

Chapter -VIII

FINDINGS AND CONCLUSIONS

In this chapter we have presented the outlines of some supplementary and additional policies they have been proposed for the communication for empowerment of marginalized women in the rural society. The sample consisted of 640 rural women with 160 women being drawn from each district. In the present study empowerment of marginal rural women was the dependent variable while personal factors such as age, education, occupation, marital status, income of the family, mass media possession mass media participation, frequency of use of communication media, source of information were taken as independent variables. An interview schedule was prepared in the light of objectives. The final schedule was again tested for validity and reliability. The collected data were quantified, categorized and tabulated. Analysis was carried out by using frequencies, percentages and correlation.

8.1 Major Findings

Demographic Profile of the Respondent

The study has resulted in important findings with regard to the reach, access and uses of the communication media among marginalized rural women. As in any research here also the socio- economic characteristics played a significant role.

- From the survey on age-wise distribution of the respondents that is taken from 18-61 age group and is the first section of this thesis' study about findings. In this study 27.34% women were in the age group 18-30 years, whereas the largest group was constituted by 42.96% women in age group of 31-45 years. 23.75% in age group of 46-60 years and 5.93% respondents were of the age group above 61 years.

- From the survey on marital status of respondent shows that 59.68% respondents are married. 30.78 % women were unmarried and only 3.12% are widow. There were no divorced women found and 6.40% women were separated.
- From the survey on caste category of the respondent's shows that 21.40% respondents were of General category followed by 43.28% respondents of Schedule cast whereas, the percentage of ST was 19.21% and OBC was 16.09% which was less in comparison to general category respondents.
- From the survey on religion of the respondent's shows that the sample consists of 66.25% respondent is Hindus. In the total sample 33.75% respondents are Muslim. Women belonging to different sub-castes of Hindu were represented as sample. The Hindus have the high representation among Muslim.
- From the survey on the respondent's mother tongue shows that Majority of the respondents are Bengali 84.375%. As for other languages known by the respondents, majority (66.25%) of the respondents knew Bengali, (3.59%) knew Hindi, and (10.93%) knew Santali.
- From the survey on type of respondent's family shows that Minority 26.87% respondents is either residing in joint or extended families which clearly reflects the strong cohesiveness in the family. However 73.12% respondents resided in nuclear family.
- From the survey on family size of the respondents' shows that out of total respondents in respect of family size, 50.93% belongs to small families (1-4 members). With regards to medium size family (5-8 members) 42.81% are found and only 8.69% belonged to large family size (above 9 members).
- From the survey on income-wise distribution of the respondent's family shows that most of the family studied under the range of Rupees 5,000 is (20.15%) and Rupees 5,001-10,000 (62.18%) of the respondents' family,

(13.12%) of respondents, family annual income was Rupees10, 0001-15,000 and only 4.53% respondents of family income was in the range of Rupees 15,001-20,000 per annum.

- From the survey on educational status of the respondents show that out of the total, about 21.25% respondent in the study are illiterate and 43.12% are educated up to lower primary level. Out of the total respondent investigated under this study 20.78% respondent have studied till V- X, 8.90% respondent have studied up to XI- XII and only 5.96% respondents are graduates.
- From the survey on occupation of the respondents shows that Majority (48.28%) respondents are seasonal worker, (18.43%) respondent are daily wage earner along with (14.21%) respondent part-time worker and (19.06%) respondent are not working at all. There are no salaried employees found.

Objective-1: To understand the socio-cultural and economic background of the respondents.

- From the survey on respondent's family location in the village has revealed that Maximum 40% of respondent family belongs to the village region whereas (53.75%) respondent family belongs to village outskirts. But the percentage of respondent family from village center is very low.
- From the survey on respondent's social status in rural society shows that in case of social status, that majority of the respondents in all districts belongs to low status which is 67.34% and only 7.18% respondent belongs to high social status.
- From the survey on respondent's participation in decision-making process shows that on equal participation of females in different aspects of socio-economic life, 45% respondent's participation in decision making process in rural society from caste level. On the other hand all

total 21.25% respondent has participated in decision making process from Community Level.

- From the survey on respondent's opinion for women rights shows that it is evident that 67.18% respondent actually agrees with the opinion of women's rights. On the other hand total 28.43% respondent has disagreed with the opinion on women's right.
- From the survey on respondent's participation in cultural activity shows that the respondent's participation in cultural activity in rural society rivals those 85.62% respondents of total sample do not participate in cultural activity in rural society.
- From the survey on respondents' participation in cultural events like dance, drama, folk culture, songs is shown here and form that we can see 83.12% respondents do not participate in cultural events from these four district.
- From the survey on the respondent who received award from national level has seen maximum percentage 92.18% respondent here goes for not applicable to receive awards. Only 5% of total respondents has received block level recognition and 2.81% respondents has received from district level recognition.
- From the survey on respondent's membership in socio-cultural organization shows that in respect of total respondents, 8.12% respondents are members whereas 91.88% respondents are not members in any kinds of socio-cultural organization. The maximum percentage 95% respondents are not associated with any socio-cultural organization.
- From the survey on respondent's financial independence in the family shows that, majority of the respondents that is 70.78% respondent are not financially independent in their family. Only 29.22% respondents are financially sound.

- From the survey on the respondent's source of income in the family shows that 43.12% respondents are family dependent, 5% respondents have business, 17.50% respondents work as maid servant, 10% respondents are SHG members, 21.25% respondents are day labour and 3.13% of people are Anganwadi.
- From the survey on respondent's bank account by name, it is clear that 91.25% respondents do not have their bank account by their name. Only 8.75% respondents have their bank accounts by their name.
- From the survey on respondent's savings in the organization shows that 47.81% of respondents do not save many in any organization. 25.31% respondents save in the banks. 6.87% respondents save in LIC, 5.62% respondents save in private finance 11.25% respondents save in other organizations and only 3.13% of respondents save in Post offices.

Objective-2: To understand the political, educational, and health background of the respondents.

- From the survey on respondent's awareness of Gram Panchayat under the political participation of rural community shows that 86.88% respondents are aware of gram Panchayat and their activities whereas 13.12% of respondents are not aware of gram Panchayats.
- From the survey on the participation of respondent's in Gram Panchayat meetings shows that only 22.50% respondents attend Gram Panchayat meetings. Whereas 81.25% of total respondents never attend any meeting of Gram Panchayat.
- From the survey on the respondent's idea about women's reservation shows that 8.75% respondents support women's reservations. Whereas 92.50% respondents have no idea about women's reservation.
- From the survey on respondents' opinion about the role of women in politics shows that the majority of the respondents do not support women participation in politics. 52.81% of the total respondents have given

negative response about the role of women in politics. Only 14.06% of total respondents have given positive response about this.

- From the survey on respondent's idea about educational institution shows that in respect of social status, that majority of the respondents had not been to Government school and Private school in the rural areas. Majority of respondent have attended Government aided schools.
- From the survey on the respondent awareness about Sarva Shiksha Abhiyan shows that 70.31% of respondents from all the districts are aware of Sarva Shiksha Abhiyan whereas 29.68% of total respondents is still unaware about of Sarva Shiksha Abhiyan.
- From the survey on the respondent awareness about Anganwadi Centre's shows that 92.97% of total respondents from these four districts know about Anganwadi Centre's. Only 7.03% people are unaware of the Anganwadi centers and their activities in their districts.
- From the survey on financial support by government for education shows those 77.65% respondents do not know about any government support for education in all these above districts. 18.75% knows about scholarships, 0% knows about educational loans, 3.13% respondent knows any other medium for help.
- From the survey on the place of health checkup among the respondent shows that 28.75% respondent knows about Public Health Centre, 19.37% respondent knows about Private Health Centre, 21.87% respondent knows about private practitioner.
- From the survey on respondent awareness about NRHM programmes shows that 73.43% respondents are aware about NRHM program. 20.93% have no awareness about NRHM programmes.
- From the survey on the respondent aware about ASHA workers shows that 86.25% respondents know about ASHA, 8.75% respondents don't

know about ASHA and 5% respondents are not sure about ASHA in the rural areas.

- From the survey on respondent's awareness about I.C.D.S workers, it is found out that 90.31% respondents know about I.C.D.S. workers. 5.93%, respondents have no idea about I.C.D.S workers whereas 3.75% respondents have not commented on this.

Objective-3: To study the initiative of various women's empowerment Schemes in rural society

- From the survey on the respondent's awareness of the government scheme, 3.13% respondent knows about Govt. Wage act; 28.12% respondent NREGS, 2.50% respondent Old Age Pension, 20% Respondent Maternal Benefits Scheme, 15.62% Respondent SHG, 1.25% Respondent Jawahar Rojagar Yojana, 2.50% Respondent are informed about Family Benefits Scheme in the rural area.
- From the survey on the respondent's access to the awareness about the women welfare agencies, 7.50% respondent of the total respondents are aware about the NRHM, 3.12% respondent of CEDAW, 5% of Family and Child Welfare department, 6.25% respondent of National Women Commission, 7.50% respondent of State Women Commission and 8.75% of respondent Women Welfare Society and the majority of the population 65% respondent knows about other small welfare agencies in the rural areas.
- From the survey on the respondent's participation in women empowerment activity, it has been derived that the majority of the respondents do not participate in any kind of activity in the rural areas. Only 5% respondents have participated in the women empowerment activity. 12.81% respondents of the total respondents neither know about women empowerment activities nor do they participate.

Objective-4: To understand the current Media seeking habits of the respondent.

- From the survey on respondent's awareness and understanding of the current media seeking habits of the respondent, five Mass Media namely, print media as newspapers and magazine, broadcast media as radio, Audio-visual media as television, Film and multimedia as computer based media such as internet has been taken into consideration.
- From the survey on respondent's availability of communication media in the villages shows that 82.18% of the respondents are of the opinion that television has become one of the important parts in their daily life. Only 7.18% respondents of the total access the radio. 25.78% respondent of the total has access to the newspapers; 5.93% of the respondents have access to the Internet. Only 2.34% of respondents buy magazines. 66.25% of respondents have mobile.
- From the survey on respondent's status of access to reading newspaper, though newspaper is cheap and easily available but people of rural areas are mostly illiterate and they prefer TV and Radio more than reading newspaper. So, 91.09% of respondents do not read newspapers whereas only 8.90% of respondents are newspaper readers.
- From the survey on respondent's frequency of reading newspapers it shows that only 2.96% respondent of the total do read newspaper regularly but 5.93% of them occasionally read newspaper. Whenever they need detailed information about something they go for newspapers. Besides getting newspapers daily in those remote areas is quite difficult for them.
- From the survey on the respondent's reasons for not reading newspapers in the rural areas has been derived out - as the practice of education has not spread widely till now, as a result 72.18% of respondents who are illiterate do not read newspapers. For daily work 4.53% people have lack

of time, 11.71% people in these districts live below the poverty level so they are unable to afford the newspaper.

- From the survey on the respondent's preferable language on reading newspapers shows that respondents who read newspaper only 7.18% respondent among them buy newspapers published in Bengali, 1.09% among them read newspapers published in English. Only 0.62% read Hindi newspapers. It is clear that regional language Bengali is preferred the most in these districts in case of reading a newspaper.
- From the survey on the total respondent's preference of reading different newspapers shows that 2.65% respondent among them read Anandabazar Patrika, 1.87% respondent among them read Bartaman, 1.09% respondent among them read Protidin, 1.71% respondent among them read Eisamay. No respondent in these rural areas read Ajkal or Dainik Bhaskar or Statesman and the remaining 1.56% respondent among the newspaper readers read Sambad.
- From the survey on the total respondent's preference of place of reading newspaper shows that 3.28% respondent read newspapers in their own houses. 1.56% respondent of the newspaper readers read newspapers in their neighbors' houses. 0.93% respondent of the newspaper readers go to village library to read newspapers. 3.12% of the newspaper readers do read newspapers in other places like colleges, village clubs etc.
- From the survey on the total respondent's preference of spend time on reading newspapers shows that majority of the newspaper readers i.e., 4.53% reads newspaper for sometimes but they do not have any fixed timing and the rest reads for a long time or too short time till under the label "Not Applicable" in the rural areas.
- From the survey on the total respondent's preference of contents of the newspapers read by the respondents shows that no people like to read the editorial and economic pages of a newspaper. Only 0.31% respondent read political news where as 2.5 % respondent search for employment

news. 0.63% respondent read sports news. 0.78% respondent go for health news and 1.25% respondent read entertainment & education news.

- From the survey on the total respondent's preference of reading magazines shows that 97.34% respondent do not read any kinds of magazine at all. Due to lack of money only 0.78% respondent do read magazines on a daily basis and the rest 1.87% read magazines occasionally in the rural areas.
- From the survey on the total respondent's preference of reading magazines shows that 0.78% respondent reads Yojana, 0.31% respondent reads Desh and 0.78% respondent reads Anandalok, 0.78% respondent reads Sannanda and 97.30% are not stuck with any fixed magazines.
- From the survey on the total respondent's frequency of reading magazines shows that only 1.25% respondents read magazines less than one hour. 1.87% respondent reads magazine about an hour. 0.62% respondent read magazines for approximately 2 hours.
- From the survey on the total respondent's preference on the contents of magazines read by them shows that 0.16% readers enjoy story, 0.78% reader's loves reading articles. 1.09% stays updated about fashions and trends, 0.62% reads sports news from magazines. Only 1.09% readers read about women related issues. 0.31% enjoys reading political news from the magazines, 1.09% searches for jobs in given in magazines.
- From the survey on the total respondent's ownership of radio sets we can see 89.06% respondents do not have radio sets in their houses whereas only 10.94% of the respondents have radio sets in their houses.
- From the survey on the total respondent's preference in listening Radios shows that 18.75% of radio owners in these rural areas do listen to radio. Though 81.25% do not listen radios in their houses. As it is seen that a big number of respondents are not interested about the Radio of their locality.

- From the survey on the total respondent's pattern of Radio listening shows that 4.06% respondents replied that they listen radio daily, 15 % of the respondents said that they listen radio 3 or 4 times in a week, 2 % said they listen radio at least once in a week, 4 % respondents said that they listen to radio occasionally and 30 % of the respondents said that they never listen to radio. 70% are listening radio either regularly or once a week.
- From the survey on the total respondent's preference of place for radio listening shows that out of the respondents who listen to radio 5.93% said that they listen to radio at their home, 5.15% respondents said that they listen radio at tea shops, 5.78% respondents listened to radio at different places which is other than home, like tea shops, community centers etc.
- From the survey on the total respondent's preference in the pattern of Radio listening it is pointed out that 4.06% respondents listen radio daily, 15 % of the respondents said that they listen radio 3 or 4 times in a week, 2 % said they listen radio at least once in a week, 4 % respondents said that they listen to radio occasionally. And 30 % of the respondents said that they never listen to radio.
- From the survey on the total respondent's preference of radio channel points out that 5.15%, in these rural areas do follow Vividh Bharati. 2.65% are interested in infotainment radio channels as 93.5 Red FM is channel. Only few of the respondents are interested in informative channels like Akashvani Kolkata.
- From the survey on the total respondent's preference of spending time in radio listening by the respondents is observed that 14.06% of listeners listen to radio for less than one hour a day. 3.12% of radio listeners listen to radio programmes one to two hours daily. A very few percentage of listeners, 1.56%, listen to radio programmes more than two hours a day.
- From the survey on the total respondent's preference of place for radio listening by the respondents shows that 5.93% of respondent said that

they listen to radio at their home, 5.15% respondents said that they listen radio at tea shops, 5.78% respondents listen to radio at different places which is other than home, tea shops etc. 1.87% of the listeners listen to radio in community centers.

- From the survey on the total respondent's preference of listening Radio programmes shows that 5.78% of respondents prefer to filmy music, 44% of respondents said they listen to folk music, 17% said they like Bhakti Sangeet, 12% of respondents prefer to listen Kisanvani, 44% respondents listen to news, 90% respondent are using radio for listening film music. 8.44% respondents have come across news articles, advertisements while 72% do not listen to radio at all.
- From the survey on the total respondent's accessibility to television at home the 67.18% of the respondents now-a-days have a Television in their homes. The rest, 32.81% of the respondents don't have any TV in their home but they do watch TV somewhere else.
- From the survey on the total respondent's habits of watching television shows that 75.46% of respondents watch television daily. The rest, 24.53% of the respondents watch TV occasionally as they depend on others to watch television.
- From the survey on the total respondent's habits of spending time on watching television, the majority 61.09% respondents watches TV daily whereas, 13.90% watches TV 5 to 6 days a week. 19.68% respondents watch TV 3 to 4 days a week. 24.06% respondents watch TV one or two days a week. 5.93% respondents watch TV very often. 6.25% respondents watch TV occasionally.
- From the survey on the total respondent's habits of spending time in watching television in a day shows that 65.16% watched television for 1 to 2 hours daily, 10.46% of respondents watch television for 3 to 4 hours, 6.25% respondent's television for 5 to 6 hours and 10.78% respondents watch TV for less than one hour.

- From the survey on the total respondent's timing of watching television in a day shows that maximum of the respondents do not have any fixed schedule in watching television while 30.93% respondent watch TV in the evening. 2.81% watch TV at night after finishing their daily works, 6.87% watch TV in the afternoon. 12.50% viewers watch TV in the morning.
- From the survey on the total respondent's preference on television channel, 1.71% of respondents have preferred to watch Doordarshan, 12.18% respondents have preferred to watch Zee Network, 23.59% respondents have preferred to see Star Network, 6.25% respondents have preferred to watch Sony Network, 24.53% respondents have preferred to watch other networks also and 44.0% respondents prefer to watch all the channels from all the networks mentioned above.
- From the survey on the total respondent's preference of place for watching television shows that the majority of 67.34% respondents have TV in their own houses. 8.12% respondents watch television on their neighbor's home. 3.28% respondents watch in their friends' houses, 2.81% respondents watch TV in the community centers in their areas and 24.53% respondents have no fixed place for watching TV.
- From the survey on the total respondent's habits of watching Television programme showed that the majority of the respondent's 64.84% are very much interested in watching serials, 5.78% respondents watch news, almost 5.93% respondents are keen to watch discussions on any serious issue. Music and Reality shows are watched by 27.65% respondents and 12.50% respectively. 32.75% respondents are interested in films whereas only 2.65% respondents watch sports on TV.
- From the survey on the respondent's, it is derived that television plays a major role in communication among the rural women, in an average 82.18% of the respondents said that television has become one of the important part in their daily life.

- From the survey on the respondent's, it is derived that the times of film watching habit varies, 82.03% of respondents do watch movies whereas 17.96% of respondents do not watch films. Only 8.90% respondents watch movies regularly. 28.28% respondents watch films very often and 47.96% of them watch movies occasionally.
- From the survey on the respondents who spent time in watching films in a day is found out that those 5% respondents watch films for one to two hours a day. 3.90% respondents watch films for three to four hours a day. On the other hand, only 1.56% respondents watches movies for five to six hours a day.
- From the survey on the respondent's timing of watching film in a day is found that 50.46% respondents do not have any fixed schedule to watch movies in a day. 19.84% respondents watch films in the evening. Very few 0.9% respondents watch movies in the morning. 13.90% respondents watch movies in the afternoon after completing their daily house works.
- From the survey on the respondent's place of watching films is found out that 18.75% respondents watch films in their own houses and 2.96% respondents go to relatives' houses to watch films. 4.53% respondents go to friend's houses to watch films as to have fun together in the rural areas of these districts.
- From the survey on the respondent's preferred languages for watching films shows that 64.06% of the respondents prefer watching films in Bengali as it is their mother tongue, 27.03% watch films in Hindi, 2.18% watch films in English and 7.34% watch movies in any other languages of their choice.
- From the survey on the respondents, having computer sets is found out that 1.56% of the respondents have computer at home. The majority, 98.43%, respondents has no computer sets in their houses. 89.21% respondents do not use internet. Only 10.78% of the respondents do have access to the internet.

- From the survey on the respondent's time spent using computer in a day are 2.50% respondents for 1-2 hours followed by 1.25% respondent's uses computer for 3-4 hours a day, 5.63% respondents' uses computer very often in the rural areas.
- From the survey on the respondent's basis of use and searching in internet 89.21% of the total respondents do not use internet. Only 10.78% of the respondents do have access to the internet.
- From the survey on the respondent's frequency of using internet regularly in a week is 1.87%. 1.25%. Respondents use internet at an interval of 4-7 days. 3.13% respondent use internet 1-4 days. 1.56% of respondent internet users use internet very often. Occasionally 3.43% respondent people uses internet.
- From the survey on the respondent's timing of using internet the usage of internet in the morning is 1.25%. 2.18%.of the respondents use internet at the afternoon. During evening time 3.13% respondents use internet. 2.34% of internet users use internet at night and 2.18% of internet users do not have any fixed schedule in using internet.
- From the survey on the respondent's preferential places of using internet, a majority of the respondents use internet from home i.e., 1.25%. 3.12% access internet from cyber café. 5.93% of the respondents who are college students have access to the Internet only in their educational institutions.
- From the survey on the respondent's a majority of the respondents use internet for entertainment purpose, 2.96% of user's access internet for educational purpose. On the other hand 1.87% of the respondents use internet for any other reasons other than entertainment.
- From the survey on the respondents' frequency of using internet per day, 3.75% uses internet for 1-2 hours a day, 3.13% uses 2-4 hours followed by 5.62% of respondents occasionally in the rural areas.

- From the survey on the respondent's membership on social networking sites it is found that 5.15% of internet users have account in Facebook, 0.93% users use Gmail, 0.46% users have Twitter account and 4.21% internet users do have accounts in many other social sites.
- From the survey on the respondent's, it is derived that the habits of using email is 9.37%. Total 91.40% of respondents do not have email id.
- From the survey on the respondent's availability of phone in the respondents' family is found out that 34.37% of them have mobile phones in their houses whereas 0% of the respondents have land phones in their houses. 65.62% of respondents do not have any kinds of phones in their houses.
- From the survey on the respondent's use of cell phones by respondent regularly is 9.37%. 6.87% of the phone users use phones very often in these districts and 8.28% of the respondents occasionally use phones in these four districts.
- From the survey on the respondents who are Anganwadi workers (90.18%), NGO's (53.88%) and TV (53.88%) were found to be the main source of information for women empowerment scheme.

Objective-5: To assess the non-mediated communication seeking habits of the Respondent.

- From the survey on the respondent's use of outdoor media for information, it is found out that 7.03% of the respondents use outdoor media for information and 92.96% of the respondents do not use outdoor media for any information.
- From the survey on the respondent's knowledge of traditional media shows that 24.21% of the respondents like Yatra, 21.40% of the respondents like Baul, 7.34% of the respondents like Street theatre, 48.12% of the respondents like Keertan, 42.06% of the respondents like Rituals, 11.56% of the respondents like Puppetry programmes and

43.43% of the respondents like Folk song participants in the respected district is.

- From the survey on the respondent's distribution of activity for which traditional media was seen shows that in the rural areas Government scheme is 4.53%, religious program is 17.96%, Cultural event is 7.34%, for entertainment purpose it is 12.34% and others are 57.81%.
- From the survey on the respondent's sources to know the different government programmes for women empowerment it is seen that the Opinion Leader is the main source of information with 8.90%, after that the traditional media is effective with 5.46%, the people who came to know through radio is 2.81%, Television is 2.18%, internet 2.03%, newspaper is 1.56%, Outdoor Media is 0.62%, Documentary is 0.31%, of respondent. And there are some other sources (3.59%) of knowing different government schemes.

Objective-6: To assess the current communication strategy used of the respondent

- From the survey on the information source easily understood by the respondents shows that 2.96% can understand newspaper, 40.93% depends more on TV. 6.40% depends on Radio, 19.37% follows films, 2.03% access internet, 2.96% depends on outdoor media, 19.53% relies on traditional media, 21.25% listen to the opinion leaders and 3.90% depends on any other sources for information.
- From the survey on the most trusted source of information among respondents shows that only 3.13% trust newspaper followed by 40.62% respondents trust TV, 2.50% respondents trust radio, 21.87% respondents uses internet, 2.50% respondents uses any kind of outdoor media, 15.62% respondents understands easily by traditional media and 6.25% respondents listens to opinion leaders and 3.13% uses other media. Then 19.37% trust films as information source. Very low percentage of

respondents depends on Internet 2.03% respondents and outdoor media 2.96% respondents.

- From the survey on the favorite communication media among respondents shows that Television is the most favorite communication medium preferred by the maximum percentage of respondents that is 40.93%. 36.87% respondents like mobile phones as communication medium. 2.96% likes newspapers, 6.40% like's radio and 11.71% depends on opinion leaders as communication medium in the study areas.
- From the survey on favorite media programs of respondent shows that 15.62% uses media for educational purpose followed by 3.75% for information and news, and the majority 65.62% for entertainment and 10% for other purposes in the study areas.
- From the survey on the barriers of message faced by the respondents shows that 15.62% have language problem, 17.50% face technical difficulties, 10% don't understand message easily and 3.13% have other problems.
- From the survey on the usefulness of communication for women empowerment shows that 1.25% uses communication to create awareness followed by 1.25% to educate women, 1.87% to update knowledge among women, 1.25% uses communication as a tool for employment and 2.50% uses communication for development in the rural areas.
- From the survey on the respondent's suggestions for women empowerment using mass media it is found out that 37.96% of respondents should be repeated presentation.14.68% thinks that there should be more analysis on community and according the programs should be designed.

8.2 Suggestions and Recommendations

Considering the above mentioned realities, the researcher would like to suggest overcoming the problems and the following recommendations to the

government for future policy formulation and implementation from the present study.

8.2.1 Recommendations to the Media Professionals

The understanding from the field research it is clear that there is a need to improve the general situation of Marginalized rural women on a long term basis. The communication, through interpretation, analysis and discussion point out the drawbacks of women empowerment programmes in the rural society. As a powerful socializing agent, communication media have become an important tool as well as site of struggle for women seeking to eliminate the low status in the society. Definitely, communication plays a significant role in shaping women's values, attitudes, perception and behavior. It is vital that emerging women empowerment programmes is meaningfully translated for the public by the media. Communication media can be given in Edutainment format to attract the attention of rural women and to impart to them effective messages. Certain guidelines and norms could be derived by the communication media to women empowerment related information to the people. Using modern communication media could be improved in content and format. Hence the Indian media should pay special attention to the rural women in this regard. The Media professionals must think of producing creative and useful programmes.

8.2.2 Recommendations to the Government

The Government can start communication media-centric women welfare schemes to empower the rural women by implementing the government policies and schemes. The Government should allocate adequate funds to conduct events and trainings to create an awareness of women empowerment and development information for the marginalized rural women. The Government can join hands with private industries and organizations, including media organizations to improve the knowledge and technical skills for the rural women. Better implementation of various governmental plans and the infrastructural attainment is required. But other than governmental

plans and policies, public-private joined venture in this regard always become an effective step. However, it is to be recommended that, govt. should take effective policies for rural women empowerment programmes. The communication strategy should include balancing the roles of the public and private sectors to maximize resources and to extend care to women to whom government programmes do not reach. Government should take responsibility for the isolated section of the society of the marginal women community in rural area and produce programs of better standard and authenticity. Certain awards or prizes can be instituted for the private media or channels who serve the cause of empowerment of the marginal women community in rural area.

8.2.3 Recommendations to the Social Scientists

Scientific communication research is directly linked to social welfare, economy and global sustainability. The impact of communicating research activities and results to the public must be helped and encouraged. So the communication scientists should consider giving reliable and essential information through communication media. The scientists should deliver scientific information in an understandable language without technical jargon. Scientists and communicators could frame the women empowerment information in the regional languages to reach the layman. Conferences, meetings, seminars and summits on women empowerment should also encourage the participation of more rural women to share and gather information. Scientists and communicators can meet the marginal rural women to understand their limitations which would help them to communicate effectively to the rural women.

8.2.4 Recommendations to the Policy Makers

According to the analysis of this research it is observed that while communication media have the largest direct effect, women's access and utilization of mass media have greater indirect effect on the decision-making and autonomy of rural women. Hence, the policy makers must take steps not only to make access of the modern media for the women but also to establish

as many as formal or non-formal media centers for the marginal rural women community. Personal communication and mass media can easily diffuse the message about various women empowerment programmes available for women. The women have not more access to messages of various women empowerment schemes available in this study area. The policy makers must take steps to create an environment through positive economic and social policies for empowerment of women in the research areas to enable them to realize their full potential, human rights and fundamental freedom by women on equal basis with men in all spheres-political, economic, social cultural and civil; equal access to participation and decision making of women. The policy makers must take steps to make available the communication media by establishing as many as community centers in order to have more access to the new innovations in the communication media.

8.2.5 Recommendations to the Selected Districts

In our study we have established that women's empowerment is an alternative instrument for social change for marginal women in rural society. We have recommended the following policy towards empowering women at rural society in the selected district.

This dissertation concludes that elder women in the selected district have lower level of empowerment relative to the women in the younger age groups. We think that it happens due to livelihood insecurity and lower control over household assets. In order to change this picture we need to have some special package for empowering elder women and for ensuring livelihood security of the older women.

Education has an intergenerational impact on women's empowerment. It is very much important to improve the community level empowerment for women. However, in our study we have observed that most of the sample women cannot cross the primary education level. All women should be ensured of getting minimum level of education. It is, therefore, a common policy demand that we have to increase the level of women's education for

improving their empowerment. So, it is necessary to setup more educational institution for women.

It is also necessary to monitor the enrolment of women in the educational institution. We can also suggest for establishing informal educational institutions by NGOs or other voluntary organizations for aged women. Besides, the government should implement women's education programme more effectively in rural areas, particularly in the area under study.

Utmost importance should be given to the education for marginal rural women. Proper care should be given to marginal rural girls to get enrolled in school. Guardian, teachers, NGO officials and Govt. will have to take strong steps for empowerment of women in general and marginal rural woman in particular. Teach marginal children in their mother tongue. Prepare textbook in community languages. Give preferences to local teachers from local Panchayats. The arrangement of special training for teachers to work in this rural area, including knowledge of rural culture and dialect should be done.

In this rural area, it is essential that the school schedule should be prepared as per local requirement rather than following a directive from the State. School calendars in rural areas appropriate to local requirements and festivals. Hostel and residential community schools for girls at the middle and high school stages and available scholarships should be given for marginal rural girl students for encouraging the girls of rural communities to school.

Self-employed and service holder women have higher empowerment at the marginal rural women compared to the empowerment of the homemakers. Further, personal income is imperative for enhancing empowerment at the household level and at the community level. So we have to create an environment that helps the women participate in formal workforce or participate in self-employment activity. Thereby empowerment of women will increase automatically.

It has been found that access to formal credit is an important factor to inculcate the empowerment of women. Therefore, banking institutions and

non-bank financial institutions have to take some special programs for ensuring the access to formal credit for the rural women. In this regards bank have to relax some conditions like asset holding, income earning that hinder the accessibility of formal credit for the rural women. Besides, banks should expand their branches in rural area.

The duration of SHG-membership increases the rural community level empowerment of the member women. So, we can say that the SHG-based microfinance program plays an active role to accelerate rural community level empowerment of the women. Therefore, we have to implement the SGSY policy in more intensive and extensive way and we have to encourage the NGOs with some incentives. Formal financial institutions have to be more enthusiastic in the matter of financial inclusion of the rural women.

This study has reported that women belonging to scheduled casts & tribes are less empowered at the rural community level contrasted to the women belonging to general caste women. During the time of data collection we have observed that SC&ST women have very poor accessibility to various primary needs of life like education, health, housing etc. They do not come forward to participate in rural community activities. Some special programme should be taken to increase the confidence of rural women so that they can come forward to organize social or community development programme.

From our field observations show that most of the sample women do not know about the legal rights and government initiatives in favour of them. They live within the periphery of social, cultural, regional and caste customs. They are unaware of their right. These are the causes of low empowerment of women of the selected district under study. Government should establish a legal cell integrated with the panchayat to give free advice to women about their rights. Again community leaders and local elite should serve and support women in social participation.

They can jointly organize meeting, group discussion, speeches and counselling for motivating people about gender equality and encouraging

women to participate in rural community improvement. Moreover various programmes in electronic media, organizing rallies and public meeting could be effective tools to create massive awareness among women and thereby help in empowering of women.

Women of this areas should be trained up in different vocational courses like rural-ornament designing, rural art such as drawing, sculpture making, handloom and textile, poultry farms, fish farming, piggery, dairy farm, etc. The main stress should be given to creating awareness and to inbuilt self-reliance among marginal females. Priority must be given to continuous monitoring the improvement in their status condition.

8.3 Scope and Limitations of the Research

Women comprise half of the total population. Further, Marginal Rural women are working in different sectors such as agriculture, industry, business, organized sector and unorganized sector employment and a few rural women are also housewives. It is impossible to survey all the women in this district and sample survey of 640 women is made to collect the primary data. Hence, the present study is limited to 640 women respondents using Communication media. The findings of the study are based on expressed information of the respondents, which may have its own limitations. The objectivity of the researcher is naturally restricted by the extent of the respondents' readiness to give the real information. Possibility of hiding certain facts on the part of the respondents could not be completely ruled out, although every possible effort had been made to elicit authentic information. The technique for the collection of data employed by the researcher was that of structured questionnaires. Necessary information was collected on the basis of these questionnaires. Therefore the generalizations and findings of the study are limited to this technique of data-collection only. Limitation of time, space and manpower are the most restrictive aspects in an empirical study. The answers of the respondents as such have been taken as true. The respondents were quiet on certain issues and as such certain inferences had to

be drawn on the basis of observation of the overt behavior of the respondents which included gestures and facial expressions also. The conclusions drawn may not be universal. The scope of the research is limited to the public belonging to the selected district. So, the findings of the study have their own limitations and can be made applicable elsewhere, with certain precautions.

8.4 Areas for further research

Studies could be done in the following areas of research for the empowerment of marginal rural women:

- ★ A study could be repeated with marginal rural women to find the communication for empowerment on them.
- ★ A study could be done with Internet medium to analyses its impact and effectiveness regarding communication.
- ★ A study could be done with film as media to analyses its impact and effectiveness regarding communication.
- ★ A study can be done with other marginalized women-such as SC & ST women and illiterates and semi-literates of rural areas.
- ★ A study could be done to analyses the impact of communication in the educational pattern of women.
- ★ A study could be done to analyses the impact of communication in the Health pattern of women.

8.5 Conclusion

Communication is not only a message exchange process in a society but also an instrument of social change. Communication with its fastest growing popularity attracts different types of people and provided information, news events, training, education, entertainment, and serves almost all the kinds of audience according to their interests. Its obligation is to inform and educate the society and also act as blood of society. Women are an important part of the society whose development is possible only when its women are

thoroughly developed. For developing woman many initiatives and planning has been taken by the GO's as well as the NGO's. But the periphery of such development is restricted among a certain section of women. Though a huge number of population of the country (78%) belong to the rural sector and among them almost half are women and are lacking the overall national benefit. Among these rural women 68% of them are marginalized and are underprivileged. For them the GO's and NGO's have undertaken several projects at various levels whose benefit is not being properly utilized by these marginalized rural women. With the help of various communication media a modern communication environment has cropped up which has immensely benefited the women, as they are now in a respectful position in the society with certain amount of enlightenment.

The primary subject of the thesis work was to study the four districts of West Bengal and derive the effect of communication on rural society, especially for the empowerment of marginalized rural women. After deeply involving myself in the research it was derived that the rural women are actually lacking behind in various factors in comparison to the women in towns. They are highly dependent upon the traditional cultural thoughts and practices of vintage. They still follow the ancient rules and are unable to accept the new. Even in this age of rapid change (for globalization), they feel that joint families are better, as in a clustered family the financial pressure is distributed among all; as an outcome to such thoughts they have not yet grown the concept of individual social responsibility. They even lack political awareness and are least bothered about its happenings. They don't expect people from their own community to go beyond the petty politics and take part in the high level politics. Above all, the day of election is a kind of occasion to celebrate for them.

The present study analyzed the communication for empowerment of marginalized rural women. The various communication Media are found to be the most reachable media among the marginalized rural women. The newspaper is the least accessible medium for the marginalized rural women.

Among the few users most of them use the newspapers to know about the current affairs. The marginal rural women perceive that newspapers depict most favorable attitude towards them.

The modern life has enlightened the life of these marginalized rural women. The expansion of education has brought some awakening among these women and now their children who are at the initial stage for beginning the cycle of life are being sent to the schools. Especially the backward classes like the SC's ST's and OBC's derive great benefits from the rural schools driven by the government. Such developments have brought a change in the life of many and have developed their social status. Proper sanitation, concrete houses, use of electricity, use of modern technology and social behavior has noted a proper positive upliftment.

With the effort of GO's and NGO's the status of women has increased and it marked a history of heavy combat and the result after such combat is found to be a quite positive at the parliamentary level. The paltering of theoretical presentation has been beneficial for a limited class of women. And there are women who have gained political power and are enjoying higher position in the society. Among this small number of women some have employed this power for good reason but they are very few in number. The Government is trying to help the marginalized rural women by sending them several aids but these are not being distributed properly and moreover they are not getting enough information about the aids. Regional political issues are acting as a barrier to these developmental projects' equal distribution and the corruption is highly visible. In the present scenario the government wants the backward classes' women to prosper, but the results are not the same in comparison to their literacy.

After the globalization era the livelihood of human being has drastically changed and the marginalized women are not spared. At this point the modern communication shows its conjuring, it has influenced the women in all possible way directly and indirectly. Though newspaper and magazine could

not enlist a nurturing footprint on their memory lane but television and cell phone, on the other hand, has remarkably performed their part in developing these women. The television is playing a significant role in imparting knowledge among women. Almost all the respondent has owned color television sets along with satellite channels. The private TV channels and other new media are run for purely profit motives and their programmes are mostly entertainment oriented in nature and produce programmes which will attract the largest audience. Mournfully my research has come up with the fact that the use of radio has decreased to a greater level and the tempo in the pie chart (if calculated) now touches the bottom line. The use of Radio has reduced to a greater extent, especially for those women who used to listen to the radio programmes while doing household works. The practice of listening to radio has not decreased, it has rather taken a new form i.e., the cell phones. When observed, radio sets are not owned by majority of the respondent but they are listening radio in their cell phone. Mobile phone is an easily accessible and frequently used medium for marginal rural women. The mobile phone users use them to keep in touch with their relatives and other people. Besides all these, the women who are minimally literate use computer and internet by visiting the cyber café. Only few of the respondent are accessing and using internet in their mobile phone. This is why the women consider the modern mass medium as an element of entertainment. Utilization of media resources for information to the marginal rural women is rated very low among this group. But, to the extent of agreement with the utilization of media resources for information many of the marginal rural women perceive that the media has changed from traditional way of thinking and secondly offered information on modern society. In one hand the women consider the cultural religious practices vehemently, on the other hand they are parallelly devoted to the opinion leader whose decision matters a lot to this rural population. Organizational communication system is a medium which the Gram Panchayat and the regional club use to influence the commoners but the marginalized rural women do not really trust and depend on them. They

primarily go with the flow and leave all their important decision upon the majority voting of their own clan.

For the marginalized women the modern mass communication is not working quite effectively as a medium of communication for their empowerment. The study further states that only a negligible number of marginal rural women use any media to know the government schemes; know the current affairs; and to learn new ideas. Firstly, these women are not getting enough information about the government's decisions and government projects and if they get the information they are not properly understanding them and not implying the steps for accomplishing them and deriving benefits out of those governmental projects. But due to the advent of modern mass communication the rural leaders are receiving the information and the marginalized women are benefitted from the information that is being sent to the local leaders by the government. They said that Oral Medium allot more space for their betterment than other media allot lesser space for their betterment. As a result majority of marginal rural women emphasized for girl's education for the purpose of government and nongovernment employment as they have learnt the lessons from media. Due to such awareness, they are now needed equal right in respect of marriage, family decision making, socio-economic, culture health, employment and education. It is highlighted that mass media is the biggest source of information and knowledge along with entertainment for women. Despite the fact because of poverty and illiteracy, press and modern media application are not used by the women.

Overall, impact of media is very good in use of modern items such as cosmetics, clothes practicing lifestyles, education, knowledge, culture, etc. On the other hand, there is also degradation of culture, traditions and social values due to impact of mass media. For few of the women still there are cultural restrictions, restrictions to use only few programmes in televisions and complete and restricted to use mass media in some families. For women empowerment, mass media increased awareness on law and right of women, provided knowledge on self-employment of women, women empowerment

schemes, increase in knowledge about health nutrition and education ,etc. Hence, to a greater extent mass media has highly positive or filly positive impact on women in Indian Society. As such the status of women is increased in society due to knowledge gained by women through mass media. More advantages or more positive impact of mass media is made if the media has followed suggestions made by women. These suggestions include reduction in crime based programmes and indecent representations of women, emphasis on improvement of learning and knowledge, increase programmes on women empowerment, etc.

Regional language and mother tongue are the most powerful languages for women as majority of the respondent are watching and using mass media in these languages. So, it has to be realized what media strategy is implemented by the development planners in near future. Till that time, investment in media strategy has to be preserved at maximum rate so that resources do not go waste.

Communication is one of the key elements to bring motion within human society. On earth, whatever new happens, behind each and every revolutionary activity or independence movement development would not have been possibly successful without proper implementation of communication's course of action. A developing country like ours can have the same prosperity on developing marginalized women with the help of communication. In the country like ours where most of the people are living in the rural society and are marginalized have a lot of scope in getting government help, getting proper help of law and legislature, but the circumstances is not favoring them to utilize these kinds of scopes and helps. Only communication can bring them in the light of proper education so that they come forward in every sector of their society.

Hence, to conclude it could be said that an honest effort at every level and proper bestowal of information and knowledge through two way communication might enable them to acquire knowledge from all the possible

ends. Women who would keenly take part in the learning process would definitely come up with desired results. Communication for empowerment of marginalized rural women has enabled their empowerment. But still there are many suggestions given by women to restrict crime related programmes, improvement of learning and knowledge, equal status of women, gender equality, etc. The media should look into the suggestions of women and improve their programmes, telecasts, circulations, knowledge and information.