitely fit into this patriarchal oriented frame work. Nearly 97 percent of women here are first generation entrants to politics. Their profile here also reflect a wider representation across social groups and also included more than 35 percent at Mandal Level from families living below poverty line. The ongoing experiments and experiences thus clearly suggest that periodical training, orientation and sensitization make the women leaders perform the assigned role in a better way. When the women leaders respond to the socio-political challenges in society, they are to be supported by organizations and institutions, which are working for political empowerment of women.

Olakulein and David (2006)³⁹ conducted a study on distance education as a women empowerment strategy in Africa. The study shows that the functional implications and advantages of the scheme cover a broad spectrum of society such that everyone and any one can benefit at no great a cost. While the focus of this work are primarily the women, the distance learning system holds great advantages for the entire society, almost any one can benefit from this unique system of education. The system however holds special implication for the women, especially in developing society. Another implication of the study is that it would go a long way in increasing on the literacy level of women.

Owuor, et al (2006)⁴⁰ made a research on determinants of rural poverty in Africa: the case of small holder farmers in Keniya. The results show that access to micro-credit, education, participation in agricultural seminars, livestock assets and location in high potential areas significantly influence the probability of households existing chronic poverty. On the other hand, female gender and distance to the market increases the probability of persistence in chronic poverty. The present findings reveal that micro-credit access, gender, education and market access are key determinants to exit from rural poverty.

Hossain, et al (2006)⁴¹ conducted a research on the topic rethinking the approaches to women empowerment: Bangladesh perspective. This research re examines the approaches to women empowerment highlighting their weakness in the existing field of application. The three approaches of women empowerment-integrated development approach, economic development approach and consciousness rising and organizing approach are not fulfilling the expectation of women as the whole process of decision making is done by the men, where as women participation is indispensable for equal, just and gender unbiased society. The finding indicate that women are

ignored in decision making process because male attitude towards female is not positive, which causes gender discrimination in the society leading the existing approaches of women empowerment to rethinking for a new approach, which may fulfill the goal of women empowerment in the new millennium.

Baruchson-Arbib, et al (2006)⁴² have investigated the community information needs of the urban Israeli population using a telephone survey of 304 residents of medium-sized city in central Israel and interviews with community officials in the city's social system. The purpose of the study was to identify the information needs of the urban community and its preferences, in order to establish the first formal public library's information centre in Israel. Approximately 60% of the problems cited by the subjects are concentrated in five categories: neighborhood matters; studies; transportation; government matters; entertainment, leisure and recreation. In most categories the percentage of local topics exceeds the percentage of general topics (i.e. topic not necessarily related to the community where subjects live). Of all the problem (1,067) raised by the subjects, the percentage consulting dedicated information sources was 41.2%, and the percentage consulting general information sources was 29.6%. The finding of the survey showed that the subject clearly prefer information channels that offer personal contact (e.g. by telephone or face-to-face meeting with professionals). In contrast to the finding of many other studies, informal personal contacts (e.g. family members, friends) was ranked last place. In the interviews, community officials admitted that they receive numerous requests for information for assistance in solving problems on a wide range of topics that are not in their sphere of activity. The analysis of the data from both methods indicated a lack of sufficient and accessible information sources and underscored the information centers.

Osei and Entsua-mensah (2006)⁴³ examined the information seeking behavior of Agriculture Extension Agent(AEAs) as well as the roles of the various institutions that are supposed to meet the information needs. AEAs form an important link between researchers and farmers in the agricultural production chain. However, although AEAs provide information to run successful agricultural businesses, the link between AEAs and researches is very weak and the tendency is for AEAs to become ineffective. Most of these AEAs do not make the effort to look for information because they are far from the information sources or infrastructure is simply not available. Most districts lacks libraries and information centers and the district agriculture offices do not have print agriculture collections that can be consulted by AEAs. The District Agricultural Offices should not only be stocked with relevant materials for use by AEAs, but also connected to the internet to enhance access to information by staff as well as AEAs. Finally, a publication dedicated to the needs of AEAs could be started on a quarterly basis and should contain information on improved technologies and good agronomic practices, repacked in such a way as to enable AEAs to transfer them to farmers.

Biswanath and Jeevan (2006)⁴⁴ have carried out a study on eradicating untested preconceptions in rural society through scientific information support system. The study highlights the need of an integrated information support system for rural society, which not only eradicate the primitive barbaric practices but also build a science conscious society. The best way to provide information support for the rural society is the formation of integrated rural information support system taking panchayat as the main hub of the system. Six steps used for the extension of scientific information are: 1) identification of the area, 2) identification of the information centers, 3) training of mediators, 4) content and structure of the awareness programme, 5) information dissemination strategy and 6) monitoring and

evaluation. The 3,358 Grama Panchayats of West Bengal has been classified in to three groups as follows: a) Less informed Grama Panchayats, b) Moderately informed Panchayats and c) Well informed Panchayats. The working of the information support system would be distributed as per the need of the different villages within Grama Panchayats.

Seth and Parida (2006)⁴⁵ conducted a study focusing on the information needs of the scheduled caste/ scheduled tribe students/researches/faculties in Orissa with special reference to higher education and a need for networking of these educational institutions without any preconceived expectations or hypothesis. The primary goal of the study was to find out the information needs of the SC/ST students, researchers and faculties in autonomous Colleges and Universities of Orissa. Primary data for the study was through personal interviews. 500 questionnaires were distributed randomly among SC/ST students, researchers and faculties of 20 institutions consisting of eight Universities and 12 autonomous Colleges in eleven districts of Orissa. The analysis of data showed that newspaper, radio and magazines are the more useful information sources among the different media to satisfy social needs of the respondents. The sources of information for the family were found to be members as the highest ranked sources of news followed by neighbours, television and newspaper. Majority of respondents visited occasionally the chambers of commerce, professional trade associations, public relation officer and Government Department to collect information other than their libraries. It is observed that educational (22.4%) and sociological (21.73%) information are more used by the SC and ST communities. They are less interested to technological information. The highly used information sources are textbooks followed by reference materials and popular magazines. As far as the assessment of information was concerned, 23.43% of respondents stated that it was easy to use; 22.13% and

20% of the respondents respectively were of the opinion that the information was easy to understand and relevant.

Sujatha et al (2006)⁴⁶ in their study found that a variety of information is required to manage and develop the fisheries sector. The printed as well digital information must be available and accessible, and potential users must know its contents. Access to fisheries information is provided in different forms such as directories, abstracts and databases that can be searched on-line or are available on CDROMS. The main objective of this study is to propose a model for an information system exclusively for the fisheries sector. The proposed Indian National Fisheries Information System (INFS) can be organized as a multi-tier coordinating system capable of meeting the objectives. Fisheries institutions and resources are scattered all along the coastline of the country. The system should be organized according to a multi-stage decentralized plan with the help of participatory and cooperating sponsors. The authors suggest that a national information system in fisheries has to be developed and it has to play a vital role by prompt supply of all the available information to scientists who need it in their research and development work. The study also recommends that a close co-operation of the scientists and information professionals in the fisheries sector have to be organized for the identification of information resources, organization and management of information

Ahamed and Swapna (2006)⁴⁷ conducted a study to understand the practicality and rationale of Indigenous technical knowledge in farming. The study was aimed to collect and document, in a participatory way, the indigenous knowledge on pest management in various farm production systems. It also focused to measure the strength and rationality of the compiled indigenous practices to explain their science and technology content. Palakkad district, the rice granary of Kerala was selected for the

study purpose. The representative areas under the study were selected using a four stage sampling method. Out of the thirteen development blocks of the district, one block each was selected to one agro-eco zone. The selected blocks were Alathur, Kuzhalmannam, Nenmara, Kollengode and Agali. Six panchayaths each from the first four and three panchayaths from Agali block were selected based on the criterion-‘agricultural predominance’. The third stage unit comprised of Agricultural Officer and one Agricultural Assistant of each of the selected panchayat. Through judgment sampling, with the help of extensions of the respective panchayaths, five key informant farmers were selected from five farm production systems. Besides the 54 extensionists, 30 veterinary scientists from various fields were selected to offer the evaluative perception and scientific rationality of the Indigenous technical knowledge items. The representatives from all the sub system identified via; farmer sub system, extension subsystem and research sub system were included at the respondents for the study. Primary data were collected from respondent of farmer sub system using modified, shortest participatory rural appraisal /participatory learning and action - the type of approaches which have proven their worth in participatory development all over the world. A combination of focused group discussion, brainstorming and semi structured group interview were followed in this approach. The data collected from farmer sub system regarding the Indigenous technical knowledge item in rice based cropping system were assessed with both its evaluative perception and scientific rationality. It has been found in the present study that Indigenous knowledge plays vital role in the local level planning and it must be collected and stored to control pest and diseases.

Senevira (2007)⁴⁸ made a study in 10 districts among the rural communities in Sri Lanka. The objective of the study was to investigate the community information needs of the rural citizens and the way they consult channels, difficulties encountered in the process and the status of information

provision within the rural sector in Sri Lanka. The paper dealt with behavioral patterns of rural people in looking for information and its influence in selecting necessary information channel in the process of information seeking. The study indicates that there is an information flow at institutional level and community level. Recognizing that information providers paved the way to identify how ordinary rural citizens depend upon or consults different channels in looking for information. It was seen that, ordinary people have been consulting formal as well as informal channels, which were more comfortable, convenient and trustworthy to them.

Sharma (2007)⁴⁹ has conducted a study on information needs and sharing pattern among rural women in Madhya Pradesh. The study was based on the 145 rural women respondents of Gwalior districts of Madhya Pradesh. The main objective of the study was the examination of information needs of the rural women community under study. It also intended to find out the nature, sources and purpose of information, which they required. And try to analyzing the time and money spent for gathering most reliable sources of information. Analysis of data reveals that majority of the women are getting information through television (93.7%), 35.17 percent of the women under study are consulting religious leaders for their information needs. The study reveals that 81.37 percent respondents share information with their family members.

Gourav and Tripathi (2007)⁵⁰ suggested that information technology has the potential to realize the dream of an ideal state where citizen-government relationship is functional and efficient, oriented towards pertinent socio-economic concerns of the society. With the use of information technology, we can bridge the gap between urban and rural India and also to develop the whole society. It would be an India where farmers use modern techniques such as precision farming; are tech-savvy with all the weather

forecasting gadgets at their disposal and are able to utilize the land to its fullest potential. The article highlights how rural India is transforming due to the government and private sector initiatives, with the help of information technology.

Pulla Rao (2007)⁵¹ made a study on female work participation rates in India. The study reveals that the occupational structure has remained almost static over the period of study from 1901 to 2001. In the case of work force participation rate by sex, it has been much higher for males as compared to females. The Work Participation Rate of the females has increased in India since 1971. It has risen from 14.2 percent in 1971 to 25.7 percent in 2001. This is due to the increase in literacy and decline in birth rate. The total work force participation rate in 2001 Census at the all India level is merely 39.3 percent. The male work force participation rate (51.9%) is almost double than the female work force participation rate (25.9%). Mizoram has the highest female work participation rate (47.6%) in India. Yet it should be noted that more than 50% of its women are not counted as workers. Lakshadweep stands at the lowest in the country with a female work participation rate of 7.2 percent.

Kavita Siradhna and Bharti Sharma(2007)⁵² in his research work self help group and women empowerment-a case study of swa-shakti project reveals that as women affinity groups SHG by mobilizing women around thrift and credit activities have resulted in increasing women's economic self-reliance and thereby resulting in women's increasingly greater control over other spheres of life. A comparative study of member and non-member women along a set of six common empowerment indicators showed higher awareness on social issues and mobility amongst the member women and their relatively greater access to social, economic and political resources. The SHG membership and access to credit has ensured amongst some women

members the necessary confidence and assertiveness to play a proactive role on credit related matter, education of children and family planning matter. The study showed the limited role of SHG in bringing about a change in the social structures of subordination including patriarchy. This is reflected in the perceptions of women members on property right, preference for male child etc. This along with lack of education severely restricts women's ability to be genuinely empowered.

Zahed Bigdeli (2007)⁵³ made a study on Iranian engineers' information needs and information seeking habits: an agro-industry company experience. This descriptive research attempted to investigate the information seeking behaviour of engineers at Khuzestan sugar-cane and by-product company in Iran. The results showed that the engineers in different work areas were significantly different in terms of information-seeking behaviour. The most important motivations for seeking information were: to develop their knowledge and expertise; to be able to use new job-related technologies and to be up-to-date in their speciality. Distance appears to have impact on information use and information-seeking behaviour of engineers.

Tijani and Yano (2007)⁵⁴ assessed the current status of Japanese women farmers using universal measurement of women empowerment. Two prefectures, Hiroshima and Shimane were selected. Stratified sampling technique was used to select respondents from each village while structured questionnaire was employed to collect data on economic, social, familial, legal, mobility and political status of the respondents. The result shows that status of women farmers was improved in the recent time compared to years back. This was revealed in the favourable responses to some statement questions such as; freedom and participation in voting, relationship with husband, participation in outside work and freedom of movement. However, their status as unpaid workers on family farms, lack of freedom to borrow and

lend, inability to express their mind over the children to mother-in-law were the prevailing items of their disempowerment. Classifying respondents on the overall empowerment shows that majority of them were highly empowered. Inferential analysis using t-test to compare women farmers past and present status shows a significant difference, $t = 4.827$, $p = 0.000$. Relationship between personal characteristics of women farmers and their present empowerment status using Pearson Product Moment Correlation coefficient r shows negative correlation between age and all empowerment indicators. Also marital status has negative correlation with familial and legal empowerment while mother-in-law and familial empowerment were positively correlated. It therefore suggests that status of women farmer in Japan has improved, compare to their situation years back.

Olivia (2007)⁵⁵ made a study used rural household survey data collected from 1000 female household heads randomly selected from all the ten administrative regions in Ghana to examine rural women's willingness to pay for information delivered via three technologies – community radio, private radio, and extension agents. A contingent valuation method was used for the study. Household expenditures, household education, and membership in community organizations emerged as the principal factors influencing rural women's willingness to pay for the various information technologies. This points to the need of rural empowerment policies and programs within the broader poverty reduction policies of government.

Prinja et al (2007)⁵⁶ have conducted a study in Rohtak district of Haryana to ascertain the nature and extend of consultation done by auxiliary nurse midwife with panchayat members and to determine the factors affecting such consultation. 150 panchayat members (50 Sarpanches and 120 panchayat committee members) were selected by simple random sampling from 30 functional health sub center areas. 30 auxiliary nurse midwives were

interviewed with the help of semi structured, pre-tested interview schedule. Informal discussions were held separately with ten primary health center medical officers. The study revealed that contact by auxiliary nurse midwife with panchayat members not being contacted even once during last six months. The Sarpanches are contacted more frequently than Panches and contacts with female Sarpanches are more gainfully used by the auxiliary nurse midwife. The auxiliary nurse midwife contacted Sarpanches primarily for disseminating information on special health campaigns. Lack of capacity to undertake development work and illiteracy are found to be the reasons for not involving them in the planning process. The study recommended that increased contact by ANM with panchayat members on a regular basis for increasing the information literacy in health sector.

Ronan O’Beirne (2007)⁵⁷ made a case study on delivering an on-line information literacy programme to the staff at public libraries. It provides an outline of the Pop-i project, identifies its aims and objectives, its key audience and deliverables, and shares findings from a mainly qualitative research methodology. POP-i was a collaborative non commercial venture between Imperial College London and the City of Bradford Metropolitan District Council. Methodology used within the pilot project can be split into a quantitative and a qualitative approach. The quantitative approach was based in part on the inspiring learning for all frameworks. This framework uses Generic Learning Outcomes to measure the impact of learning in an informal learning setting. The full report, in the form of an academic paper, a deliverable of the project, will in due course carry an in-depth analysis of this data. Perhaps because it had a contextual basis, the qualitative information that was collected is of greater interest within this case study. At a strategic level the pop-i project delivered a greater understanding to senior managers of the needs on the front-line of a public library service. The benefits of cross-sector working were recognized through the sharing of ideas

and the opportunity for personal development through understanding a similar yet different library organisation.

Usha and Monica (2008)⁵⁸ conducted a study on the role of micro – finance in empowering women entrepreneurs in rural India by using secondary data. The study states that micro credit and microfinance are not the answer to all problems of poverty in developing countries but it is indeed an inducer to a great many actions that can lead to a better quality of life for the low income groups. Traditionally women have been marginalized, a high percentage of women are among the poorest of the poor. Micro finance activities can give rural women a means to climb out of their poverty. Micro finance could be a solution to help them to extend their horizon and offer them social recognition and empowerment.

Geetha, Monica and Sumita (2008)⁵⁹ in their study revealed that micro finance is such a tool which directly hits the poverty by helping poor or enabling them not only to survive but also to improve their standard of living. In this study, the author's attempts to highlight the hurdles faced by the poor people of rural area while dealing with banks, NGOs and other government institutes. The analyzes of the survey shows that largely the people still depend on money lenders for meeting their small and frequent loan requirement for their survival and growth. These money lenders exploit them by charging high rate of interests with no value addition.

Sharma (2008)⁶⁰ made a study with objective to determine the constraints to free flow of information and to find out the familiarity with new technologies. The scope of this study is limited to the impediments to free flow of information in spatial coverage the selection of sample respondents was made from all the four blocks of Gwalior district. Purposive method was applied to select the villages and respondents. A schedule was prepared for data collection from rural people. Collected data has been analyzed using

statistical techniques and presented in tabular form. The study found that only 4.34 percent respondents are familiar with computer; 36.13percent respondents are familiar with mobile and 1.94 percent respondents are familiar with internet technology for fulfilling their information needs.

Kasim, et el (2008)⁶¹ made a research on fishermen in the costal ecosystem of Andhra Pradesh, Karnataka and Tamil Nadu. The aim of the study was to know the information need to improve the socio economic, nutritional and health status of the fishermen besides imparting them training in alternate income generating activities to improve their standard of living. The study found that most of the fishing families belong to backward community practicing Hinduism. Nearly 60.5percentages of fishermen earn between 1000 and 2000 per month indicating a very low income earning and poor. Most of the population is not members in women SHGs.

Ganapathy, Malathi and Anbumalar (2008)⁶² conducted a study on the role of SHGs in women empowerment in the Erode district of Tamilnadu. The study was in descriptive in nature. There are 2400 SHGs are functioning in Erode district. Out of these, 24 are selected by using systematic sampling technique. Interview schedule was used for data collection. The percentage analysis and chi-square tests have been adopted to get crystal clear findings from the study. The study found that higher education is playing a crucial role in bringing women to SHGs for different purposes. The study also found that SHGs have given a platform to women not only for sharing their views but also, more importantly, to save money to help ease critical situations.

Vizo, Makar and Dutta (2009)⁶³ made a study on the impact of agriculture technology on socio economic development of the community. The study covering two villages of Mon district in the north, two villages each of Mokokchung and Zunheboto districts in the central part and two villages of Kohima distict in the south. The sample was purposive. Primary data was

generated through census method covering all household heads in all selected villages. The economic impacts shows that 60% of the farming households having two persons in agriculture as their main occupation and 34% of them having three or more persons engaged in it. On analyzing the housing conditions of heads of households in different occupations using their types of houses as a parameter, it was found that the cultivators were living in poorer housing conditions than those in other occupations.

Mooko (2009)⁶⁴ investigates the information needs and information-seeking behavior of rural women residing in three non-urban villages in Botswana. The total population of the study was divided into two groups, opinion leaders and women residing in the three villages. The women residing in the villages were either single heads of households or married. The family situations that led them to seek information included health, agriculture, employment, family violence, and basic needs for the family. In addition, the women needed information on government aided funding, welfare subsidies and policies, and training. The sources of information used included village nurses, community welfare officers and traditional doctors, other women in the villages, village chiefs and agricultural demonstrators.

Conclusion

The researcher reviewed various studies, research papers and article discussed in similar topics. The perspective of present study can be understood from 64 related literature analyzed in this chapter. Most of the studies used questionnaire method for data collection and statistical methods used for analyzing the data. Most of the study reveals that the development of rural communities is possible only through proper dissemination of information. A thorough understanding of the related studies has helped to identify the areas of study and to construct questionnaire, analyze the data in an objective manner and to derive positive conclusions.

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METHODOLOGY

- § Introduction
- § Variables
- § Tools Used for the Study
- § Sampling Technique Used
- § Sample Size
- § Data Collection Procedure
- § Consolidation of Data
- § Statistical Techniques Used

CHAPTER III

METHODOLOGY

Attainment of women empowerment is a Herculean task as women are subject to and live under strong-rooted social, cultural and political constraints. However, it can be initiated as a process gradually through collective efforts of women's programme at all levels. Transforming women and their life styles through informal education and awareness building programs, facilitating discovery and encouragement, capacity building and utilization of local resources as well as ideas has been the key for community development. It will in the view of a researcher, worth looking into the matter to find how these women were motivated and to what extent their interest, initiative and involvement helped themselves, their families and the community. Coming from group of basically uneducated poor women folk, this appears to be the result of informal awareness building of long years. The latent capabilities of these women are developed to enable them to become competent to their full potential, improving their capacity and commitment. To determine degrees of empowerment the investigator suggests various indicators such as psychological, informational, organizational, material, social, financial, informal education including laws regulatory frameworks, and norms of governing behavior. This significant transform requires careful analysis and study. In educating the women towards capacity enhancement, public libraries and NGOs seem to have had a substantial amount of influence by gaining their trust, confidence and by imparting proper information services. In order to draw a meaningful conclusion it is necessary to have a critical review of the study and its objectives and hypotheses. The success of any research depends on the method adopted and the tools and techniques used for data collection and analysis.

The present study is an investigation to understand the impact of information services on women empowerment in relation to the services of the public libraries and social organizations in northern districts of Kerala. The methodology followed for this study is described under the following headings.

1. Variables,
2. Tools used for data collection,
3. Sample used for the study,
4. Sampling technique used,
5. Sample size,
6. Data collection procedure,
7. Consolidation of data and
8. Statistical techniques used.

3.1 VARIABLES

The study aims at evaluating the information services of public libraries to women folk, to evaluate how the public libraries and NGOs support the empowerment of women and to evaluate the different developmental programmes of the women's organization of WSSS and SHREYAS. Hence, the important variables under study are the information services of public libraries to the empowerment of women of northern districts of Kerala.

For analyzing the data at different centres where these organizations have women cells, to impart information and different empowerment programmes, will be taken as the study variable. In order to simplify the study, the investigator would like to restrict the study on Kannur and Wayanad districts, the two Northern Districts of Kerala.

The following are the variables taken for the study.

- 1.1. NGOs as facilitator to public libraries.
- 1.2. Availability of information resources and services through public libraries and NGOs.
- 1.3. Information needs of the sample group in different fields.
- 1.4. Different programme.
- 1.5. Empowerment through different developmental programme.

3.2. TOOLS USED FOR DATA COLLECTION

Appropriate tools are necessary for collecting the required data. Therefore constructing the tools is an important task of an investigator. Expertise of academicians working in the field of library and information science, statistics and in consultation with the guide, the investigator has constructed the following tools for data collection. The investigator used informal interviews and questionnaire as method for data collection. Informal interviews were conducted with the staff and leaders at different centres in order to understand their views about the topic of the study and their reaction to the questions. Their suggestions were taken into consideration while preparing the questionnaire. The questionnaire contains a set of questions logically related to the problem under study. There are 130 questions in 9 different blocks.

The following facets were being selected to include in different blocks

1. Socio economic and demographic data
2. Pre determinants of library utilization
3. Information needs of the experimental group
4. Women in policy making and planning
5. Different information sources in
 - 5.1 Training programme,
 - 5.2 Agriculture

- 5.3 Income Generation Programme
- 5.4 Education programme
- 5.5 Health programme
- 5.6 Developmental programme
- 5.7 Industrial programme and
- 5.8 Leadership programme
- 6. Impact of Information Services
- 7. Women Federation
- 8. Women as information providers
- 9. Staff of the organization

3.2.1. Reliability and validity of the Questionnaire

The reliability of the questionnaire was found by test-retest method. To establish reliability the questionnaire was administered to a sample of 100 and the investigator compared the responses of each pair of questionnaires to find out the consistency of the responses. No significant variation was noted in the responses of pairs of questionnaires. Thus the questionnaire was assumed to be reliable.

Validity is that quality of data collecting tool which enables it to measure what it is supposed to measure. The questionnaire was prepared by the investigator with the assistance of the guide. The experts in the field were also consulted for the purpose. They commented that the content of the questionnaire is appropriate for the study. This suggests that the questionnaire has face validity.

3.2.2. User Satisfaction Scale for the sample

The investigator with the guidance of the supervising teacher, with the assistance of the experts and by referring literature, constructed and standardized a user satisfaction scale for women under study to measure the

level of satisfaction of the selected group with regard to the resources and services of the public libraries and NGOs. The aspects of user satisfaction suggested by Rout (1982)¹ were taken as the basis for the preparation of the scale. In this questionnaire the components of user satisfaction suggested by Rout are seemed to be measured correctly.

3.2.3. Mode of answering

The scale has been prepared that the selected group is to respond in either Yes/No or excellent/good/average or high/moderate/little by putting a tick mark against appropriate alternative against each statement.

3.3. SAMPLE USED FOR THE STUDY

It is not practical to study the whole population to arrive at generalizations even though the result of the research is to have universal application. The process of sampling makes it possible to draw valid inferences or generalizations on the basis of careful observation of variables within a relatively small proportion of population.

In the present study the population is taken from the women members of the two organizations, namely WSSS and SHRAYES. This population is too large in size to collect data from the entire population. So the investigator selected a representative part of this population to conduct the study.

3.4. SAMPLING TECHNIQUE USED

The population consists of different groups with different characteristics. In order to get samples from all the groups, the investigator identified various groups as the first step. The women members are first divided into two groups based on the districts where they reside and then in to different centres where the organization has service centres. A good sample will show all the characteristics of the population. Representative samples

from the members of women organizations of different centres are selected for the study. The groups thus obtained are:

- a. Women members from Kannur District
- b. Women members from Wayanad District

The other sub samples were determined according to the place of their residence. The investigator has taken special care and interest to the women belonging to the rural region.

3.5. SAMPLE SIZE

For the present study the investigator decided to take a sample of 1200 women from the two Northern districts of Kerala namely, Kannur and Wayanad. Investigator personally visited the public libraries and studied the services of public libraries for the empowerment of women of Kannur and Wayanad district. Investigator also visited the different centres of these two NGOs in these district, had interviews with the staff of these organizations. The researcher studied how these organizations impart information to the group under study which leads to the empowerment of women.

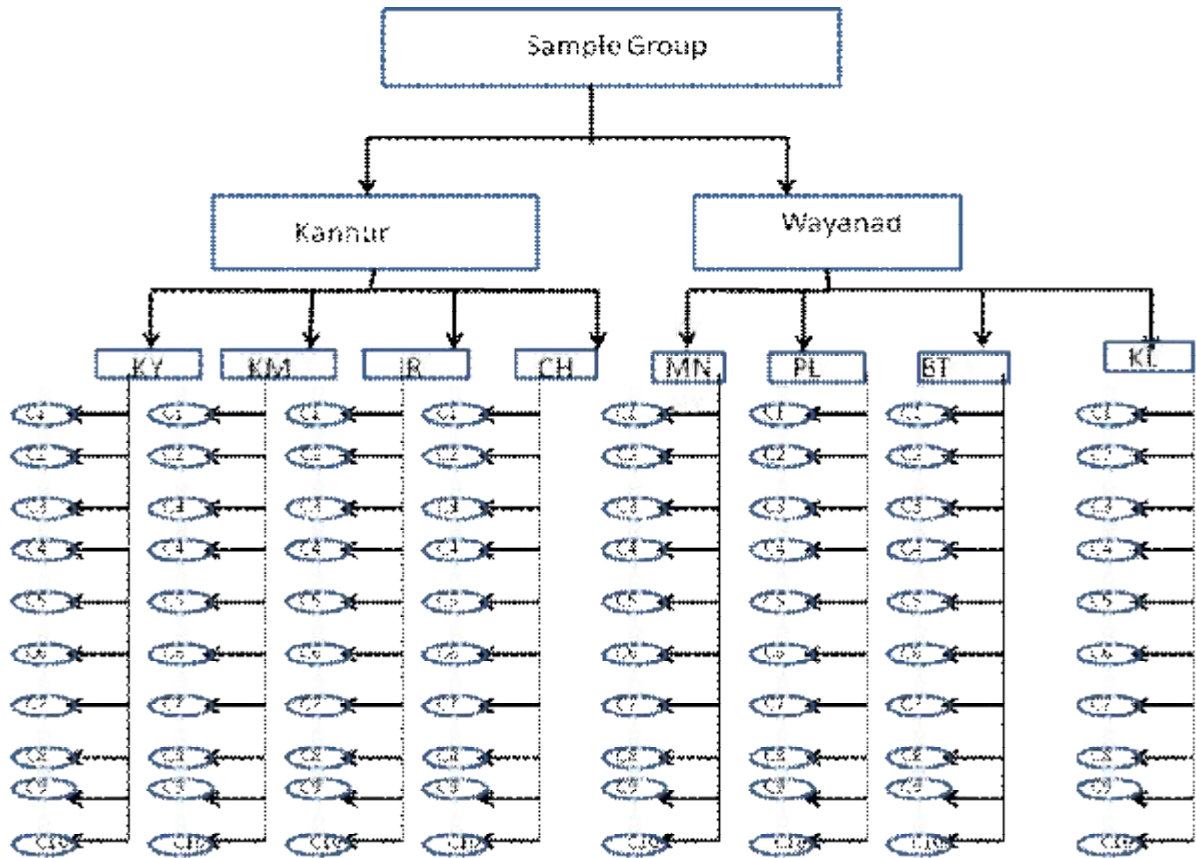
It was intended to include samples from all groups, the sample from each district were again divided into different category according to the place of their residence. The division of the sample is done in the following manner.

Kannur: Kottiyoor, Kelakam, Iritty and Cherupuzha. Each of these center again divided into ten groups according to the place of residence.

Wayanad: Mananthavady, Bathery, Pulpally and Kalpatta. Each of these center again divided into ten groups according to the place of residence. Thus we got 80 groups containing 15 members and distributed 15 questionnaires to each group. The break up of sample group is given in Figure 3.1.

Sample Group

Figure 3.1



3.6. DATA COLLECTION PROCEDURE

The investigator first sought permission from the authorities at the public libraries and the directors of the NGOs at Kannur and Wayanad district. After making necessary copies of the tools, the investigator visited all the centres of these NGOs and personally handed over the questionnaire to 1200 members of the selected sample. Necessary instructions were given to them in facing sheet of the questionnaire and the scaling of filling them. The selected sample responded positively by filling up and 1092 of the sample were returned the filled questionnaire. But 92 of the questionnaire were found

incomplete and thus rejected. A completely filled 1000 questionnaires were formed the sample for the study.

3.7. CONSOLIDATION OF DATA

The data collected through questionnaire were got and the percentages of the responses arrived at from the questionnaire were consolidated. Data pertaining to classificatory and study variables were consolidated separately by using spreadsheet package Excel. The data were then subjected to further statistical treatment.

3.8. STATISTICAL TECHNIQUES USED

Investigator has used different statistical techniques at different stages of the study to draw the conclusions. For analyzing the data, statistical analysis such as tabular representation and graphical representation are used. The different graphs used are pie diagram and histograms. To compare the pre-test and post-test means of the groups the statistical methods Z-test and t ratio is used. To compare the significant difference among the groups the analysis of covariance is employed. The level of significance is fixed at 0.05 levels, (Devore,2000)² Scheffe's post-hoc test was employed for inter group comparison, where 'F' ratio found significant.

The statistical techniques used for the analysis of data are described below.

3.8.1. Percentage analysis

3.8.1.1. Z-test for a population mean

To investigate the significance of the difference between an assumed population mean m_0 and a sample mean \bar{x} .

From the assumed mean m_0 and known variance s^2 a random sample of size n is taken and the sample mean \bar{x} is calculated. The test statistic $z = \frac{\bar{x} - m_0}{s/\sqrt{n}}$ may be compared with the standard normal distribution using either a one-tailed or two-tailed test, with critical region of size α . The hypothesis H_0 is rejected if $H_0 : m = m_0, H_1 : m > m_0$ and the hypothesis is accepted if $H_0 : m = m_0, H_1 : m \neq m_0$.

3.8.1.2. Z-test for two population means:

This test is used to investigate the significance difference between the means of two populations.

$$Z = \frac{(\bar{x}_1 - \bar{x}_2) - (m_1 - m_2)}{s \left(\frac{1}{n_1} + \frac{1}{n_2} \right)^{1/2}}, \quad \text{where } m_1 \text{ and } m_2 \text{ the means of the}$$

two population; n_1 and n_2 the size of the samples; \bar{x}_1 and \bar{x}_2 the sample means.

3.8.1.3. Z-test for a population (binomial distribution):

This statistical test is used to investigate the significance of the difference between an assumed proportion p_0 and an observed proportion. A random sample of n elements is taken from a population in which it is assumed that a proportion p_0 belongs to a specified class. The proportion p of elements in the sample belonging to this class is calculated using the formula

$$z = \frac{|p - p_0| - \frac{1}{2n}}{\frac{p_0(1-p_0)^2}{n}}$$

This may be compared with a standard normal

distribution using either a one-tailed or two-tailed test.

3.8.1.4. Z-test for the equality of two proportions (binomial distribution):

This statistical test is used to investigate the assumption that the two proportions are equal based on two samples, one from each population. A random sample of size n_1 and n_2 are taken and respective proportions p_1

and p_2 are calculated. The test statistics is

$$z = \frac{(p_1 - p_2)}{\frac{1}{p(1-p)\left(\frac{1}{n_1} + \frac{1}{n_2}\right)^2}}, \text{ where } p = \frac{p_1 n_1 + p_2 n_2}{n_1 + n_2}$$

3.8.1.5. t-test for a population mean

This statistical test investigate the significance of difference between an assumed population mean m_0 and a sample mean \bar{x} .

From a population with assumed mean and unknown variance, a random sample of size n is taken and the sample standard deviation using the

$$\text{formula } s = \frac{\sum_i ((x_i - \bar{x})^2)^{1/2}}{n-1}.$$

The test statistic is $t = \frac{\bar{x} - m}{\frac{s}{\sqrt{n}}}$, which may be compared with

Student's distribution with $n-1$ degrees of freedom. The test may either one-tailed or two-tailed.

3.8.1.6. t-test for two population means (method of paired comparisons):

This tool is to investigate the significance between the means of two populations. Consider two populations with means m_1 and m_2 . Independent

random samples of size n_1 and n_2 taken from which sample means \bar{x}_1

and \bar{x}_2 together with sums of squares

$$s_1^2 = \frac{1}{n_1} \sum_{i=1}^{n_1} (x_i - \bar{x}_1)^2 \text{ and } s_2^2 = \frac{1}{n_2} \sum_{i=1}^{n_2} (x_i - \bar{x}_2)^2 \text{ are calculated.}$$

The best estimate of the population variance is found as

$$s^2 = \frac{(n_1 - 1)s_1^2 + (n_2 - 1)s_2^2}{n_1 + n_2 - 2}.$$

The test static is ,

$$t = \frac{(\bar{x}_1 - \bar{x}_2) - (m_1 - m_2)}{s \sqrt{\left(\frac{1}{n_1} + \frac{1}{n_2}\right) \frac{1}{2}}}$$
, which may be compared with Student's t-

distribution with degrees of freedom. The test may either one-tiled or two-tailed.

3.8.1.7. F-test for two population variance (variance ratio test)

The objective of this test is to investigate the significance of the difference between two population variances. Given a sample of size n_1 with

values x_1, x_2, \dots, x_{n_1} and size n_2 with values y_1, y_2, \dots, y_{n_2} from

the two populations, the values of $\bar{x} = \frac{\sum x_i}{n_1}$, $\bar{y} = \frac{\sum y_i}{n_2}$ and

$$s_1^2 = \frac{\sum (x_i - \bar{x})^2}{n_1 - 1}, \quad s_2^2 = \frac{\sum (y_i - \bar{y})^2}{n_2 - 1}$$
 can be calculated. Under the

null hypothesis that the variances of the two populations are equal the test

statistic $F = \frac{s_1^2}{s_2^2}$ follows the F-distribution with $(n_1 - 1, n_2 - 1)$

degrees of freedom. The test may be either one-tailed or two-tailed.

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ANALYSIS AND INTERPRETATION OF THE DATA

- § Users of Public Library
- § Availability of the Staff of the Public Library and NGOs
- § Information Needs and Services
- § Information Service and its Impact in Agriculture
- § Information Service and its Impact in Animal Husbandry
- § Information Service and its Impact in Income Generation Programme
- § Herbal Medicine
- § Social Development Programme

CHAPTER IV

ANALYSIS AND INTERPRETATIONS OF THE DATA

Introduction

Indian society has witnessed many significant changes in the last couple of decades of which one of the significant changes relates to phasing out the age-old prejudices and gender bias giving way to gender equality. Women of today are no longer content to remain peripheral actors, and want to play their rightful role in all spheres of life. The society and the government at all levels have to attune themselves continuously to the changing needs of women as it is well perceived the development of any nation or society is not possible if women are not empowered. Thus, the empowerment of women is becoming an increasingly popular term in human rights and development discourses and is used by the NGO's as well as researchers and development agencies. The empowerment is like obscenity, we don't know how to measure it but you know it when you see it. Most of the definitions of empowerment include concepts such as agency, self reliance, ability to make choices, awareness etc. Here the researcher attempt to clear about what one means in a project or policy aiming empowerment of women in order to be able to measure it. The researcher here understands by empowerment of women or men are that you get a grip on life. You learn to do something about your situation. There are possibilities to change and that you recognize the forces that prevent change or gendered development.

The investigator designed a questionnaire to obtain data necessary to examine the role and extension services of public libraries and NGOs in imparting information services for the empowerment of women. Analysis

involves a number of closely related operations which are performed with the purpose of summarizing and organizing the collected data to find out the answer to the computation of certain measure along with searching for pattern of relationship that exists among the different information services.

The investigator designed a questionnaire to obtain data necessary for examining the research problem. This instrument was administered directly by the investigator to 1200 women of the WSSS and SHRAYES under the two districts of Kerala namely Kannur and Wayanad. The investigator studies the information needs and information services of the women's organization of these NGO's through various information programme. The researcher find how the NGO's collected and imparted various information to women in their empowerment, how different programme helped them in improving their leadership qualities, how the training in different fields helped them in improving their financial status. The study also aims to study the information services of public libraries to women folk, to report how the public libraries and NGOs support the empowerment of women through imparting different developmental programme of the women's organizations in the district of Wayanad and Kannur of Kerala State.

This chapter presents the analysis of data providing a descriptive examination of general characteristics of respondents, the different empowerment programme and the detailed analysis of the responses of the women on information resources, different information services, service tools and techniques. In order to simplify the study, the investigator grouped the sample in two regions namely Wayanad and Kannur and studied the empowerment of women in the rural district especially against the developed district Kannur.

The results of the impact of information services on women folk for their empowerment through statistical analysis of the collected data has been

analyzed, summarized and presented in tables using tools and percentages. SPSS was used for producing descriptive statistics.

4.1 Users of Public Libraries

A detailed study regarding the impact of information services on women for their empowerment, through public libraries and NGOs are critically studied. Then the researcher identify these NGOs as public libraries and study the role of NGOs in imparting information in various fields for the empowerment of women. The general characteristics of the study includes the Public libraries and NGOs, various information services of the NGOs such as Agriculture, Animal Husbandry (AH), Income Generation Programme (IGP), Social Development Programme (SDP), Hygiene Programme (HP), Developmental Programme (DP) and Herbal Industry (HI), in the two regions Kannur and Wayanad.

4.1.1 Region Wise Distribution: Users of Public Library and NGOs

Now, the investigator study the region wise distribution of respondents in Kannur and Wayanad, selected for study and found out how many of the selected women are the direct users of the public libraries and NGOs.

Table 4. 1

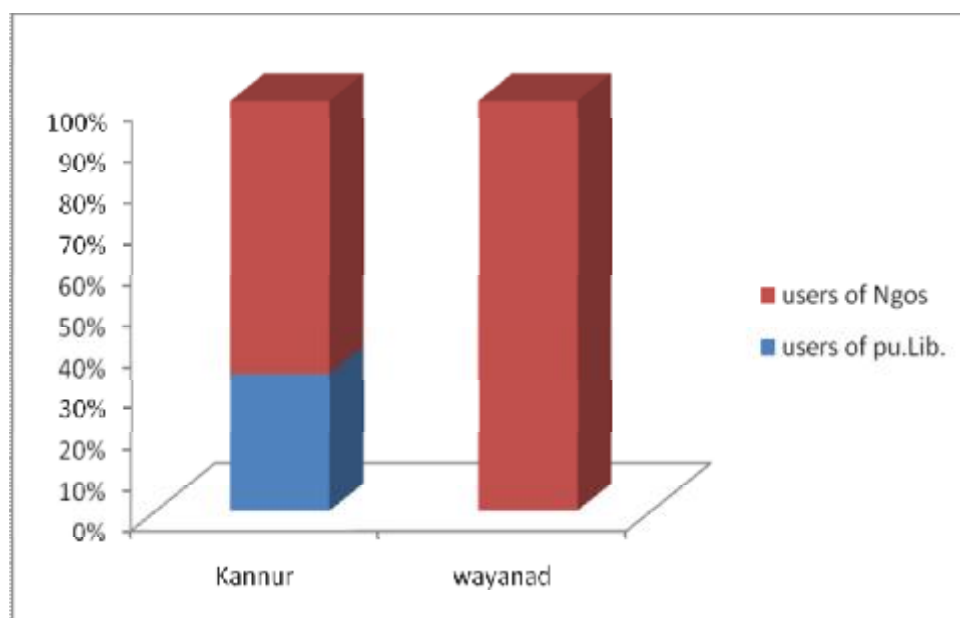
Members of NGOs as Users in Public Library

Region	Users of Pub. Lib.	Percentage.	User of NGOs	Percentage	Total	
					No.	%
Kannur	167	33.4	333	66.6	500	100
Wayanad	-0-	-0-	500	100	500	100
Total	167	33.4	833	66.6	1000	100

The Table 4.1 depicts the statistics of the information provided to the selected sample regarding the users of Public library and NGOs. The result shows that 167(33.4 %) of the sample are users of public library and none of them are from the rural district Wayanad. For 833 (83.3%) of the selected women under study are not the users of the public libraries but they are users of NGOs. All the 167 members who have membership in public library belong to Kannur region. Majority (66.6 %and 100%) of the group under study is not the users of public library. In the absence of the services of public libraries, high percentage of the women under the study reported that they are getting information from the NGOs. Hence it is of interest of the investigator to study how these NGOs played the role of a public library to identify and impart the information in various fields to empower the women under study. Graphical representation of table 4.1 is given in Figure 4.1.

Figure 4.1

Members of NGOs as Users in Public Library



4.2 NGOs as Motivator to Approach Public Libraries

In the absence or non availability of public libraries, NGOs took over the services of the public libraries. The services of the NGOs as public libraries is categorized into two parts namely NGO itself as public libraries and NGO as a mediator for the women under study to motivate them to be the users of the public libraries. The Table 4. 2 give the percentages of women who received service directly from the public libraries and the percentage of women who are motivated to join in public library by the NGOs.

Table 4.2

NGOs as Motivator to Approach Public Libraries

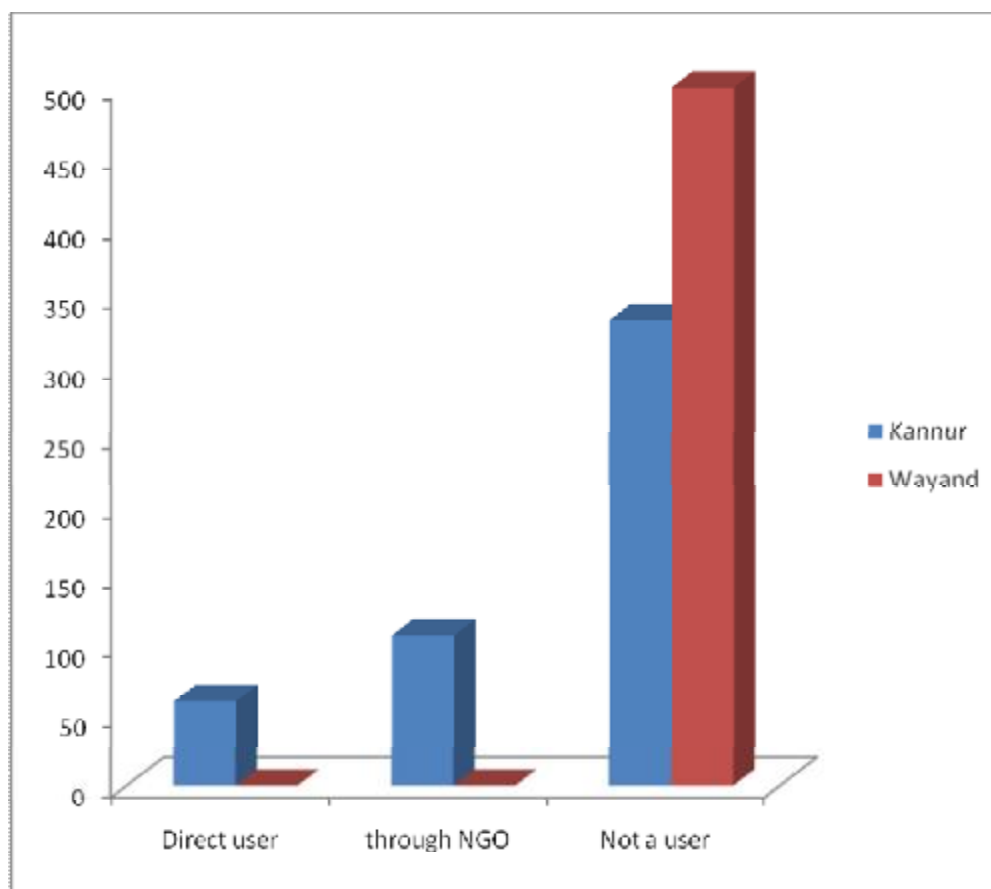
	Kannur	Percentage	Wayanad	Percentage	Total
Direct Users	60	12	0	0	60
Through NGOs	107	21.4	0	0	107
Not a user of Pub. Lib.	333	66.6	500	100	833
Total	500	100	500	100	1000

The Table 4.2 reveals that 60 (12%) of the members of the selected women seems to had membership in public libraries and obtained services from public libraries without the influence of NGOs and 107 (21.4%) of the members received assistance from NGOs to obtain membership in public libraries. For Wayanad region the only source of information services are the NGOS. In other words, for Wayanad region NGOs are not only the facilitator

to public libraries but it stands as public library. Graphical representation of the Table 4.2 is given in Figure 4.2.

Figure 4.2

NGOs as Motivator to Approach Public Libraries



4.2.1 Availability of the Staff of Public Libraries and NGOs

The investigator studies the availability of the staff of public libraries and NGOs to know how far they provide services to the community they have to serve. Investigator evaluated the availability of the staff at the public libraries and the NGOs of the two regions Kannur and Wayanad. The investigator classified the availability of the staffs at these region as 'regularly', 'sometimes' and 'never'.

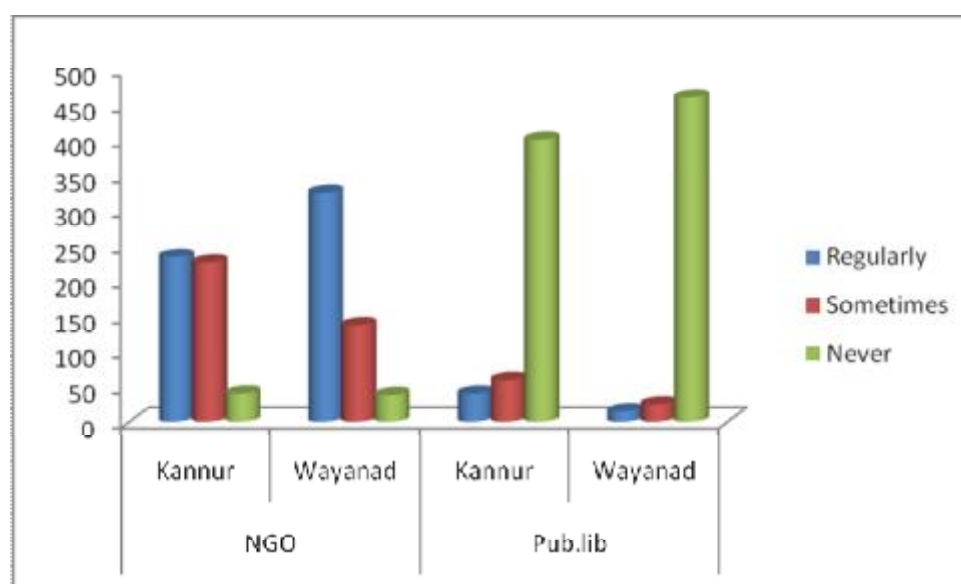
Table 4.3
Availability of the Staff

	NGO			Public library		
	Kannur	Wayanad	Total	Kannur	Wayanad	Total
Regularly	234	325	550	40	15	55
	46.8%	65%		8%	3%	
Sometimes	226	137	363	60	25	85
	45.2%	27.4%		12%	5%	
Never	40	38	78	400	460	860
	8%	7.6%		80%	92%	
Total	500	500	1000	500	500	1000
	100%	100%		100%	100%	100%

The study reveals that in the Kannur region the availability of the staff of NGOs to monitor and instruct women regularly is 234 (46.8%) and that of Wayanad region is 325(65%), and 226 (45.2%) of the Kannur region and 137 (27.4%) of women of Wayanad region reported that the staff served them sometimes, 40 (8%) of the women of Kannur region and 38(7.6%) of women of Wayanad region stated that the staff of the NGOs never bothered to monitor them and provide services. The study also found that in the Kannur region the availability of the staff of public library to monitor and instruct women regularly is 40 (8%) and that of Wayanad region is 15(3%), and 60 (12%) of the Kannur region and 25(5%) of women of Wayanad region reported that the staff served them sometimes, 400 (80%) of the women of Kannur region and 460(92%) of women of Wayanad region stated that the staff of the public library never bothered to monitor them and provide services. The study point out that majority of the respondents said the staff of

NGOs are available to monitor the activities of the women whereas the staff of public libraries are not there to provide information to the group under study. Graphical representation of the Table 4.3 is given in Figure 4.3.

Figure 4.3
Availability of the Staff



4.3 Information Needs and Services

The first step to attain the empowerment of the women under study, the researcher study how the NGOs identified the major information needs of the women in these two regions Kannur and Wayanad. For this the investigator took pain to make a survey to identify the different information needs of the people. After identifying the needs of the group under study investigator differentiate the various sub fields through which information should be imparted to empower.

Researcher identified the various fields in which they need information to empower themselves as education, training and developmental activities (Public relation programme). After identifying the various information needs

of the selected sample, investigator divided the different information needs into various types such as Agriculture, Animal husbandry, Education, Health, Income Generation Programme, Leadership Training Programme, Social Values Programme, Legal Education Programme, Jnakeeyasuthran, Gramma Sabha and computed the percentage (or degree) in which the selected sample need these information. Investigator divided the sample into three categories namely the women who are strongly agree in need of getting information, women who agree that they need the information and those who do not agree that they need information in these fields. NGOs attained this goal by identifying the needs and there by proposing and implementing various information services. The Table 4.4 depicts the information collected by the researcher from the sample which reveals that high percentage of the women is in need of getting information.

Table 4. 4
Information Needs

Item	St.agr. %	Agr.%	Nt.agr.%
Agriculture	31.2	63.2	5.6
Animal husbandry	40.8	51.2	8
Women development	42.4	50.4	7.2
Health	46.4	44	9.6
Income generation	50.4	39.2	10.4
Hygiene	48	40.8	11.2
Alternative way of life	35.2	52	12.8
Leadership	31.2	55.2	13.6
Social values	30.4	55.2	14.4
Legal education	24	60.8	15.2
‘Jnakeeyasuthran’	30.4	54.4	15.2
Gramma Sabha	30.2	52	17.8
Devep. Prog. of Govt.	22.4	60.8	16.8

The Table 4.4 is studying the information needs of the group under study. The answer to the question regarding the information need in agriculture 63.2 percentages agreed and 31.2 percentages strongly agreed that they need information in the agricultural field. But 5.6 percentages not agreed this fact.

About the animal husbandry 51.2 percentages agreed and 40.8 percentages strongly agreed for information in the livestock. However 8 percentages do not accept this fact. Regarding women development 50.4 percentages agreed and 42.4 percentages strongly agreed for the need of information. While 7.2 percentages disagree this aspect.

Need of information regarding health as per the study, 46.6 percentages of them strongly agreed; 44 percentages of them agreed that they are in need of acquiring information in various aspects of hygiene, while 11.2 percentages disagreed. The study also reveals that 48 percentages of the sample under study strongly felt that they need information about hygiene; 40 percentages agreed; 9.6 percentages disagree.

The Table 4.4 states the opinion regarding the need in income generation programme and it shows that 50.4 percentages of them strongly agreed and 39. percentages agree for it. Only 10.4 percentages disagree or they do not need such information. In the modern society women are subjected to economic disparity and they really in need of proper guidance and enough information to overcome the situation.

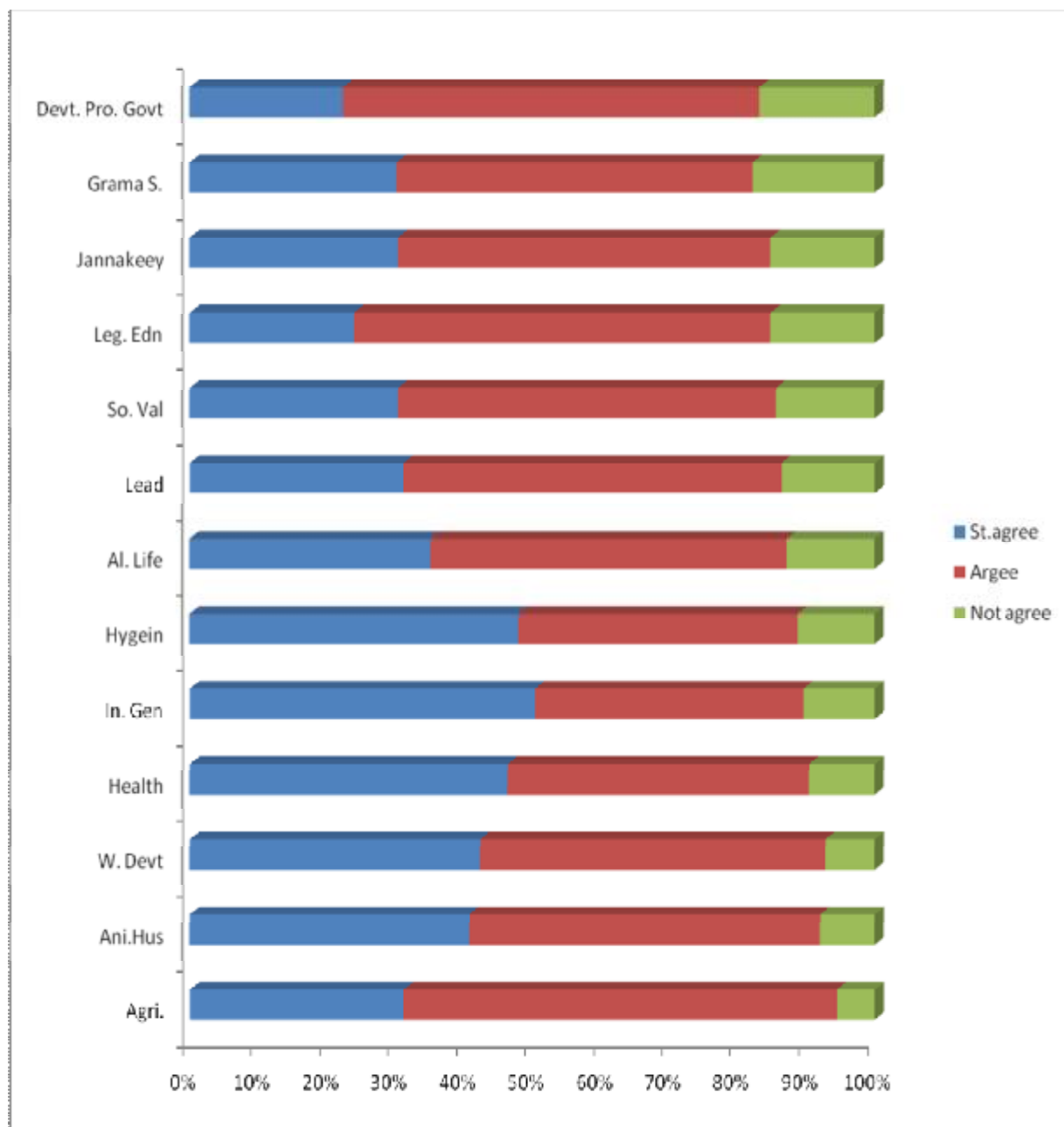
With regard to the alternative way of life, 52 percentages of women under study agreed and 35.2 percentages strongly agreed that they need information in this field while 12.8 percentages disagreed. Opinion about the need of information of becoming a leader and leadership qualities 55.2 percentages agreed and 31.2 percentages strongly agreed that they need information on this aspects while 13.6 percentages disagree.

Analysis on the need for imparting legal education, 60.8 percentages agree, 24 percentages strongly agree and 15.2 percentages disagree. Also, 30.4 percentages strongly felt that they need more information regarding social values and 55.2 percentages agreed that they need information on social values. However, 14.4 percentages of the sample do not felt the need of getting information about social values.

The Table 4.4 also deals with the different development programmes of government, janakeeyasuthran and gramma sabha. Majority of the women report that they need information in such areas. About the development programmes of government 60 percentages agreed and 22.4 percentages strongly agreed. However 16.8 percentages disagreed. Information on gramma sabha 52 percentages agreed and 30.2 percentages strongly agreed while 17.8 percentages stated they do not need such information.

The study depicts the present scenario of the women. The women are in need of various kind of information. But, either lack of enough public libraries in the villages or the existing public library could not serve as an information centre to provide the essential information to the women folk. Hence the role of non-governmental organizations like NGOs are worth studying. Graphical representation of the Table 4.4 is given in Figure 4.4.

Figure 4.4
Information Needs



4.4 Information Needs in Agriculture: Region Wise

Investigator identified agriculture as the first field where the women under study are in need of acquiring information. In the Table 4.5

investigator studies the degree in which the women under study in the regions Kannur and Wayanad are in need of obtaining the information in the field of agriculture and there by resulting the empowerment. The women under study reported their opinion in three different classes namely; they need the information in agriculture ‘very much’, ‘average’ and ‘little’.

Table 4.5
Information Need in Agriculture

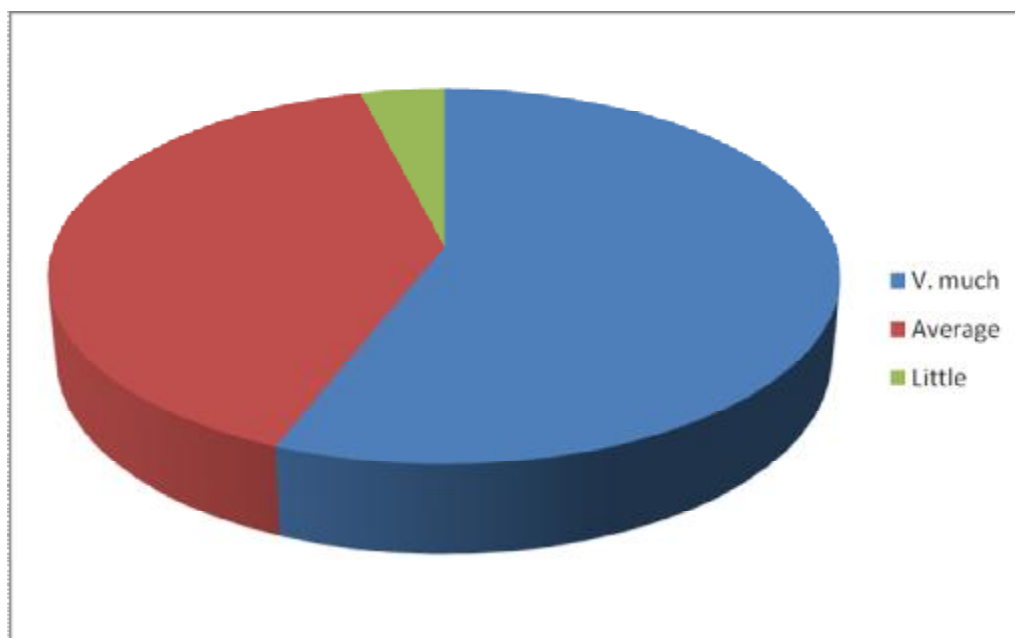
	Kannur	Percentage	Wayanad	Percentage	Total
Very much	320	64	350	70	670
Average	120	24	130	26	250
Little	60	12	20	4	80
Total	500	100	500	100	1000

The Table 4.5 is interpreted under the following headings.

4.4.1 Information Need in Agriculture: Kannur

The Table 4.5 shows that in Kannur region 320 (64%) of the women remarked that they need the information very much in the field of agriculture, while 120 (24%) of them reported that they need the information ‘average’ and only 60 (12%) of them said that they need the information ‘little’. Diagrammatic representation of the data is given in Figure 4.5.

Figure 4.5
Information Need in Agriculture: Kannur

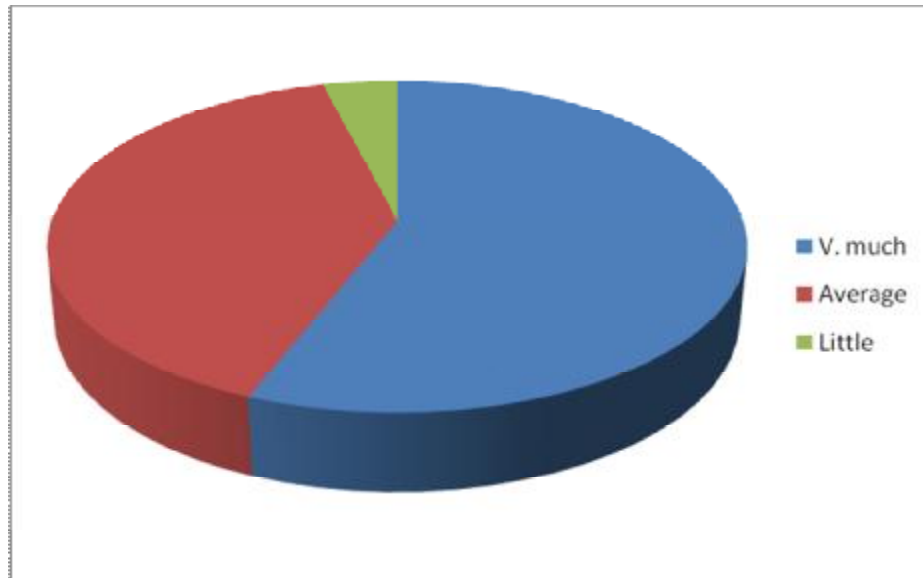


4.4.2 Information Need in Agriculture: Wayanad Region

The Table 4.5 reveals that in Wayanad region 350 (70%) of the women stated that they need the information very much in agriculture, while 130 (26%) of them remarked that they need the information 'average' and only 20 (4%) of them said that they need the information 'little'. Diagrammatic representation of the data is given in Figure 4.6.

Figure 4.6

Information Need in Agriculture: Wayanad

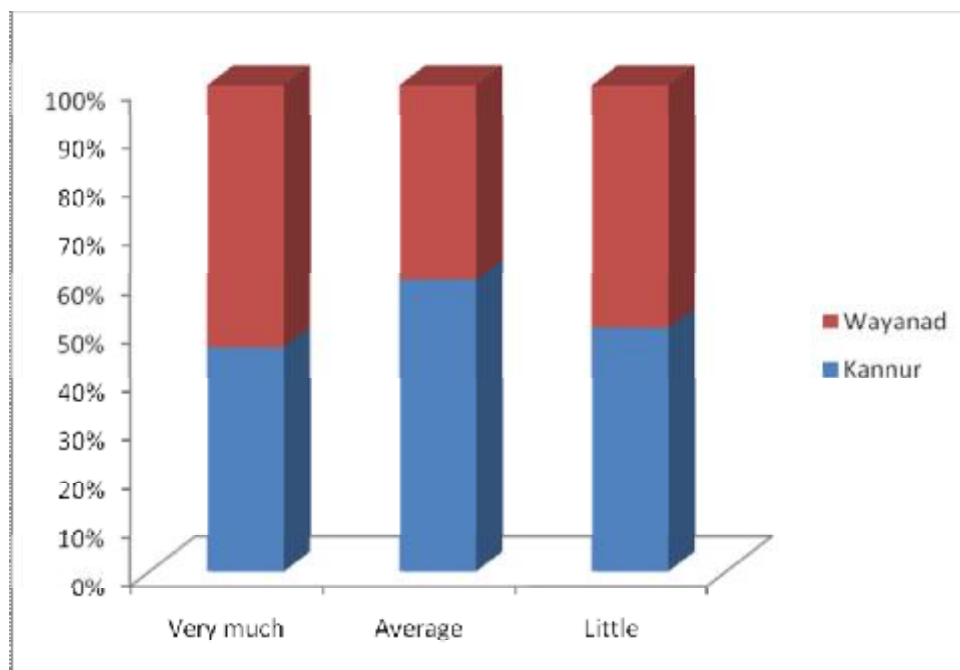


4.4.3 Need of Information in Agriculture: Kannur and Wayanad Region

Here the investigator makes a comparison between two regions. The study also reveals that in Kannur region 320 (64%) and in Wayanad region is 350(70%) of the women under study reported that they are very much in need of information in the field of agriculture. The women in Kannur and Wayanad region who need the information in the field of agriculture ‘average’ is respectively 120 (24%) and 130(26%), 60(12%) of the women in Kannur region and 20 (4%) of women in Wayanad region reported that they need ‘little’ information in the field of agriculture. The study reveals that women of Wayanad more prefer the agriculture than the Kannur region. Diagrammatic representation of the data is given in Figure 4.7.

Figure 4.7

Need of Information in Agriculture: Kannur and Wayanad



4.5 Information Service in Agriculture through Education, Training and Technical Assistance

After identifying the information needs of the group regarding agriculture, investigator is studying the different information services of the NGOs on agriculture. The NGOs are providing information services through three different ways namely, education programme (EP), training programme (TP) and technical assistance (TA). The Table 4.6 lists the information service imparted by the NGOs in the field of agriculture through education programme (EP). The responses are in three forms, excellent, good and average.

Figure 4.6

Information Service in Agriculture through Education

Region	Education Programme			Total
	Excellent	Good	Average	
Kannur	300	150	50	500
	60%	30%	10%	100%
Wayanad	350	100	50	500
	70%	20%	10%	100%
Total	650	250	100	1000

The Table 4.6 studies the different information services imparted in the field of agriculture through education in Kannur region and Wayanad region respectively. The detailed explanation of the Table 4.6 is given in the following headings.

4.5.1 Information Service in Agriculture: Region Wise

Investigator now study the information service in agriculture in the region through the three criteria, namely education, training and technical assistance.

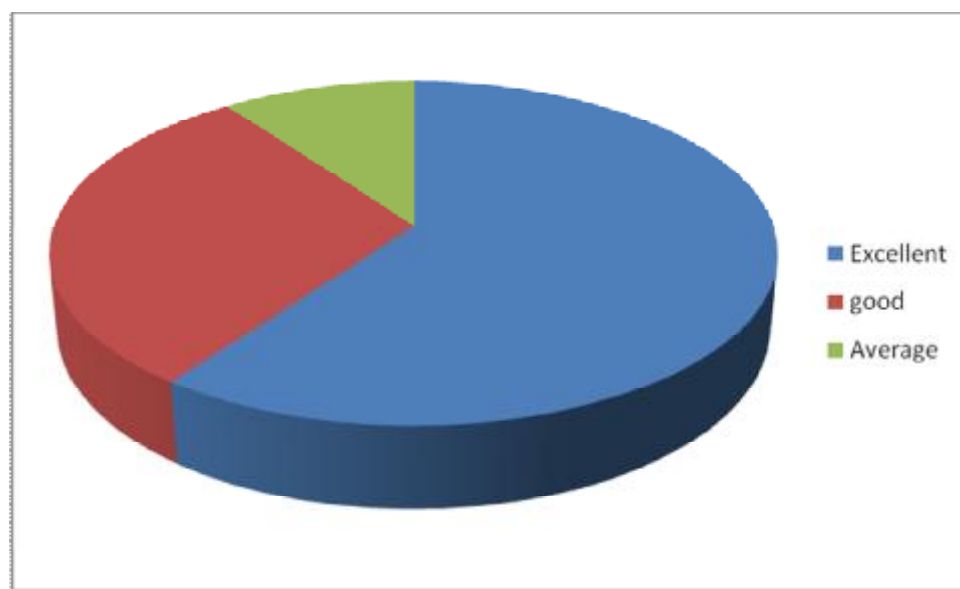
4.5.1.1 Education in Agriculture: Kannur

The Researcher evaluates the information services in agriculture in the Kannur region through education. The question is asked to know about their opinion regarding the service. The Table 4.6 reveals that 300(60%) of the women under study of the Kannur region report that the information services is excellent, 150(30%) of the Kannur region said that information services is

good and only 50(10%) of them stated that the information services is average. Graphical representation of the data is given in Figure 4.8.

Figure 4.8

Education in Agriculture: Kannur

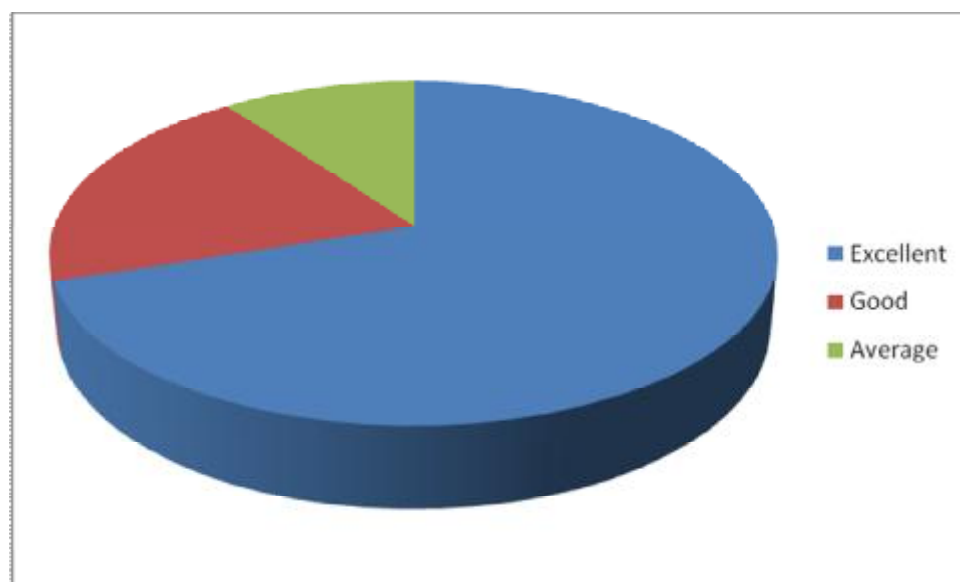


4.5.1.2 Education in Agriculture: Wayanad Region

The investigator studies the information service in agriculture in the region Wayanad through education. The Table 4.6 shows that 350 (70%) of the women in Wayanad region said that information service in the form of education programme is excellent, 100(20%) of the Wayanad region report that the information services in agriculture through education programme is good and only 50(10%) of the region reported that the information service in the form of education is average. Graphical representation of the data is shown in Figure 4.9.

Figure 4.9

Education in Agriculture: Wayanad

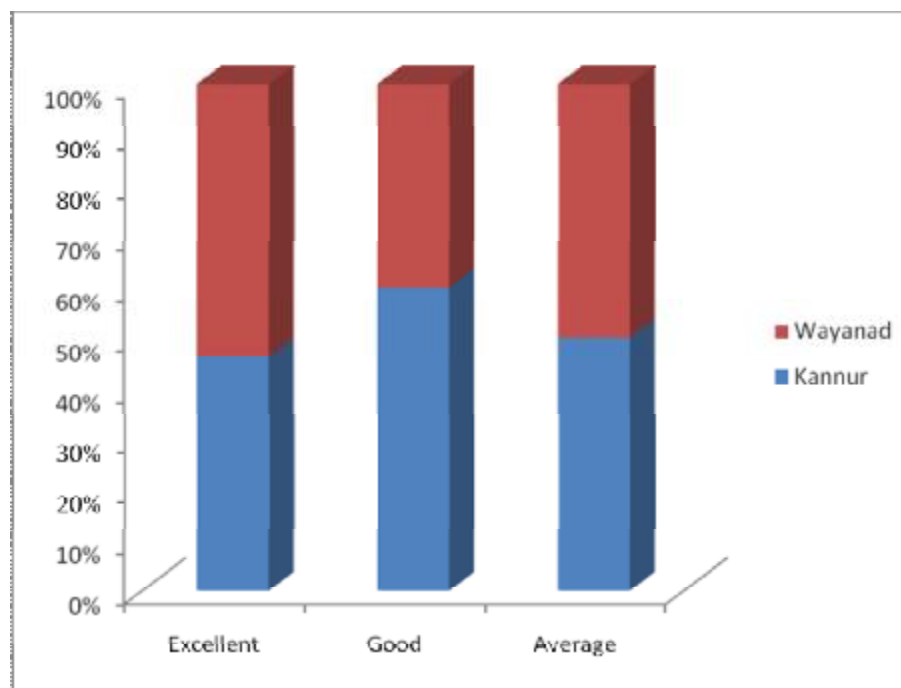


4.5.1.3 Education in Agriculture in Kannur and Wayanad Region

After studying the two regions separately the investigator made a comparison between the two regions Kannur and Wayanad. The Table 4.6 shows that 300 (60%) of the women in Kannur region and 350(70%) of members of the Wayanad region said that the information service in agriculture through education programme is excellent, 150(30%) of the Kannur region and 100(20%) of the Wayanad region stated that the information services in the form of education programme is good and only 50(10%) of both the region reported that the information service in agriculture through education programme is average. From the analysis it is clear that majority of the group under study were accepted that the service is excellent and they accepted the fact that they are satisfied with the service. The quality of the service is high according to the remark. Graphical representation of the data is given in Figure 4.10.

Figure 4.10

Education in Agriculture in Kannur and Wayanad



4.5.2 Information Service in Agriculture through Training

The second area of service in agriculture by the organization is through training. The Table 4.7 is dealt with the opinion of the group about the information service in agriculture through training.

Table 4.7
Information Service in Agriculture through Training

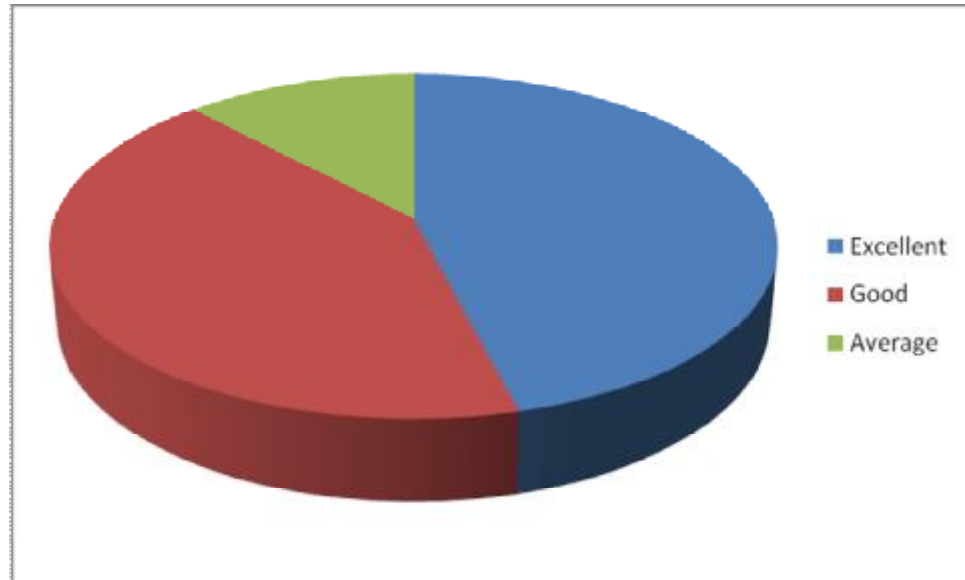
Region	Training programme			Total
	Excellent	Good	Average	
Kannur	230	210	60	500
	46%	42%	12%	100%
Wayanad	200	200	100	500
	40%	40%	20%	100%
Total	430	410	160	1000

The Table 4.7 is explained in the following headings.

4.5.2.1 Training in Agriculture: Kannur Region

The Table 4.7 studies the information service in agriculture in the region Kannur, through training programme. From the Table 4.7 it is clear that 230 (46%) of the women in Kannur region accepted that information service in agriculture through training is excellent, 210(42%) of the Kannur region said that the information services in the form of training programme is good and only 60(12%) of the region reported that the information service in training programme is average. Graphical representation of the fact is shown in Figure 4.11.

Figure 4.11
Training in Agriculture: Kannur

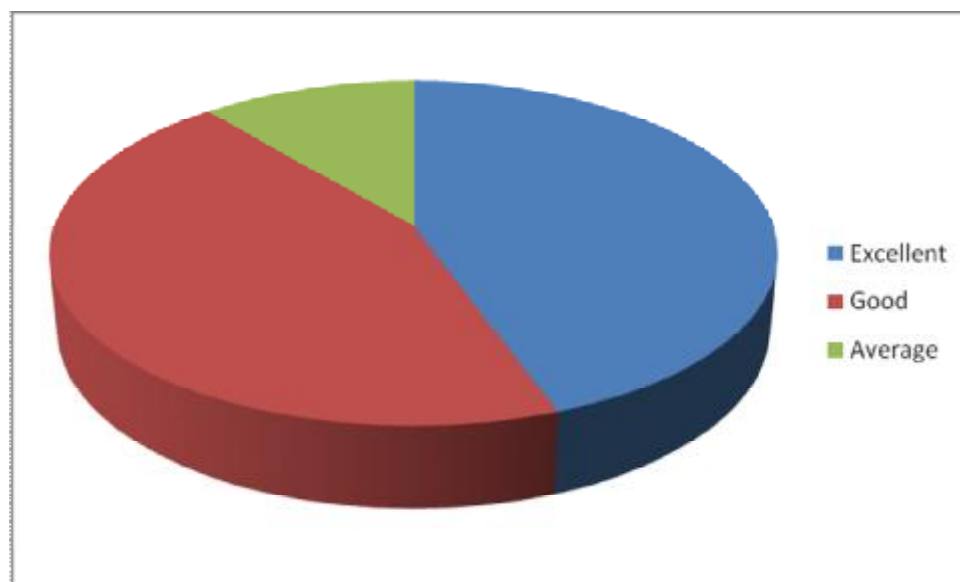


4.5.2.2 Training in Agriculture: Wayanad Region

Here the investigator studies the information service in agriculture in the region Kannur through training programme. The Table 4.7 shows that 200 (40%) of the women in Wayanad region accept that the information service in the form of training is excellent, 200(40%) of the Wayanad region said that the information services through training programme is good and only 100(20%) of the region reported that they the information service through training programme is average. Graphical representation of the fact is shown in Figure 4.12.

Figure 4.12

Training in Agriculture: Wayanad

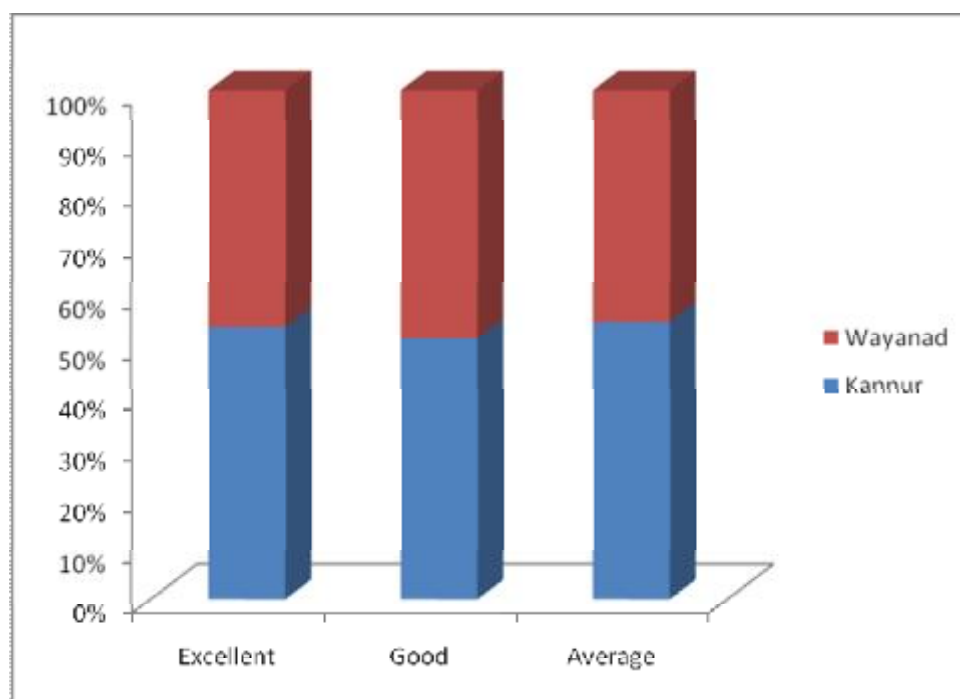


4.5.2.3 Training in Agriculture: Kannur and Wayanad Region

Here the investigator makes a comparison between the two regions, Kannur and Wayanad. The Table 4.7 shows that the training service imparted in the field of agriculture in Kannur and Wayanad region, excellent is 230 (46%) and 200(40%); good is 210(42%) and 200(40%); and average is 60(12%) and 100(20%) respectively. The comparison shows that training is good according to their remark. Graphical representation of the data is shown in Figure 4.13.

Figure 4.13

Training in Agriculture: Kannur and Wayanad



4.5.3 Technical Assistance in Agriculture

The third area of information service in agriculture is through technical assistance. Here the researcher try to understand how much the targeted group got technical assistance from the society and their response to the question is depicted in the Table 4.8.

Table 4.8
Technical Assistance in Agriculture

Region	Technical Assistance			Total
	Excellent	Good	Average	
Kannur	250	200	50	500
	50%	40%	10%	100%
Wayanad	280	200	20	500
	56%	40%	4%	100%
Total	530	400	70	1000

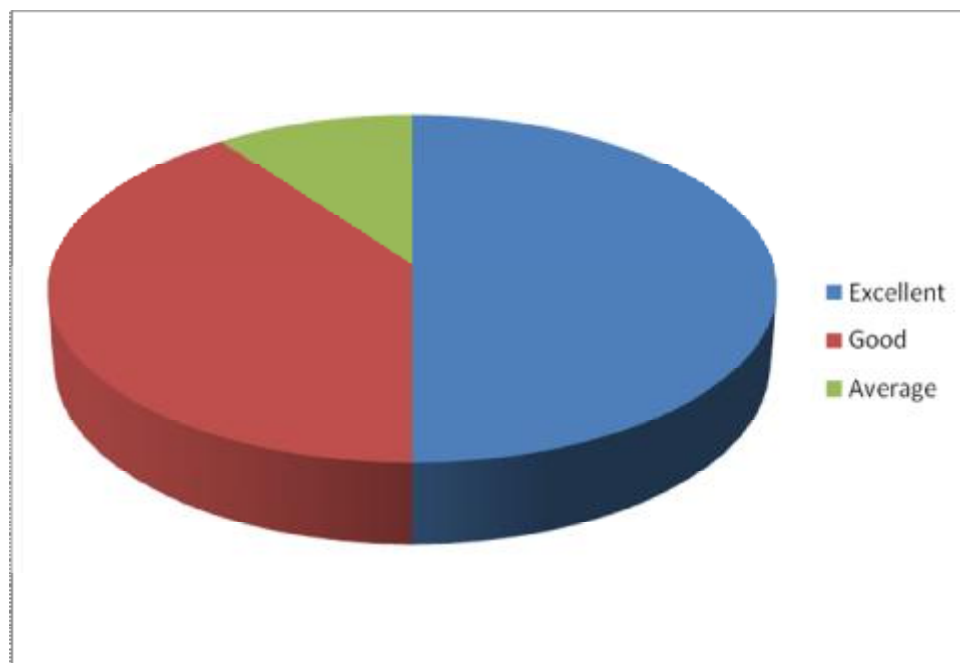
The Table 4.8 is explained in the following headings.

4.5.3.1 Technical Assistance in Agriculture: Kannur Region

The investigator studies the information service in agriculture in the Kannur region through technical assistance. The Table 4.8 shows that 250 (50%) of the women in Kannur region agreed that the information service through technical assistance is excellent, 200(40%) of the Kannur region said that the information services through technical assistance is good and only 50(10%) of the region reported that the information service in agriculture is average. Graphical representation of the data is shown in Figure 4.14.

Figure 4.14

Technical Assistance in Agriculture: Kannur

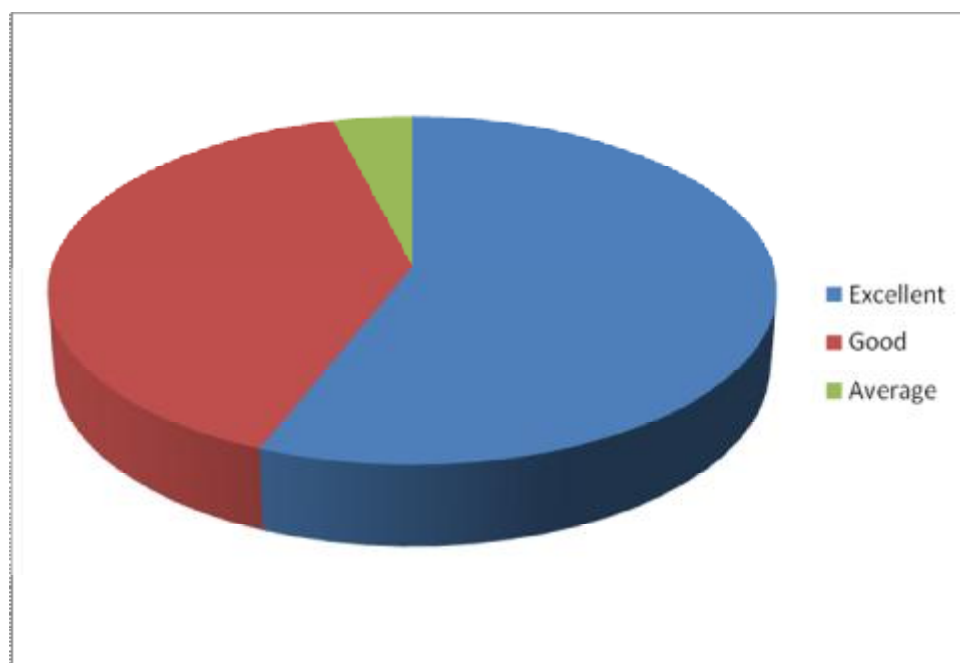


4.5.3.2 Technical Assistance in Agriculture: Wayanad Region

From the Table 4.8 it is clear that through technical assistance, 280(56%) of members of the Wayanad region stated that the technical assistance is excellent, 200(40%) of the women in Wayanad region said that the technical assistance is good and only 20 (4%) of them stated that information service in the form of technical assistance is average. Graphical representation of the data is shown in Figure 4.15.

Figure 4.15

Technical Assistance in Agriculture: Wayanad

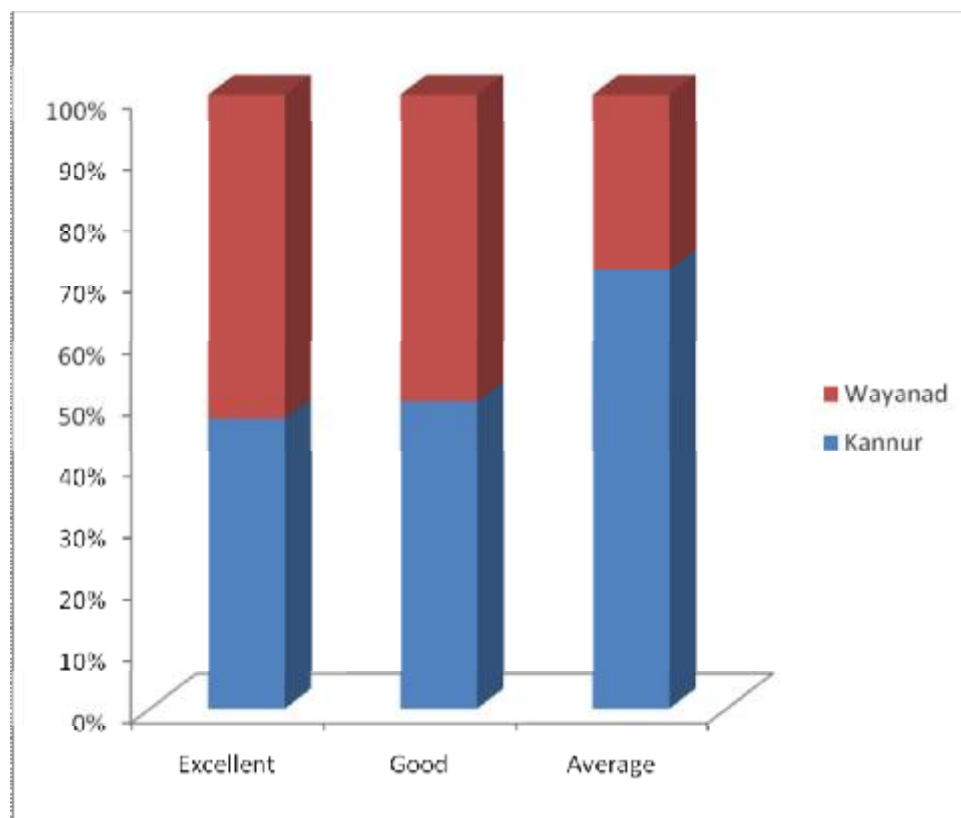


4.5.3.3 Technical Assistance in Agriculture: Kannur and Wayanad Region

Here a comparative study on the two regions is made. The information services imparted in the field of agriculture through technical assistance in Kannur and Wayanad region, the answer is excellent is 250 (50%) and 280(56%); good is 200(40%) and 200(40%); and average is 50(10%) and 20(4%). The comparison shows that the group of Wayanad region is more satisfied with the technical assistance than the Kannur Region. Graphical representation of the data is shown in Figure 4.16.

Figure 4.16

Technical Assistance in Agriculture: Kannur and Wayanad



4.6 Impact of Information Service in Agriculture

After identifying the information service in agriculture of the women under study, investigator now studies how far this information service through agriculture programme caused the empowerment of the selected women. Investigator categorized the degree of the empowerment attained through the agriculture programme into three classes namely 'high', 'moderate' and 'little'. Since the information service in agriculture is being imparted through education, training and technical assistance, each of these variables is studied.

Table 4.9

Impact of Information Service in Agriculture through Education

Region	Education Programme			Total
	High	Moderate	Little	
Kannur	260	210	30	500
	52%	42%	6%	100%
Wayanad	300	180	20	500
	60%	36%	4%	100%
Total	560	390	50	1000

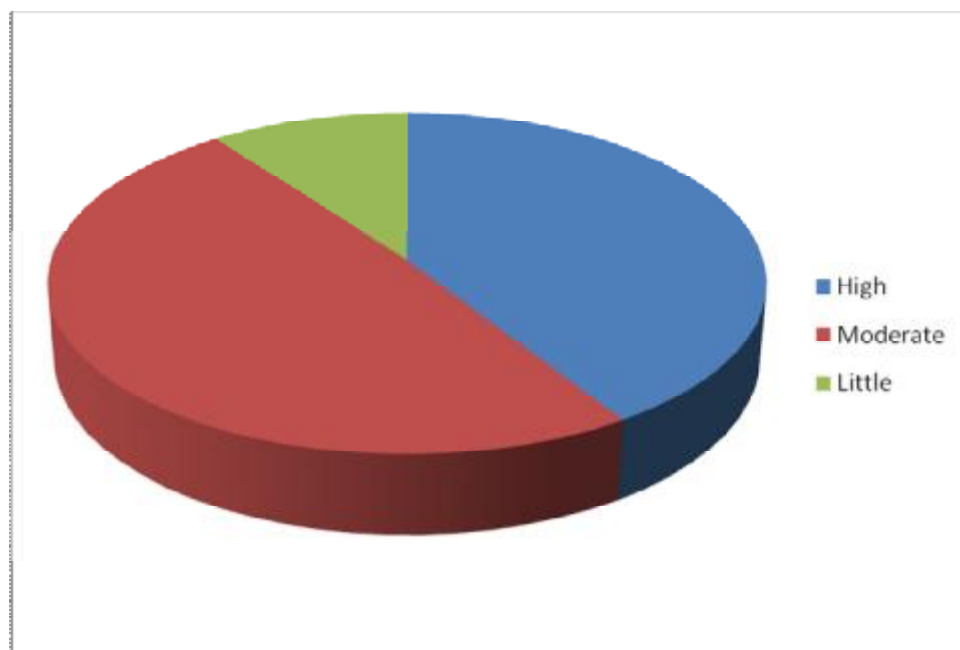
The Table 4.9 reveals that both in Kannur and Wayanad region the information service in agriculture through education programme is highly beneficial to the group under study. The detailed explanation is given below.

4.6.1 Education in Agriculture: Kannur

Investigator here studies how the education service in agriculture results in the empowerment of women in the Kannur region. The Table 4.9 reveals that through education programme 260(52%) of members of the Kannur region was highly empowered, 210(42%) of the Kannur region was moderately empowered and only 30(6%) of them was empowered little. Graphical representation of the data is shown in Figure 4.17.

Figure 4.17

Impact of Education in Agriculture: Kannur

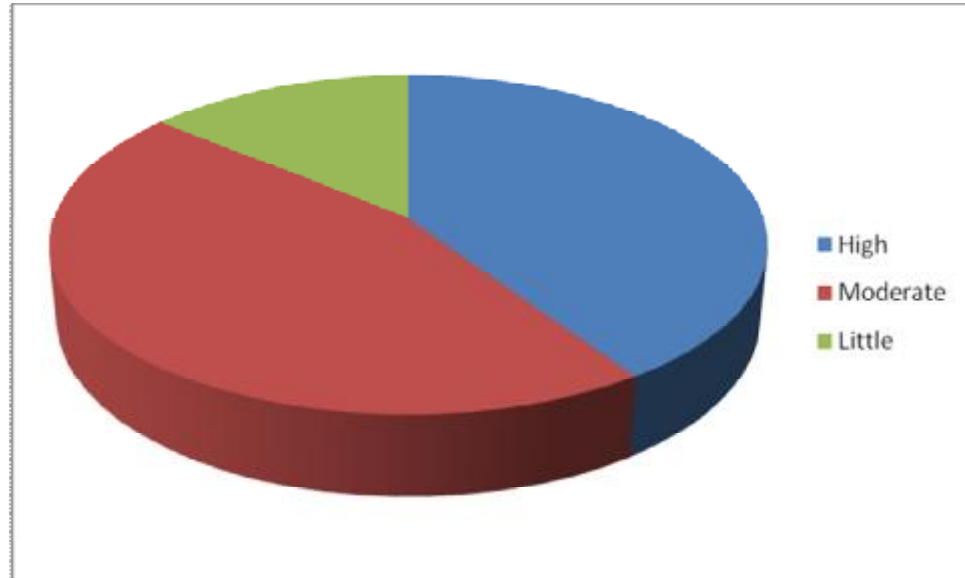


4.6.2 Impact of Education in Agriculture: Wayanad Region.

The Table 4.9 reveals that through education programme 300(60%) of members of the Wayanad region was highly empowered, 180(36%) of the Wayanad region was moderately empowered and only 20(4%) of them was empowered little. Graphical representation of the data is shown in Figure 4.18.

Figure 4.18

Impact of Education in Agriculture: Wayanad

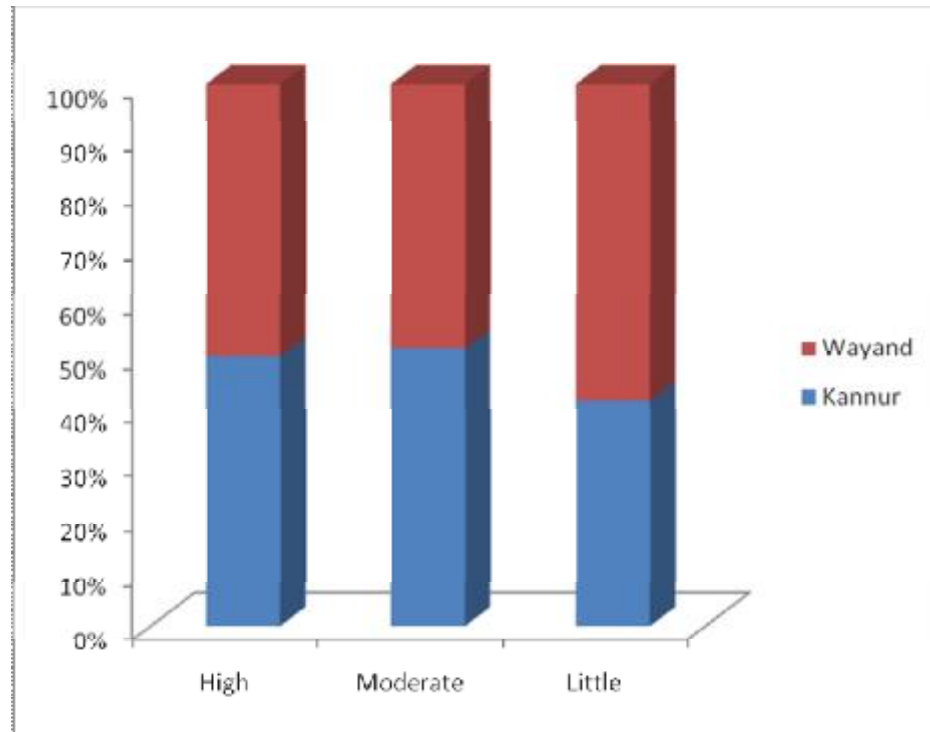


4.6.3 Impact of Education in Agriculture: Kannur and Wayanad

A comparative study is made here. In Kannur region 260 (52%) and in Wayanad 300(60%) of the women remarked that the education programme imparted by the NGOs were highly beneficial for their empowerment and 210 (42%) of the women in Kannur region and 180(36%) of the women in Wayanad region remarked that the information imparted through education programme were of moderate in respect of their empowerment. Only 30 (6%) women in Kannur and 20(4%) women in Wayanad region said that the information service through education programme contributed little for their empowerment. From the analysis it is clear that the education activities of the organization were success and the majority of the women had the opinion that they were empowered through education. The women at Wayanad region is more empowered than the Kannur region. Graphical representation of the data is shown in Figure 4.19.

Figure 4.19

Impact of Education in Agriculture: Kannur and Wayanad



4.6.4 Impact of Information in Agriculture through Training Programme

Here the researcher wants study the impact of training in agriculture since the information was given through training also. The responses of the women under study are analyzed in the Table 4.10.

Table 4.10

Impact of Information in Agriculture through Training Programme

Region	Training programme			Total
	High	Moderate	Little	
Kannur	250	210	40	500
	50%	42%	8%	100%
Wayanad	260	220	20	500
	52%	44%	4%	100%
Total	510	430	60	1000

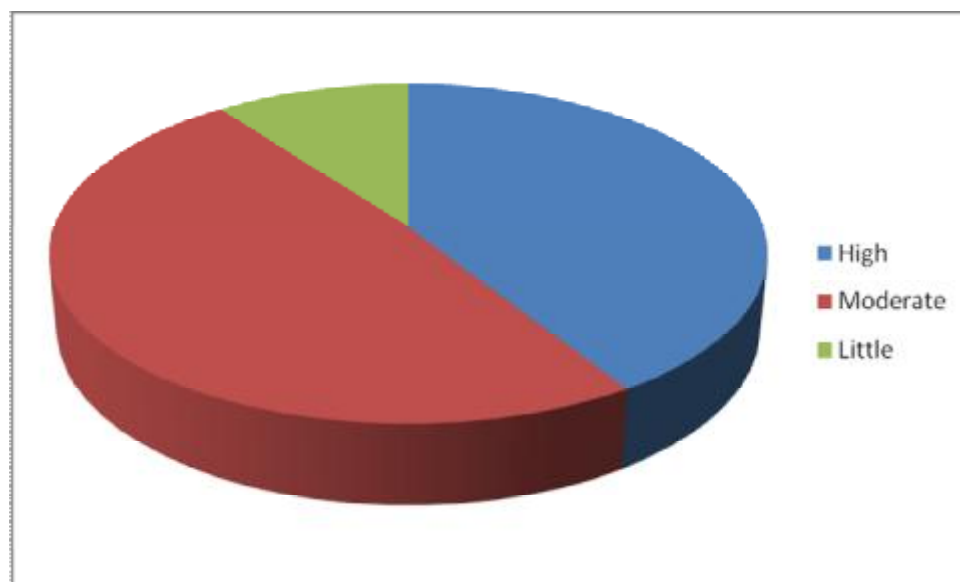
The Table 4.10 shows the impact of training in Kannur and Wayanad region. The Table 4.10 is explained in detail in the following heading.

4.6.4.1 Impact of Training in Agriculture: Kannur Region.

The investigator studies how the information service in agriculture results in the empowerment of women in the region Kannur through training programme. The Table 4.10 reveals that through training programme 250(50%) of members of the Kannur region was highly empowered, 210(42%) of the Kannur region was moderately empowered and only 40(8%) of them was empowered little. Graphical representation of the data is shown in Figure 4.20.

Figure 4.20

Impact of Training in Agriculture: Kannur

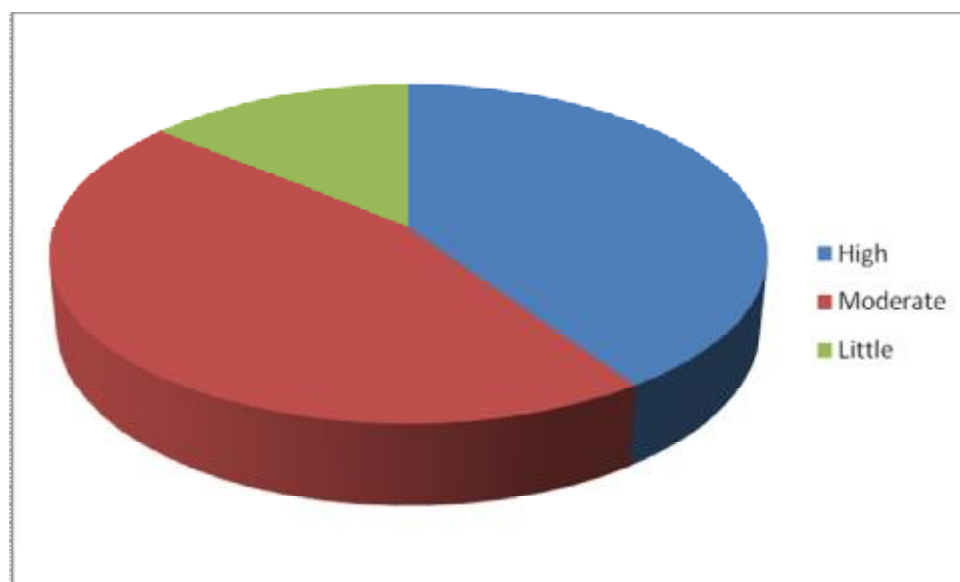


4.6.4.2 Impact of Training in Agriculture: Wayanad Region

The investigator studies how the training programme in agriculture results in the empowerment of women in the Wayanad region. The Table 4.10 reveals that through training programme 260(52%) of members of the Wayanad region was highly empowered, 220(44%) of them was moderately empowered and only 20(4%) of them was empowered little. Graphical representation of the data is shown in Figure 4.21.

Figure 4.21

Impact of Training in Agriculture in Wayanad

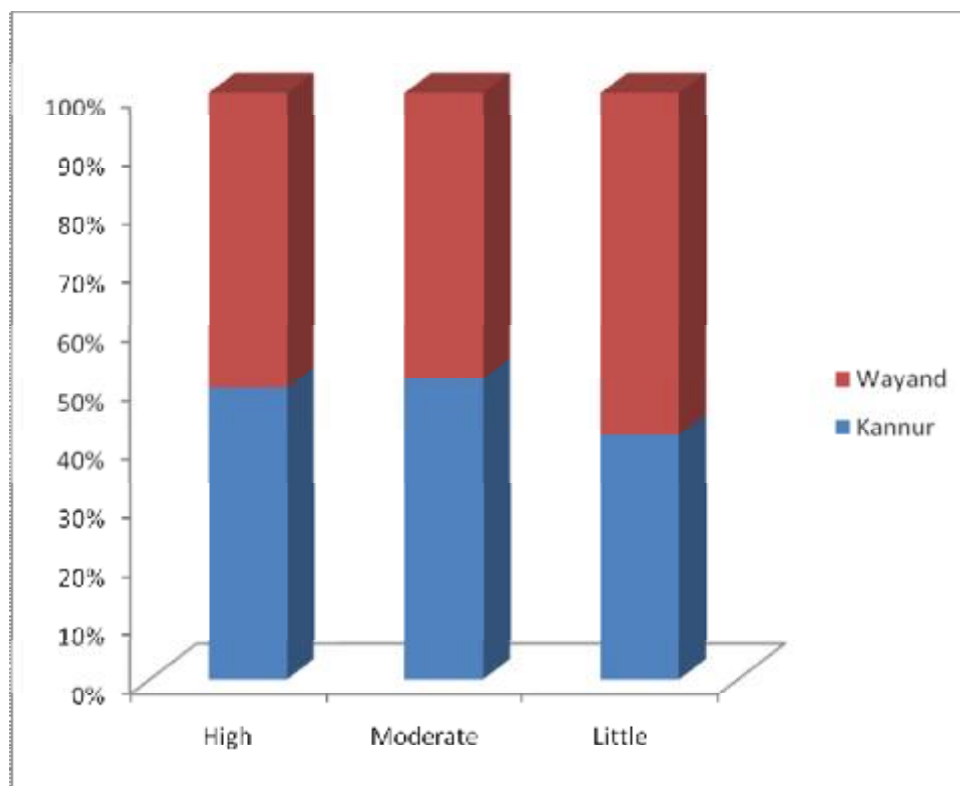


4.6.4.3 Impact of Training in Agriculture in Kannur and Wayanad

A comparative study of the two regions is made here. The Table 4.10 describes that the information service in agriculture imparted through training programme is beneficial to the targeted group. In Kannur region 250 (50%) and in Wayanad 260(52%) of the women remarked that the training programme imparted by the NGOs are highly beneficial for their empowerment; 210 (42%) of the women in Kannur region and 220(44%) of the women in Wayanad region reported that the information imparted through training programme were of average in respect of their empowerment. Only 40 (8%) women in Kannur and 20(4%) women in Wayanad region said that the information service through training programme contributed little for their empowerment. The comparison shows that training programme influenced them very much to their empowerment. Graphical representation of the data is shown in Figure 4.22.

Figure 4.22

Impact of Training in Agriculture in Kannur and Wayanad



4.6.5 Impact of Technical Assistance in Agriculture

Third aspects of information service were on the area of technical assistance. So the study is also intended to know how far they got technical assistance in the field of agriculture and how much it helped the women in making agriculture a success.

Table 4.11

Impact of Technical Assistance in Agriculture

Region	Technical Assistance			Total
	High	Moderate	Little	
Kannur	250	210	40	500
	50%	42%	8%	100%
Wayanad	280	210	10	500
	56%	42%	2%	100%
Total	530	420	50	1000

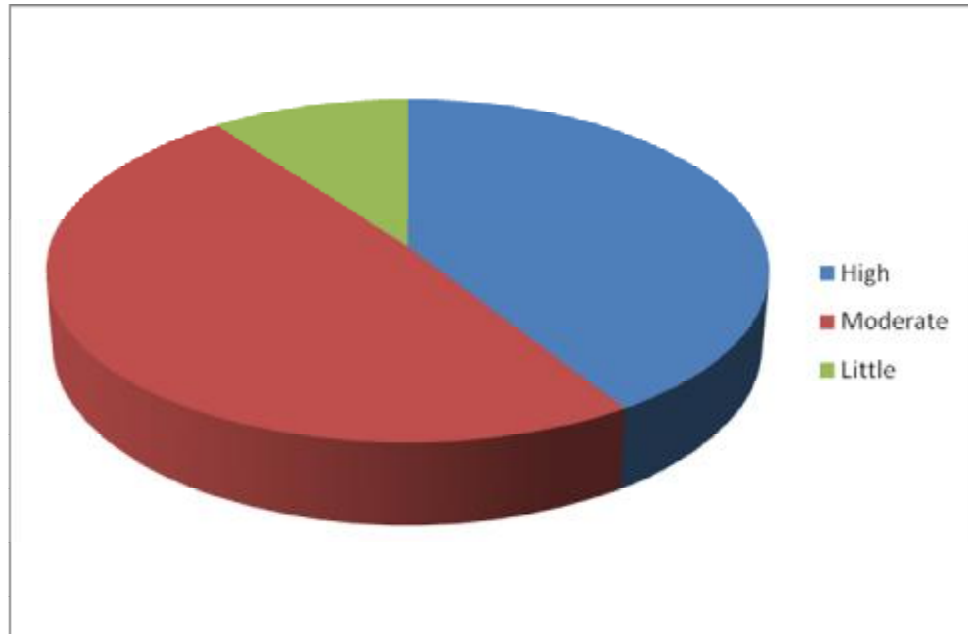
The Table 4.11 shows the impact of technical assistance in agriculture in Kannur and Wayanad region. The analysis of the Table 4.11 is done under the following headings.

4.6.5.1 Impact of Technical Assistance in Agriculture: Kannur Region

The investigator studies here how the technical assistance in agriculture results in the empowerment of women in the Kannur region. From the Table 4.11 it is clear that through technical assistance 250(50%) of members of the Kannur region was highly empowered, 210(42%) of them was moderately empowered and only 40(8%) of them was empowered little. Graphical representation of the data is shown in Figure 4.23.

Figure 4.23

Impact of Technical Assistance in Agriculture: Kannur

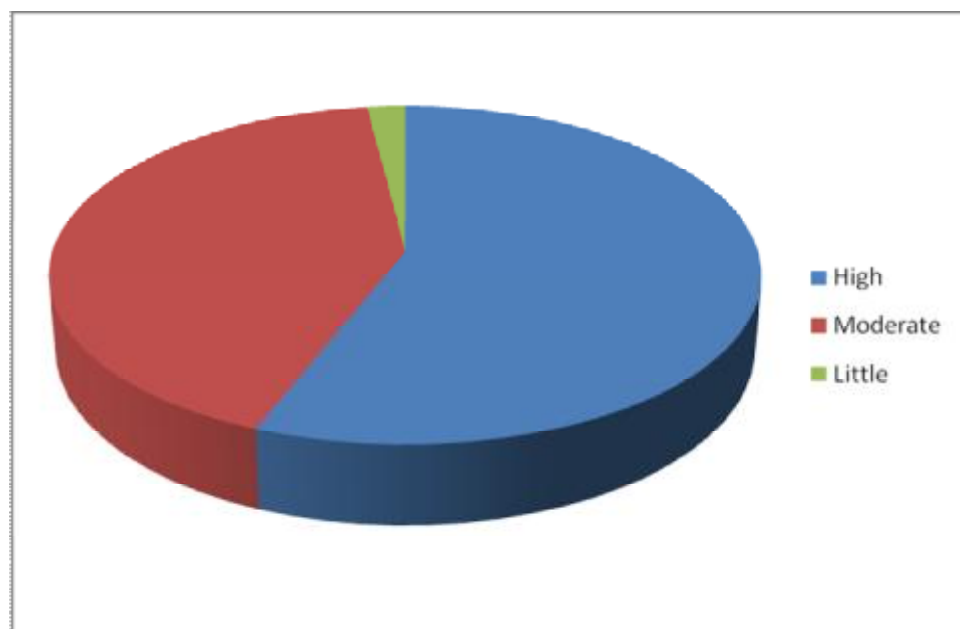


4.6.5.2 Impact of Technical Assistance in Agriculture: Wayanad Region

Here the investigator studies how the information service in agriculture leads to the empowerment of women in the region Wayanad through technical assistance. From the Table 4.11 it is clear that through technical assistance 280(56%) of members of the Wayanad region was highly empowered, 210(42%) of them was moderately empowered and only 10(2%) of them was empowered little. Graphical representation of the data is shown in Figure 4.24.

Figure 4.24

Impact of Technical Assistance in Agriculture: Wayanad



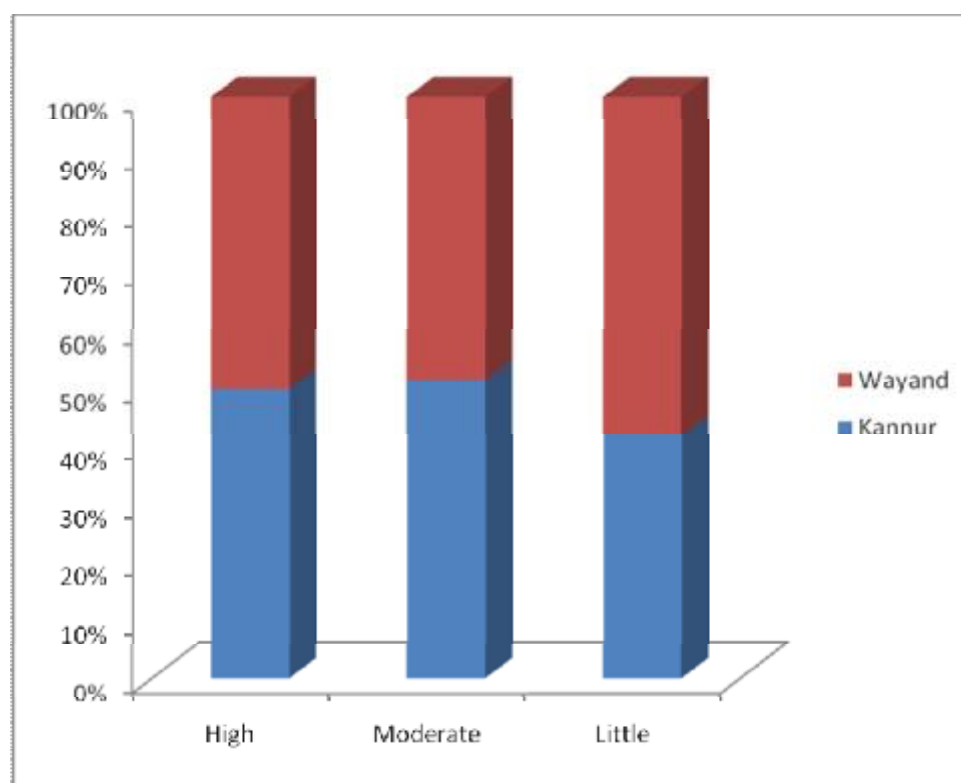
4.6.5.3 Impact of Technical Assistance in Agriculture: Kannur and Wayanad Region

The Table 4.11 also studies the impact of information service in agriculture imparted through technical assistance. In Kannur region 250 (50%) and in Wayanad 280(56%) of the women remarked that the technical assistance programme imparted by the NGOs were highly beneficial for their empowerment and 210 (42%) of the women in Kannur region and 210(42%) of the women in Wayanad region reported that the information service through technical assistance were of moderate in respect of their empowerment. Only 40 (8%) women in Kannur and 10(2%) women in Wayanad region said that the information service through technical assistance programme contributed little for their empowerment. Here also majority of the women under Wayanad region got more benefit from the technical assistance than the Kannur region. This programme also contributed much to

the empowerment of women. Graphical representation of the data is shown in Figure 4.25.

Figure 4.25

Impact of Technical Assistance in Agriculture: Kannur and Wayanad



4.7 Information Need and Service in Income Generation Programme

Investigator identified income generation as the second field where the women under study are in need of acquiring information. In the Table 4.12 investigator studies the amount in which the women under study in the regions of Kannur and Wayanad are in need of obtaining the information services in the field of income generation programme and there by acquiring the empowerment of the women. Investigator uses the three criteria, 'very much', 'average' and 'little' to study the need of information in income generation programme.

Table 4.12

Information Need in Income Generation Programme

	Kannur	Percentage	Wayanad	Percentage	Total
Very much	230	46	400	80	630
Average	200	40	80	16	280
Little	70	14	20	4	90
Total	500	100	500	100	1000

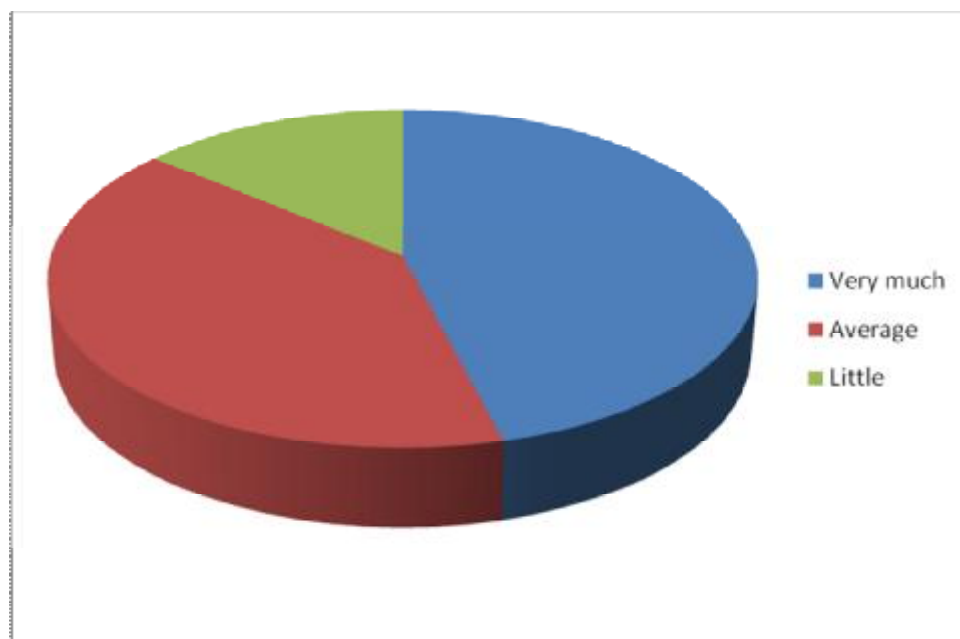
The result of the Table 4.12 is interpreted first in the region wise and then comparing the two regions. The Table 4.12 is interpreted under the following headings.

4.7.1 Information Need in Income Generation: Kannur Region

The Table 4.12 shows that in Kannur region 230 (46%) of the women suggested that they are very much in need of information in the field of income generation programme, while 200 (40%) of them remarked that they need the information service in this respect is 'average' and 70 (14%) of them are under the impression that they need the information service is 'little'. Graphical representation of the need of information in the field of income generation is shown in Figure 4. 26.

Figure 4.26

Information Need in Income Generation: Kannur

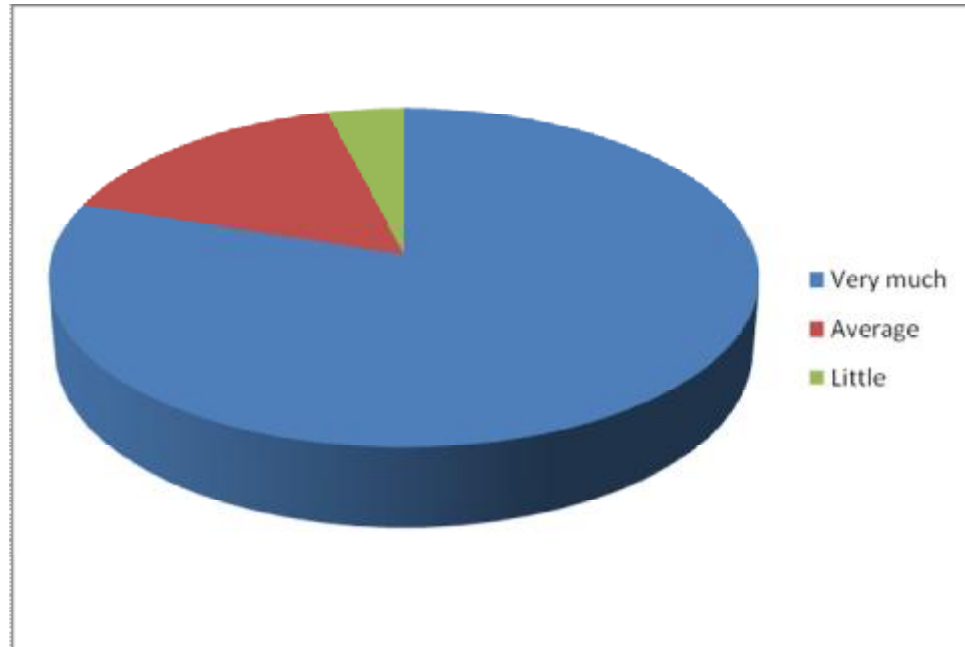


4.7.2 Information Need in Income Generation: Wayanad Region

The Table 4.12 reveals that 400 (80%) of the women remarked that they are very much in need of the information in the field of income generation programme, while 80 (16%) of them suggested that they need the information service is average and only 20 (4%) of them said that they need the information service is little. Figure 4.27 represents the graphical representation of the need of information in the field of income generation programme in Wayanad region.

Figure 4.27

Information Need in Income Generation: Wayanad



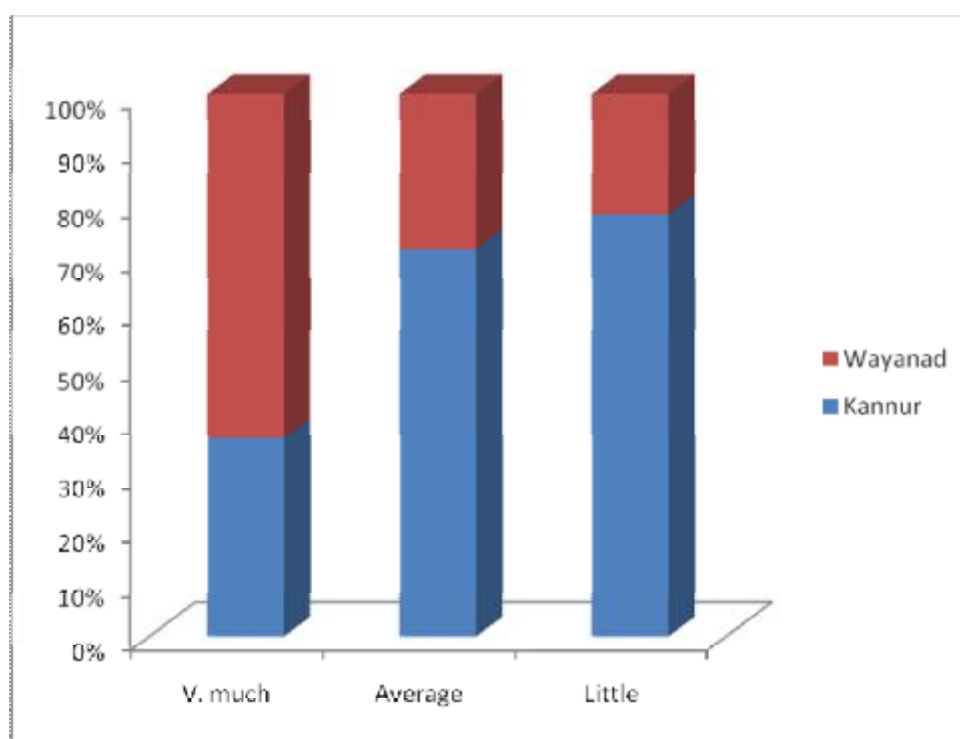
4.7.3 Information Need in Income Generation: Kannur and Wayanad Region

The study (Table 4.12) also reveals that in Kannur region 230(46%) and in Wayanad region is 400(80%) of the women under study suggested that they are very much in need of information in the field of income generation. The number women in Kannur and Wayanad region who need the information in the field of income generation programme average is respectively 200 (40%) and 80(16%), and only 70 (14%) of the women in Kannur region and 20 (4%) of women in Wayanad region reported that they need little information in the field of income generation programme. The study reveals that women group of Wayanad are more need the information regarding income generation programme. About 80% of the women in Wayanad need very much information in this field. Since Wayanad is a rural

district and most of the people are working in the agricultural field, they strongly felt the need of income generation activities and thereby they could get more economic benefit. Figure 4.28 represents a comparative study on the need of the information services at Kannur and Wayanad region on income generation.

Figure 4.28

Information Need in Income Generation: Kannur and Wayanad



4.8 Different Information Services in Income Generation Programme.

The information centers provide information service in income generation programme in the following fields, namely Animal Husbandry (AH), Vegetable Cultivation (VC) and Herbal Industry (HI). After identifying the needs of information services in field of income generation programme such as Animal Husbandry (AH), Vegetable Cultivation (VC) and Herbal

Industry (HI)), investigator categorized the source of information services in each of these programs as Training Programme (TP), Technical Assistance (TA) and Economic Assistance (EA).

4.8.1 Information Service in Animal Husbandry

Investigator now studies the information service in Animal Husbandry (AH) by dividing the information services into three classes namely, Training Programme (TP), Technical Assistance(TA) and Economic Assistance (EA).

Table 4.13

Information Service in Animal Husbandry through Training Programme

Region	Training Programme			Total
	Excellent	Good	Average	
Kannur	150	250	100	500
	30%	50%	20%	100%
Wayanad	300	100	100	500
	60%	20%	20%	100%
Total	450	350	200	1000

The Table 4.13 studies the information services imparted in the field of animal husbandry in the form of training programme in Kannur and Wayanad region respectively. Investigator classifies the information service in these fields as excellent, good and average. The Table 4.13 is interpreted in the following headings.

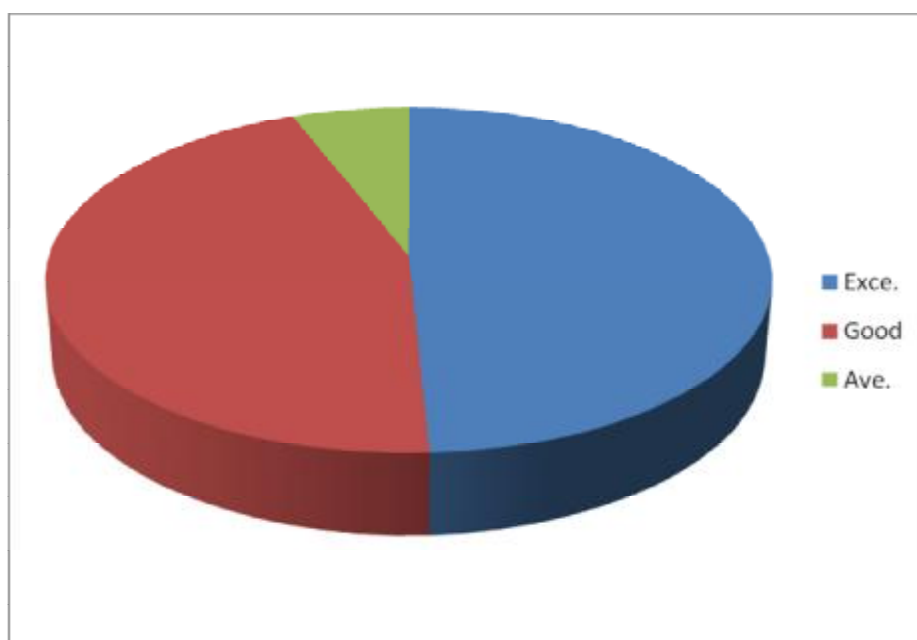
4.8.1.1 Training Service in Animal Husbandry: Kannur Region

The Table 4.13 reveals that 150 (30%) of the women under study of the Kannur region said that the information service is excellent, 250(50%) of

the Kannur region remarked that the information service is good and the rest 100(20%) of them opined that information service is average. Graphical representation of the information services in animal husbandry through training programme is shown in Figure 4. 29.

Figure 4.29

Training Service in Animal Husbandry: Kannur

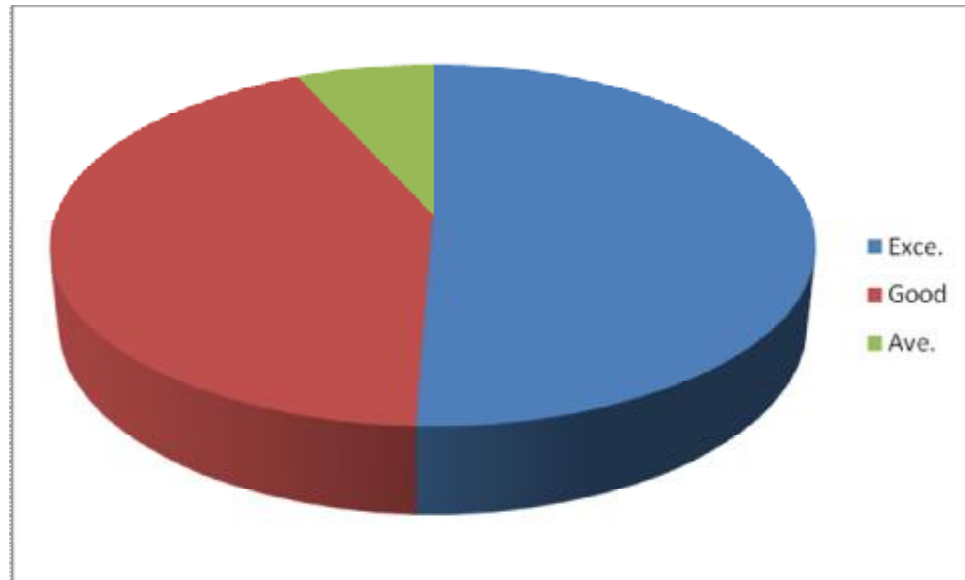


4.8.1.2 Training Service in Animal Husbandry: Wayanad Region

Investigator also studies the information services in animal husbandry in the Wayanad region through training programme. The Table 4.13 reveals that 300(60%) of the women under study of the Wayanad region remarked that information service is excellent, 100(20%) of the Wayanad region stated that information service is good and the rest 100(20%) of them opined that information service is average. Graphical representation of the information services in animal husbandry through training programme is shown in Figure 4. 30.

Figure 4.30

Training Service in Animal Husbandry: Wayanad

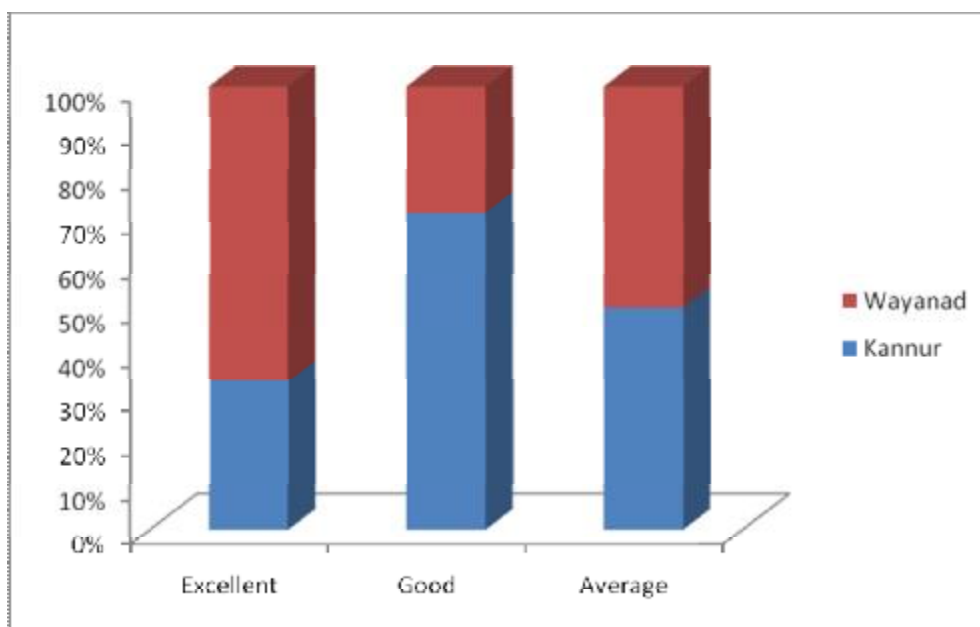


4.8.1.3 Training in Animal Husbandry: Kannur and Wayanad Region

Here the investigator made a study about the information service in animal husbandry in the region Kannur and Wayanad through training programme. The Table 4.13 shows that 150(30%) of the women in Kannur region and 300(60%) of members of the Wayanad region reported that information service through training is excellent, 250(50%) of the Kannur region and 100(20%) of the Wayanad region stated that information services through training is good and 100(20%) of both the region reported that they need the information service in the form of training is average. From the study we can conclude that women at Wayanad are more appreciated the service than the Kannur region. Graphical representation of the training service in animal husbandry of Kannur and Wayanad region is given in Figure 4.31.

Figure 4.31

Training in Animal Husbandry: Kannur and Wayanad



4.8.2 Information Service in Animal Husbandry through Technical Assistance

NGOs are providing information in animal husbandry through various programme and technical assistance is one of the area by which the group are getting information. Here the researcher studies the information service in technical assistance in the Kannur and Wayanad region respectively. The Table 4.14 describes the technical assistance the group got from the NGOs.

Table 4.14

Technical Assistance in Animal Husbandry

Region	Technical Assistance			Total
	Excellent	Good	Average	
Kannur	180	220	100	500
	36%	44%	20%	100%
Wayanad	250	200	50	500
	50%	40%	10%	100%
Total	430	420	150	1000

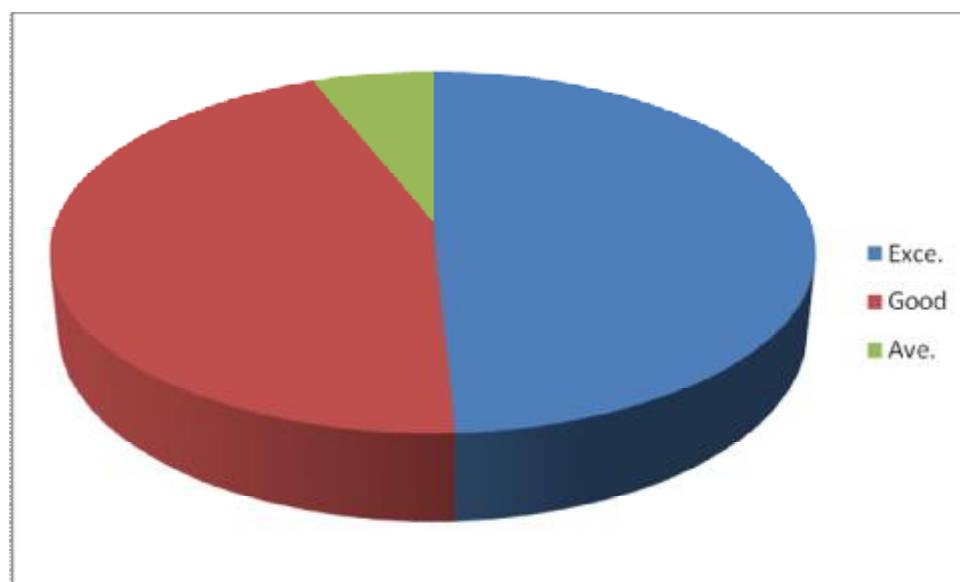
The Table 4.14 is explained through the following headings.

4.8.2.1 Technical Assistance in Animal Husbandry: Kannur Region

The researcher studies the technical assistance in animal husbandry in the Kannur region. The Table 4.14 shows that 180(36%) of the women in Kannur region remarked that information service through technical assistance is excellent, 220(44%) of them stated that information services in the form of technical assistance is good and the rest 100(20%) of the region reported that the information service in technical assistance in animal husbandry is average. Graphical representation of information service in animal husbandry in technical assistance is given in Figure 4. 32.

Figure 4.32

Technical Assistance in Animal Husbandry: Kannur

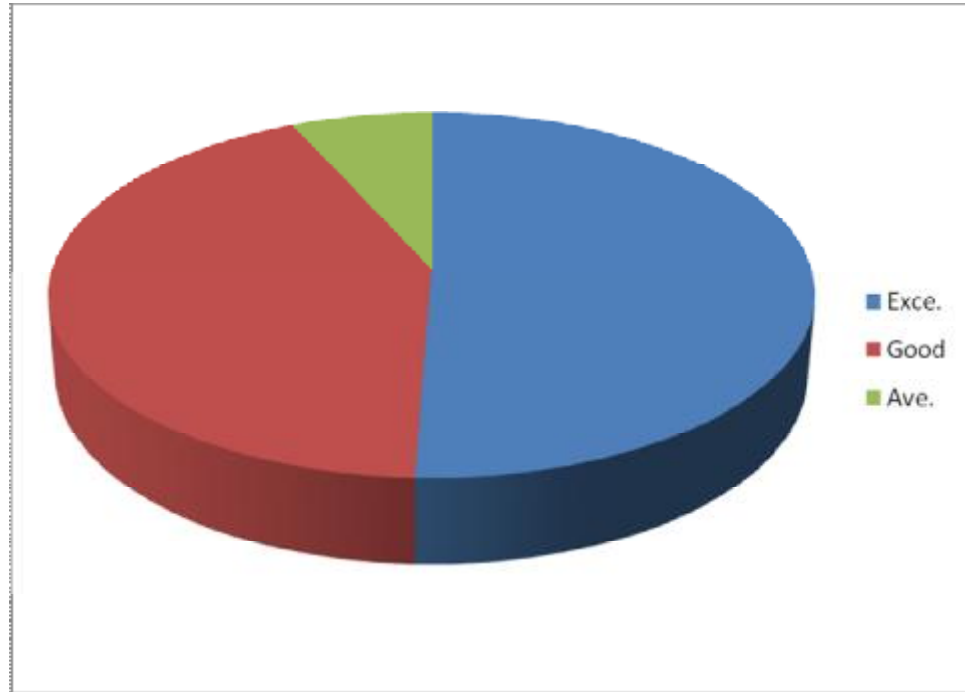


4.8.2.2 Technical Assistance in Animal Husbandry: Wayanad Region

The Table 4.14 shows that 250(50%) of the women in Wayanad region remarked information service through technical assistance in animal husbandry is excellent, 200(40%) of them said that technical assistance is good and the rest 50(10%) of the region reported that the information service in animal husbandry through technical assistance is average. Graphical representation of the information service in animal husbandry in technical assistance is given in Figure 4. 33.

Figure 4.33

Technical Assistance in Animal Husbandry: Wayanad

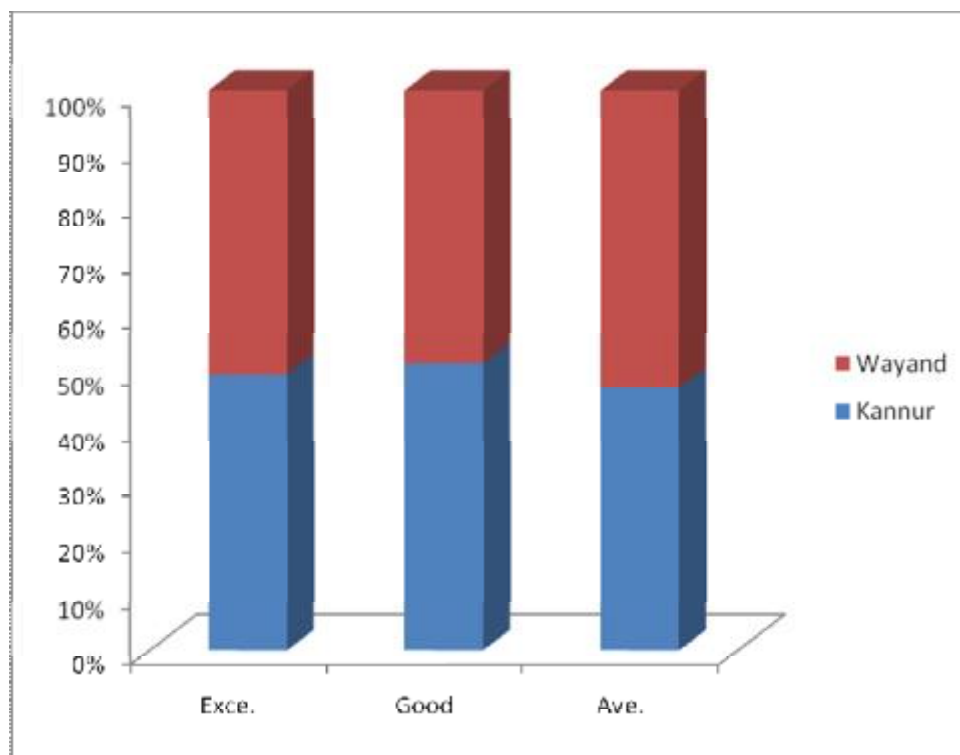


4.8.2.3 Technical Assistance in Animal Husbandry: Kannur and Wayanad Region

The Table 4.14 shows that the technical assistance in animal husbandry given in Kannur and Wayanad region respectively. In Kannur 180(36%) and in Wayanad 250(50%) of them said that the service is excellent; good is 220(44%) and 200(40%); average is 100(20%) and 50(10%) respectively. The study found that the Wayanad region rate more than the Kannur region. Graphical representation of the technical assistance in animal husbandry of Kannur and Wayanad region is given in Figure 4.34.

Figure 4.34

Technical Assistance in Animal Husbandry: Kannur and Wayanad



4.8.3 Information Service in Animal Husbandry through Economic Assistance

Here the study aims to know how much the women under study are getting economic assistance in animal husbandry and to know their opinion in this area of service. Their answer is stated in the Table 4.15.

Table 4.15
Economic Assistance in Animal Husbandry

Region	Economic Assistance			Total
	Excellent	Good	Average	
Kannur	250	220	30	500
	50%	44%	6%	100%
Wayanad	240	230	30	500
	48%	46%	6%	100%
Total	490	450	60	1000

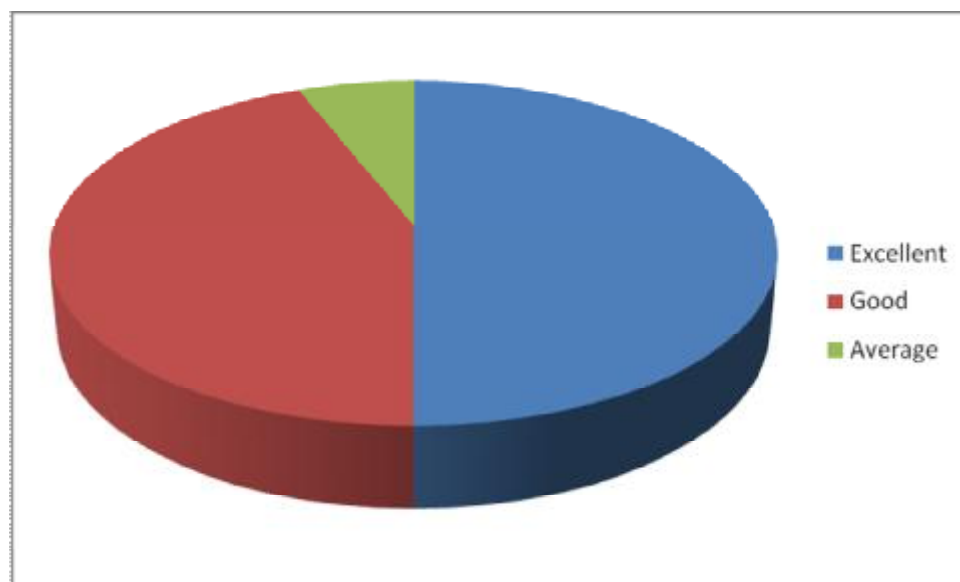
The Table 4.15 is discussing the economic assistance the women got from the government or other agencies. The Table 4.15 is interpreted in the following headings.

4.8.3.1. Economic Assistance in Animal Husbandry: Kannur Region

The Table 4.15 shows that 250(50%) of the women in Kannur region stated that information service by way of economic assistance is excellent, 220(44%) of the Kannur region stated that the information services in the form of economic assistance are good and the rest 30(6%) of the region reported that the information service through technical assistance is average. Graphical representation of the information service in animal husbandry in economic assistance is given in Figure 4. 35.

Figure 4.35

Economic Assistance in Animal Husbandry: Kannur

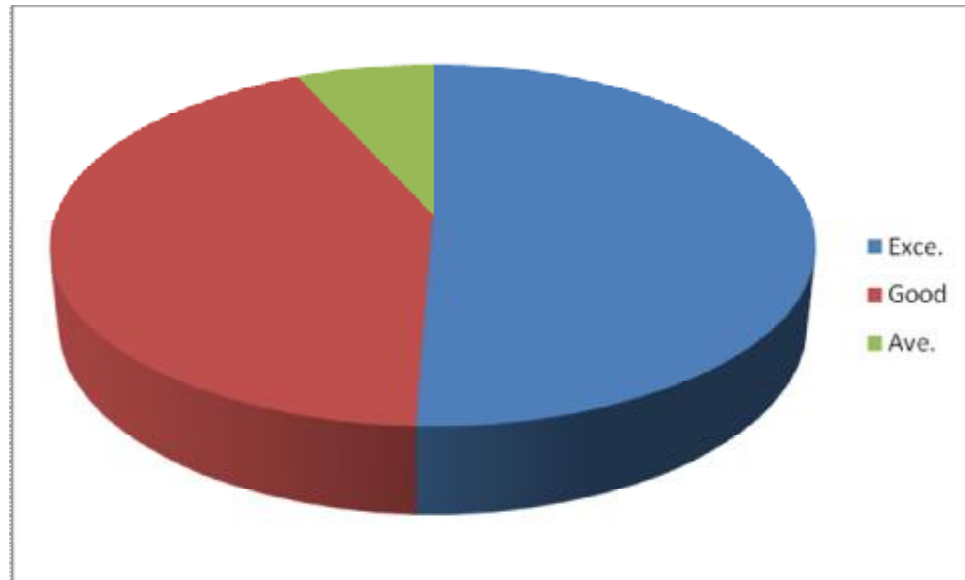


4.8.3.2 Economic Assistance in Animal Husbandry: Wayanad Region

The Table 4.15 also shows that 240(48%) of the women in Wayanad region report that the economic assistance is excellent, 230(46%) of them remarked that economic assistance is good and the rest 30(6%) of the region reported that the information service in the form of technical assistance is average. Graphical representation of information service in animal husbandry in economic assistance is given in Figure 4. 36.

Figure 4.36

Economic Assistance in Animal Husbandry: Wayanad

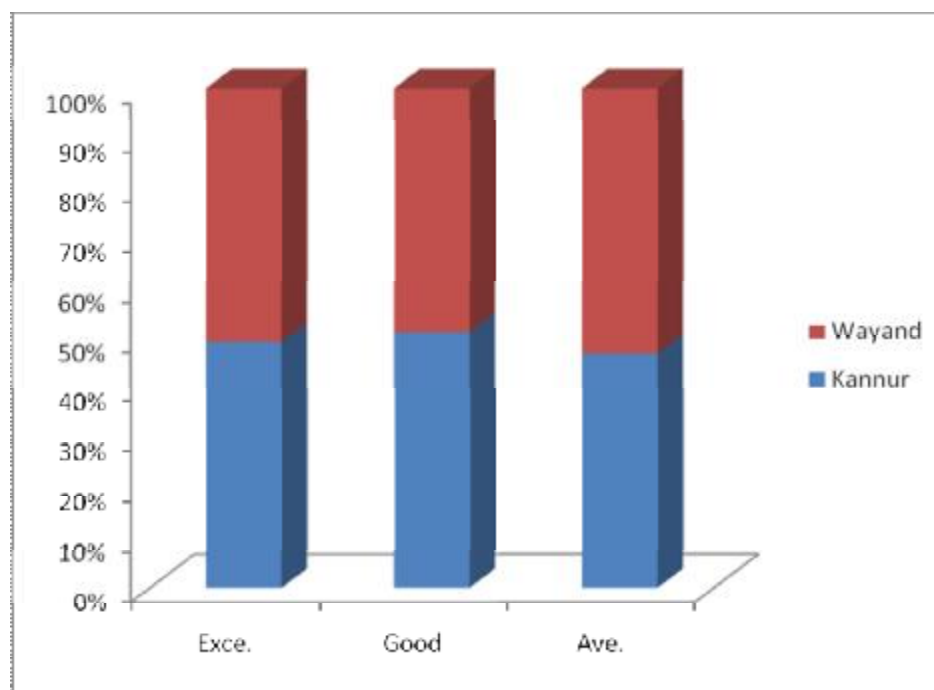


4.8.3.3 Economic Assistance in Animal Husbandry: Kannur and Wayanad Region

Here a comparative study of the information services imparted in the field of animal husbandry through economic assistance in Kannur and Wayanad region. The study depicts that 250(50%) and 240(48%) of the respondents respectively said the service is excellent; good is 220(44%) and 230(46%); and average is 30(6%) for both the region. The study reveals that Kannur region got more benefit than Wayanad region. If the first two categories excellent and good are taken together then it can be concluded that they are very much benefited from the service. Graphical representation of the information service in animal husbandry through economic assistance for Kannur and Wayanad region is given in Figure 4.37.

Figure 4.37

Economic Assistance in Animal Husbandry: Kannur and Wayanad



4.9 Impact of Information Service in Animal Husbandry

After identifying the information service in animal husbandry of the women under study, investigator now evaluates how far this information service caused the empowerment of the selected women. Investigator categorized the degree of the empowerment attained through the animal husbandry into three classes namely high, moderate and little. Since the information service in animal husbandry is being imparted through training services, technical assistance and economic assistance, the investigator measure the empowerment due to these information services through the variables such as training services, technical assistance and economic assistance and each of these variable is studied against the three classes high, moderate and little of the two regions Kannur and Wayanad. The Tables 4.16,

4.17, 4.18 are describing the impact of training, technical assistance and economic assistance in animal husbandry.

Table 4.16

Impact of Training Programme in Animal Husbandry

Region	Training Programme			Total
	High	Moderate	Little	
Kannur	252	218	30	500
	50.4%	43.6%	6%	100%
Wayanad	293	187	20	500
	58.6%	37.4%	4%	100%
Total	545	405	50	1000

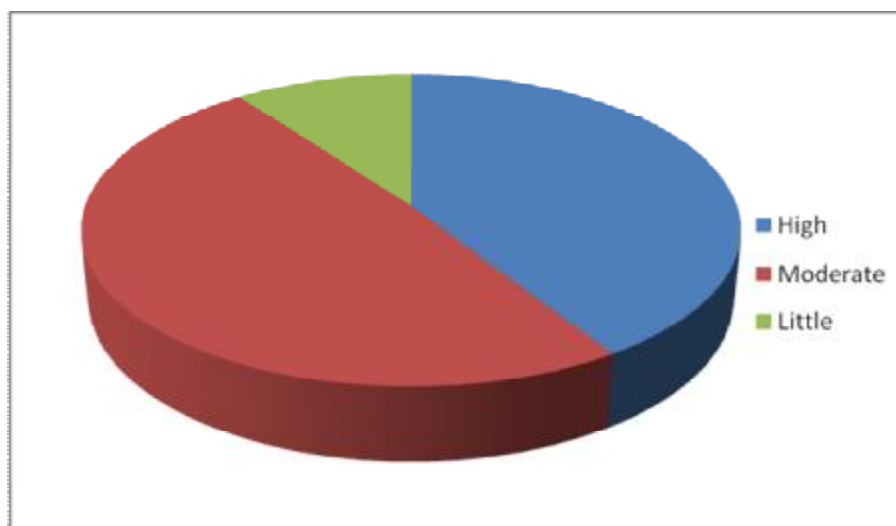
The study reveals that both in Kannur and Wayanad region the information service in animal husbandry imparted through training programme are highly beneficial for the empowerment of women. The detailed explanation of the Table 4.16 is given under the following headings.

4.9.1 Impact of Training in Animal Husbandry: Kannur

Investigator here evaluates how the training in animal husbandry results in the empowerment of women in the Kannur region through training. The Table 4.16 reveals that through training programme 252(50.4%) of members of the Kannur region was highly empowered, 218(43.6%) of the women in Kannur region was moderately empowered and only 6% of them reported that they empowered little. Graphical representation of the impact of information at Kannur region through training programme in animal husbandry is given in Figure 4. 38.

Figure 4.38

Impact of Training in Animal Husbandry: Kannur

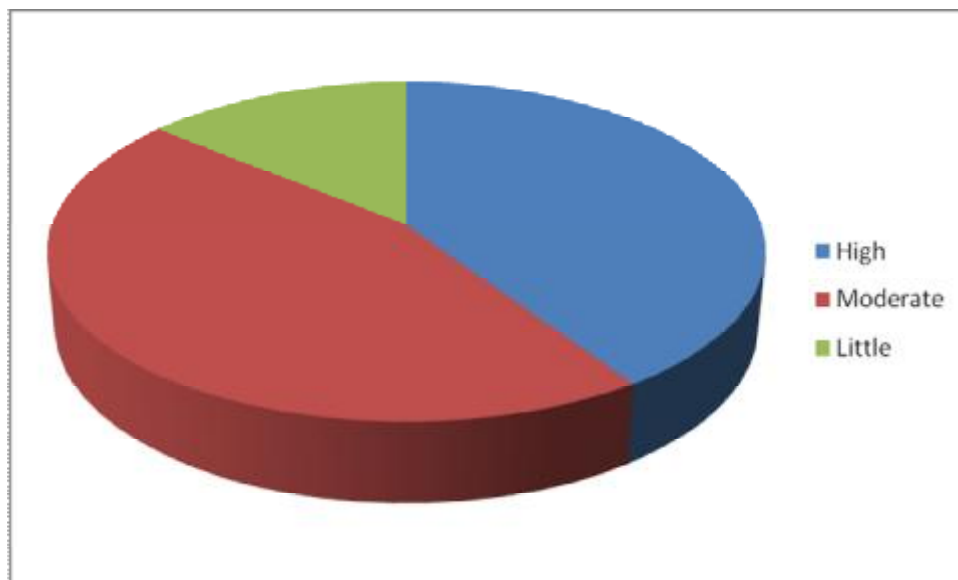


4.9.2 Impact of Training in Animal Husbandry: Wayanad

The Table 4.16 shows that through training programme 293(58.6%) of members of the Wayanad region was highly empowered, 187(37.4%) of the women at Wayanad region was moderately empowered and only 20(4%) of them was empowered little. Graphical representation of the impact of information at Wayanad region through training programme in animal husbandry is given in Figure 4. 39.

Figure 4.39

Impact of Training in Animal Husbandry: Wayanad



4.9.3 Impact of Training in Animal Husbandry: Wayanad and Kannur

Here the investigator made comparison between Kannur and Wayanad. In Kannur region 252(50.4%) and in Wayanad 293(58.6%) of the women remarked that the training imparted by the NGOs were highly excellent for their empowerment. In Kannur region 218(42.6%) and in Wayanad region 187(37.4%) of the women under study said that the information imparted through training are moderately good in respect of their empowerment. Only 30 (6%) women in Kannur and 20(4%) women in Wayanad region stated that the information service through training contributed little for their empowerment. The study reveals that majority of the group are highly appreciated and they said it helped very much for the empowerment. A comparative study using graphical representation of the measure of empowerment of women at Kannur and Wayanad region through the information service in animal husbandry by training is given in Figure 4. 40.

Figure 4.40

Impact of Training in Animal Husbandry: Wayanad and Kannur

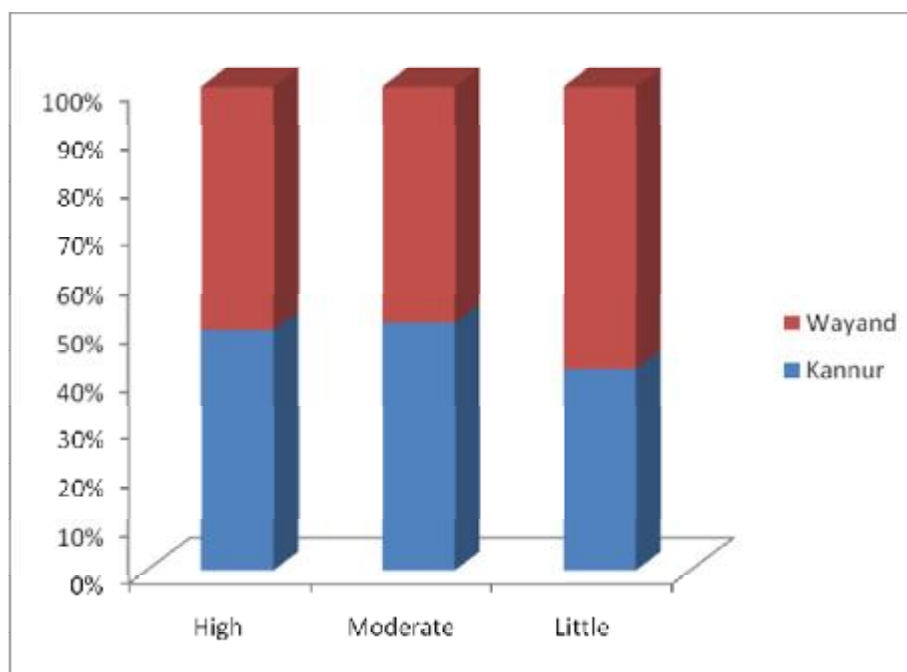


Table 4.17

Impact of Technical Assistance in Animal Husbandry

Region	Technical Assistance			Total
	High	Moderate	Little	
Kannur	243	217	40	500
	48.6%	43.4%	8%	100%
Wayanad	262	217	21	500
	52.4%	43.4%	4.2%	100%
Total	505	434	60	1000

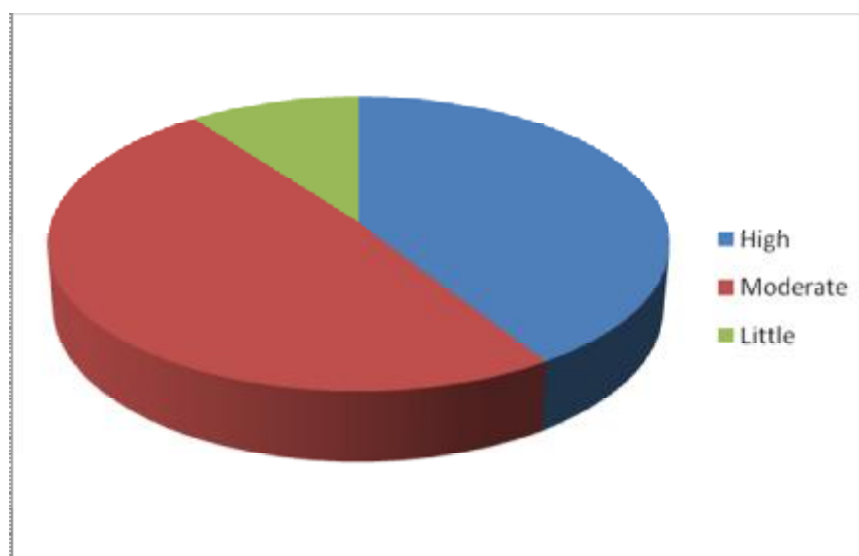
The Table 4.17 studies the impact of technical assistance in animal husbandry and the detailed explanation is given in the following titles.

4.9.4 Impact of Technical Assistance in Animal Husbandry: Kannur

Here the investigator studies how the information service in animal husbandry results in the empowerment of women in the region Kannur through technical assistance. From the Table 4.17 it is clear that through technical assistance 243(48.6%) of members of the Kannur region was highly empowered, 217(43.4%) of the women at Kannur region was moderately empowered and only 40(8%) of them was empowered little. Graphical representation of the impact of information at Kannur region through technical assistance in animal husbandry is given in Figure 4. 41.

Figure 4.41

Impact of Technical Assistance in Animal Husbandry: Kannur



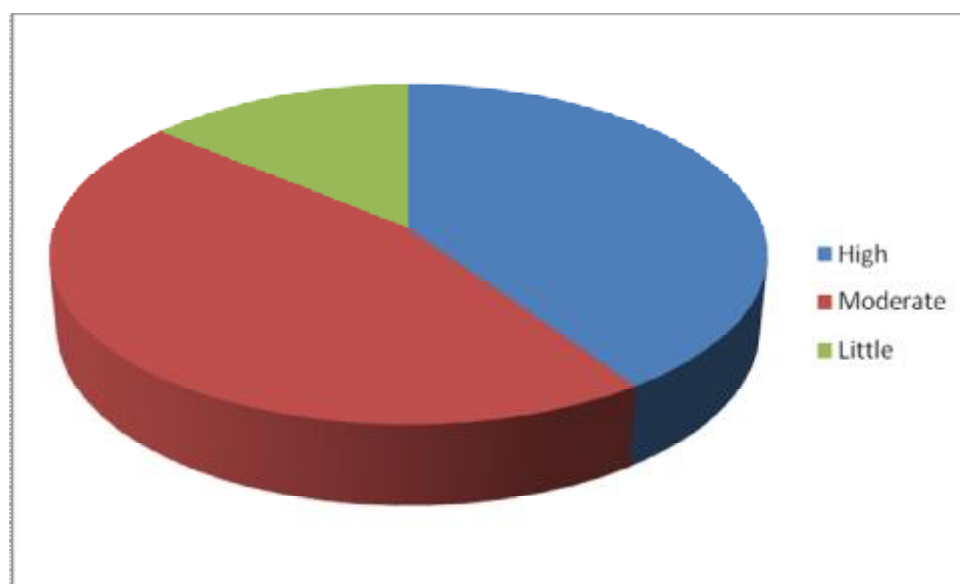
4.9.5 Impact of Technical Assistance in Animal Husbandry: Wayanad

The investigator studies how the information service in animal husbandry results in the empowerment of women in the region Wayanad through technical assistance. From the Table 4.17 it is clear that through technical assistance 262(52.6%) of members of the Wayanad region was

highly empowered, 217(43.4%) of the women was moderately empowered and only 21(4.2%) of them was empowered little. Graphical representation of the impact of information at Wayanad region through technical assistance in animal husbandry is given in Figure 4. 42.

Figure 4.42

Impact of Technical Assistance in Animal Husbandry: Wayanad



4.9.6 Impact of Technical Assistance in Animal Husbandry: Kannur and Wayanad

A comparative study of the two regions is done here by using the Table 4.17. In Kannur region 243(48.6%) and in Wayanad 262(52.4%) of the women remarked that the technical assistance imparted by the NGOs were highly beneficial for their empowerment. In Kannur region 217(42.4%) and in Wayanad region 217(42.4%) of the women under study said that the information given through training is moderately good in respect to their empowerment. Only 40(8%) of the women under study in Kannur region and 21(4.2%) women in Wayanad region reported that the information service

through training contributed little for their empowerment. From the study it is clear that women at Wayanad are accepting more technical assistance than Kannur region. A comparative study using graphical representation of the measure of empowerment of women at Kannur and Wayanad region through the information service in animal husbandry in technical assistance is given in Figure 4. 43.

Figure 4.43

Impact of Technical Assistance in Animal Husbandry: Kannur and Wayanad

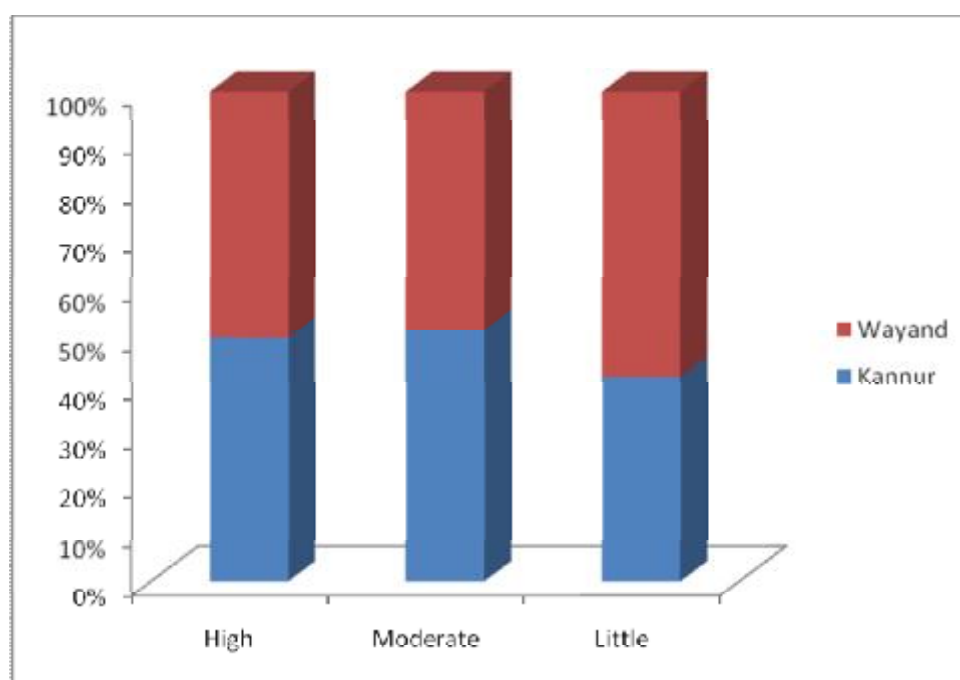


Table 4.18

**Impact of Information Service in
Animal Husbandry through Economic Assistance**

Region	Economic Assistance			Total
	High	Moderate	Little	
Kannur	241	219	40	500
	48.2%	43.8%	8%	100%
Wayanad	283	206	11	500
	56.6%	41.2%	2.2%	100%
Total	524	425	51	1000

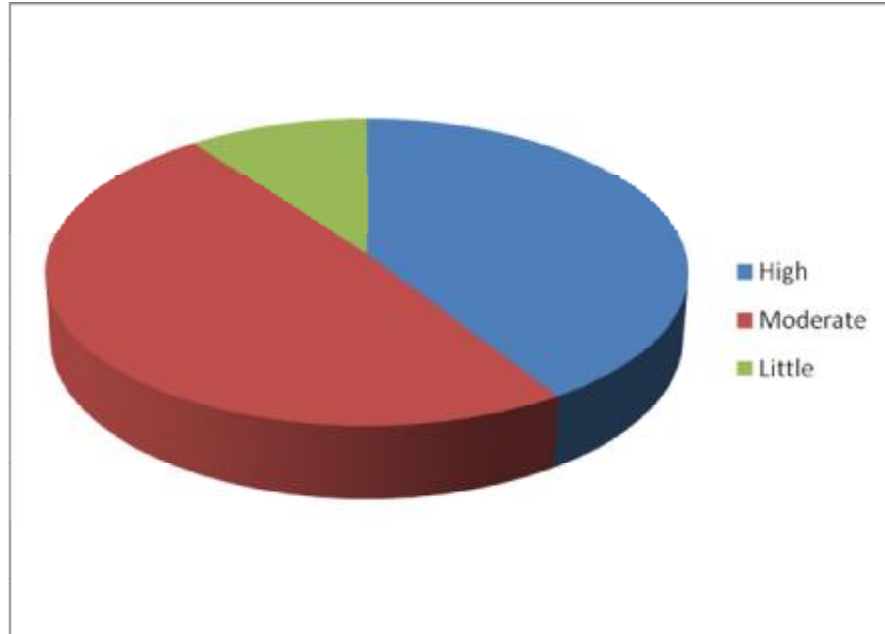
The Table 4.18 shows the impact of economic assistance of the group under study. The Table 4.18 is explained in the following headings.

4.9.7 Impact of Economic Assistance in Animal Husbandry: Kannur

The investigator wishes to study how the information service in animal husbandry results in the empowerment of women in the Kannur region through economic assistance. From the Table 4.18, it is clear that through economic assistance 241(48.2%) of members of the Kannur region was highly empowered, 219(43.8%) of the women at Kannur region said they were moderately empowered and only 40(8%) of them was empowered little. Graphical representation of the impact of information at Kannur region through economic assistance in animal husbandry is given in Figure 4. 44.

Figure 4.44

Impact of Economic Assistance in Animal Husbandry: Kannur

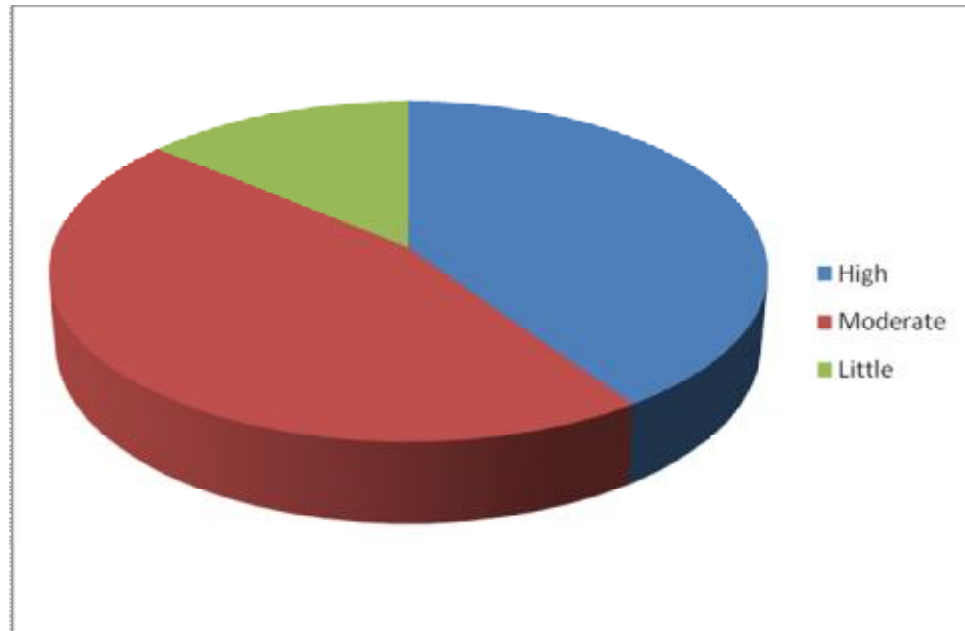


4.9.8 Impact of Economic Assistance in Animal Husbandry: Wayanad

The investigator studies how the information service in animal husbandry results in the empowerment of women in the Wayanad region through economic assistance. The Table 4.18 states that through economic assistance, 283(56.6%) of members of the Wayanad region was highly empowered, 206(51.2%) of the women at Wayanad region was moderately empowered and only 11(22%) of them was empowered little. Graphical representation of the impact of information at Wayanad region through economic assistance in animal husbandry is given in Figure 4. 45.

Figure 4.45

Impact of Economic Assistance in Animal Husbandry: Wayanad

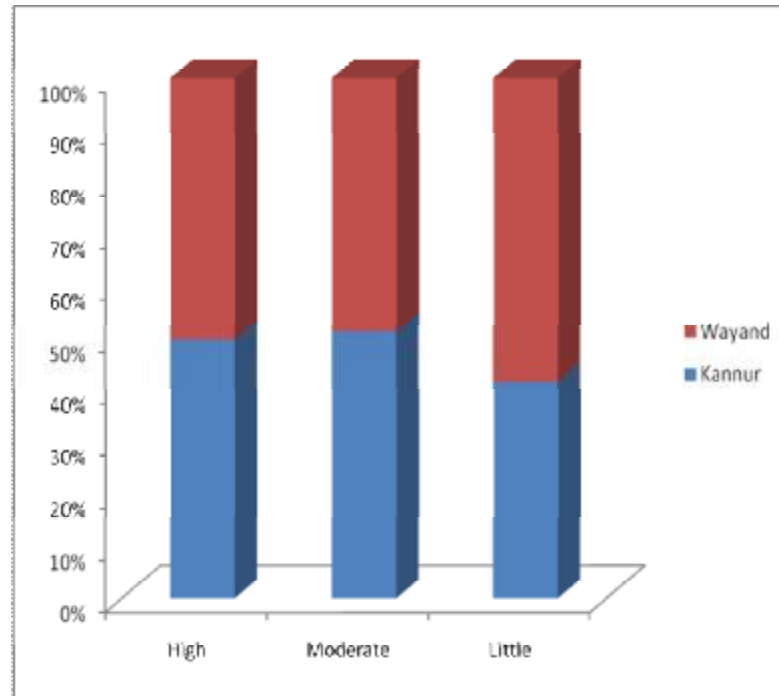


4.9.9 Impact of Economic Assistance in Animal Husbandry: Kannur and Wayanad

A comparative study of the two regions is done here. In Kannur region 241(48.2%) and in Wayanad 283(56.6%) of the women remarked that the economic assistance imparted by the NGOs were highly beneficial for them to increase the economic status of the women under study and remarked that it was excellent for their empowerment. In Kannur region 219(43.8%) and in Wayanad region 206(41.2%) of the women under study opted that the information provided through economic assistance are moderately good in respect to their empowerment. Only 40(8%) of the women under study in Kannur region and 11(2.2%) women in Wayanad region opined that the information service through economic assistance contributed little for their empowerment. A comparative study using graphical representation of the measure of empowerment of women at Kannur and Wayanad region through economic assistance in animal husbandry is given in Figure 4. 46.

Figure 4.46

**Impact of Economic Assistance in Animal Husbandry:
Kannur and Wayanad**



4.9.10. Information Service in Animal Husbandry

Investigator also aims to compare the difference among the two regions Kannur and Wayanad for the information services in animal husbandry. The investigator compares the difference among the two regions for the information service imparted through training programme, technical assistance and economic assistance in animal husbandry. The Table 4.19 display t-values and Z-values between the two regions Kannur and Wayanad in the information service in animal husbandry imparted through training programme, technical assistance and economic assistance.

Table 4.19

t- value and z- value

	Training programme	Technical Assistance	Economic Assistance
t- value	2.236*	5.075*	7.937*
Z-value	2.246*	5.175*	7.837*

*Significance at 0.05 levels; $t_{0.05(14)} = 2.1448$

The Table 4.19 shows that the t-value and Z-value calculated implies there is significance of difference in the empowerment of women due to the imparted training programme, technical assistance and economical assistance of the women under study. The study indicate that the t- values of 2.236, 5.075 and 7.937 respectively, for the training, technical assistance and economic assistance, which are significant as the obtained t- values are greater than the tabulated t- value 2.1448, required for significance at 0.05 levels.

4.10 Information Service in Vegetable Cultivation

Investigator now study the information service in vegetable cultivation (VC) by dividing the information services into three classes namely, Training Programme (TP), Technical Assistance(TA) and Economic Assistance (EA). The following Tables 4.20, 4.21, 4.22 are describing the opinion of the group under study about the training, technical assistance and economic assistance in vegetable cultivation.

Table 4.20

**Information Service in Vegetable Cultivation
through Training Programme**

Region	Training Programme			Total
	Excellent	Good	Average	
Kannur	148	200	152	500
	29.4%	40%	30.4%	100%
Wayanad	260	140	100	500
	52%	28%	20%	100%
Total	408	340	252	1000

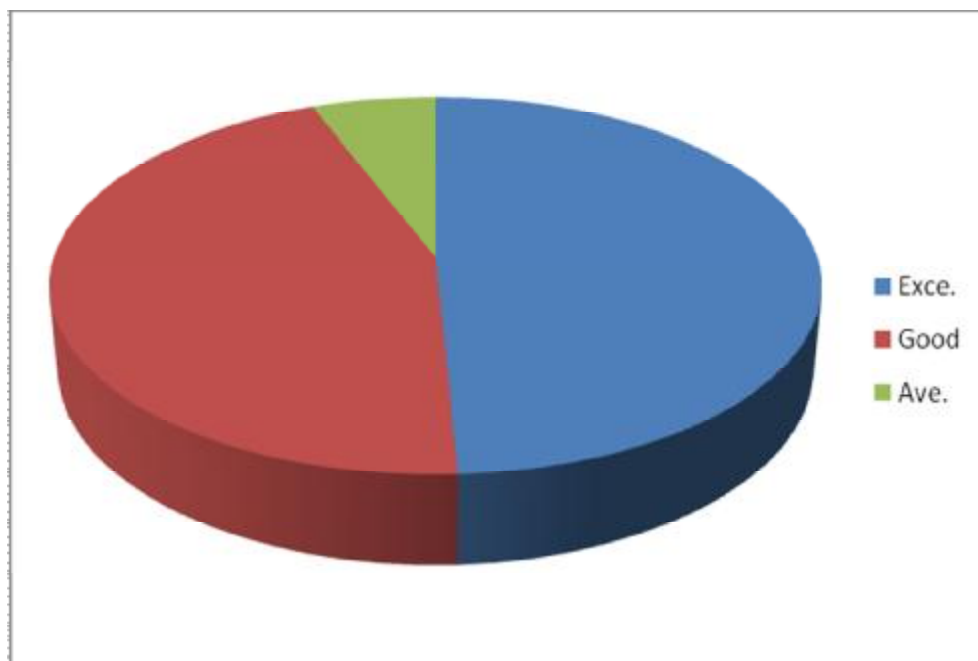
The Table 4.20 study the information services imparted in the field of vegetable cultivation in the form of training programme in Kannur region and Wayanad region respectively. Investigator classifies the information service in these fields as excellent, good and average. The detailed explanation is given in the following headings.

4.10.1. Training in Vegetable Cultivation: Kannur

Investigator here analyses the information services in vegetable cultivation in Kannur region through training programme. The Table 4.20 reveals that 148 (29.65%) of the women under study of the Kannur region report that the information service is excellent, 200(40%) of them said that the information services is good and the rest 152(30.4%) of the women stated that information they got is average. Graphical representation of the information services in vegetable cultivation through training programme is shown in Figure 4. 47.

Figure 4.47

Training in Vegetable Cultivation: Kannur

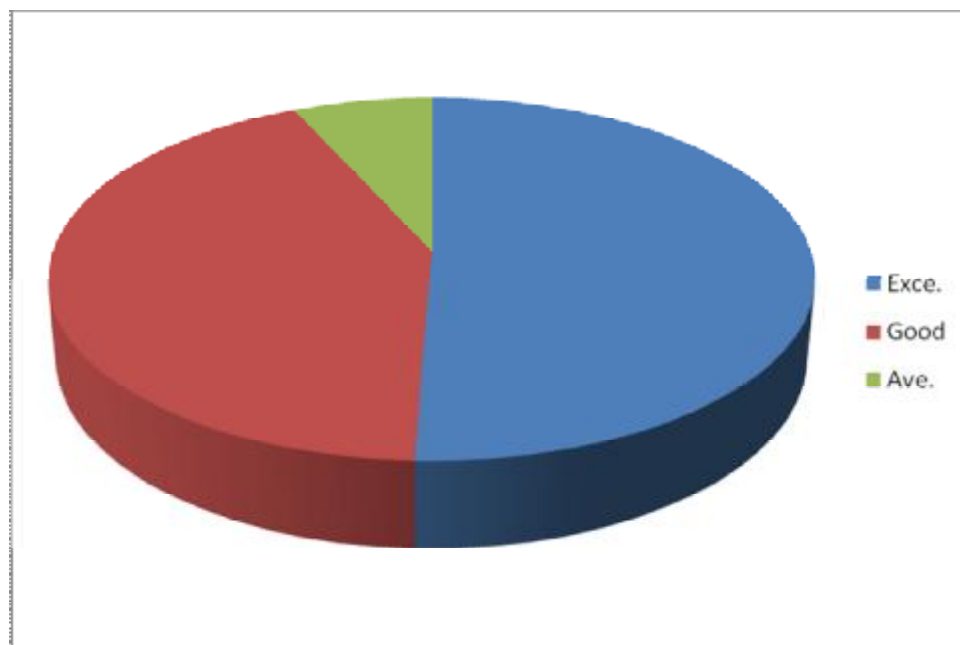


4.10.2. Training in Vegetable Cultivation: Wayanad

The Table 4.20 shows that 260(52%) of women under study remarked that information services in vegetable cultivation is excellent, 140(28%) of sample under study reported that training in vegetable cultivation is good and 100(20%) of the group stated it is average. Graphical representation of the information services in vegetable cultivation through training programme is shown in Figure 4. 48.

Figure 4.48

Training in Vegetable Cultivation: Wayanad



4.10.3 Training in Vegetable Cultivation: Kannur and Wayanad Region

Here the investigator studies the information service in agriculture in the region Kannur and Wayanad through training programme. The Table 4.20 shows that 148(29.6%) of the women in Kannur region and 260(52%) of members of the Wayanad region said information service in the form of training is excellent 200(40%) of the Kannur region and 140(28%) of the Wayanad region reported that information services through training is good and 152(30.4%) of the Kannur region and 100(20%) of the Wayanad region reported that the information service by way of training is average. The study reveals that respondents of Wayanad is more appreciating the service. Graphical representation of the information in vegetable cultivation through training service for Kannur and Wayanad region is given in Figure 4.49.

Figure 4.49

Training in Vegetable Cultivation: Kannur and Wayanad

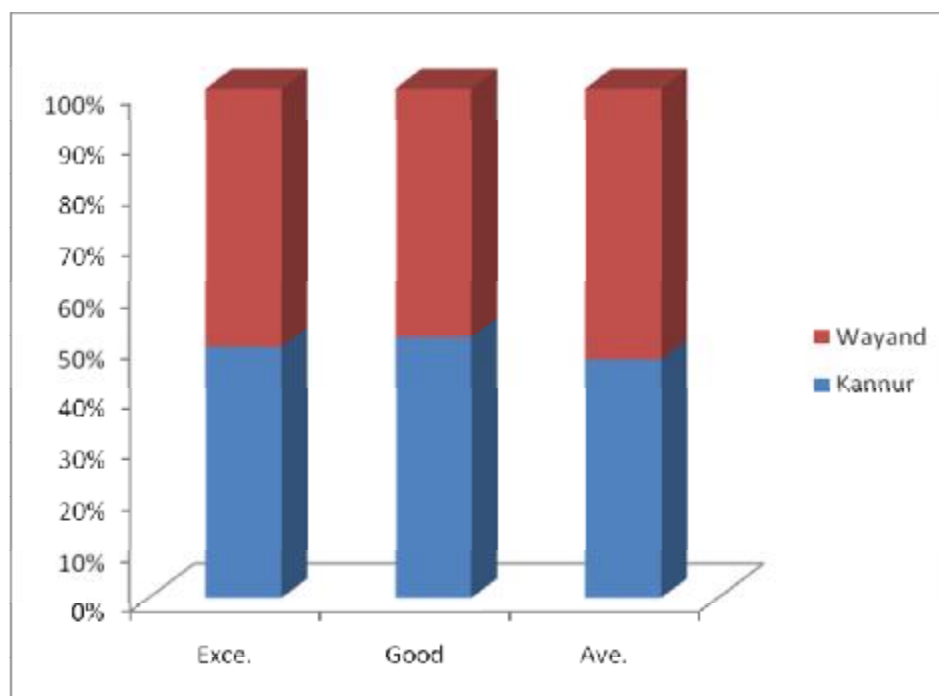


Table 4.21

Information service in Vegetable Cultivation through Technical Assistance

Region	Technical Assistance			Total
	Excellent	Good	Average	
Kannur	222	222	56	500
	44.4%	44.4%	11.2%	100%
Wayanad	242	206	52	500
	48.4%	41.2%	10.4%	100%
Total	444	428	108	1000

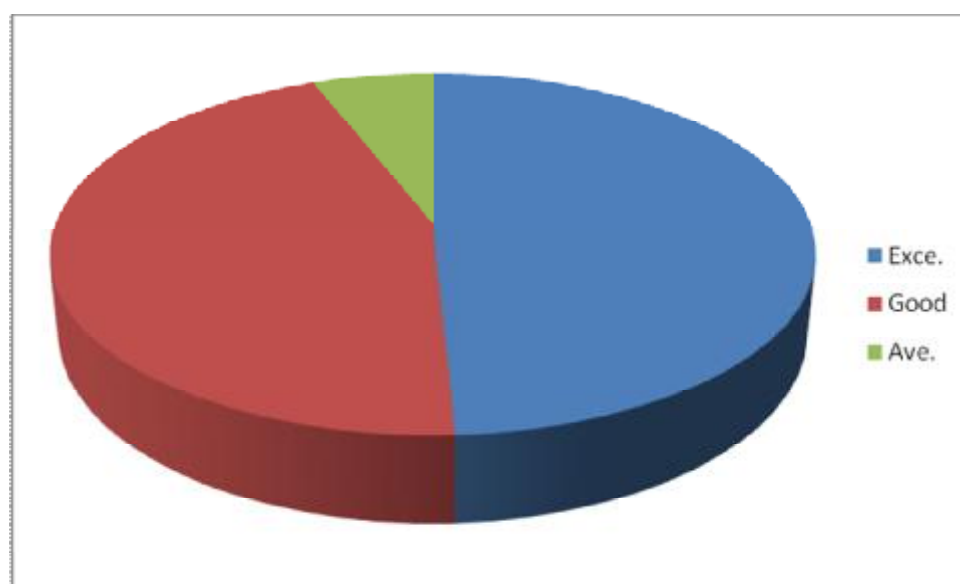
The Table 4.21 is explaining the technical assistance they got in the vegetable cultivation and their opinion about the service. The Table 4.21 is explained in the following headings.

4.10.4. Technical Assistance in Vegetable Cultivation: Kannur

The Table 4.21 shows that 222(44.4%) of the women in Kannur region report that information service in the form of technical assistance for the vegetable cultivation is excellent, 222(44.4%) of them the technical assistance is good and the rest 56(11.2%) of them reported that the information service in technical assistance is average. Graphical representation of the information service in vegetable cultivation through technical assistance is given in Figure 4.50.

Figure 4.50

Technical Assistance in Vegetable Cultivation: Kannur

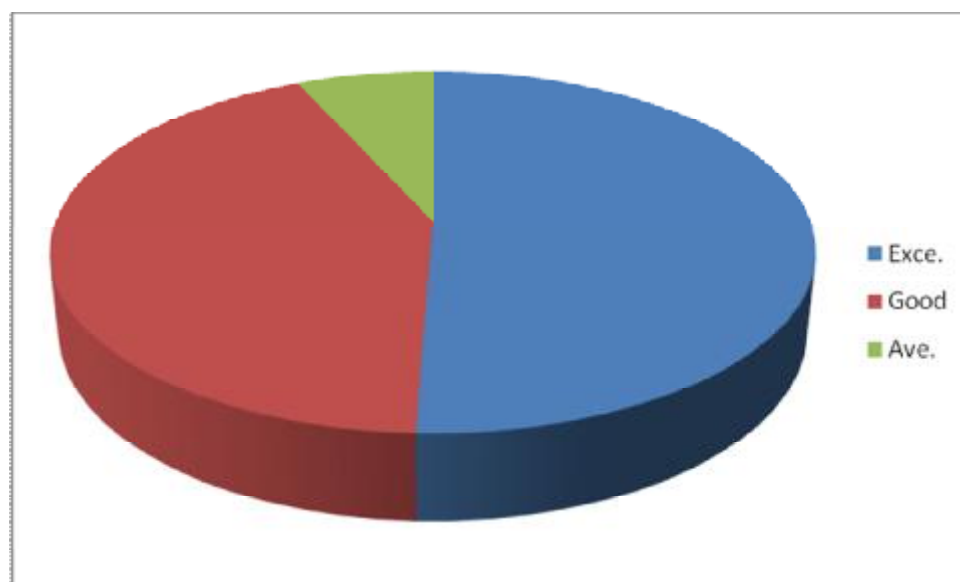


4.10.5. Technical Assistance in Vegetable Cultivation: Wayanad

The Table 4.21 shows that 222(48.4%) of the women in Wayanad region report that information service in the form of technical assistance is excellent, 206(41.2%) of them said the information services through technical assistance is good and the rest 52(10.4%) of them reported that the information service in technical assistance is average. Graphical representation of the information service in vegetable cultivation through technical assistance in Wayanad region is given in Figure 4. 51.

Figure 4.51

Technical Assistance in Vegetable Cultivation: Wayanad



4.10.6 Technical Assistance in Vegetable Cultivation: Kannur and Wayanad Region

Here a comparison is made between the two regions. The Table 4.21 also shows that the information services imparted in the field of vegetable cultivation through technical assistance in Kannur region and Wayanad respectively, the excellent is 222(44.4%) and 242(48.4%); good is

222(44.4%) and 206(41.2%); and average is 56(11.2%) and 52(10.4%). It can be seen that there is not much difference in the service in both districts. The study shows that there is only slight difference in their opinions. Graphical representation of information in animal husbandry through technical assistance for Kannur and Wayanad region is given in Figure 4.52.

Figure 4.52

Technical Assistance in Vegetable Cultivation: Kannur and Wayanad

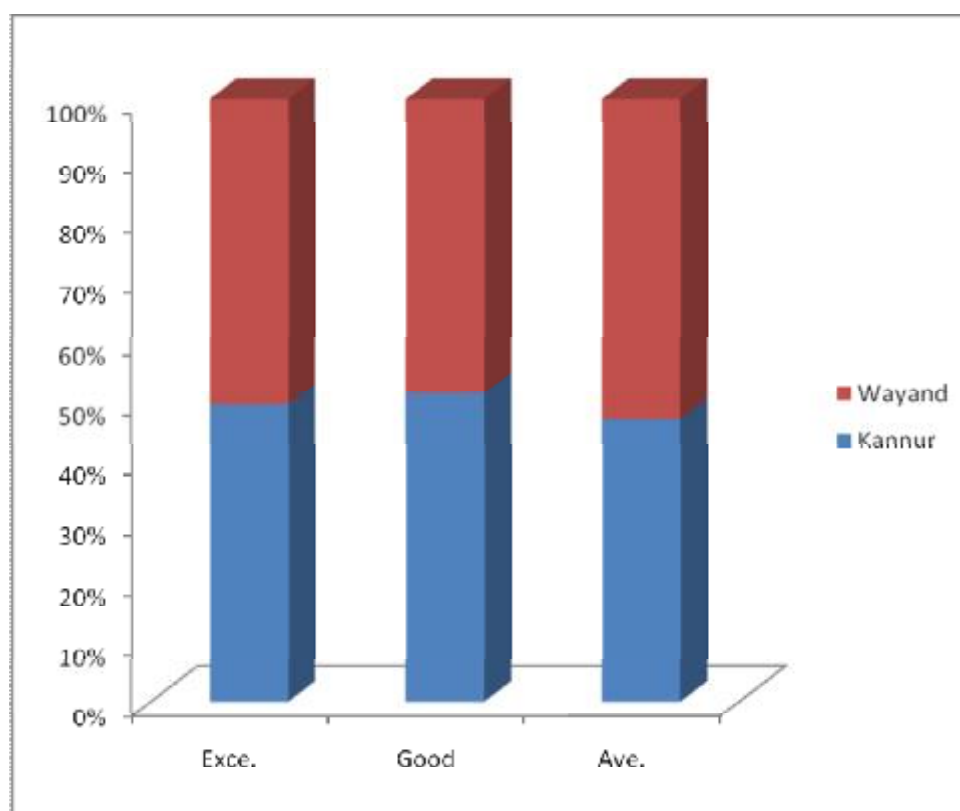


Table 4.22

Information service in Vegetable Cultivation through Economic Assistance

Region	Economic Assistance			Total
	Excellent	Good	Average	
Kannur	246	224	30	500
	49.2%	44.8%	6%	100%
Wayanad	253	213	34	500
	44.6%	42.6%	6.8%	100%
Total	499	437	64	1000

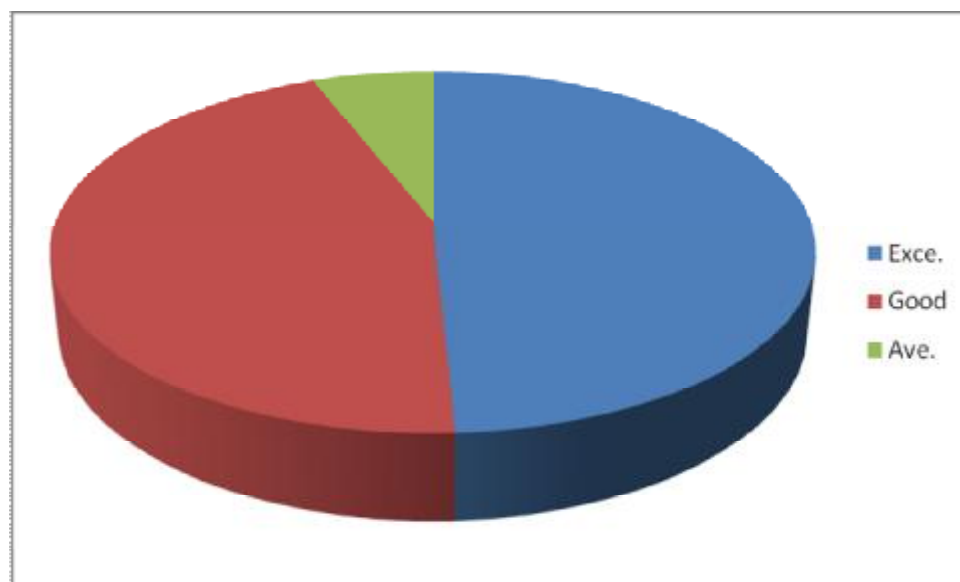
The Table 4.22 is studying economic support they get and about their remark regarding the service. The Table 4.22 is interpreted in the following titles.

4.10.7. Economic Assistance in Vegetable Cultivation: Kannur

The investigator studies the information service in vegetable cultivation in the region Kannur through economic assistance. The Table 4.22 shows that 246(49.2%) of the women in Kannur region said the information service in the form of economic assistance is excellent, 224(44.8%) of them stated the information services through economic assistance is good and the rest 30(6%) of the region reported that the economic assistance in vegetable cultivation is average. Graphical representation of the information service in vegetable cultivation through economic assistance is given in Figure 4. 53.

Figure 4. 53

Economic Assistance in Vegetable Cultivation: Kannur

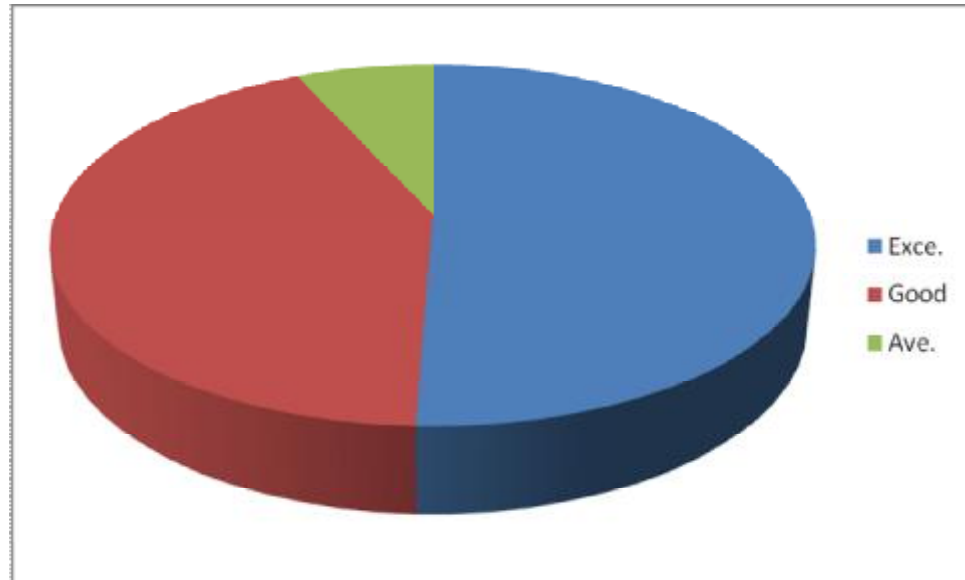


4.10.8. Economic Assistance in Vegetable Cultivation: Wayanad

Here the investigator studies the information service in vegetable cultivation in the region Wayanad through economic assistance. The Table 4.22 describes that 253(50.6%) of the women in Wayanad region said information service about economic assistance is excellent, 213(42.6%) of them remarked the information services regarding economic assistance in vegetable cultivation is good and the rest 34(6.8%) of them reported that economic assistance about vegetable cultivation is average. Graphical representation of the information service in vegetable cultivation in the form of economic assistance is given in Figure 4. 54.

Figure 4.54

Economic Assistance in vegetable cultivation: Wayanad

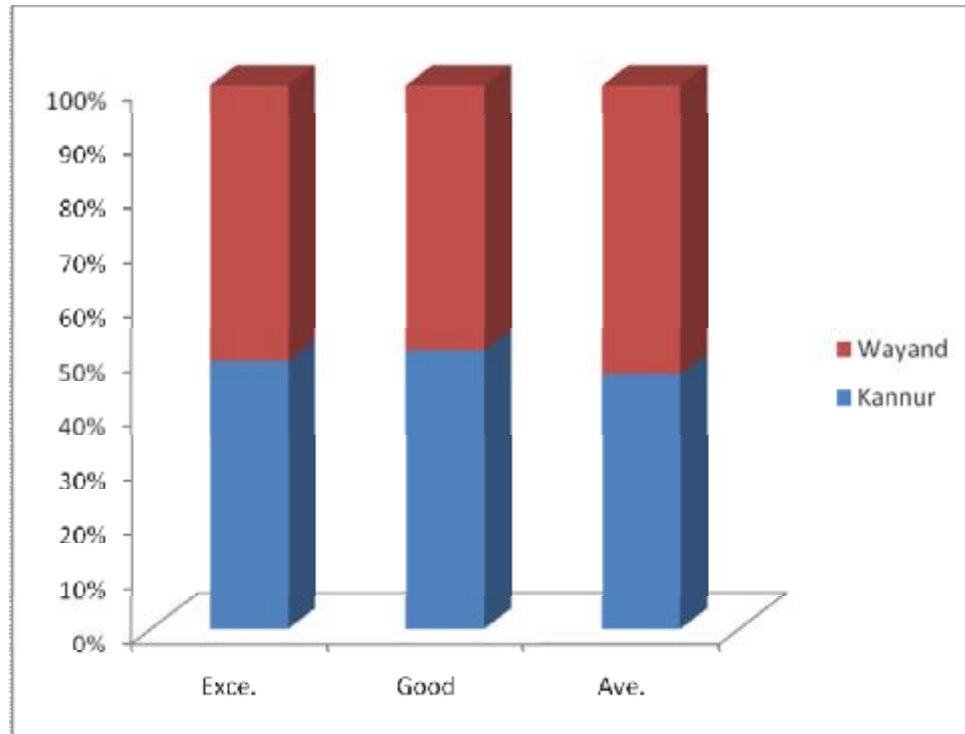


4.10.9 Economic Assistance in Vegetable Cultivation: Kannur and Wayanad Region

Here the investigator analyses the information services imparted in the field of vegetable cultivation through economic assistance in Kannur and Wayanad region. Respondents of Kannur, 246(49.2%), and Wayanad, 253(50.6%) opined that the economic assistance is excellent and good is 224(44.8%) and 213(42.6%); average is 30(6%) for the Kannur region and 34(6.8 %) for Wayanad region respectively. From the study researcher concludes that most of the people got the economic assistance. If the two categories taken together, that is excellent and good, 94% of the group got economic help in the vegetable cultivation. Graphical representation of the information in vegetable cultivation through economic assistance for Kannur and Wayanad region is given in Figure 4.55.

Figure 4.55

Economic Assistance in Vegetable Cultivation: Kannur and Wayanad



4.11. Impact of Information Services Imparted Through Vegetable Cultivation

After identifying the information need and service in vegetable cultivation of the women under study, investigator now studies how far this information service caused the empowerment of the selected women. Investigator categorized the degree of the empowerment attained through the vegetable cultivation programme into three classes namely high, moderate and little. Since the information service about vegetable cultivation is being imparted through training services, technical assistance and economic assistance, the investigator measure the empowerment due to these information services through the variables such as training services, technical assistance and economic assistance and each of these variable is studied

against the three classes high, moderate and little of the two regions Kannur and Wayanad.

4.11.1 Impact of Training in Vegetable Cultivation: Kannur and Wayanad

Investigator now analyses how the information service in vegetable cultivation results in the empowerment of women in the Kannur and Wayanad region through the training. The Table 4.23 is describing the opinion of the group under study.

Table 4.23

Impact of information service in Vegetable Cultivation through Training

Region	Training Programme			Total
	High	Moderate	Little	
Kannur	242	216	42	500
	48.4%	43.2%	8.4%	100%
Wayanad	223	197	80	500
	44.6%	39.4%	16%	100%
Total	465	413	102	1000

The Table 4.23 explains that both in Kannur and Wayanad region the information service imparted through training programme in cultivating vegetable resulted in the empowerment of the women. The Table 4.23 reveals that through training programme 242(48.4%) of members of the Kannur region and 213(42.6%) of the Wayanad were highly empowered, 216(42.2%) of the women in Kannur region and 227(45.4%) of the Wayanad region was moderately empowered and 42(8.4%) of the Kannur region and 60(12%) of the Wayanad region remarked that they were little empowered. Graphical

representation of the empowerment of women at Kannur and Wayanad region through the information service in vegetable cultivation by training programme is given in Figure 4. 56, Figure 4.57 and Figure 4.58 shows the comparison of the two regions respectively.

Figure 4.56

Impact of Training in Vegetable Cultivation: Kannur

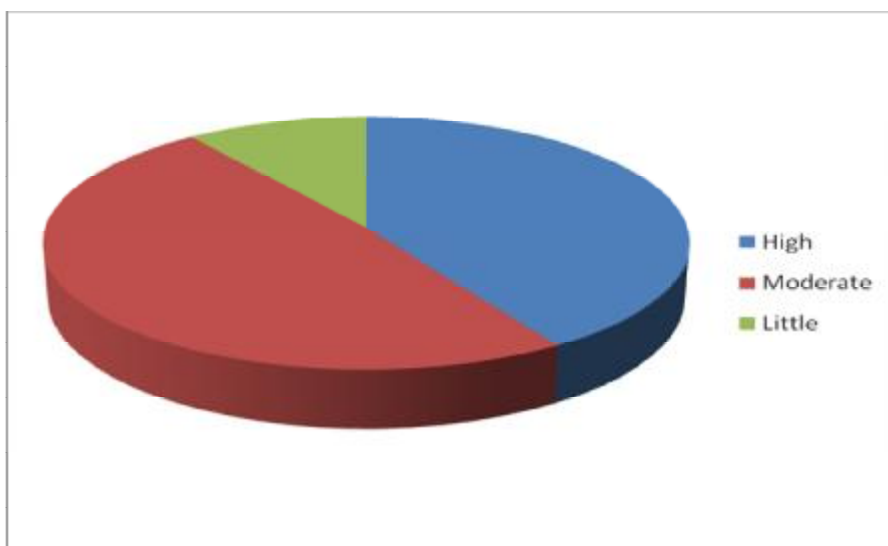


Figure 4.57

Impact of Training in Vegetable Cultivation: Wayanad

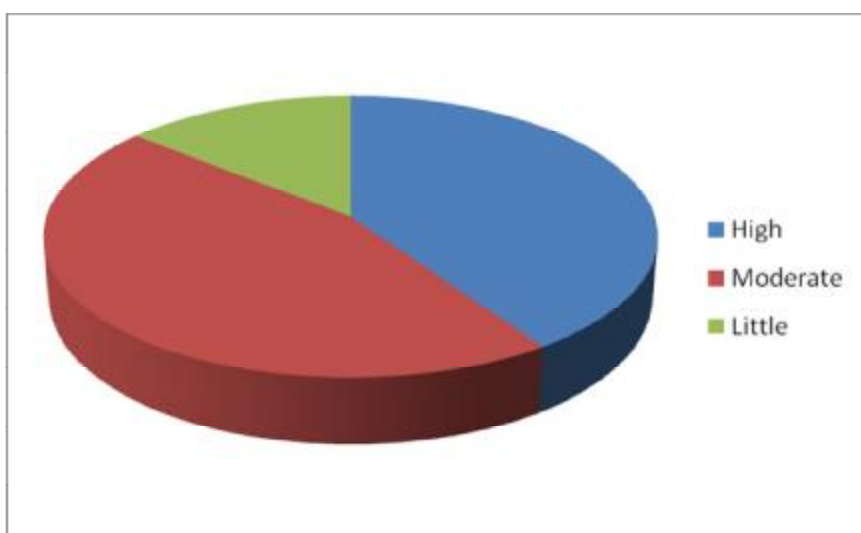
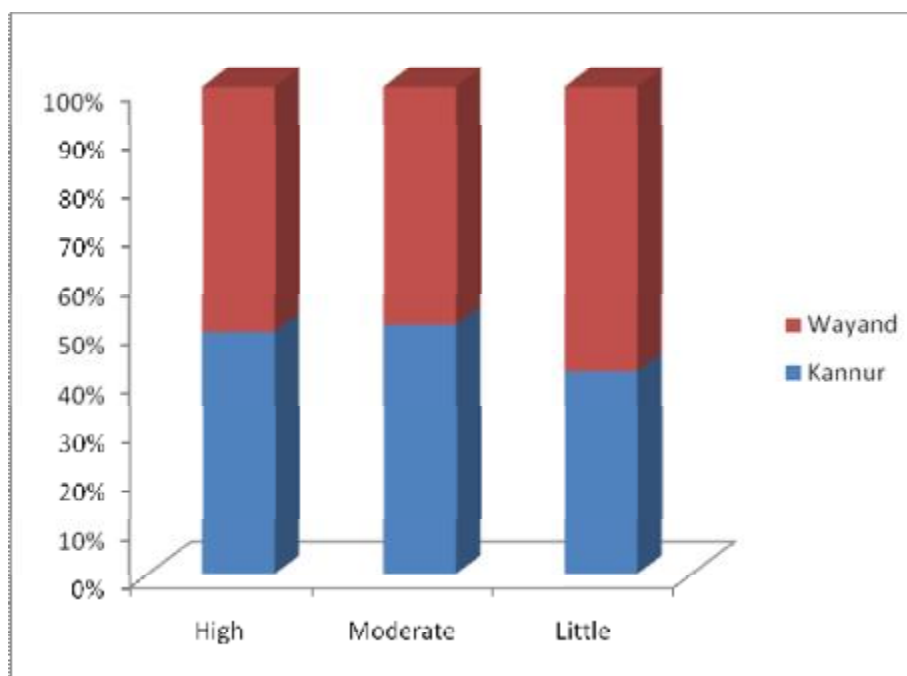


Figure 4.58

Impact of Training in Vegetable Cultivation: Kannur and Wayanad



From the Figure 4.59 it is found that the group under study appreciated the training program. Majority of the group under study got benefit from the training in vegetable cultivation.

4.11.2 Vegetable Cultivation through Technical Assistance: Kannur and Wayanad

Here the investigator studies how the information service in vegetable cultivation results in the empowerment of women in the region Kannur and Wayanad through technical assistance. The Table 4.24 is showing the remark of the group under study.

Table 4.24

Impact of information service in Vegetable Cultivation through Technical Assistance

Region	Technical Assistance			Total
	High	Moderate	Little	
Kannur	213	227	60	500
	42.6%	45.4%	12%	100%
Wayanad	222	227	51	500
	44.4%	45.4%	10.2%	100%
Total	425	454	111	1000

From the Table 4.24, it is clear that through technical assistance 213(42.6%) of members of the Kannur region and 222(44.4%) of Wayanad region were highly empowered, 227(45.4%) of the women at Kannur region and Wayanad region answered that they were moderately empowered and only 60(12%) of the Kannur region and 51(10.2%) of the Wayanad region said they were little empowered. The study found that technical assistance helped the group in cultivating the vegetable in a better way and which will necessarily affect the living standard of women. Graphical representation of the empowerment of women at Kannur and Wayanad region through technical assistance in vegetable cultivation is given in Figure 4. 59 and Figure 4.60 and the comparison of the two regions are given Figure 4.61 respectively.

Figure 4.59

Impact of Technical Assistance in Vegetable Cultivation: Kannur

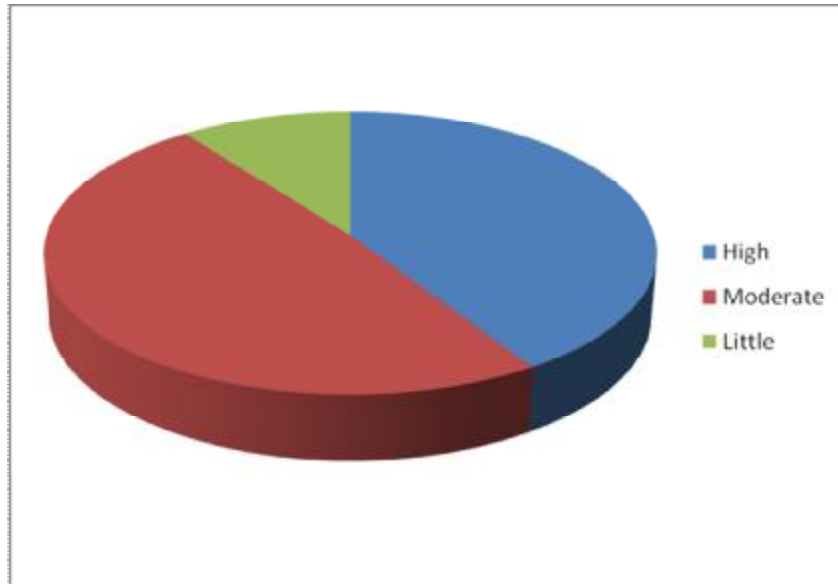


Figure 4.60

Impact of Technical Assistance in Vegetable Cultivation: Wayanad

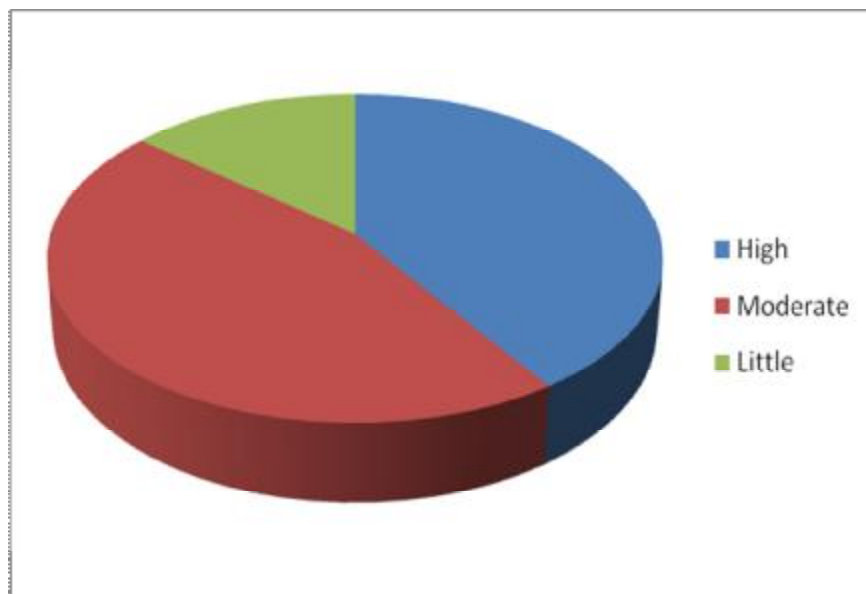
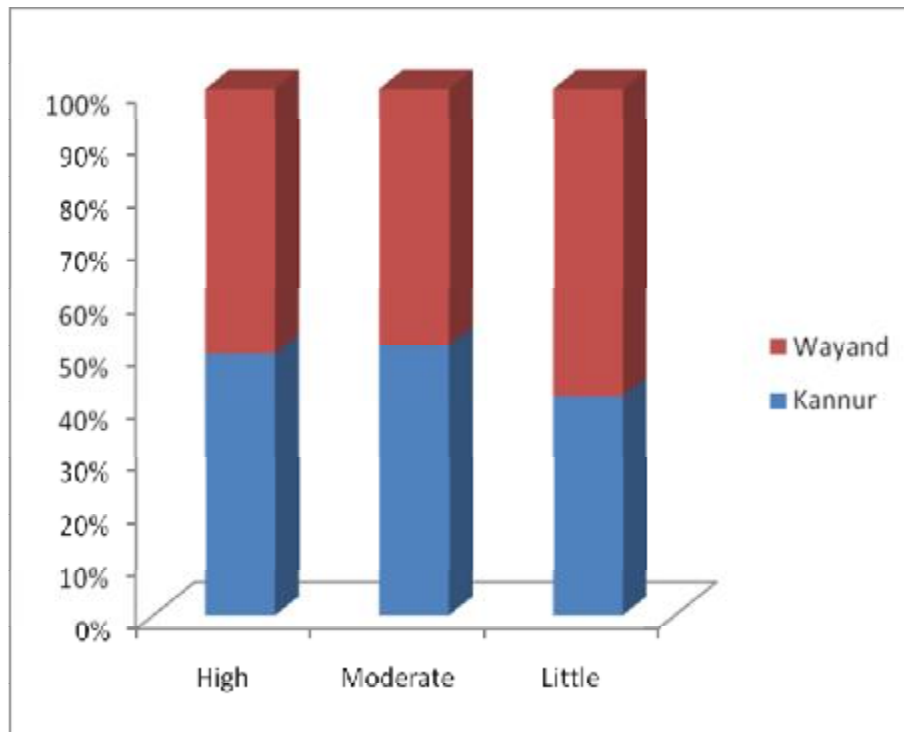


Figure 4.61

**Impact of Technical Assistance in Vegetable Cultivation:
Kannur and Wayanad**



**4.11.3 Impact of Economic Assistance in Vegetable Cultivation:
Kannur and Wayanad**

The researcher here studies how the economic assistance in vegetable cultivation results in the empowerment of women in the Kannur and Wayanad regions.

Table 4.25**Impact of Economic Assistance in Vegetable Cultivation**

Region	Economic Assistance			Total
	High	Moderate	Little	
Kannur	201	239	60	500
	40.2%	47.8%	12%	100%
Wayanad	203	227	70	500
	40.6%	45.4%	14%	100%
Total	404	459	120	1000

From the Table 4.25, it is clear that through economic assistance 201(40.2%) of members of the Kannur region and 203(40.6%) of the Wayanad region stated that were highly empowered, 239(47.8%) of the women at Kannur region and 227(45.4%) of the Wayanad region said they were moderately empowered and 60(12%) of Kannur region and 70(14%) of the Wayanad region reported that they were empowered. The study shows the opinion about economic assistance and there is not much difference is seen in the two districts. The group under study got much benefit from the economic assistance. Economic dependency is a major problem to the empowerment and here study reveals that the group is getting more economic benefit from the cultivation of vegetables. Graphical representation of the empowerment of women at Kannur and Wayanad region through the economic assistance in vegetable cultivation is given in Figure 4. 62 and Figure 4.63 and the comparison of the two regions are given Figure 4.64 respectively.

Figure 4.62

Impact of Economic Assistance in Vegetable Cultivation: Kannur

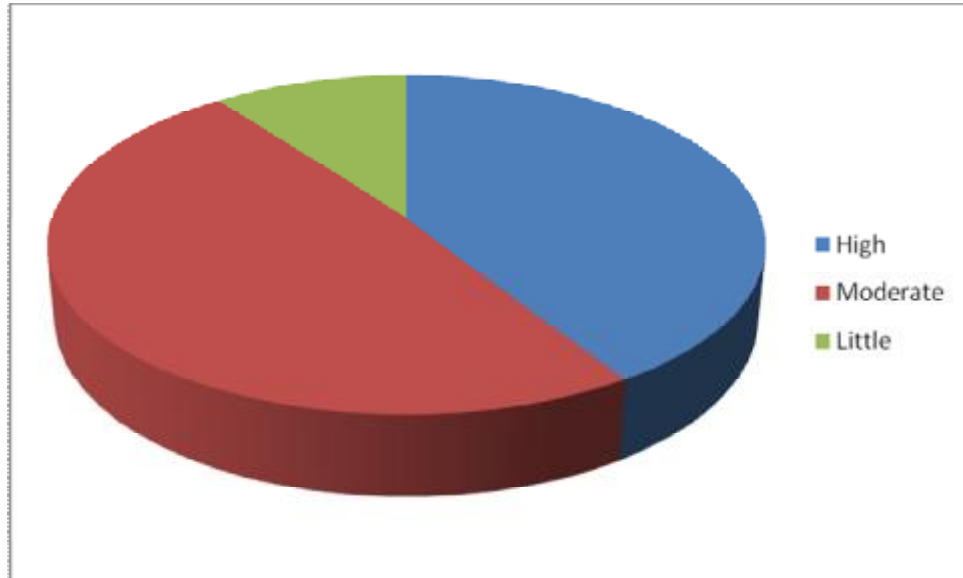


Figure 4.63

Impact of Economic Assistance in Vegetable Cultivation: Wayanad

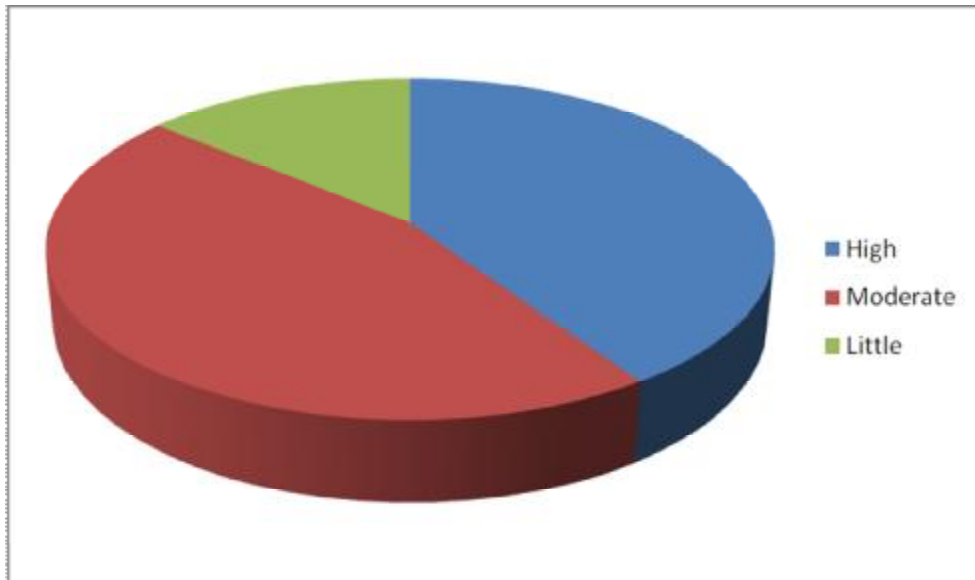
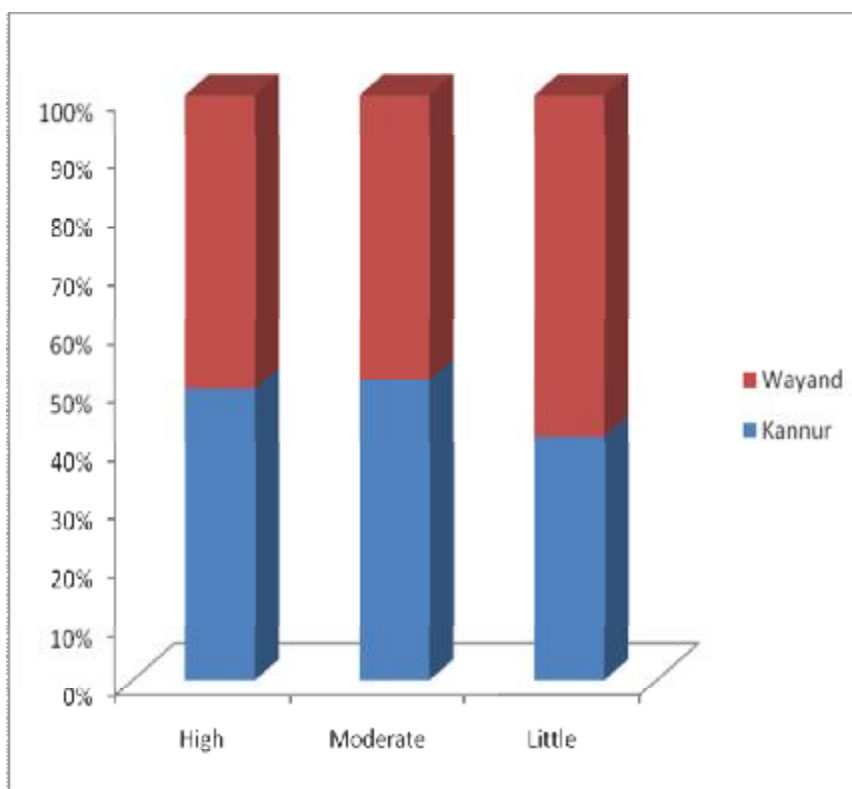


Figure 4.64

**Impact of Economic Assistance in Vegetable Cultivation:
Kannur and Wayanad**



4.11.4. Impact of Information Service in Vegetable Cultivation

The investigator compares the difference among the two regions for the impact of information service through training programme, technical assistance and economic assistance. The Table 4.26 display t-values and Z-values between the two regions Kannur and Wayanad in the impact of information service in vegetable cultivation through training programme, technical assistance and economic assistance.

TABLE 4.26

t-value and Z-value

	Training programme	Technical Assistance	Economic Assistance
t- value	2.436*	4.075*	6.937*
Z-value	2.446*	5.175*	5.837*

*Significance at 0.05 levels $t_{0.05(14)} = 2.1448$

The Table 4.26 shows that the t- value and Z-value calculated implies there is significance of difference in the empowerment of women due to the training programme, technical assistance and economic assistance of the women under study. The study indicate that the t- values of 2.436, 4.075 and 6.937 respectively, for the training, technical assistance and economical assistance, which are significant as the obtained t- values are greater than the tabulated t- value of 2.1448 required for significance at 0.05 levels.

4.12 Information Service in Herbal Industry

Investigator here study the information service in herbal industry (HI) by dividing the information services into three classes namely, Training in herbal medicine (TH), Assistance in preserving herbal medicine (AP) and Economic assistance in herbal industry (EA).

4.12.1 Information Service in Cultivating Herbal Medicine through Training Programme

Investigator evaluates the information services in cultivating herbal medicine which in turn cause the empowerment of women in Kannur and Wayanad region through the training programme.

Table 4.27
Training in Cultivating Herbal Medicine

Region	Training in Herbal Medicine			Total
	Excellent	Good	Average	
Kannur	100	228	172	500
	20%	45.6%	34.4%	100%
Wayanad	360	120	20	500
	72%	24%	4%	100%
Total	460	348	192	1000

The Table 4.27 studies the information services imparted in the field of vegetable cultivation through training in cultivating herbal medicine in Kannur and Wayanad region respectively. Investigator classifies the information service in these fields as excellent, good and average. The Table 4.27 reveals that 100 (20%) of the women of the Kannur region and 360(72%) of the Wayanad region said that the information services is excellent, 228(45.6%) of the Kannur region and 120 (24%) of the Wayanad region report that information service is good and the rest 152(30.4%) of the women at Kannur region and 100(20%) of the women at Wayanad region stated that the information service is average. The study reveals that majority of the women of Wayanad region is more satisfied with the training programme. Graphical representation of training services in herbal medicine is shown in Figure 4. 65, Figure 4.66 and Figure 4.67 shows the comparative study of the two regions.

Figure 4.65

Training in Cultivating Herbal Medicine: Kannur

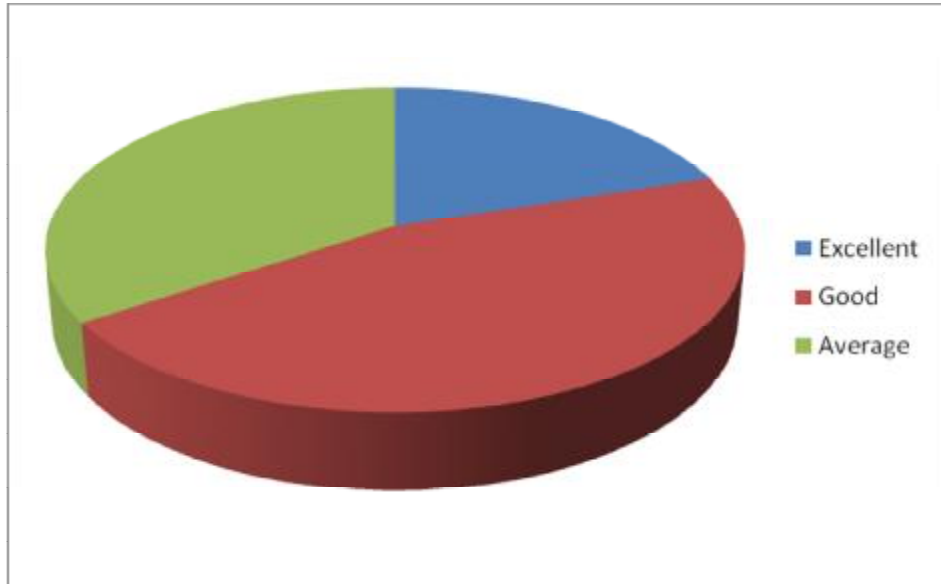


Figure 4. 66

Training in Cultivating Herbal Medicine: Wayanad

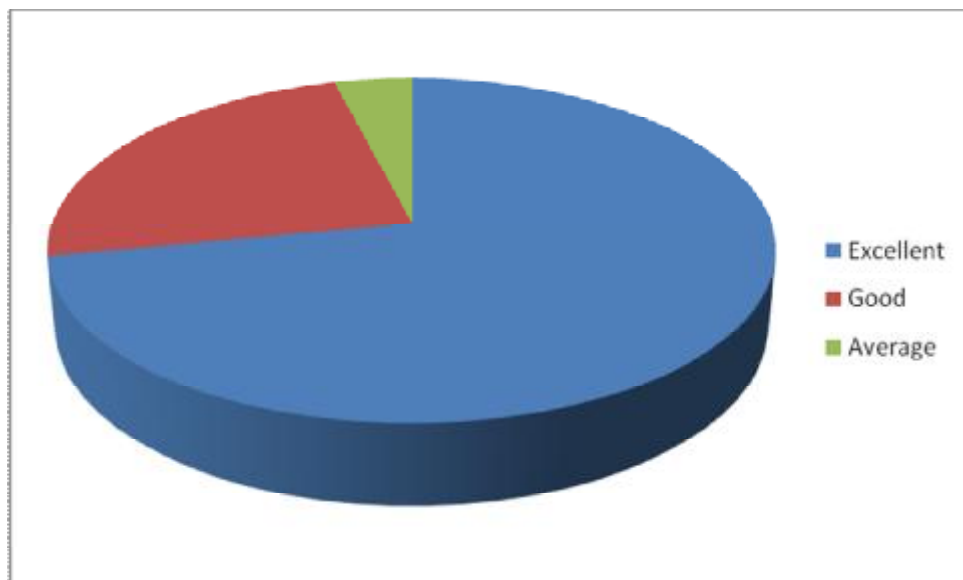
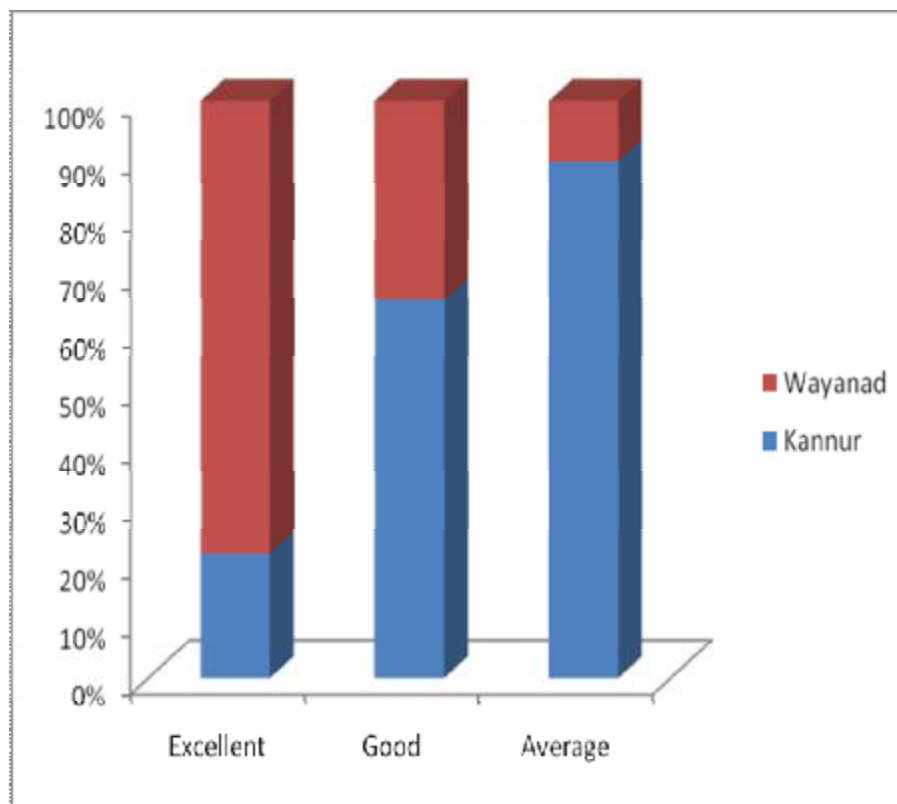


Figure 4.67

Training in Cultivating Herbal Medicine: Kannur and Wayanad



4.12.2 Technical Assistance in Cultivating Herbal Medicine

The investigator here indented to study the information service in the cultivation and preservation of herbal medicine in Kannur and Wayanad region through technical assistance. The Table 4.28 explains the attitudes of the group under study about the technical assistance.

Table 4.28**Technical Assistance in Cultivating Herbal Medicine**

Region	Technical assistance			Total
	Excellent	Good	Average	
Kannur	90	238	172	500
	18%	47.6%	34.4%	100%
Wayanad	380	100	20	500
	72%	24%	4%	100%
Total	470	338	192	1000

The Table 4.28 shows that 90(18%) of the women in Kannur region and 380(76%) of the women at Wayanad region have the opinion that technical assistance in herbal medicine is excellent, 238(45.6%) of the Kannur region and 100(20%) of the women at Wayanad region said that the information services in the form of technical assistance in the cultivation and preservation of herbal medicine is good and the rest 172(34.45) of the Kannur region and 20(4%) of the Wayanad region reported that the information service through technical assistance in preservation of herbal medicine is average. In this case too Wayanad region got more benefit from the technical assistance. Graphical representation of the information service in herbal industry through technical assistance is given in Figure 4.68 and Figure 4.69 and the comparison of the two regions are given in Figure 4.70 respectively.

Figure 4.68

Technical Assistance in Cultivating Herbal Medicine: Kannur

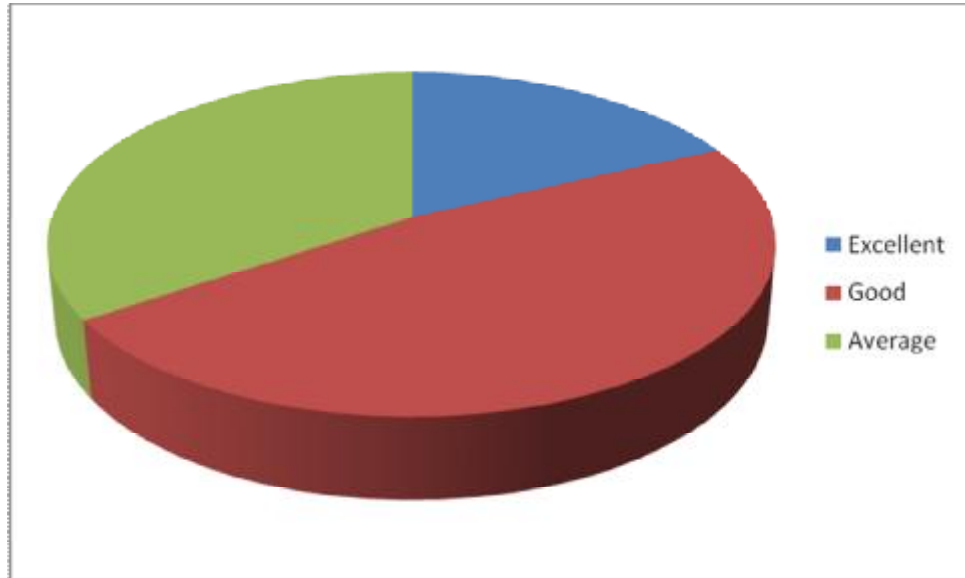


Figure 4.69

Technical Assistance in Cultivating Herbal Medicine: Wayanad

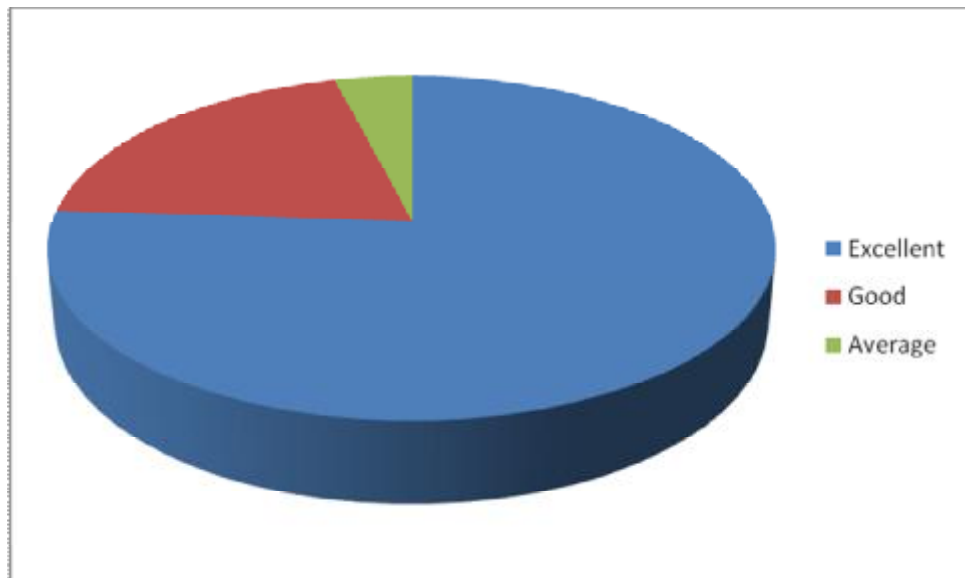
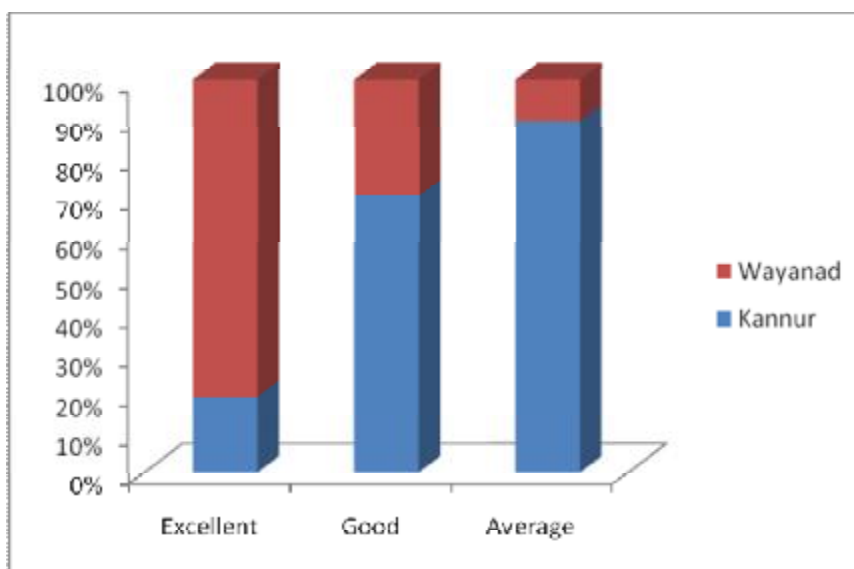


Figure 4.70

**Technical Assistance in Cultivating Herbal Medicine:
Kannur and Wayanad**



4.12.3. Economic Assistance in Cultivating Herbal Medicine

The investigator here wants to study the economic assistance in the cultivation and preservation of herbal medicine in Kannur and Wayanad region. The Table 4.29 explains the attitude of the group under study.

Table 4.29

Economic Assistance in Cultivating Herbal Medicine

Region	Economic Assistance			Total
	Excellent	Good	Average	
Kannur	130	208	162	500
	26%	41.6%	32.4%	100%
Wayanad	420	72	8	500
	84%	14.4%	1.6%	100%
Total	550	290	170	1000

The Table 4.29 describes that 130(26%) of the women in Kannur region and 420(84%) of Wayanad region reported that the economic assistance is excellent, 208(41.6%) of the Kannur region and 72(14.4%) of the women at Wayanad region said that economic assistance is average and the rest 162(32.4%) of the Kannur region and 8(1.6%) of the women under Wayanad region reported that the economic assistance is average. The study shows that 84 percentages of Wayanad region opted that economic assistance is excellent which means they are economically more benefited than the Kannur region. Graphical representation of the economic assistance in herbal industry is given in Figure 4.71, Figure 4.72 and the comparison of two regions is given in Figure 4.73 respectively.

Figure 4.71

Economic Assistance in Cultivating Herbal Medicine: Kannur

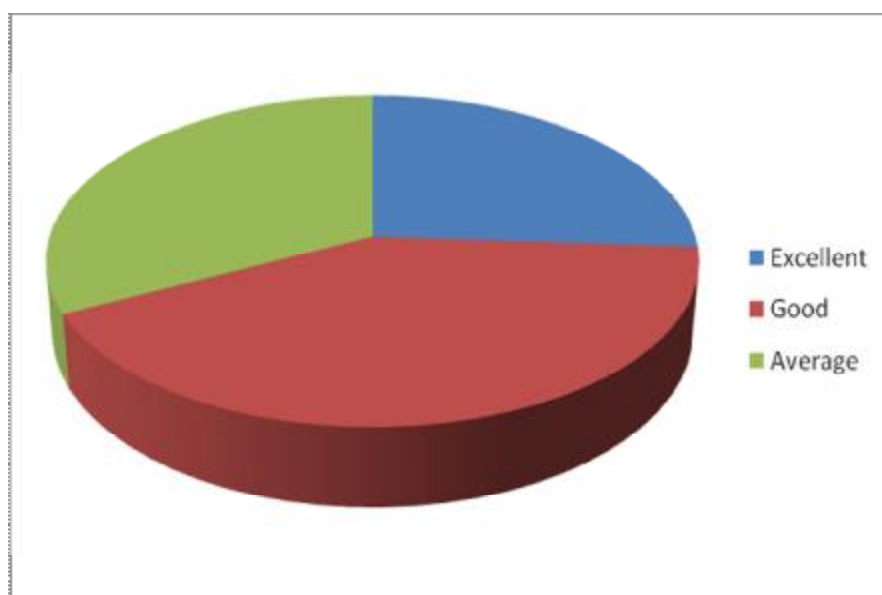


Figure 4.72

Economic Assistance in Cultivating Herbal Medicine: Wayanad

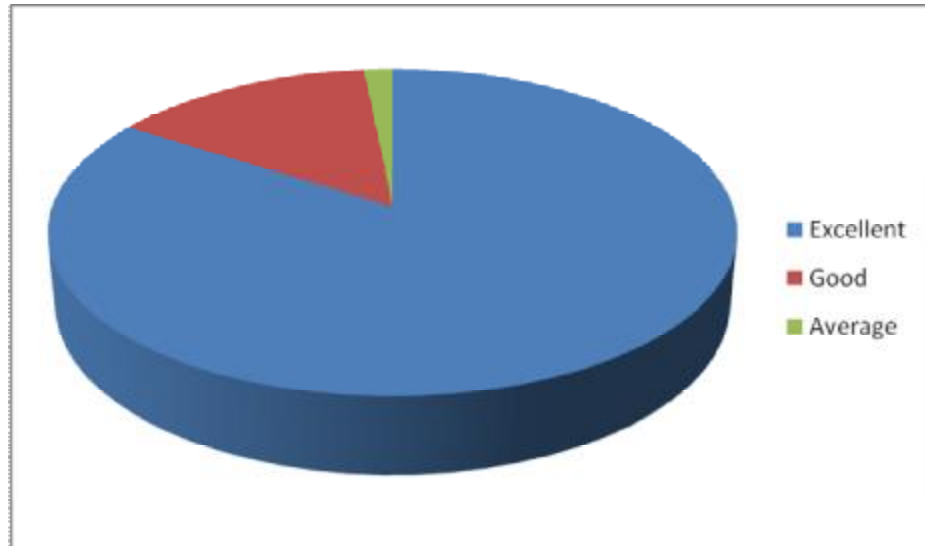
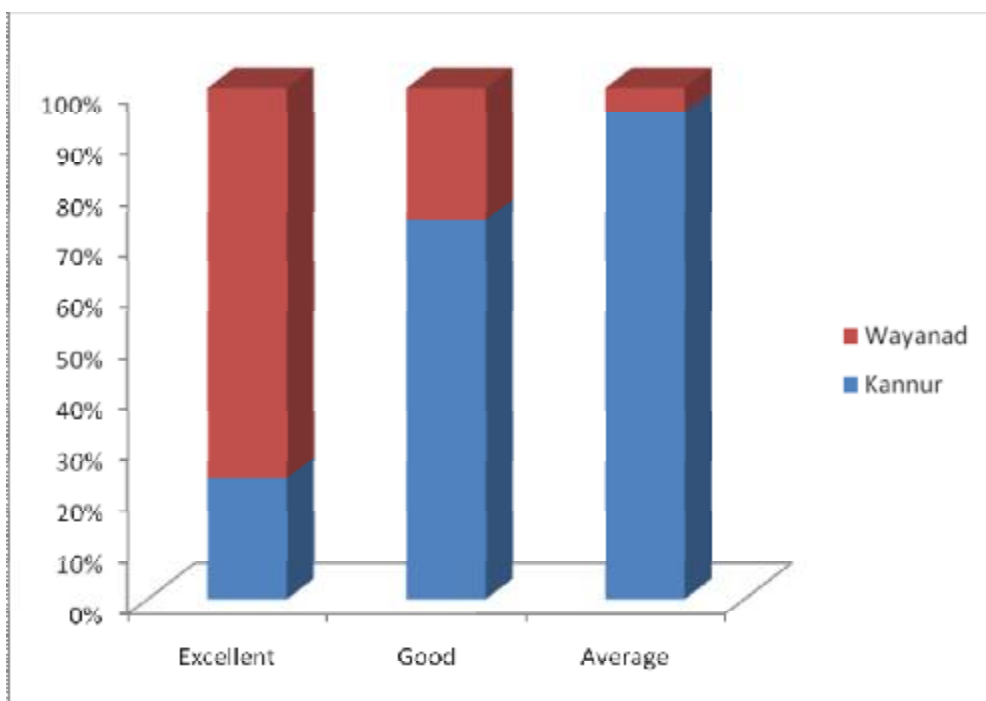


Figure 4. 73

**Economic Assistance in Cultivating Herbal Medicine:
Kannur and Wayanad**



4.13 Impact of Information Service in Herbal Industry

After identifying the information need and services in herbal industry, the investigator now studies how far this information service caused the empowerment of the selected women. Investigator categorized the degree of the empowerment attained through the herbal industry into three classes namely high, moderate and little. Since the information service in herbal industry is being imparted through training services, technical assistance and economic assistance, the investigator measure the empowerment through the variables such as training services, technical assistance and economic assistance and each of these variable is studied against the three classes high, moderate and little of the two regions Kannur and Wayanad.

4.13.1 Impact of Training in Herbal Industry: Kannur and Wayanad

Investigator now studies how the information service in herbal industry results in the empowerment of women in the Kannur and Wayanad region through the training programme. The study aims to know the impact of the programme and the result is described in the following table.

Table 4.30

Impact of Information Service in Herbal Industry through Training

Region	Training in Herbal Industry			Total
	High	Moderate	Little	
Kannur	80	228	192	500
	16%	45.6%	38.4%	100%
Wayanad	370	110	20	500
	74%	22%	4%	100%
Total	450	338	212	1000

The Table 4.30 reveals that through training programme 80(16%) of members of the Kannur region and 370(74%) of the Wayanad were highly empowered, 228(45.6%) of the women in Kannur region and 110(22%) of the Wayanad region opined that they were moderately empowered and 192(38.4%) of the Kannur region and 20(4%) of the Wayanad region remarked that they were empowered little. The study reveals that both in Kannur and Wayanad region the information service imparted through training programme in cultivating and preserving herbal medicine results the empowerment of the women. The women of the Wayanad region are more advantageous in this field also. Graphical representation of the impact of information service in herbal industry through training programme in Kannur and Wayanad region is given in Figures 4.74, 4.75 and in Figure 4.76 the comparison of the two region is done respectively.

Figure 4.74

Impact of Training in Herbal Industry: Kannur

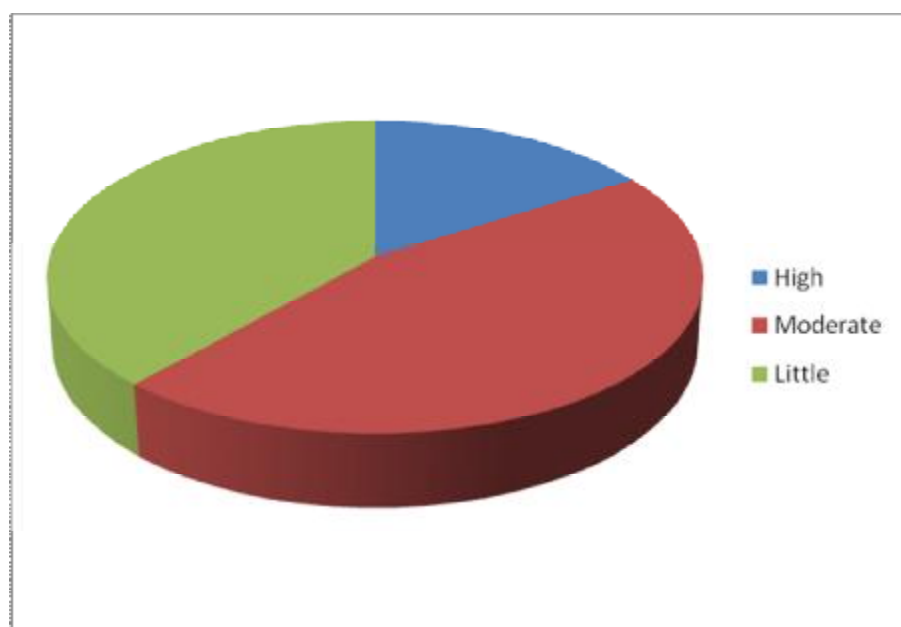


Figure 4.75

Impact of Training in Herbal Industry: Wayanad

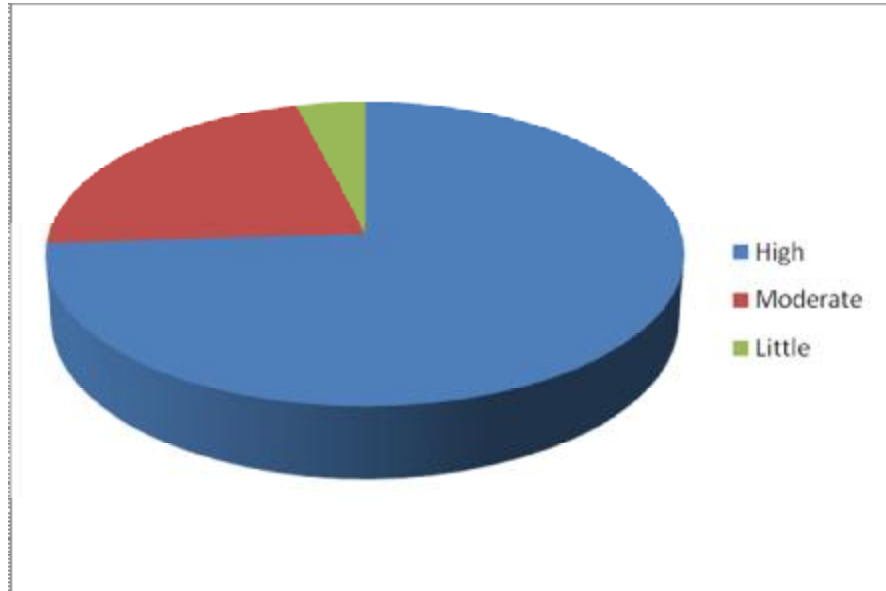
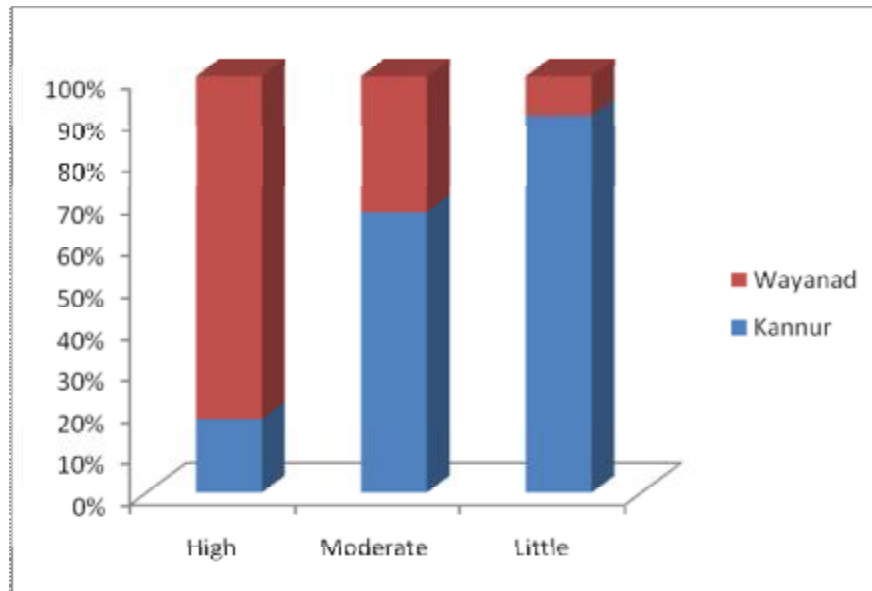


Figure 4.76

Impact of Training in Herbal Industry: Kannur and Wayanad



4.13.2 Impact of Technical Assistance in Herbal Industry: Kannur and Wayanad

Here the investigator describes how the information service in herbal industry results in the empowerment of women in the Kannur and Wayanad region through technical assistance.

Table 4.31
Impact of Information Service in Herbal Industry through Technical Assistance

Region	Technical Assistance			Total
	High	Moderate	Little	
Kannur	90	200	210	500
	18%	40%	42%	100%
Wayanad	340	120	40	500
	68%	24%	8%	100%
Total	430	320	250	1000

The Table 4.31 describes that through technical assistance 90(18%) of members of the Kannur region and 340(68%) of Wayanad region remarked their empowerment is high, 200(40%) of the women at Kannur region and 120(24%) of the women in Wayanad region answered their empowerment is moderate and 210(42%) of the Kannur region and 40(8%) of the Wayanad region said there is little improvement in the empowerment. The study concludes that the impact is high in Wayanad region. Graphical representation of the impact of information service in herbal industry by technical assistance is given in Figure 4.77 and Figure 4.78 respectively and a comparative study of the two regions is given in Figure 4.79.

Figure 4.77

**Impact of Technical Assistance in Herbal Industry:
Kannur**

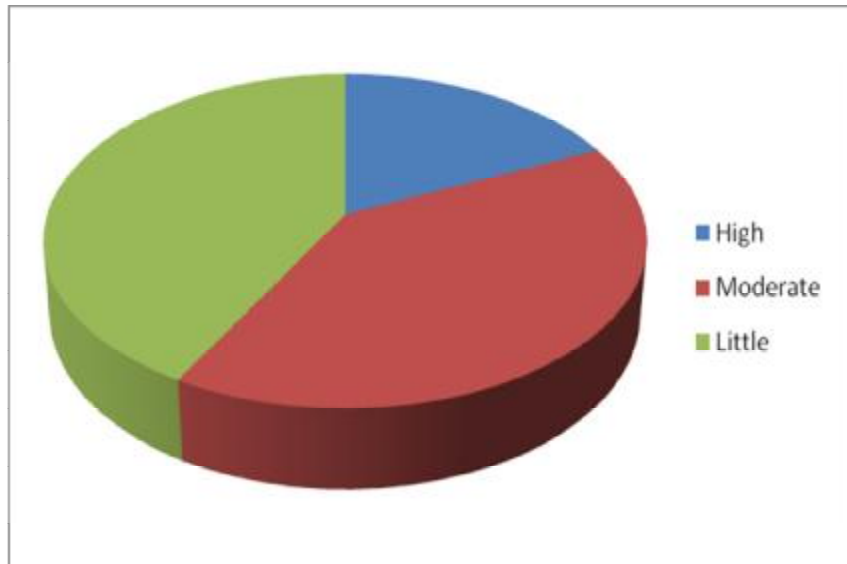


Figure 4.78

**Impact of Technical Assistance in Herbal Industry:
Wayanad**

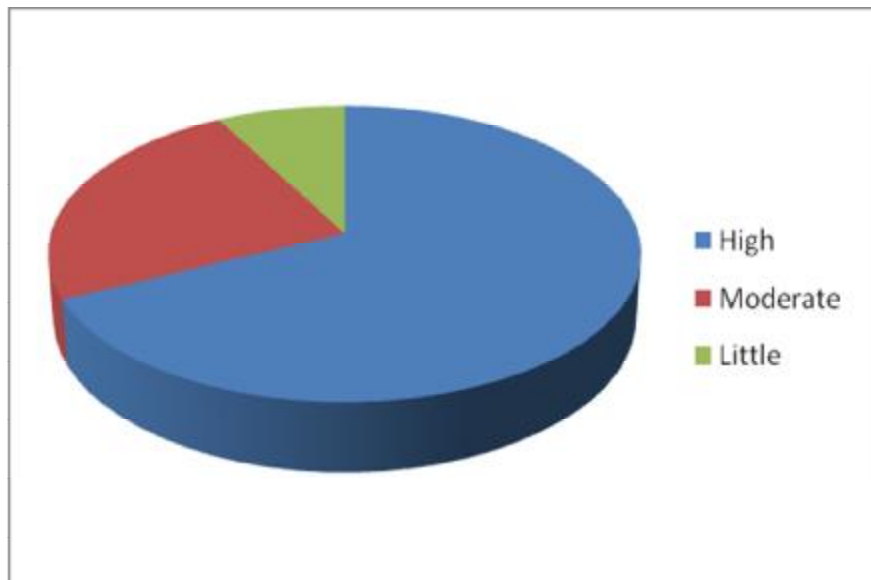
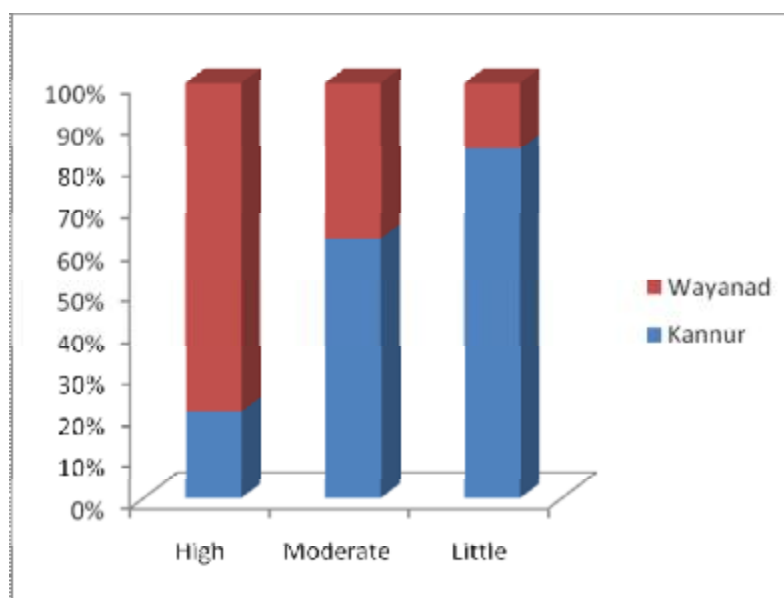


Figure 4.79

**Impact of Technical Assistance in Herbal Industry:
Kannur and Wayanad**



4.13.3 Impact of Economic Assistance in Herbal Industry: Kannur and Wayanad

The investigator studies how the information service in herbal industry results in the empowerment of women in the Kannur and Wayanad regions through economic assistance.

Table 4.32

Impact of Information Service in Herbal Industry through Economic Assistance

Region	Economic Assistance			Total
	High	Moderate	Little	
Kannur	100	108	292	500
	20%	21.6%	58.4%	100%
Wayanad	410	80	10	500
	82%	16%	2%	100%
Total	510	188	302	1000

The Table 4.32 describes that 100(20%) of members of the Kannur region and 410(82%) of the Wayanad region had high improvement in their economic status through the herbal industry, 108(21.6%) of the women at Kannur region and 80(16%) of the Wayanad region report that there is a moderate improvement in their economic status and 292(58.4%) of Kannur region and 10(2%) of the Wayanad region said there is a little improvement in their economic status. Majority of the group of Kannur stated the impact is less in this field where as the Wayanad region said that herbal industry made high impact in their life. Graphical representation of the economic improvement in herbal industry in Kannur and Wayanad is given in Figure 4.80 and Figure 4.81 respectively and a comparative study of the measure of empowerment of women at Kannur and Wayanad region through economic assistance in herbal industry is given in Figure 4.82.

Figure 4.80

Impact of Economic Assistance in Herbal Industry: Kannur

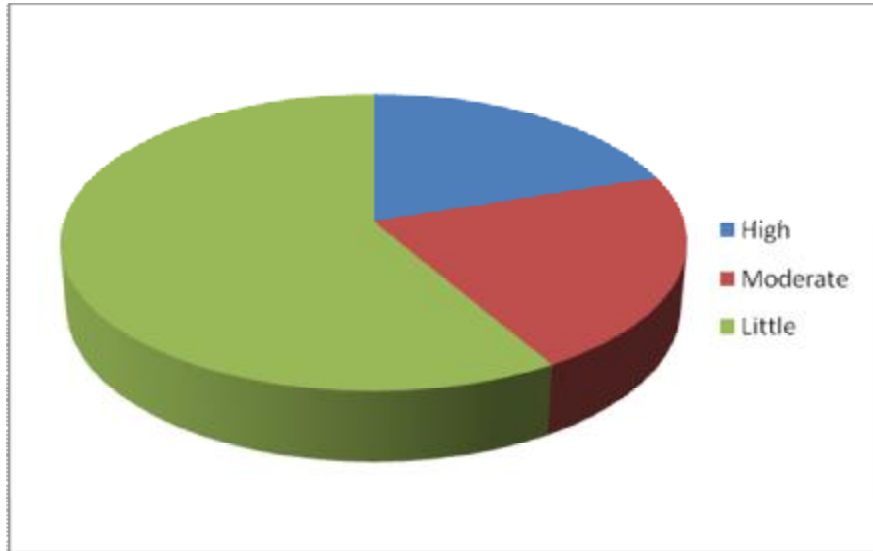


Figure 4.81

Impact of Economic Assistance in Herbal Industry: Wayanad

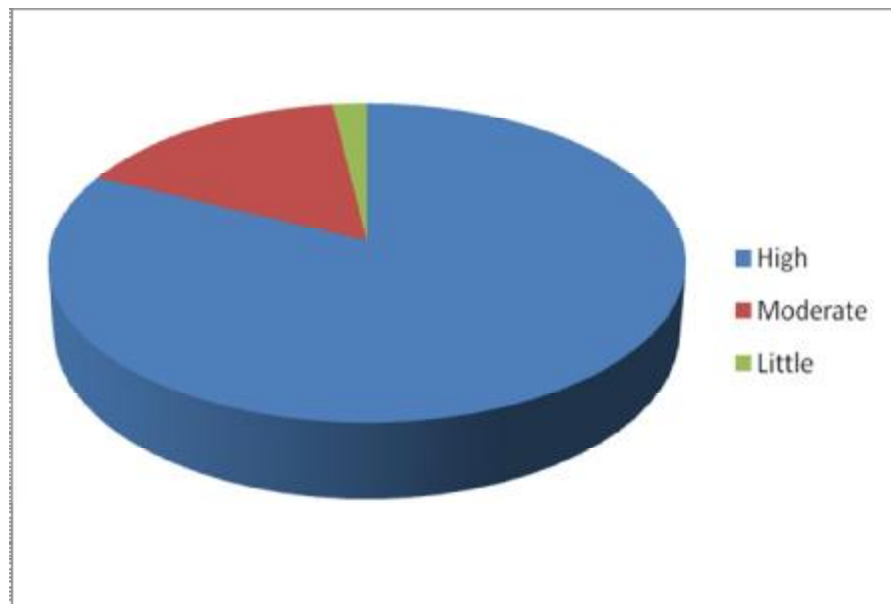
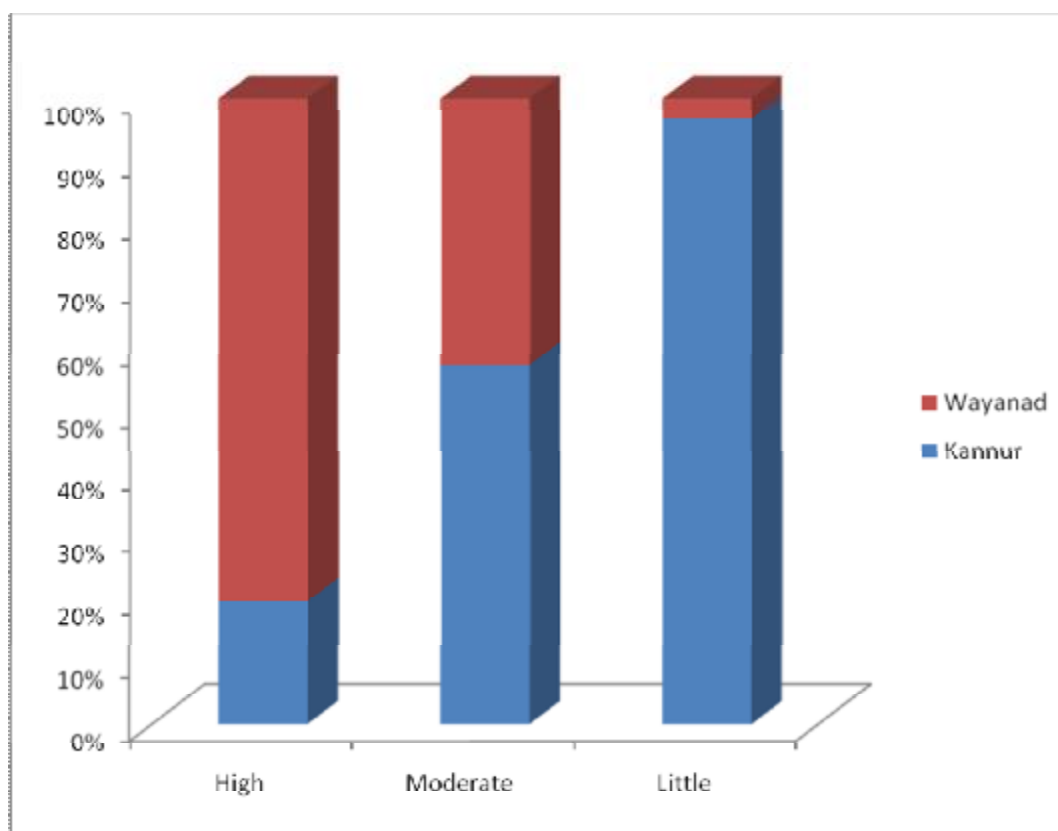


Figure 4.82

**Impact of Economic Assistance in Herbal Industry:
Kannur and Wayanad**



4.13.4. Information Service in Herbal Industry

Investigator also aims to compare the difference among the two regions Kannur and Wayanad for the information service in herbal industry. The investigator compares the difference among the two regions for the information service imparted through training programme, technical assistance and economic assistance. The Table 4.33 display t-values and Z-values between the two regions Kannur and Wayanad in the information service in herbal industry through training programme, technical assistance and economic assistance.

TABLE 4.33

t- value and Z- value

	Training programme	Technical Assistance	Economic Assistance
t- value	12.436*	14.075*	16.937*
Z-value	12.446*	15.175*	17.837*

*Significance at 0.05 levels $t_{0.05(14)} = 2.1448$

The Table 4.33 shows that the t-value and Z-value calculated implies that there is significance of difference in the empowerment of women through training programme, technical assistance and economic assistance of the women under study. The study indicate that the t-values of 12.436, 14.075 and 16.937 respectively, for the training, technical assistance and economic assistance, which are significant as the obtained t-values are greater than the tabulated t-value of 2.1448 required for significance at 0.05 levels.

4.14 Information Service in Social Development

The researcher identified social development as a field where the women under study are in need of getting information. Investigator identified the different information needs in social developmental activities through which the women are being empowered. Here the study concentrates on three programs of which, two of them are provided by government, namely 'Kudumbasree', 'Panchayath Programme' and SHG is managed by the Social Organization. Investigator studies whether the women are getting sufficient information regarding the programs listed above. The Tables 4.34, 4.35 and 4.36 are describing the opinion of the women regarding the information service for social development through 'Kudumbasree', 'Panchayath Programme' and 'SHG'.

Table 4.34

Information Service for Social Development through Kudumbasree

Region	Kudumbasree			Total
	Excellent	Good	Average	
Kannur	320	170	10	500
	64%	34%	2%	100%
Wayanad	370	80	50	500
	74%	16%	10%	100%
Total	690	250	60	1000

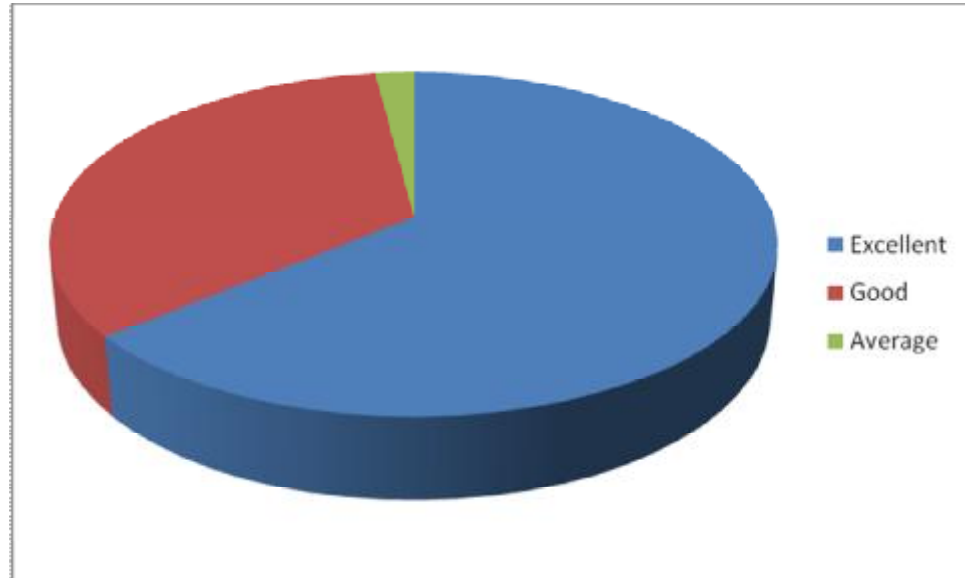
The Table 4.34 study the service provided by the government through Kudumbasree. The Table 4.34 is explained first in the region wise and then a comparative study of the two regions.

4.14.1. Social Development through Kudumbasree: Kannur

The researcher studies the social development in the Kannur region through Kudumbasree. The Table 4.34 reveals that 320(64%) of the women of the Kannur region said the information service is excellent, 170(34%) of the Kannur region report that information service is good and only 10(2%) of them stated the information service is average. Graphical representation of the facts is given in Figure 4.83.

Figure 4.83

Kudumbasree: Kannur

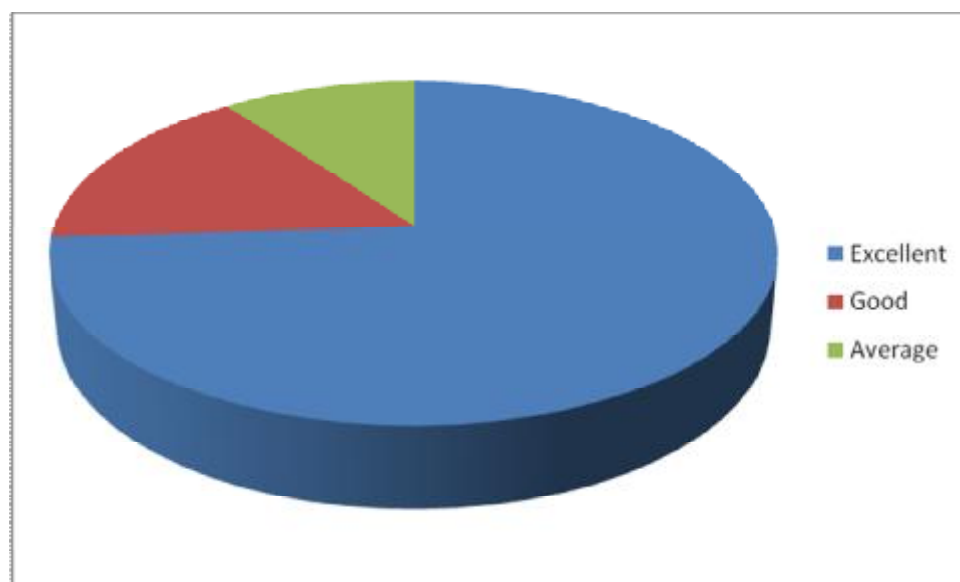


4.14.2. Social Development through Kudumbasree: Wayanad

The Researcher here studies the social development in the Wayanad region through Kudumbasree. The Table 4.34 reveals that 370(74%) of the women of the Wayanad region stated that the information service is excellent, 80(16%) of the Wayanad region said the information service is good and only 50(10%) of them opined that the information services is average. Graphical representation of the facts is given in Figure 4.84.

Figure 4.84

Kudumbasree: Wayanad



4.14.3. Kudumbasree in Kannur and Wayanad

The Table 4.34 shows that 320(64%) of the women at Kannur region and 370(74%) of the women at Wayanad region had the opinion that the information they got through Kudumbasree is excellent; 170(34%) of the Kannur region and 80(16%) of the Wayanad region said that the information service is good and 10(2%) of Kannur and 50(10%) the regions reported that the information they got is average. The study reveals that the women are getting enough information for social development through Kudumbasree. Graphical representation of the data is given in Figure 4.85.

Figure 4.85

Kudumbasree: Kannur and Wayanad

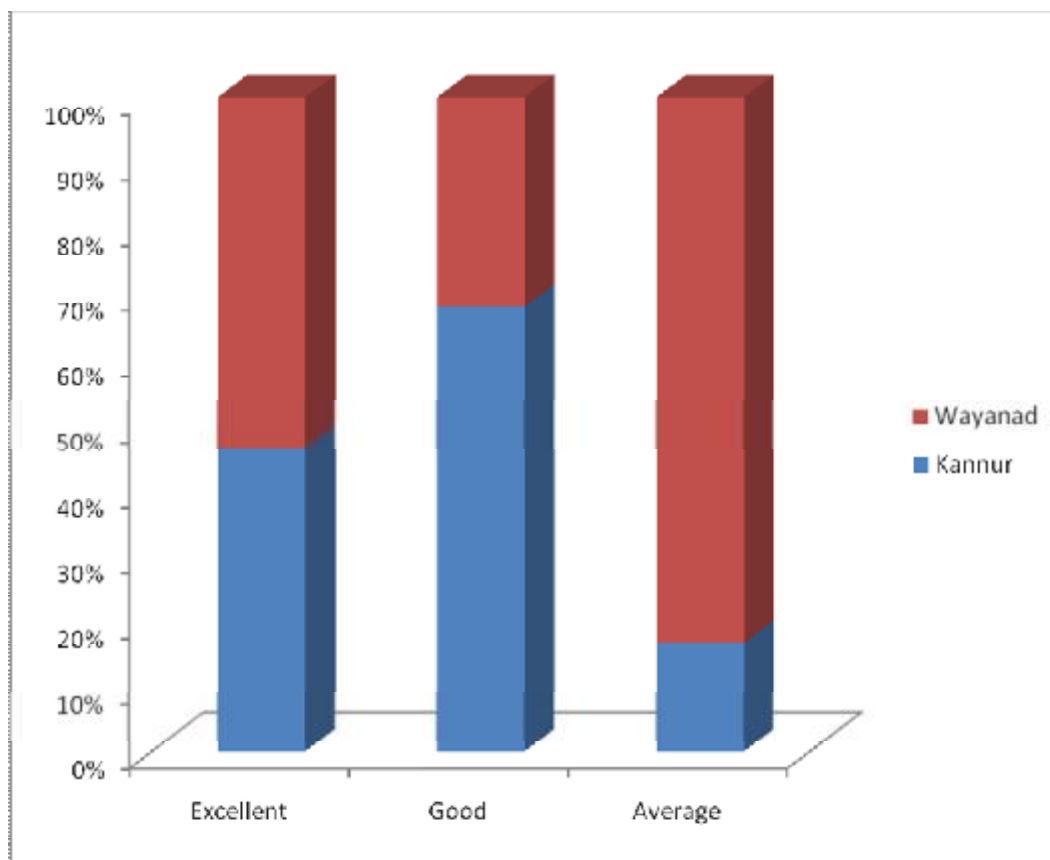


Table 4.35

Information Service for Social Development through Panchayath programme

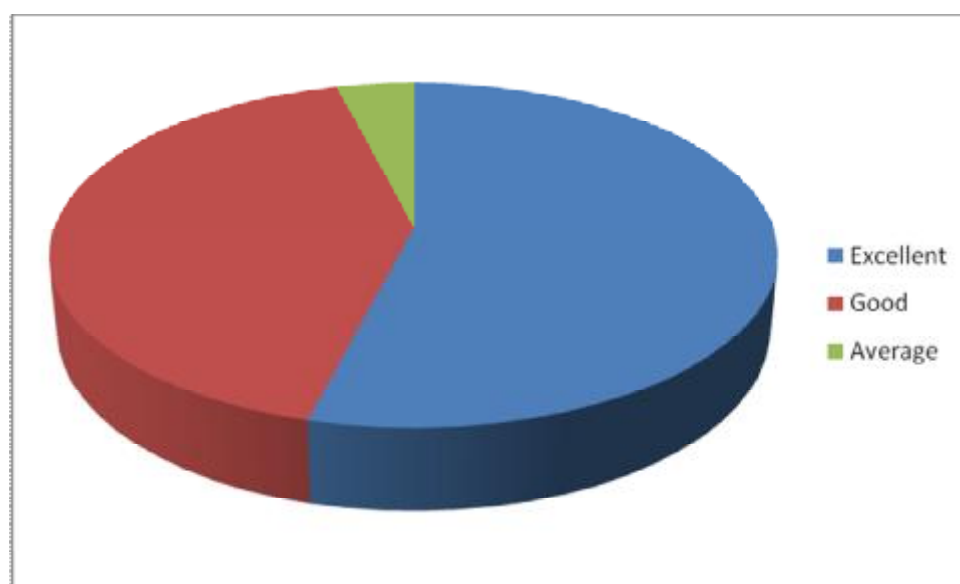
Region	Panchayath Programme			Total
	Excellent	Good	Average	
Kannur	270	210	20	500
	54 %	42%	4%	100%
Wayanad	300	180	20	500
	60%	36%	4%	100%
Total	570	390	40	1000

4.14.4 Social Development through Panchayath programme: Kannur

The Researcher now studies the information services in social development in the Kannur region through Panchayath. The Table 4.35 reveals that 270(54%) of the women under study of the Kannur region said the information service is excellent, 210(42%) of the Kannur region reported that the information service is good and only 20(4%) of them stated that the information service is average. Graphical representation of the data is given in Figure 4.86.

Figure 4.86

Panchayath programme: Kannur



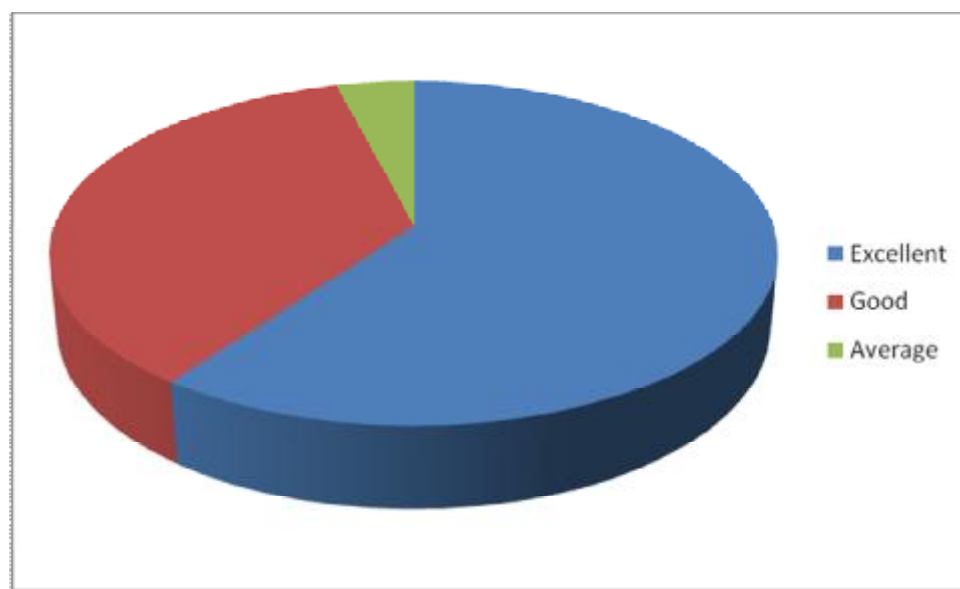
4.14.5 Social Development through Panchayath Programme: Wayanad

The Researcher now studies the information services in social development in the Wayanad region through Panchayath. The Table 4.35 reveals that 300(60%) of the women under study of the Wayanad region reported that the information service is excellent, 180(36%) of the Wayanad region said the information service is good and only 20(4%) of them

described the information service is average. Graphical representation of the data is given in Figure 4.87.

Figure 4.87

Panchayath Programme: Wayanad



4.14.6 Panchayath Programme: Kannur and Wayanad Region

The Table 4.35 shows that 270(54%) of the women at Kannur region and 300(60%) of the women at Wayanad region accept that the information services through Panchayath is excellent; 210(42%) of the Kannur region and 180(36%) of the Wayanad region the women said the information services is good and 20(4%) of both the regions reported that the information is average. The study finds that the majority of the women under study are satisfied with the awareness they got about the programme of the government. Graphical representation of the data is given in Figure 4.88.

Figure 4.88

Panchayath Programme: Kannur and Wayanad

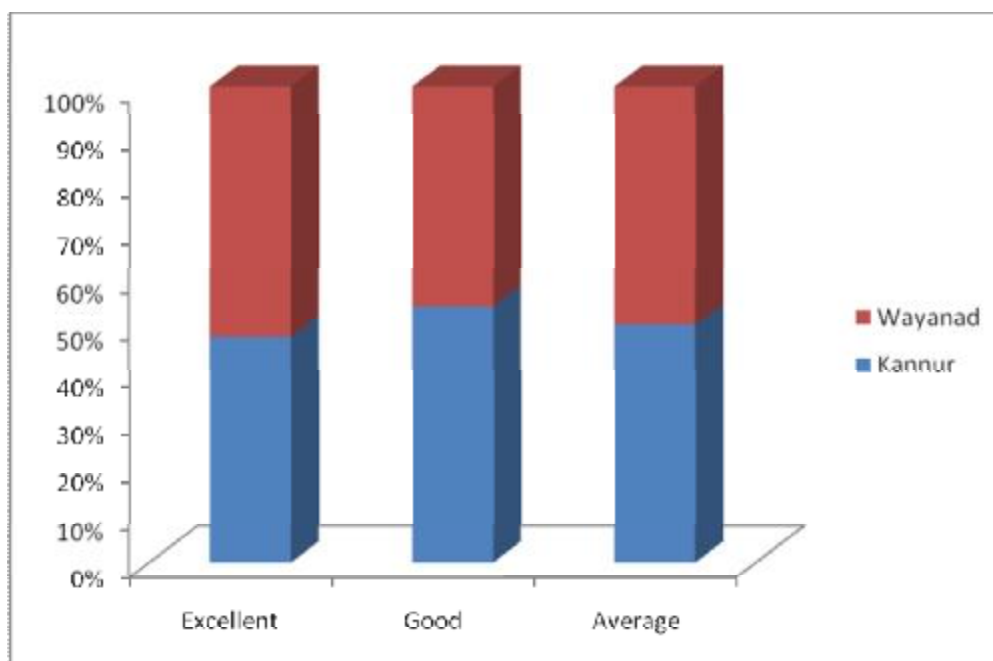


Table 4.36

Information Service in Social Development through SHG

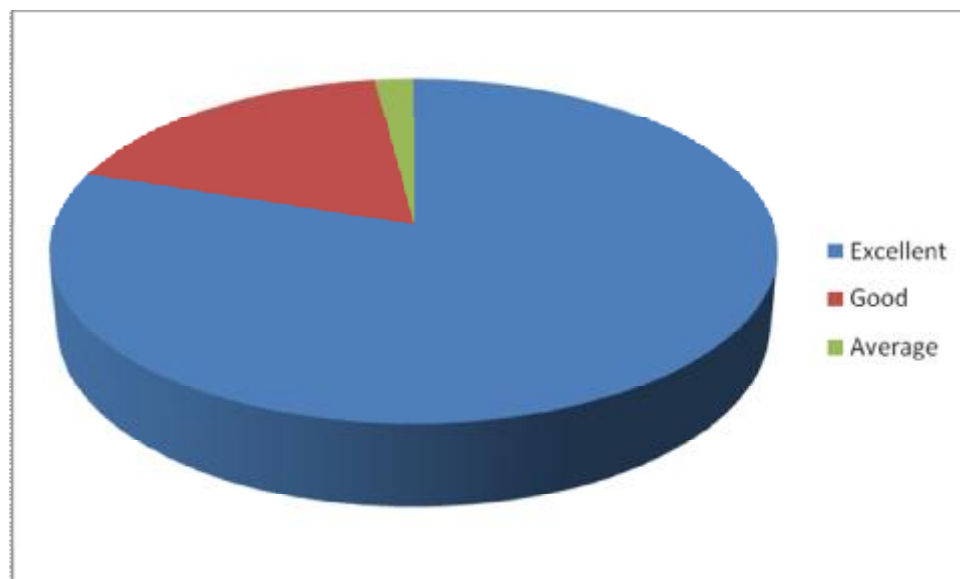
Region	SHG			Total
	Excellent	Good	Average	
Kannur	400	90	10	500
	80%	18%	2%	100%
Wayanad	410	80	10	500
	80%	16%	4%	100%
Total	800	170	20	1000

The Table 4.36 studies the activities of SHG. The Table 4.36 is explained through the following headings.

4.14.7 Social Development Programme through SHG: Kannur

The researcher studies the information service in social development in the Kannur region through SHG. Table 4.36 reveals that 400(80%) of the women under study of the Kannur region said that the information service is excellent, 90(18%) of the Kannur region reported that information service is good and only 10(2%) of them stated that the information service is average. Graphical representation of the data is given in Figure 4.89.

Figure 4.89
SHG: Kannur

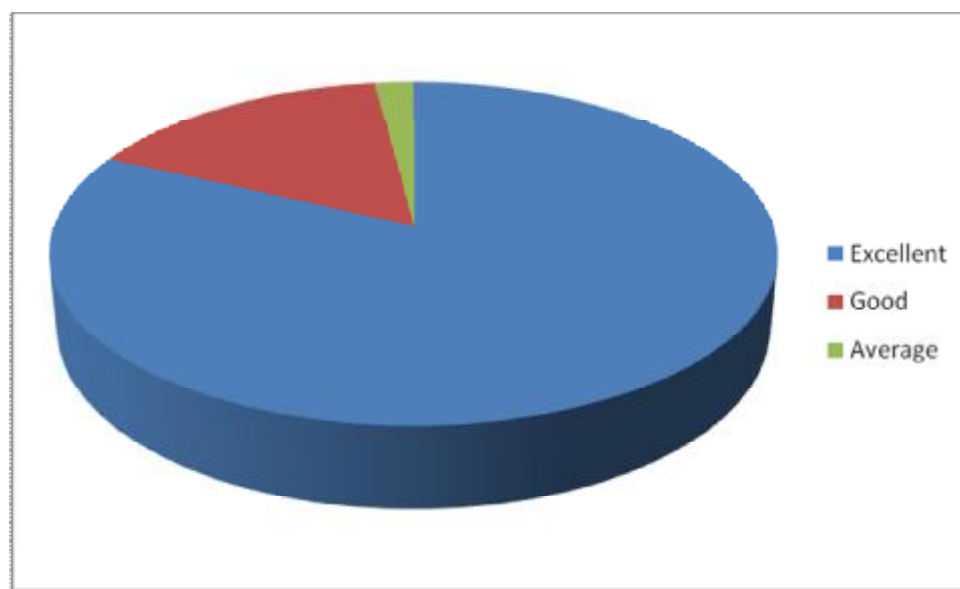


4.14.8 Social Development Programme through SHG: Wayanad

The researcher here studies the information services in social development in the Wayanad region through SHG. The Table 4.36 reveals that 410(82%) of the women under study of the Wayanad region agree that the information service is excellent, 80(16%) of the Wayanad region stated that the information service is good and only 10(2%) of them said that the

information service is average. Graphical representation of the data is given in Figure 4.90.

Figure 4.90
SHG: Wayanad

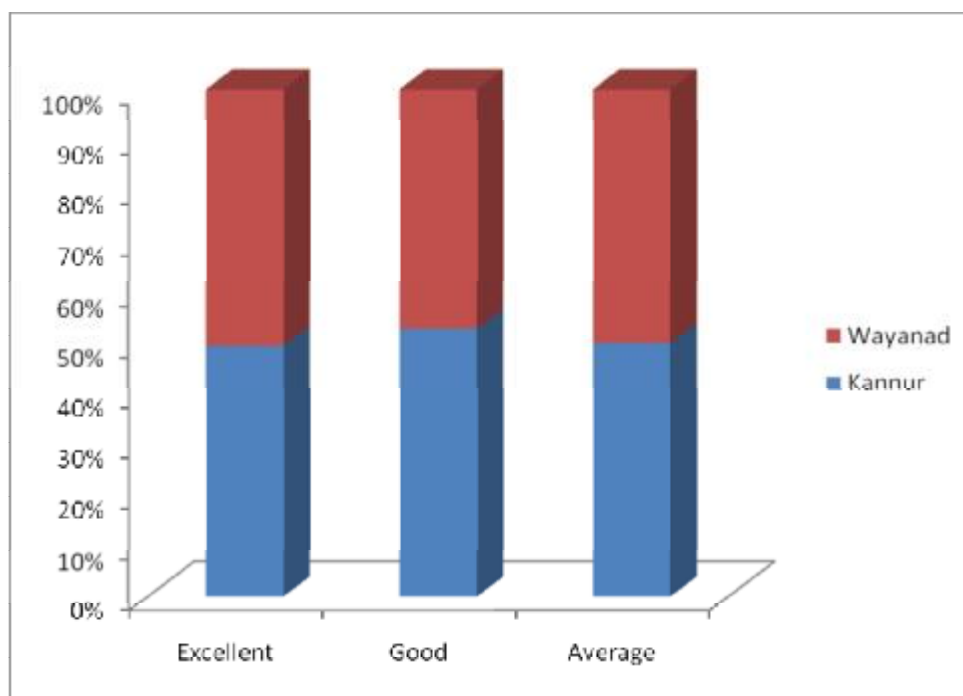


4.14.9 SHG: Kannur and Wayanad Region

A comparative study of the two regions is done here. The Table 4.36 shows that 400(80%) of the women at Kannur region and 410(82%) of the women at Wayanad region are agreed that the information services in SHG is excellent; 90(18%) of the Kannur region women and 80(16%) of the Wayanad region women said that the information services is good and 10(2%) of both the regions reported that the information in SHG is average. The study reveals that the women under study are highly appreciated the services they got in this field. The programme was a great success. Graphical representation of the data is given in Figure 4.91.

Figure 4.91

SHG: Kannur and Wayanad



4.15 Impact of Information Service in Social Developmental Programme

After studying the information service in social development, the investigator now takes a step to understand, how far this information service caused the empowerment of the selected women. Investigator categorized the degree of the empowerment attained through the social development programme into three classes namely 'high', 'moderate' and 'little'. Since the information for social development is being imparted through 'Kudumbasree', 'Panchayath programme' and 'SHG', each of these variable is studied. The Tables 4.37, 4.38 and 4.39 are studying the impact information through Kudumbasree, Panchayath programme and SHG respectively.

Table 4.37

Impact of Information Service in Social Developmental Programme through Kudumbasree

Region	Kudumbasree			Total
	High	Moderate	Little	
Kannur	300	180	20	500
	60%	36%	4%	100%
Wayanad	340	90	70	500
	68%	18%	14%	100%
Total	640	270	90	1000

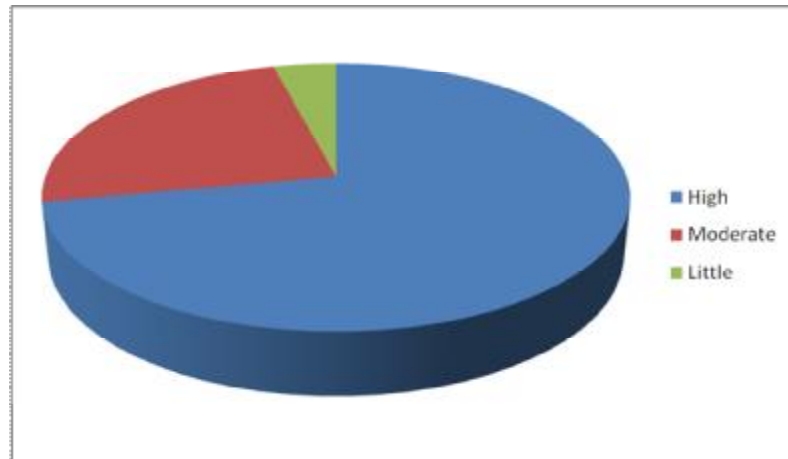
The Table 4.37 reveals that both in Kannur and Wayanad region the information service in developmental activities imparted through Kudumbasree are highly beneficial to the group under study. The detailed explanation is given below.

4.15.1 Impact of Kudumbasree in Social Development: Kannur

The investigator studies how the information service for social development results in the empowerment of women in the region Kannur through Kudumbasree. The Table 4.37 reveals that through Kudumbasree 300(60%) of members of the Kannur region was highly empowered 180(36%) of the Kannur region was moderately empowered and only 60(12%) of them was empowered little. Graphical representation of the data is given in Figure 4.92.

Figure 4.92

Impact of Kudumbasree: Kannur

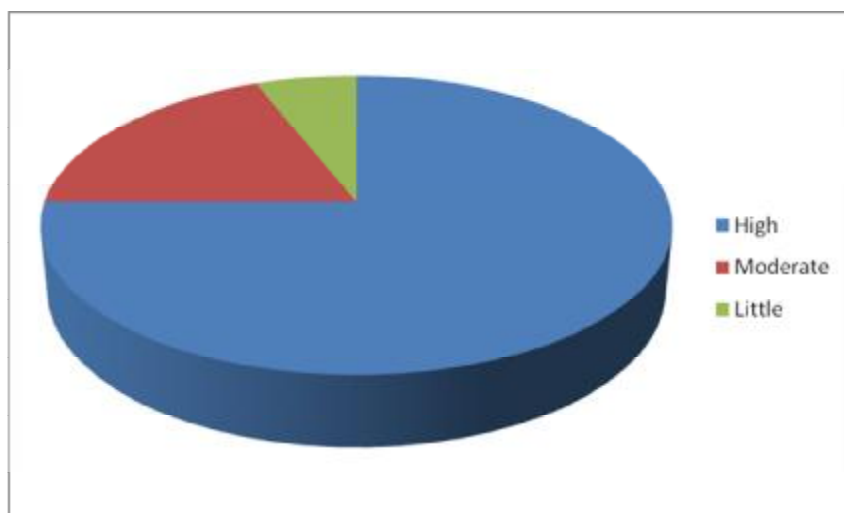


4.15.2. Impact of Kudumbasree in Social Development: Wayanad

The Table 4.37 reveals that through Kudumbasree 340(68%) of members of the Wayanad region was highly empowered, 90(18%) of the Kannur region was moderately empowered and only 70(14%) of them was empowered little. Graphical representation of the data is given in Figure 4.93.

Figure 4.93

Impact of Kudumbasree: Wayanad



4.15.3 Impact of Kudumbasree in Social Development: Kannur and Wayanad

A comparison of two regions, Kannur and Wayanad is made here. In Kannur region 300(60%) and in Wayanad 340(68%) of the women remarked that the activities of Kudumbasree imparted by the government through NGOs were highly beneficial for their empowerment, 180(36%) of the women in Kannur region and 90(18%) of the women in Wayanad region reported that the information provided about Kudumbasree were of moderate in respect of their empowerment. Only 60 (12%) women in Kannur and 70(14%) women in Wayanad region said that the information service through Kudumbasree contributed little for their empowerment. The study shows that women are appreciating this kind of activities and in result it makes them aware of the potentialities they have and become to take active role in the social development. Graphical representation of the data is given in Figure 4.94.

Figure 4.94

Impact of Kudumbasree: Kannur and Wayanad

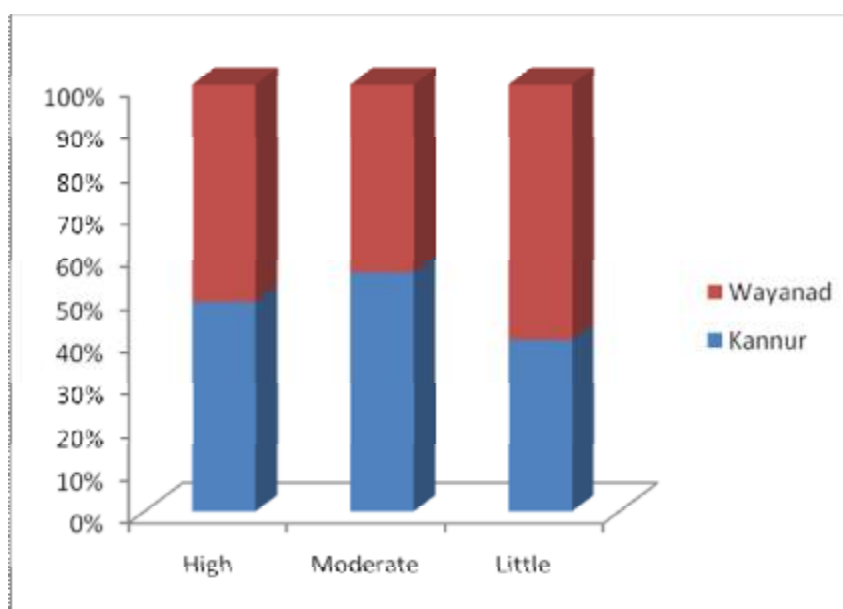


Table 4.38

Impact of Information Service for Social Development through Panchayath Programme

Region	Panchayath Programme			Total
	High	Moderate	Little	
Kannur	100	190	210	500
	20%	38%	42%	100%
Wayanad	80	190	230	500
	16%	38%	46%	100%
Total	570	390	40	1000

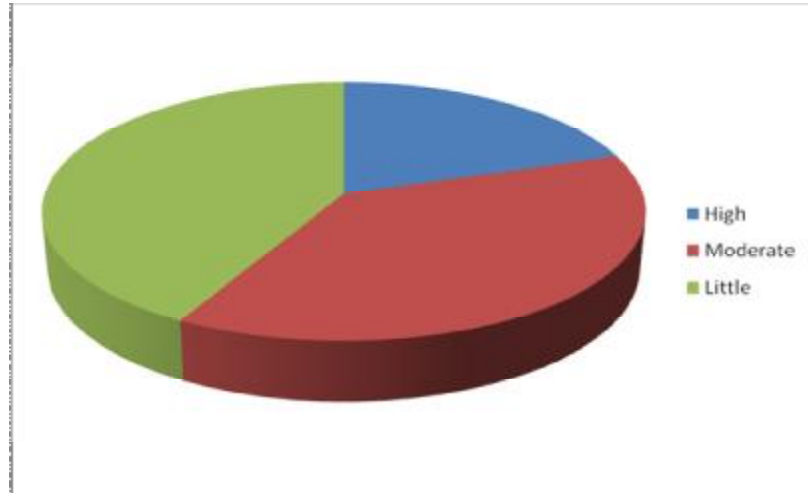
The Table 4.38 is dealing with the Panchayath programme which is meant for the social development of the people. The Table 4.38 is explained in the following titles.

4.15.4. Impact of Panchayath Programme: Kannur Region

The Table 4.38 reveals that through Panchayath programme 100(20%) of members of the Kannur region was highly empowered, 190(38%) of the Kannur region was moderately empowered and 210(42%) of them was empowered little. Graphical representation of the data is given in Figure 4.95.

Figure 4.95

Impact of Panchayath Programme: Kannur

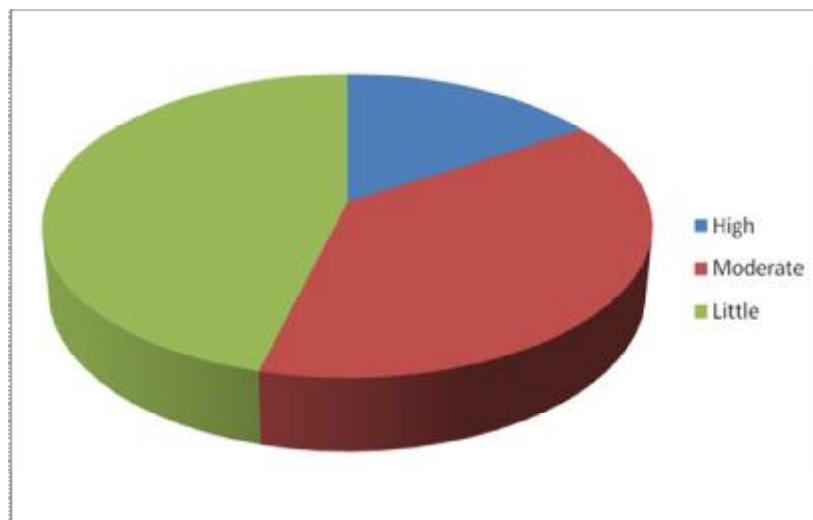


4.15.5 Impact of Panchayath Programme: Wayanad Region

The Table 4.38 reveals that through Panchayath programme 80(16%) of members of the Wayanad region was highly empowered, 190(38%) of the Wayanad region was moderately empowered and only 230(46%) of them was empowered little. Graphical representation of the data is given in Figure 4.96.

Figure 4.96

Impact of Panchayath Programme: Wayanad



4.15.6 Impact of Panchayath Programme: Kannur and Wayanad Region

In Kannur region 100(20%) and in Wayanad 80(16%) of the women remarked that the Panchayath programme imparted by the NGOs are highly beneficial for their empowerment; 190(38%) of the women both in Kannur region and Wayanad region stated that the information imparted through Panchayath were of moderate in respect of their empowerment; and 210 (42%) women in Kannur and 230(46%) women in Wayanad region said that the information service through Panchayath contributed little for their empowerment. The study reveals that this programme is not much appreciated by the beneficiaries. Graphical representation of the data is given in Figure 4.97.

Figure 4.97

Impact of Panchayath Programme: Kannur and Wayanad

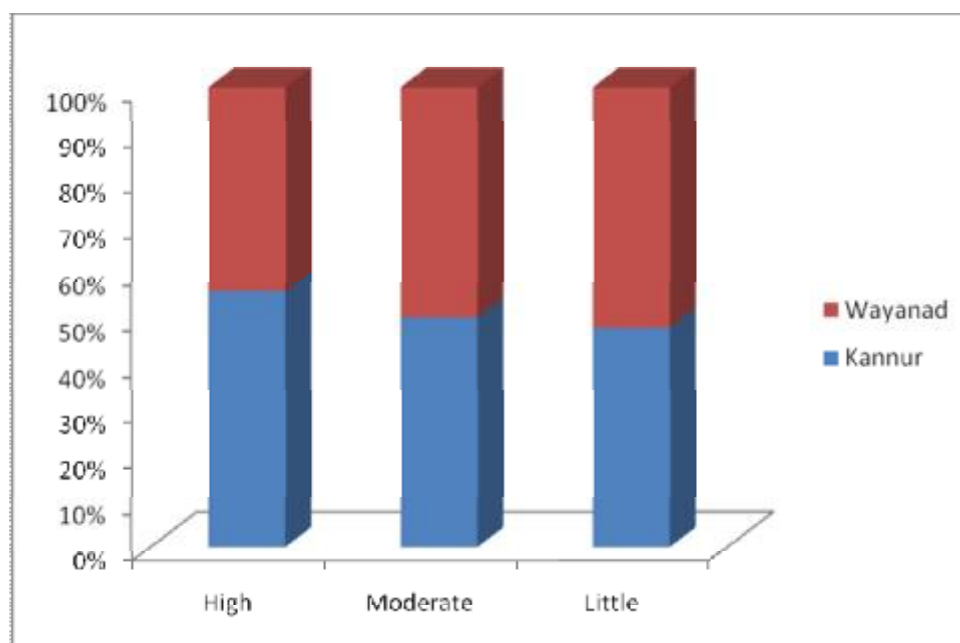


Table 4.39

Impact of Information Service in SHG

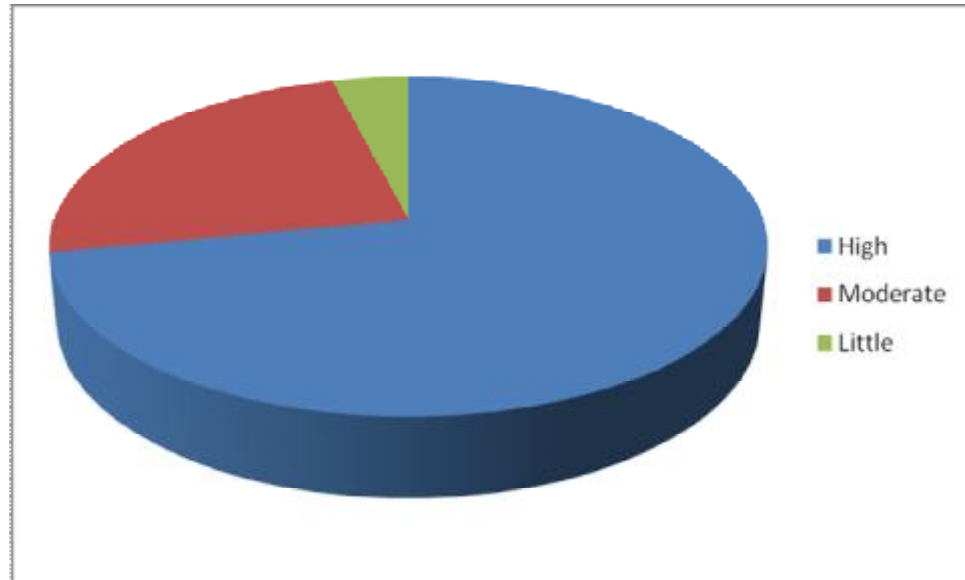
Region	SHG			Total
	High	Moderate	Little	
Kannur	360	120	20	500
	72%	24%	4%	100%
Wayanad	375	95	30	500
	75%	19%	6%	100%
Total	800	170	20	1000

The Table 4.39 is dealing with the impact of SHG in the life of women. It shows that there is a great impact in the life style of the people. The Table 4.39 is explained in the following headings.

4.15.7 Impact of SHG: Kannur Region

Table 4.39 reveals that through SHG 360(72%) of members of the Kannur region was highly empowered, 120(24%) of the Kannur region was moderately empowered and 20(4%) of them was empowered little. Graphical representation of the data is given in Figure 4.98.

Figure 4.98
Impact of SHG: Kannur

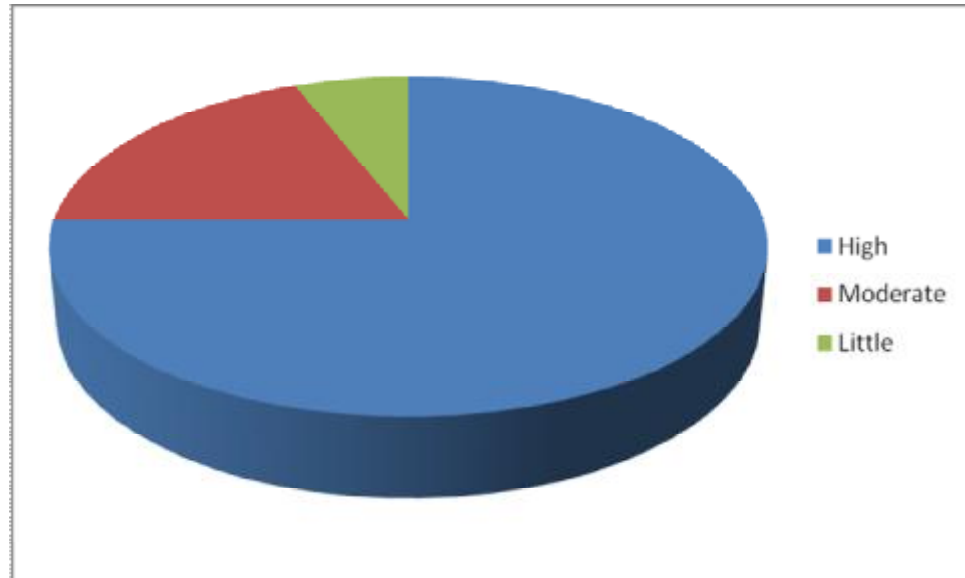


4.15.8 Impact of SHG: Wayanad Region

Here the investigator studies how the information service in social development results in the empowerment of women in the region Wayanad through SHG. The Table 4.39 reveals that through SHG 375(75%) of members of the Wayanad region was highly empowered, 95(19%) of the Wayanad region was moderately empowered and only 30(6%) of them was empowered little. Graphical representation of the data is given in Figure 4.99.

Figure 4.99

Impact of SHG: Wayanad

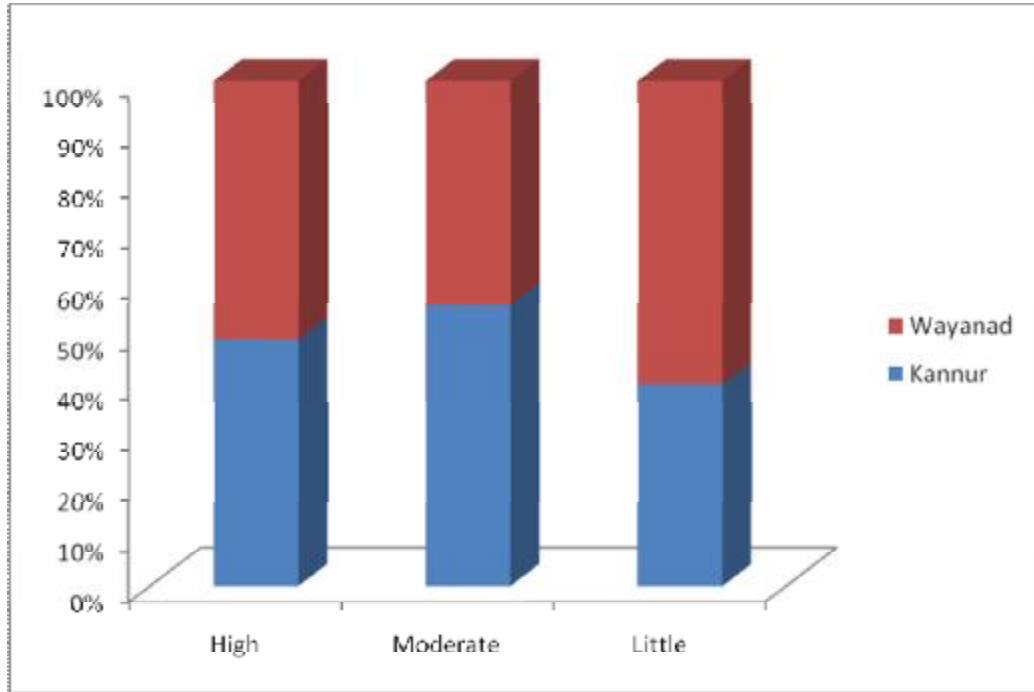


4.15.9 Impact of SHG: Kannur and Wayanad Region

Here the researcher intended to make a comparison between the two regions. In Kannur region 360(72%) and in Wayanad 375(75%) of the women remarked that the SHG imparted by the NGOs are highly beneficial for their empowerment; 120(24%) of the women in Kannur region and 95(19%) of the women of Wayanad region said that the information imparted through SHG are of moderate in respect of their empowerment; and 20(4%) women in Kannur and 30(6%) women in Wayanad region said that the information service through SHG contributed little for their empowerment. The study found that in both regions the majority of the group is highly benefited from the service. Graphical representation of the data is given in Figure 4.100.

Figure 4.100

Impact of SHG: Kannur and Wayanad



4.15.10. Information Service in Social Development

Investigator also aims to compare the difference among the two regions Kannur and Wayanad for the information services in Kudumbasree, Panchayath programme and SHG. For this covariance is employed. Now, the investigator compares the difference among the two regions for the information service imparted through Kudumbasree, Panchayath programme and SHG. The Table 4.40 display t-values and Z-values between the two regions Kannur and Wayanad in the information service for the social development through Kudumbasree, Panchayath programme and SHG.

TABLE 4.40

t-value and Z-value

	Kudumbasree	Panchayath	SHG
t- value	10.432*	1.075	13.737*
Z-value	12.446*	0.975	13.837*

*Significance at 0.05 levels

t 0.05 (14) = 2.1448

The Table 4.40 shows that the t-value and Z-value calculated, there is significance difference in the empowerment of women through the Kudumbasree, and SHG of the women under study. But the study reveals that with regard to the Panchayath Programme there is not much significance difference in the impact. The investigator recommends the public libraries and NGOs to extend their services in a more effective way, where the selected women under study should be enabled to take care of their rights and availability of the beneficial programme imparted by the government and make sure that the programme should be made known to the women folk. The study indicate t-values of 10.432, 1.075 and 13.737 respectively, for the Kudumbasree, Panchayath programme and SHG, of which Kudumbasree and SHG which are significant, as the obtained t-values are greater than the tabulated t-value of 2.1448 required for significance at 0.05 levels.

4.16 Women as Information Providers

The investigator studies how the women under study who are empowered by the information services became the social reformers or the facilitators for the empowerment of the women folk of their region. Investigator designed his questionnaire and identified the different sources through which the empowered women imparted the acquired information to

the women who are in need of. Investigator found out that the women under study themselves developed interaction with other public libraries and NGOs and find relevant sources to empower themselves and other women. Some of them imparted training programme, which leads to the empowerment of women, education programme or social value education for women or counseling programme. Some of them could take memberships in other women federations and could work for the uplifting of the fellow women. To make the study simple and researcher divided the women stand information providers, in to four categories namely membership in *Women Federation* (WF), imparting *Training Programme*(TR), imparting *Education Programme*(EU) and imparting *Counseling and Guidance*(CG). In the Tables 4.41, 4.42, 4.43 and 4.44 the investigator study whether the women under study in the regions Kannur and Wayanad are members of *Women Federation* (WF), *Trainer (TP)*, *Educationalist (EU)*, and *Counselor (CG)*.

Table 4.41

Women Federation

Region	Women Federation		Total
	Yes	No	
Kannur	220	280	500
	44%	56%	100%
Wayanad	110	390	500
	22%	78%	100%
Total	330	670	1000

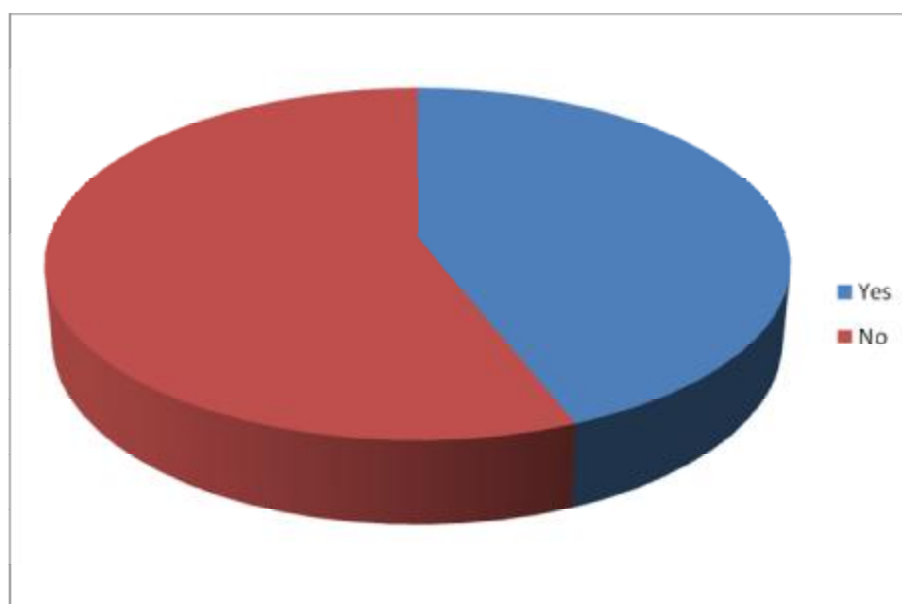
The Table 4.41 is discussing the membership of the women in other groups thereby they can be a facilitator to the women of their society. Table 4.41 is discussed under the following headings.

4.16.1 Women as Information Providers being a Member of Women Federation: Kannur

Investigator now studies how many of the women under study can be categorized as information providers themselves, being a member of women federation in the region Kannur and Wayanad. It is seen that though the women at Wayanad region are empowered through the information services imparted through the public libraries and NGOs, the women at Kannur region served as the information providers to the society than that of the women at Wayanad. The Table 4.41 reveals that 220(44%) of the women at Kannur region have membership in women federation and 280(48%) of them are not member of women federation. Graphical representation of the data is given in Figure 4.101.

Figure 4.101

Membership in Women Federation: Kannur

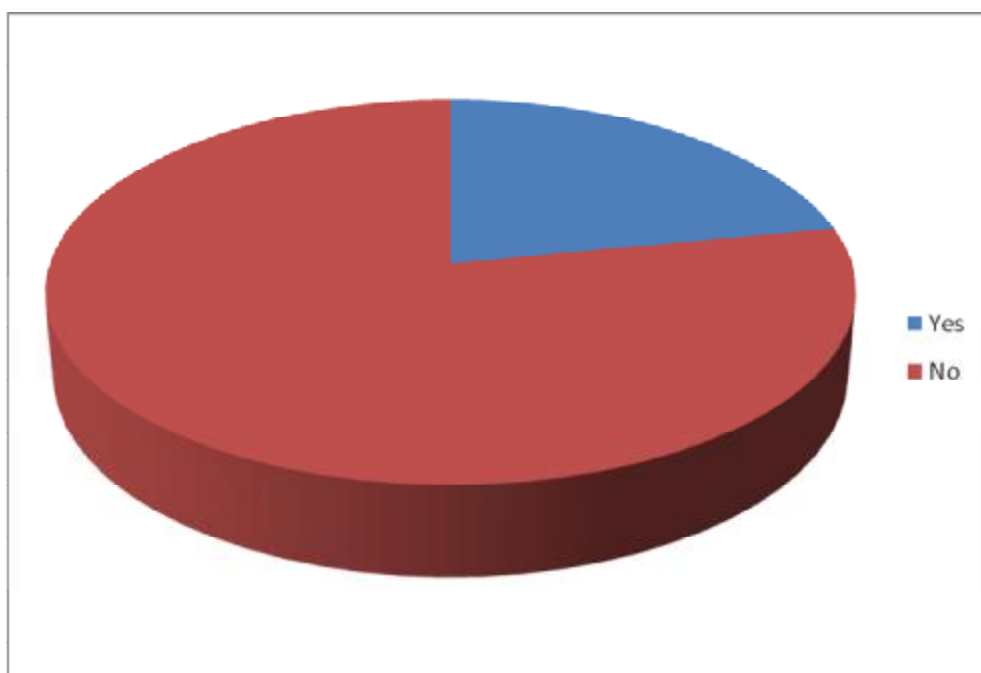


4.16.2 Women as Information Providers being a Member of Women Federation: Wayanad

The Table 4.41 reveals that 110(22%) of the women under study of the Wayanad have membership in some women federation and 390(78%) of them have no membership in any women federation. Graphical representation of the data is given in Figure 4.102.

Figure 4.102

Women Federation: Wayanad



4.16.3 Women as Information Providers being a Member of Women Federation: Kannur and Wayanad Region

A comparison of the two regions is made here. The Table 4.41 shows the status of women under study as information providers by having membership in other women federation at the Kannur region are 220(44%) and 110(22%) in the Wayanad region. The Table 4.41 also reveals that

280(48%) of the women under study of the Kannur do not have membership in women federation and 390(78%) of the women under study at Wayanad are not member of women federation. The study found that women at Wayanad region have not much acquired the capability to interact with other groups or with other women federations. Graphical representation of the data is given in Figure 4.103.

Figure 4.103

Membership in Women Federation: Kannur and Wayanad

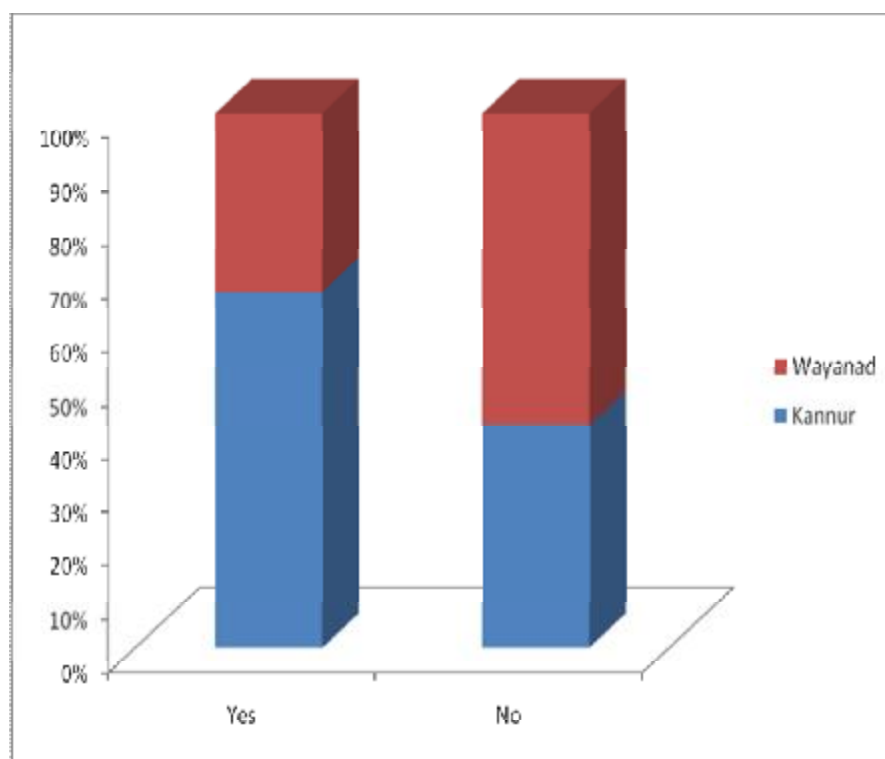


Table 4.42
Women as Trainers

Region	Trainers		Total
	Yes.	No.	
Kannur	320	180	500
	64%	36%	100%
Wayanad	240	260	500
	48%	52%	100%
Total	560	440	1000

The Table 4.42 displays the women who acquired the capacity to provide training to the other women who do not have membership in NGOs or in public libraries. The Table 4.42 is explained in the following headings.

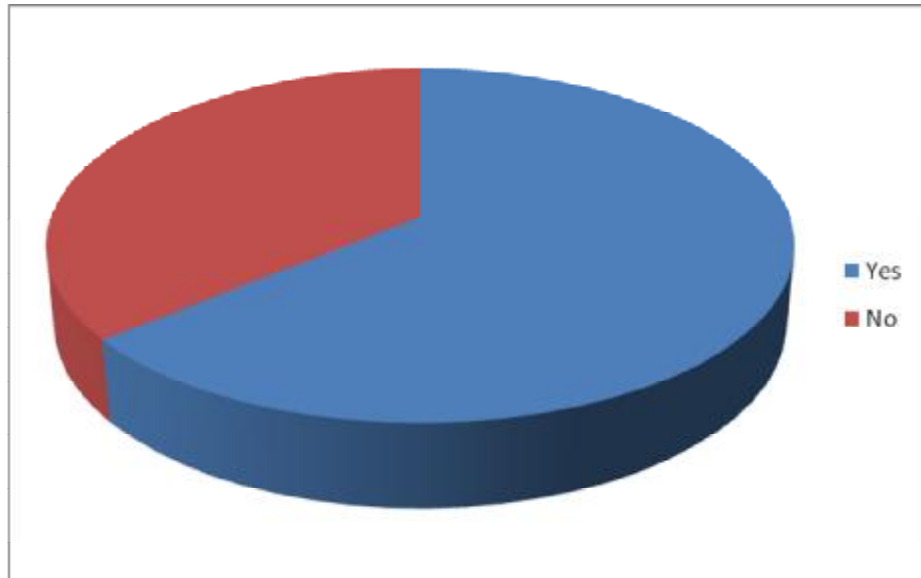
4.16.4 Women as Information Providers of Training programme:

Kannur

The researcher here studies the women as information providers in the Kannur region in training programme. The Table 4.42 reveals that 320(64%) of the women of the Kannur region could act as catalyst in imparting training programme for the women not having membership in any public libraries or NGOs and 180(36%) of the women under study in the region are not able to impart training programme. Graphical representation of the data is given in Figure 4.104.

Figure 4.104

Providers of Training programme: Kannur

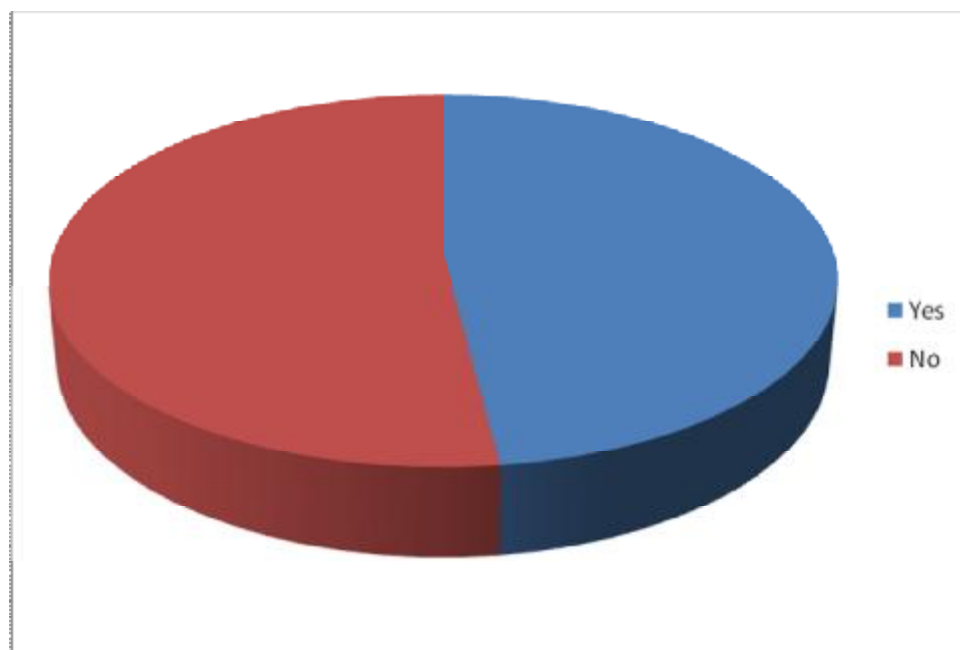


4.16.5 Women as Information Providers of Training programme: Wayanad

From the Table 4.42 it is also clear that 240(48%) of the women under study of the Wayanad region could act as catalyst in imparting training programme for the women not having membership in any public libraries or NGOs and 260(52%) of the women in the region Wayanad could not participate or impart any training programme for the women. Graphical representation of the data is given in Figure 4.105.

Figure 4.105

Providers of Training programme: Wayanad



4.16.6 Women as Trainers: Kannur and Wayanad Region

The researcher presents a comparative study of the women as the providers of information in the Kannur and Wayanad region by imparting training programme. The Table 4.42 reveals that 320(64%) of the women under study of the Kannur region and 240 (48%) of the women at Wayanad region could act as catalyst in imparting training programme. Also 180(36%) of the women under study in the region Kannur and 260 (52%) of the women at Wayanad region could not impart training programme. The study reveals that women of Kannur region are more educated and experienced in providing training to others. We could see that 64% of the Kannur region is empowered in this field. It will have great impact in the life of women. Graphical representation of the comparative study is displayed in Figure 4.106.

Figure 4.106

Women as Trainers: Kannur and Wayanad

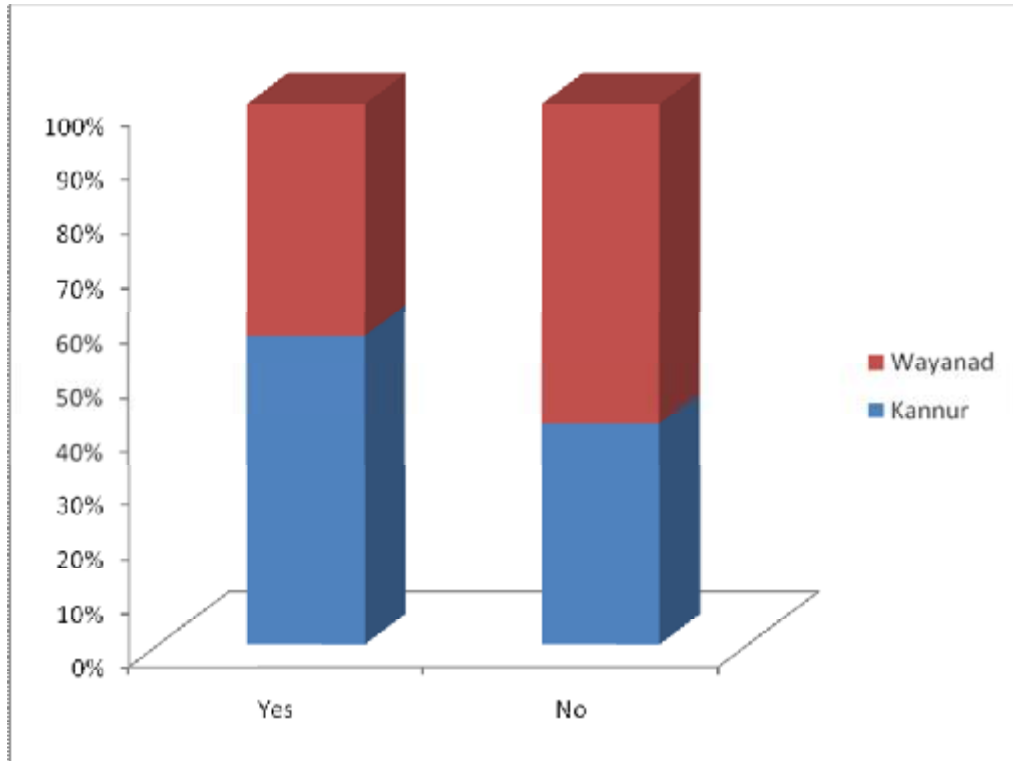


Table 4.43

Women as Educationalist

Region	Educationalist		Total
	Yes.	No	
Kannur	400	100	500
	80%	20%	100%
Wayanad	380	120	500
	76%	24%	100%
Total	780	220	1000

4.16.7 Women as Educationalist: Kannur and Wayanad

The researcher studies the women as information providers in the Kannur region by imparting education programme. The Table 4.43 reveals that 400(80%) of the women of the Kannur region could act as catalyst in providing education to the women who do not have membership in any public libraries or NGOs and 100(20%) of the women in the Kannur region are not equipped to give education to the fellow being. From the Table 4.43 it is also clear that 380(76%) of the women of the Wayanad region could act as catalyst in imparting education programme to the community and 120(24%) of the women in the region Wayanad are not sufficiently equipped to provide education programme. Graphical representation of the women as educationalist in the Kannur and Wayanad region is given in Figure 4.107 and Figure 4.108 respectively.

Figure 4.107

Women as Educationalist: Kannur

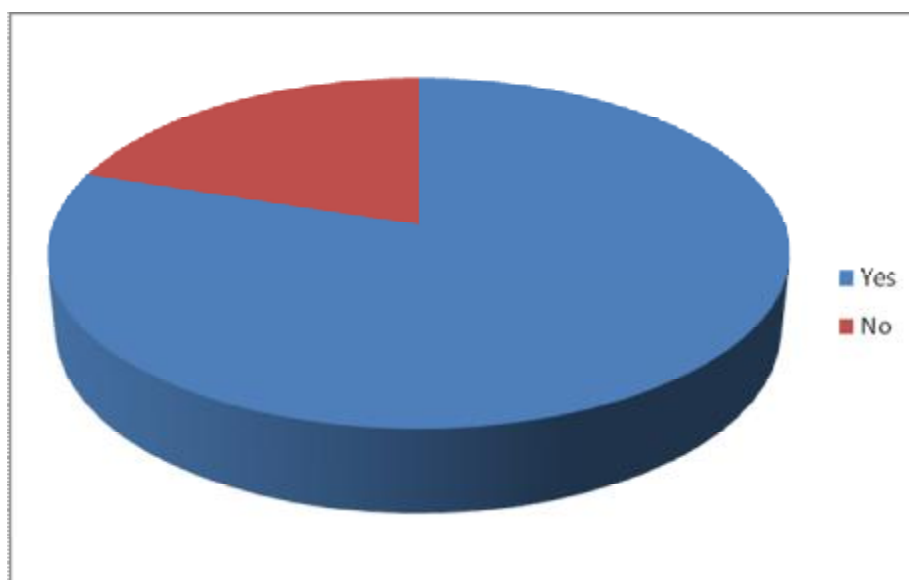
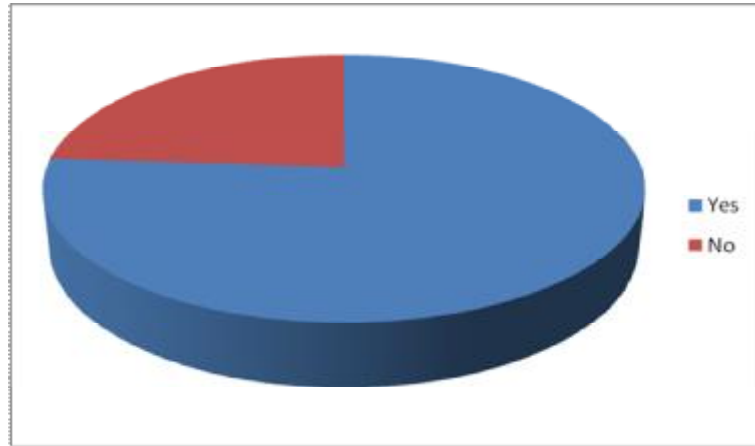


Figure 4.108

Women as Educationalist: Wayanad



4.16.8 Women as Educationalist: Kannur and Wayanad

Graphical representation of the comparative study of the women as the information providers in the Kannur and Wayanad region is displayed in Figure 4.109.

Figure 4.109

Women as Educationalist: Kannur and Wayanad

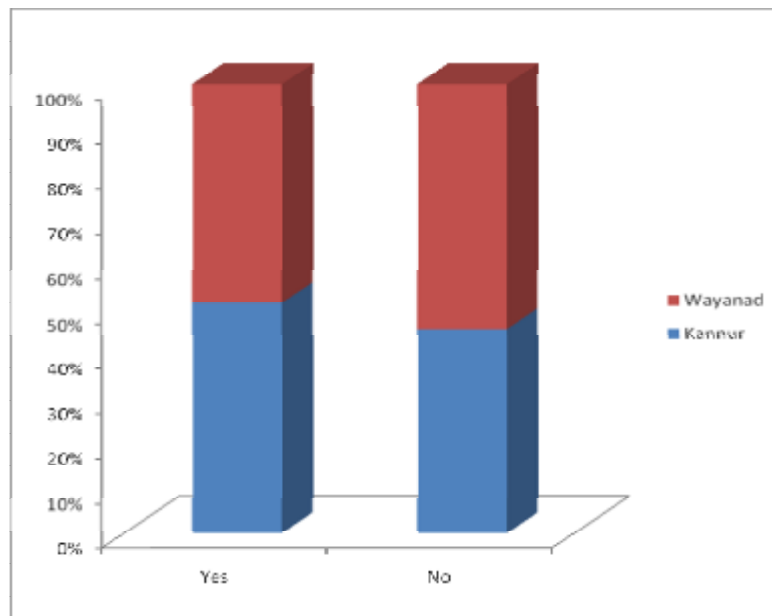


Table 4.44
Women as Counselor

Region	Counselor		Total
	Yes	No	
Kannur	120	380	500
	24%	76%	100%
Wayanad	160	340	500
	32%	68%	100%
Total	280	720	1000

4.16.9 Women as Counselor

The researcher here studies the women as information providers in the Kannur and Wayanad region by imparting counseling programme. The Table 4.44. reveals that 120(24%) of the women of the Kannur region got training in counseling and thereby they could give counseling to others and 380(76%) of the women in the region Kannur are not able to do so. From the Table 4.41 it is also clear that 160(32%) of the women under study of the Wayanad region could act as catalyst in imparting counseling programme for the women and 340(68%) of the women are not able to provide any counseling service to others. Graphical representation of data is given in Figures 4. 110 and 4.111. respectively.

Figure 4.110

Women as Counselor: Kannur

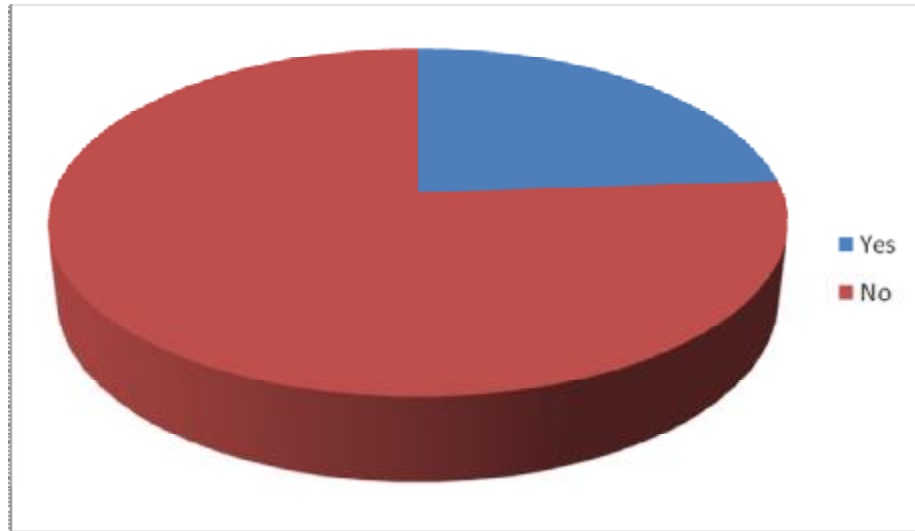
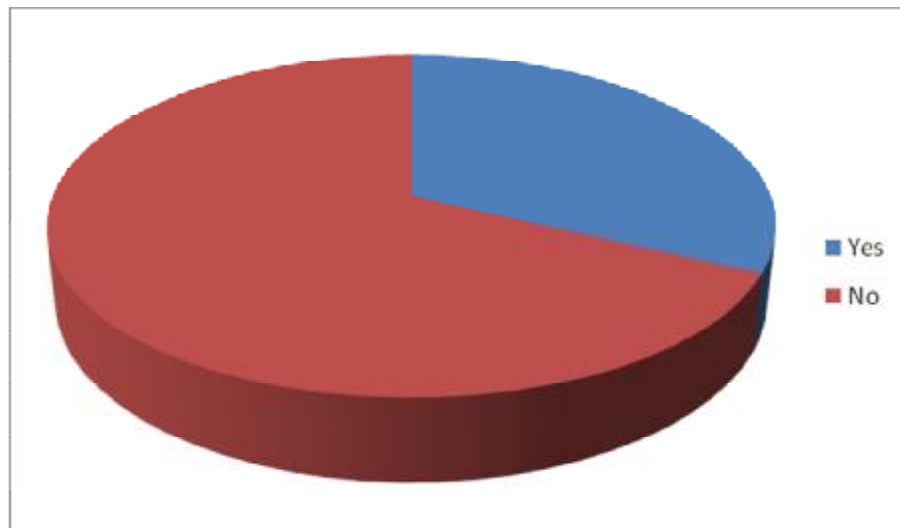


Figure 4.111

Women as Counselor: Wayanad

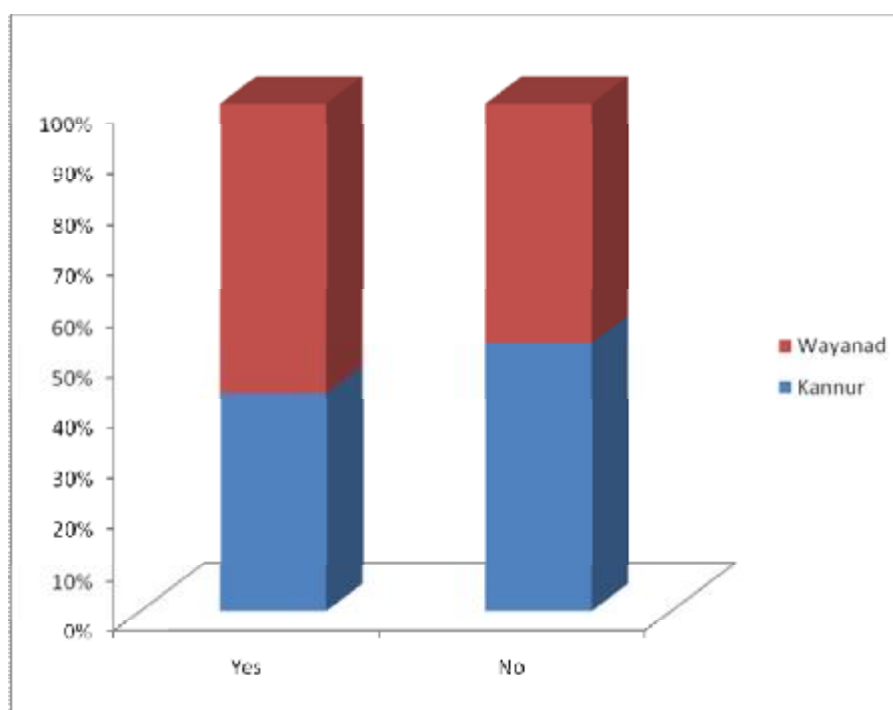


4.16.9.1 Women as Counselor: Kannur and Wayanad Region

Graphical representation of the comparative study of the women as counselor in the Kannur and Wayanad region is displayed in Figure 4.112.

Figure 4.112

Women as Counselor: Kannur and Wayanad



4.16.10 Women as Information Providers of the Two Regions Kannur and Wayanad

Investigator also aims to compare the difference among the two regions Kannur and Wayanad. The Table 4.45 display the t-values and Z-values between the two regions Kannur and Wayanad in the information service for social development imparted through membership in *Women Federation* (WF), *Training Programme* (TP), *Education Programme* (EU) and *Counseling and Guidance* (CG).

TABLE 4.45
t-value and Z-value

	WF	TP	EU	CG
t- value	2.345*	4.456*	3.523*	2.737*
Z-value	2.335*	4.466*	3.512*	2.837*

*Significance at 0.05 levels

$t_{0.05 (14)} = 2.1448$

The Table 4.45 shows that the t-value and Z-value calculated, implies that there is significance of difference in the empowerment of women due to the membership in *Women Federation*(WF), *Training Programme*(TP), *Education Programme*(EU) and *Counseling and Guidance*(CG) of the women under study. The study indicate that the t-values 2.345, 4.456, 3.523 and 2.737 respectively, for the membership in *Women Federation*(WF), *Training Programme*(TP), *Education Programme*(EU) and giving *Counseling and Guidance*(CG), which are significant, as the obtained t- values are greater than the tabulated t-value 2.1448, required for significance at 0.05 levels.

Conclusion

The analysis clearly shows that the NGO's development strategy with more accountability to their members achieves higher economic and social empowerment to their women beneficiaries. It highlights the fact that the NGOs' development programs have contributed more to improve the economic and social status of women beneficiaries. The major positive point lies in the NGOs' development strategy or approach is that the staff of NGOs

is regularly visiting them and takes time to interact with them. The participation of recipients in the organization is one of the major factors for the NGOs' achieving greater success.

The analysis shows that women beneficiaries of the NGOs' had a higher degree of participation in the development process. Moreover, the degree of participation of the NGOs' women in the policy making body, is significantly high. Women beneficiaries enjoy a greater chance of making suggestions and can express problems in the periodical meetings. The NGOs may seek help from other organizations such as the government, cooperative societies and other NGOs to achieve their goals and with the help of other institutions like public library, the NGOs can make resources easier and cheaper to the beneficiaries.

Another possible major factor responsible for the greater success of the NGOs is that they are providing information in time. Through addressing the problems and suggestions of the members, by providing timely assistance and support and through sharing their views and ideas with members, the NGOs demonstrate strong accountability to its members. The staff of the NGOs is available and committed to the aims and objectives of their development projects. The staffs are local people and have clear ideas about the nature of problems that the women beneficiaries face in their everyday life. The staff assumes the role of a facilitator, rather than merely that of service provider. In the process of development, they promote participation and encourage people to take decisions for themselves, rather than treating them as passive recipients of assistance (or beneficiaries).

SUMMARY, FINDINGS AND SUGGESTIONS

- § Introduction
- § Major Findings
- § Tenability of Hypothesis
- § Suggestions and Recommendations
- § Conclusion

CHAPTER V

SUMMARY, FINDINGS AND SUGGESTIONS

Indian society has witnessed many significant changes in the last couple of decades of which gender sensitization is one of the significant changes relates to phasing out the age-old prejudices bias giving way to gender equality. Women today are no longer content to remain peripheral actors but want to play their rightful role in all spheres of life. The society and the governments at all levels have to attune themselves continuously to the changing needs of women as it is well perceived the development of any nation or society is not possible without the empowerment of women. Indisputable, the Government of India is committed to the cause of empowerment of women but the journey towards this cause is an arduous one. To make this journey viable, the role of public libraries and NGOs in identifying and imparting information to women is of crucial importance from the consideration of both equity and development.

There is no doubt that public libraries and NGOs play an important role in the empowerment of women which has brought women, especially rural women to the fore front. Several factors are responsible for the lack of empowerment of women; the most important are illiteracy, traditionalism, prejudices, economic dependency and the unfavorable social settings in terms of opportunities.

The present study is an effort to comprehend women empowerment at the grass root level of governance in the districts Kannur and Wayanad. The various aspects of public libraries and NGOS which leads to the women empowerment has been examined and studied and the major findings based

on the responses elicited has been analyzed and the various ways to improve this aspect have been incorporated in the succeeding paragraphs.

5.1. Findings of the Study

The researcher lists the major findings of the study as follows.

- 5.1.1. From the study it is found that all the members who have membership in public library belong to Kannur region and there is not even a single woman from Wayanad. The study reveals that only 33.4 percentages of the members of the NGOs are users of public library and none of them are from the rural district Wayanad. Also, 83.3 percentages of the selected women of the NGOs under study are not the users of public libraries in or out the district.
- 5.1.2. It is found that in the absence or non availability of public libraries, NGOs took over the services of the public libraries. It should be noted that the source of information for Wayanad region is the NGOs and hence for Wayanad region NGOs are not only the facilitator to public libraries, but it stands as public library. The study shows that 12 percentages of the members have membership in public libraries and obtained services from public libraries without the influence of NGOs and 21.4 percentages of the members received assistance from NGOs to obtain membership in public libraries.
- 5.1.3. The majority of the sample of Wayanad region feels that the staff of NGOs is available and they are regularly helping them to monitor their activities and support them to be the users of public libraries whereas the public library staff is not available to support the activities of women under study.

- 5.1.4. About the income generation programme, it is found that 89.6 % of the women under study agreed that they need information.
- 5.1.5. It is seen that 88.8 percentages of the women under study agreed that they are in need of acquiring information in various aspects of hygiene.
- 5.1.6. It is found that the information need of agriculture is vital. The study shows that 94.4 percentages of the group under study agreed that they are in need of getting information to have better agricultural tools and facilities.
- 5.1.7. While analysing on the need for imparting legal education, it is found that majority, 84.8 percentages of the sample under study agree that they need information in this area .
- 5.1.8. As an attempt to know whether the sample under study are really in need of different developmental activities of the government, it is found that 83.2 percentages of the sample opted for the need of such information.
- 5.1.9. The study found that 85.6 percentages felt that they need more information regarding social values. However, 14.4 percentages of the sample do not felt the need of getting information about the social values. With regard to the different development programme for women, the study found that 92.8 percentages of women felt the need of information in this field.
- 5.1.10. It is seen that 90.4 percentages of women under study agreed that they need information in health activities.

- 5.1.11. Leadership quality is a way to empowerment and 86.4 percentages of the women accepted that they need information to improve leadership quality.
- 5.1.12. Information regarding animal husbandry the study shows that 92 percentages of women opted for information in different fields of animal husbandry.
- 5.1.13. Information service in agriculture shows that majority of the group under study accepted that the service is excellent and in fact, the sample under study are satisfied with the service. It is found from the study that 60 percentages of the women under study of the Kannur region and 70 percentages of Wayanad regions are of the opinion that the information service is excellent.
- 5.1.14. Researcher found that the information service in agriculture through technical assistance is beneficial for the sample under study. Among the women at Kannur region, 50 percentages and 56 percentages of the Wayanad region agreed that the information service through technical assistance is excellent, 40 percentages of the Kannur region and 40 percentages of members of the Wayanad region reported that the technical assistance in agriculture is good. Researcher concludes from these results that the group of Wayanad region is more satisfied with the technical assistance than that of the Kannur Region.
- 5.1.15. The study found that the education activities of the organization are of great success and the majority of the women had the opinion that they are empowered through education. Researcher could also found that the women at Wayanad region is more empowered than the women at Kannur region. The study reveals that in Kannur region 52 percentages and in Wayanad 60 percentages of the women accepted

that the education programme were highly beneficial for their empowerment and 42 percentages of the women in Kannur region and 36 percentages of the women in Wayanad region stated that the education programme were of 'moderate' for their empowerment.

- 51.16. Regarding the impact of training in agriculture the group under study states that it is beneficial. The study shows that training programme influenced them very much for their empowerment. In Kannur region 50 percentages and in Wayanad 52 percentages of the women have the opinion that the training programme are highly beneficial for their empowerment; 42 percentages of the Kannur region and 44 percentages of the Wayanad region reported that the training programme are of 'moderate' in respect of their empowerment.
- 5.1.17. About the impact of technical assistance in agriculture, the study found that the majority of the women under Wayanad region got more benefit from the technical assistance than the Kannur region. Researcher hence concludes that the information service in agriculture through technical assistance contributed much to the empowerment of women. In Kannur region 50 percentages and in Wayanad 56 percentages of the women accepted that the technical assistance are highly beneficial for their empowerment and 42 percentages of the Kannur region and 42 percentages of the Wayanad region have the opinion that the information service are of 'moderate' in respect of their empowerment.
- 5.1.18. The study reveals that women group of Wayanad are more in need of the information regarding income generation programme. About 80 percentages of the women in Wayanad need very much information in this field.

- 5.1.19. Opinion regarding information service in animal husbandry through training programme, the group under study stated that it is successful. From the study the researcher conclude that women at Wayanad appreciated the service more than the Kannur region. This is clear from the finding that 30 percentages of the women in Kannur region and 60 percentages of members of the Wayanad region reported that training is 'excellent', 50 percentages of the Kannur region and 20 percentages of the Wayanad region stated that training is 'good' and 20 percentages of both the region reported that the training is 'average'.
- 5.1.20. The study also shows that the technical assistance in animal husbandry caused the empowerment of the women. It is found that the women in the Wayanad region got benefited more than that of the women at Kannur region. In Kannur 36 percentages and in Wayanad 50 percentages of them said that the service is 'excellent'; the 44 percentages and 40 percentages are of the opinion that the service is 'good'.
- 5.1.21. The study reveals that the impact of economic assistance in animal husbandry in Kannur region is more than that of Wayanad region. In fact the women at both the region remarked the service as 'excellent' or 'good'. The study shows that in Kannur region 50 percentages of the women and in Wayanad region 48 percentages of the women remarked the service is 'excellent', 48 percentages and 44 percentages respectively remarked that the service is 'good'.
- 5.1.22. The findings of the study about the impact of training in animal husbandry reveal that the women appreciated and admit that the programme helped for their empowerment. The study shows that in Kannur region 50.4 percentages and in Wayanad 58.6 percentages of

the women accepted that the training imparted are highly 'excellent' for their empowerment. In Kannur region 42.6 percentages and in Wayanad region 37.4 percentages accepted that the training is moderately good.

- 5.1.23. From the study it is clear that women at Wayanad benefited more of technical assistance than Kannur region. The analysis explains that in Kannur region 48.6 percentages and in Wayanad 52.4 percentages of the women remarked that the technical assistance was highly beneficial for their empowerment. In Kannur region 42.4 percentages and in Wayanad region 43.4 percentages of the women said that the training were moderately good.
- 5.1.24. The findings of the study about the impact of economic assistance in animal husbandry shows that economic assistance is very much affected the women for their empowerment. A comparative study of the two regions reveals that, economic assistance, in Kannur region 48.2 percentages and in Wayanad 56.6 percentages, and hence the women under study benefited economic assistance highly as they could increase their economic status. In Kannur region 43.8 percentages and in Wayanad region 41.2 percentages of the women remarked that the economic assistance for them is moderately good.
- 5.1.25. The study reveals that Wayanad region is getting more benefit in the vegetable cultivation than that of the Kannur region. The study shows that 29.6 percentages of the women in Kannur region and 52 percentages of the Wayanad region said that the training in vegetable cultivation is 'excellent', 40 percentages of the Kannur region and 28 percentages of the Wayanad region reported that training is 'good'.

- 5.1.26. The findings of the study show that there is only slight difference of opinion regarding the technical assistance given by the NGOs in vegetable cultivation in Kannur and Wayanad region. The group accepted the programme. The study shows that the technical assistance in vegetable cultivation in Kannur and Wayanad region respectively, the excellent is 44.4 percentages and 48.4 percentages; the good is 44.4 percentages and 41.2 percentages.
- 5.1.27. From the study the researcher conclude that most of the women got empowered through economic assistance in vegetable cultivation. It is clear from the fact that in Kannur 49.2 percentages and Wayanad region 50.6 percentages of the women accepted that service is 'excellent' and 'good' is 44.8 percentages and 42.6 percentages respectively.
- 5.1.28. The study reveals that both in Kannur and Wayanad region the information service imparted through training programme in cultivating vegetable resulted in the empowerment of the women. The researcher concludes this from the analysis that 48.4 percentages of members of the Kannur region and 42.6 percentages of the Wayanad were 'highly' empowered, 42.2 percentages of the Kannur region and 45.4 percentages of the Wayanad region was 'moderately' empowered.
- 5.1.29. The study reveals that technical assistance in vegetable cultivation helped the women on their way to empowerment. It is clear from the study that 42.6 percentages of members of the Kannur region and 44.4 percentages of Wayanad region said they are 'highly' empowered, 47.2 percentages of the Kannur region and 45.4 percentages Wayanad region answered that they are 'moderately' empowered.

- 5.1.30. From the study it is clear that economic assistance in vegetable cultivation helped the women in their empowerment. The study shows that 40.2 percentages of members of the Kannur region and 40.6 percentages of the Wayanad region was 'highly' empowered, 47.8 percentages of the Kannur region and 45.4 percentages of the Wayanad region were 'moderately' empowered.
- 5.1.31. The study shows that the information services through training in cultivating herbal medicine in Kannur and Wayanad region was a success. The study reveals that majority of the women of Wayanad region is more satisfied with the training programme. The analysis reveals that 20 percentages of the women of the Kannur region and 72 percentages of the Wayanad region said that the information services is 'excellent' 45.6 percentages of the Kannur region and 24 percentages of the Wayanad region report that information service is 'good'.
- 5.1.32. The study reveals that the women at the Wayanad region got more benefit from the technical assistance in cultivating herbal medicine. The research shows that 18 percentages of the women in Kannur region and 76 percentages of the Wayanad region agreed that technical assistance is 'excellent', 45.6 percentages of the Kannur region and 20 percentages of the women at Wayanad region said that technical assistance in the cultivation and preservation of herbal medicine is 'good'.
- 5.1.33. The study shows that Wayanad region benefited more than the Kannur region through the economic assistance in cultivating herbal medicine. This is clear from the findings that 84 percentages of Wayanad region and 26 percentages of the women in Kannur region

accepted that the economic assistance in cultivating herbal medicine is 'excellent'.

- 5.1.34. About the impact of training in herbal industry, the study reveals that both in Kannur and Wayanad region the information service imparted through training programme in cultivating and preserving herbal medicine results the empowerment of the women. The women of the Wayanad region are more advantageous in this field also. This is clear from the fact that through training programme 16 percentages of members of the Kannur region and 74 percentages of the Wayanad are highly empowered, 45.6 percentages of the women in Kannur region and 22 percentages of the Wayanad region opined that they are moderately empowered.
- 5.1.35. The study concludes that through technical assistance in herbal industry majority of the Wayanad region become more empowered than the Kannur region. This is clear from the findings that 68 percentages of Wayanad region and 18 percentages of members of the Kannur region agreed that their empowerment is high.
- 5.1.36. The study shows that through economic assistance in herbal industry 82 percentages of the Wayanad region had high improvement in their economic status. Where as the majority of Kannur region, that is 58.4 percentages of them said there is only a little improvement in their economic status.
- 5.1.37. The study reveals that majority of women are getting information for social development through Kudumbasree. The study shows that 64 percentages of the women at Kannur region and 74 percentages of the women at Wayanad region had the opinion that the information they got through Kudumbasree is excellent; 34 percentages of the

Kannur region and 16 percentages of the Wayanad region said that the information service is good.

- 5.1.38. Regarding the information for social development through Panchayath, the majority of the women are satisfied with the awareness they got about the programme of the government. The findings of the study shows that 54 percentages of the women at Kannur region and 60 percentages of the women at Wayanad region accept that the information services through Panchayath is excellent; 42 percentages of the Kannur region and 36 percentages of the Wayanad region, the information services is good.
- 5.1.39. The social development programme through SHG is highly appreciated and the programme is of great success. The study shows that 80 percentages of the women at Kannur region and 82 percentages of the women at Wayanad region are agreed that the information service in SHG is excellent.
- 5.1.40. The study reveals that both in Kannur and Wayanad region the information service in developmental activities imparted through Kudumbasree are highly beneficial to the group under study. The comparative study reveals that in the Kannur region 60 percentages and in Wayanad 68 percentages of the women stated that the activities of Kudumbasree by the government through NGOs are highly beneficial for their empowerment, 36 percentages of the Kannur region and 18 percentages of the Wayanad region reported that the information provided through Kudumbasree are of moderate in respect of their empowerment.
- 5.1.41. The study reveals that impact of information service for social development through Panchayath programme is not much

appreciated by the beneficiaries. The researcher concludes that in Kannur region 20 percentages and in Wayanad 16 percentages of the women remarked that the Panchayath programme are highly beneficial for their empowerment; 38 percentages of the women both in Kannur region and Wayanad region stated that the information imparted through Panchayath are of moderate in respect of their empowerment; and 42 percentages women in Kannur and 46 percentages women in Wayanad region said that the information service through Panchayath contributed little for their empowerment.

- 5.1.42. The study reveals that the impact of SHG in both regions, the majority of the group is highly benefited from the service. The researcher made a comparison between the two regions. In Kannur region 72 percentages and in Wayanad 75 percentages of the women remarked that the SHG imparted by the NGOs are highly beneficial for their empowerment.
- 5.1.43. The study reveals that women at Wayanad region have not much acquired the capability to interact with other groups or with other women federations. The study shows that the women under study as information providers by having membership in other women federation in the Kannur region are 44 percentages and 22 percentages in the Wayanad region. The findings reveal that 48 percentages of the women under study of the Kannur do not have membership in women federation and 78 percentages of the women at Wayanad are not member of women federation.
- 5.1.44. The findings of the study state that women of Kannur region are more educated and experienced in providing training to others. The study reveals that 64 percentages of the Kannur region is empowered in this field, where as in Wayanad it is only 48 percentages. Also 36

percentages of the women under study in the region Kannur and 52 percentages of the women at Wayanad region could not able to impart training programme.

5.1.45. The findings of the study show that majority of the group are empowered to provide education to the fellow being. The study reveals that 80 percentages of the women of the Kannur region could act as catalyst in providing education to the women who do not have membership in public libraries or NGOs and 20 percentages of the Kannur region are not equipped to give education to the fellow being. The study also reveals that 76 percentages of the women of the Wayanad region could act as catalyst in imparting education programme to the community and 24 percentages of the women in the region Wayanad are not sufficiently equipped to provide education programme.

5.1.46. The findings of the study states that majority of the group are not act as a counselor. The research reveals that 76 percentages of the women of the Kannur region and 68 percentages of the Wayanad region are not able to provide counseling service to others.

The investigator summarizes the major findings of the study as follows.

The services of the public libraries and NGOs provide adequate information to the women that enabled them to express their views and participate in local affairs and made them aware of the issues of development of their areas. The acquired information enables them to become aware of their powers and duties to the society. The public libraries and NGOs identified information needs of women in different fields rightly, and encouraged them to participate in different programme imparted by the

NGOS. The staff of public libraries and NGOs was available to the women to enhance them in their social prestige and self-confidence. The training programme in leadership has brought change in their social status. The different income generation programme imparted by the NGOs has increased their economic status and self-confidence. Women under study are not economically independent, the public libraries and the NGOs convinced them that there is need for structural and institutional reforms to neutralize the present situation. The different programme imparted by the NGOs is studied critically and it reveals that these programme contributed very much in the empowerment of women. Women in the rural areas are provided special training in cultivating and preserving herbal medicine and thereby increasing their economic and social status. Cultivation, preservation and distribution of the herbal medicine resulted in increasing not only the economic status but also the self- confidence and leadership quality of the rural women.

The researcher hence concludes his research by pointing out that in the absence of the public libraries, NGOs provide adequate information to the women that enabled them to express their views and participate in local affairs and made them aware of the issues of development of their areas. The acquired information enables them to become aware of their powers and duties to the society.

5.2. TENABILITY OF HYPOTHESES

On the basis of the findings of the study, the tenability of the hypothesis formulated for the study is tested and presented below.

Hypothesis – 1

“The public libraries and NGOs provide information to meet the basic requirements of the women for their empowerment”.

The findings numbers 5.1. 4 to 5.1.12 prove that NGOs provide information to meet the basic requirements of the women for their empowerment and the public libraries are not at all active in providing information. So the hypothesis is partially substantiated.

Hypothesis – 2

“The availability of the staff of public libraries and NGOs are satisfactory”.

The finding number 5.1.3 indicates that the staff of the NGOs are available where as the availability of the staff of public libraries is not satisfactory. Hence the hypothesis is partially substantiated.

Hypothesis – 3

“The information needs of the women in different fields are identified by the public libraries and NGOs”.

The findings numbers 5.1.4 to 5.1.12 show that the levels of information needs in different fields of women group under study is identified by the public libraries and NGOs. Hence, the hypothesis is fully substantiated.

Hypothesis – 4

“The identified information needs of the women under study are met by the public libraries and NGOs through the various imparted programme”.

The findings numbers 5.1.13 to 5.1.23 and 5.1.30 to 5.1.45 prove that the identified information needs of the women under study are met by NGOs through the various imparted programme is significantly high. But the public library is not actively participating in this field. Therefore the hypothesis is partially substantiated.

Hypothesis – 5

“The economic development of beneficiaries is attained through the income generation programs”.

The findings numbers 5.1.13 to 5.1.17, 5.1.30, 5.1.32 show that the economic development of beneficiaries is attained through the income generation programs and hence the hypothesis is fully substantiated.

Hypothesis – 6

“The empowerment of women is attained by imparting different programme”.

The findings numbers 5.1.16 to 5.1.46 prove that the empowerment of women is attained by imparting different programme is highly significant and hence the hypothesis is fully substantiated.

Hypothesis – 7

“The various programme like kudumbasree, SHG, development programme, education and training programme, the selected women under study is empowered and enable the group to become leaders of the society, participate in the policy making programme”.

The findings numbers 5.1.16 , 5.1.17, 5.1.19, 5.1.22, 5.1.28, 5.1.31, 5.1.34 and 5.1.44 prove that the various programme like Kudumbasree, SHG, development programme, education and training programme, the selected women under study is empowered and hence the hypothesis is fully substantiated.

5.3 Suggestions and Recommendations

5.3.1 Integration of Service

From the study the researcher found that the public library system is not functioning in its real sense of the term. Most of the people still believe that the library is meant for the elite group of the community and so the ordinary people are not making use of the public library. It is clear from the study that most of the women under study are not aware of the service of the public library. Hence it is necessary to make the ordinary people aware of the services of public library. As it is from the general notion information centres like public library, NGOs, public and private institutions are offering information services independently. Therefore the researcher wishes to suggest that the state government may set up a **Service Integration Network** and **Rural Information Centre** for better services. The information services can be provided through Rural Information Centre.

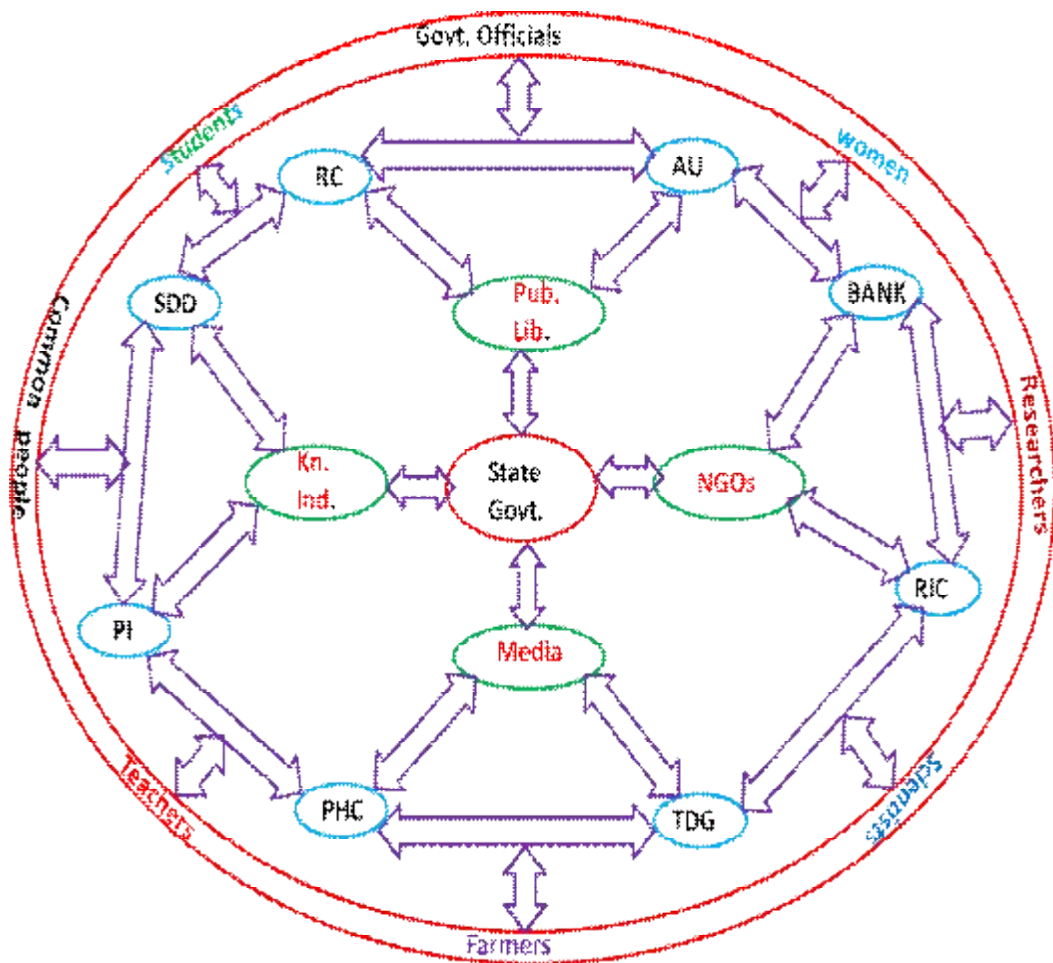
The objectives of the Rural Information Centre are the following.

- (1) To help the rural children and adults to maintain knowledge gained from their education.
- (2) To help the rural farmers for increasing productivity by providing information about related topics like soil composition, markets for different crops, dairy and poultry farming, farm mechanics, land use, preservation of soil, rainfall and cultivation of different types of crops such as coffee and tea.
- (3) To help rural people understand the country's social, political and economic endeavors and nation building efforts.
- (4) To aid in the development of a wholesome family life, providing materials about health, family planning, and health care.

- (6) To inspire members of the community to read, use books, and enjoy these items for education and recreation.

Community information services should not solely be based on the provision of printed materials, as many rural users are not utilizing printed materials, so oral communication method may be adopted. Community information services of any type should be rooted in the community and for the most part, facilitated by members of that community. The services should be a channel for transferring information both to and from the local community. Diagrammatic representation of this network is given in Figure 5.1

Figure 5.1: Service Integration Network



As the diagram shows the central point and the controlling agency of Service Integration Network is the State Government (State Govt.). Public Libraries (pub. Lib)/ Rural Information Centres, NGOs, Knowledge Industry (Kn.Ind.) and Media are the four major components which may have free access to the state government and they are the medium to provide the collected information to the targeted group, which forms the second level in the diagram. The next level in the diagram shows the information providers. They are Agricultural Universities(AU), Research Centres(RC), State Development Department (SDD), Banks, Private Institutions (PI), Primary Health Centres (PHC), Technical Department of the State Government (TDG) and Rural Information Centres (RIC) etc. The next level shows the end users of information. They are Farmers, Students/Teachers, Scientists/Researchers, Government Officials (Govt. Officials), Common People, Women etc. If these components work hand in hand, the flow of information becomes active and creative. The linkage may be facilitated through computer network. The ideal networking shown in the diagram open up a new way of interactive communication between governments bodies, NGOs, academic and research institutions, and the civil society. It helps communities, both men and women, to take appropriate steps to recognize, document and implement the knowledge that they acquired and practice these knowledge in a wider social domain so as to make changes to the living society, through the collected information and communication technologies.

5.3.1.1 Organizational Setup

Any institution or network can exist without a proper management. Hence a managing committee or governing body should be constituted and responsibility should be assigned according to their duties. A central committee with **State Information Minister as the chairman and State Information Officer as secretary** and different experts in different fields

such as **scientists, economists, doctors, lawyers, experts in agriculture etc.** may be the members. Then there should be a district level committee as **district collector as the chairman** and **district information officer as the secretary** and the different experts as in the case of state level committee. In the local level **panchayath secretary** may be the chairman and **rural information officer** may be the secretary and peoples from the different fields of life may be the members of the committee. These committees may be given statutory power to provide information to the targeted group.

Financing for the net working and service must come mainly from the government. And also these can be organized and managed by local organizations such as churches, schools or community groups, and have very close ties to the community. They rely on donations from supporters to operate, as opposed to funding from the government.

Timely evaluation of the service is also necessary. The integrated service of the community library and networking should be evaluated by state government at state level, district level and local level. Monthly meeting of the committee is preferred. They can discuss the day to day problems and find out solutions for the same for the smooth flow of information.

5.3.2 Public libraries and NGOs can approach the State's Department of Rural Development and Panchayath Raj to involve an action plan for the training of women at various levels. This training programme should enable the women representative to function effectively in formulating and implementing the developmental programme at the local level.

5.3.3 Public libraries and NGOs can work for the training of the women in various vocational activities, which help the women to be

economically independent so that they can take decisions on their own to attain their empowerment.

5.3.4 Public libraries should act as the active agents of social change, by spreading awareness and promoting right attitudes among the women.

5.3.5 The important role of both public libraries and NGOs in the functioning of the empowerment has to be defined and recognized. Working in collaboration with, men and women in the village / Panchayath together can achieve effective participation of women.

5.3.6 Public libraries would seem to be a natural partner for local economic gardening and other entrepreneurship efforts. Given the central role of the public library in so many communities, and its proven positive economic impact, why haven't public libraries played a more central role in community economic development? Public librarians do not typically understand economic development strategies or how the library itself is part of the economic (as opposed to the cultural) fabric of the community. **Hence for a best result researcher recommends the training programme must be comprehensive as possible and above all the participatory training approach should be adopted by involving the different players, stakeholders and other actors with knowledge and experience in provision of education in general basic education in particular. In this regard investigator recommends the use of locally available resources already existing in some NGOs, government agencies and training institutions.**

5.3.7 Many public librarians do not understand the needs of the small business owner or entrepreneur, or farmer or teacher and do not have a "business" perspective. There are notable exceptions to this, of course, especially in urban areas. Library staff members have not traditionally

been proactive in supporting the needs of women and agricultural development groups. Some of this may be due to a “mindset” that people need to come to them, or that it is not part of their role to be active outside the library walls. In some cases, the library board does not support this kind of activity. As a result of this, economic development specialists rarely include public librarians when they assemble their teams.

5.4 Conclusion

Local librarians in small communities often possess skills and knowledge useful in assisting community leaders to chart a course of action to empower the public. In the past, however, they have not been active in these civic activities. They often do not realize their potential for involvement and the opportunities available to them to work with community leaders for community betterment. Lack of familiarity with practices and relatively little formal training in development activities have prevented librarians from active involvement in local economic, social, cultural and informational needs of the communities.

As the public library system is not functioning in its real sense of the term and since most of the women under study are not aware of the service of the public library, it is necessary to make the ordinary people, in particular the women folk, aware of the services of public library. Therefore, the major suggestion of the research work is to recommend the state government to set up a Service Integration Network and Rural Information Centre. The information services should be made available through Rural Information Centre. There is both a knowledge and resource gap between the role that public libraries could play in enhancing the local empowerment, and the role they currently play. This proposal is an attempt to bridge this gap.

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28/5/2009

APPENDICES

APPENDIX A

QUESTIONNAIRE

Dear Sir/ Madam,

You are requested to kindly fill this questionnaire, which is intended to collect data in connection with a research study on the topic “Impact of Information Services of Social Organizations on Empowerment of Women in Northern Districts of Kerala: An Evaluative Study”, as part of my Ph. D work. I seek your valuable cooperation in obtaining the necessary information. Please indicate your response with a tick mark or write in the spaces provided. The information given by you will be kept confidential and will not be used for any other purpose.

George P.V.
Research Scholar
Department of Library and
Information Science
University of Calicut.

I. SOCIO – ECONOMIC AND DEMOGRAPHIC DATA

1. Name: _____ Place: _____
2. Name of the organization in which you are the member :
3. Age:
15-25 26 –35 35-45 46 –55 above 65
4. Whether
House wife Unmarried Widow
living separated from husband
5. Religion:
Hindu Christian Muslim Any other caste
6. Caste:
Forward caste Backward caste SC/ ST

7. Educational Qualification
 L. P/ U.P HS PG Technical
8. Occupation
 Govt. Service Agriculture Self driven business
 Coolie Jobbers Any other (specify) _____
9. Source of income
 Permanent salary Widow pension No income
10. Status :
 Mother Daughter Daughter-in law

II INFORMATION PROCUREMENT AND DISSEMINATION

1. Are you member of any library?
 Yes No
2. Do the staff from the library council conducted seminars in your group?
 Frequently Occasionally Never
3. Do you get encouragement from your office bearers to receive instructions from the library ?
 Often Occasionally Never
4. Availability of the staff
- Public_Library
 Often Occasionally Never
- NGO
 Often Occasionally Never

III. INFORMATION NEEDS

Do you get information from your group on following subjects?

1. Agriculture Yes No
2. Animal husbandry Yes No

- | | | | | | |
|-----|-------------------------------|-----|-----------------------|----|-----------------------|
| 3. | Women empowerment | Yes | <input type="radio"/> | No | <input type="radio"/> |
| 4. | Education | Yes | <input type="radio"/> | No | <input type="radio"/> |
| 5. | Health and Hygiene | Yes | <input type="radio"/> | No | <input type="radio"/> |
| 6. | Income generating programme | Yes | <input type="radio"/> | No | <input type="radio"/> |
| 7. | Alternative life style | Yes | <input type="radio"/> | No | <input type="radio"/> |
| 8. | Development | Yes | <input type="radio"/> | No | <input type="radio"/> |
| 9. | Social values | Yes | <input type="radio"/> | No | <input type="radio"/> |
| 10. | Law education | Yes | <input type="radio"/> | No | <input type="radio"/> |
| 11. | peoples planning | Yes | <input type="radio"/> | No | <input type="radio"/> |
| 12. | Village Council (Grama Sabha) | Yes | <input type="radio"/> | No | <input type="radio"/> |
| 13. | Various govt. Projects | Yes | <input type="radio"/> | No | <input type="radio"/> |

IV. POLICY MAKING and PLANNING

1. Are you a member of the planning team that formulates the projects and activities for the year?
Yes No
2. Does your group consult you in finding solution to your daily problems?
Yes No
3. Is there any women welfare programme implemented in your organization?
Yes No

V. DIFFERENT INFORMATION SOURCES

V. 1. Agriculture

V 1:1. Group Farming

1. Have your group engaged in group farming? Yes No
2. Do you received training in group farming? Yes No
3. Is your group gives financial support for group farming?
Yes No

5. Have you got technical assistance from any organization in group farming? Yes No

V.1.2. Organic Farming

1. Are you a member of organic farming certification? Yes No
2. Did you get financial assistance for organic from your organization? Yes No
3. Have you received technical assistance for the scientific implementation for organic farming? Yes No
4. Have you received ample training in this regard? Yes No

V.1.3. Soil Conservation (irrigation)

1. Did the organization provide training in soil or water conservation
Very much Normal Little
2. Did the organization provide technical support for soil and water conservation
Very much Normal Little
3. Did the organization provide financial support in soil and water conservation
Very much Normal Little

V.1.4. Training

1. Did you participate in training programme? Yes No
2. Majority of the trainers are women/men Yes No
3. Do you have contacts with other women organic stations? Yes No
4. The majority trainings provided are
Job oriented Knowledge oriented

VI. Information Services: Income Generation Programme

Did the organization provide training programme, financial assistance and technical assistance for the following income generating programme?

Sl. No.	Item	Training Programme			Financial Assistance			Technical Assistance		
		Exce.	Good	Ave.	Exce.	Good	Ave.	Exce.	Good	Ave.
1	Vegetable cultivation									
2	Agriculture									
3	Animal Husbandry									
4	SHG									
5	Herbal medicine preparation									
6	Herbal Industry									
7	Kudumbasree									

VI. 1. Impact of Income Generation Programmes

Rate the impact of the training programmes, financial assistance and technical assistance for the following income generating programmes ?

Sl. No.	Item	Training Programme			Financial Assistance			Technical Assistance		
		High	Mod-erate	Litt-le	High	Mode-rate	Litt-le	High	Mod-erate	Little
1	Vegetable cultivation									
2	Agriculture									
3	Animal Husbandry									
4	SHG									
5	Herbal medicine preparation									
6	Herbal Industry									
7	Kudumbasree									

VII. Information Services in Social Development

1. Have you gained social awareness by becoming the member of the organization?
Excellent Good Average
2. Have you developed social reactance?
Excellent Good Average
3. Have you got inspiration to organize and fight against inequality and injustice?
Excellent Good Average
4. Have you gained awareness to protect the rights of women and fight for the atrocious against women?
Excellent Good Average
5. Does your organization help you in this regard?
Excellent Good Average
6. Have you received the information service through Kudumbasree
Excellent Good Average
7. Have you received the information service through Panchayath
Excellent Good Average
8. Have you received the information service through SHG
Excellent Good Average

VIII. HEALTH

1. Do you get value based programme?
Very much Good Little
2. Have your organization given your training on personal hygiene and sanitation?
Yes No
3. Have you got training in medicinal plants cultivation?
Very much Good Little
4. Have you received training in herbal medicine preparation?
Very much Good Little

5. Do you prepare herbal medicines individually/ group? Yes No
6. Does your organization help you to prepare and market medicines? Very much Normal Little
7. Do you think 'health care' of your family can be possible through the use of herbal medicines? Very much Normal Little
8. Do you believe in the propagation of herbal medicines use full? Very much Normal Little
9. Do you believe in the productivity of health awareness camps? Yes No
10. Do you think exhibition of 'herbal medicines care' spread among the public? Yes No
11. Do you own a herbal garden? Yes No
12. Are you participated in any drinking water project? Yes No

IX. Development Programme

Are you a member of the following?

1. Kudumbasree Yes No
2. Self help group membership Yes No
3. Panchayat executive committee member Yes No
4. Panchayat administrative committee member Yes No

5. Organization – official office bearer Yes No

6. Ward – official office bearer Yes No

IX.1. Self Help Group

1. Are you a member of self-help group? Yes No

2. The mode of investment
Weekly Monthly Yearly

4. The average annual investment
Below 1000 1000-2000 Above 2000

5. Is the functioning of self-help group useful to you? Yes No

IX. 2 Impact of Information Services in Social Development

1. Rate the social awareness by becoming the member of the organization?
High Moderate Little

2. Rate the social reactance you developed
High Moderate Little

3. Rate the inspiration you got to organize and fight against inequality and injustice?
High Moderate Little

4. Rate awareness you gained to protect the rights of women and fight for the atrocious against women?
High Moderate Little

5. Rate help you have received in this regard from your organization?
High Moderate Little

6. Rate the impact of the information service you received through Kudumbasree
High Moderate Little

7. Rate the impact of the information service you received through Panchayath
 High Moderate Little
8. Rate the impact of the information service you received through SHG
 High Moderate Little

X. Information Providers

1. Did the knowledge gathered from the organization help you to interact with other women and women's organizations?
 Yes No
2. Did you try to explore relents resources by yourself?
 Yes No
3. As women do you want to do something for the society?
 Yes No
4. Do you have the awareness that through organization timely knowledge should be disseminated?
 Yes No
5. Did you try to impart the facilities you received through the organization with others?
 Yes No
6. Have you got training in counseling?
 Yes No
7. Have you helped others through counseling?
 Yes No
8. Could you impart any training programme?
 Yes No
9. Have you been a trainer so far?
 Yes No
10. Could you impart any education programme?
 Yes No
11. Have you been a educationalist so far?
 Yes No
12. Could you impart any counseling programme?
 Yes No
13. Have you been a counselor so far?
 Yes No

XI. Women Federation

1. Are you a member of women federation? Yes No

2. Is it useful? Yes No
3. Do you prepare family budget? Yes No
4. Is family budget useful? Yes No

XII. STAFF

1. Do you think the training programme are handled by experts?
Yes No
2. Do you consider the hard work and dedication of the employees?
Yes No
3. Does your organization pay attention in the timely evaluation of various programme?
Yes No

Any more remarks/information:

APPENDIX B

QUESTIONNAIRE

I. (Socio-Economic and Demographic Data)

15-25	C	26 –35	C
35-45	C	46 –55	C
Above 65	C		
			C
			C
			C
			C
	C		C
	C		C
	C		C
	C		C

C C
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II (Information Requirement and Dissemination)

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III. (Information Needs)

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IV

(Policy Making and Planning)

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V.

(Different Information Sources)

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V.1.2.

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V.2.			
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		C	C
		C	C
a	(Job Oriented)		
b	(Knowledge oriented)		
		C	C

VI
Programmes)

(Information Services: Income Generation

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Programmes)

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(Impact of Income Generation

VII.

(Information Services in Social Development)

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VIII.

(Health)

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IX.

(Developmental Programmes)

IX.1.

(Self Help Group)

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IX.2.

Development)

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X. Information Providers

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XI.

(Women Federation)

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XII.

(Staff)

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