

# Participation, Constraints and Communication Pattern of Tribal Women in Income Generating Activities

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**Abstract:** *The study was conducted on participation, constraints and communication pattern of Tribal women in Income Generating Activities. One district Srikakulam was selected randomly out of all five districts having tribal population. From the selected district one block from hilly (Seethampet) and one from plain areas (Ganguvari Cigadam) were selected randomly. From the selected blocks one village from each block were selected randomly. And from each village a sample of 50 respondents who were already involved in income generating activities were selected. Among all the results majority respondents were young and middle aged belonging to SAVARA tribe. Dairying was most followed income generating activity with 2.08 overall weighted mean score.*

**Keywords:** Participation, constraints, communication Pattern, Tribal Women, Income Generating Activities

## 1. Introduction

In a country like India the profile of women, particularly in tribes is a very pathetic which depicts the gravity of total situation. Tribal communities are the weak sections of the Indian population. They are about 7 percent of total population. They are disadvantaged, desperately poor, backward and generally uneducated. The literacy rate of tribal is 23.63 (Singh, 1991).

Well being of a community basically and importantly depends upon the status of their women, but their role and responsibilities are distinct. They have extraordinary high role in economic activities. From time immemorial tribal women have been playing a significant role in the economic and social sphere of tribal life. Surveys indicated that tribal women work on an average about three time's as much as male work. Their contribution to total family income through animal husbandry and farming is about 25 per cent. But still they are biased against literacy, birth rate and health. This shows that there is a need for development of these communities. Development of women in all spheres is possible only through economic independence.

Economic development cannot be brought about by a technological revolution alone. It is through timely communication of information.

For planning the development of any particular community it is important to understand their communication pattern or behavior to find out their socio personal characteristics, media habits. In order to understand the communication pattern of tribal women in income generating activities, this study was conducted with specific objectives:

1. To explain participation of tribal women in income generating activities.
2. To study the communication pattern of tribal women for income generating activities.

## 2. Methodology

One district Srikakulam was selected randomly out of all five districts having tribal population. From the selected district one block from hilly (Seethampet) and one from plain areas (Ganguvari Cigadam) were selected randomly. From the selected blocks one village from each block were selected randomly. And from each village a sample of 50 respondents who were already involved in income generating activities were selected.

Age, education, marital status, income, caste, type of family, size of family, type of house, occupation, domestic material and agricultural material possession, economic motivation, risk orientation, mass media exposure, outside/urban contact and extension contact were selected as independent variables for the present study. The dependent variables for the present study were participation of tribal women in income generating activities, constraints faced by tribal women in income generating activities which was studied in terms of information input, processing and output. Well structured interview schedule was constructed in accordance with methodological procedure keeping in view the objectives of investigation. The interview was conducted personally by the investigator.

## 3. Results and Discussion

Majority of the respondents were young and middle aged, having education up to primary school, belonged to 'Savara' tribe involved in farming. They had nuclear family with medium size, lived in mixed type of kuccha and pacca houses.

**Participation in Income Generating Activities:** Dairying was the most followed income generating activity with 2.08 overall weighted mean score which adds to the family income. This agrees with the findings of Sudharani and Raju (1991) reported that tribal women participation in dairying which forms additional gain for the family. Next

followed was rope making with 2.05 WMS and then farming 1.42.

**Table 1:** Participation of Tribal Women in Income Generating Activities

Activities	Frequency	Overall WMS	Overall rank
Rope making	63	2.05	II
Farming	63	1.42	III
Dairying	72	2.08	I

**Constraint faced in Income Generating Activities:**

Marketing and communication constraints with 2.26 means score were faced by majority of the respondents. Lack of communication facilities at village level and lack of loan procurement were the major communication constraints being faced by tribal women. Health constraints were next faced. Among which most faced constraints were abortion, skin irritation, heat stroke, injury due to animal attack and headache. Study of national seminar on women in agricultural developmental issues (1993) emphasized on problems faced by farm women as a physical strain, long run creating health problems. Highly complained social constraints included non-access to training and being abused while grazing animals. Personal constraints were followed next economic constraints were the least faced.

**Table 2:** Constraints faced by the Tribal Women in Income Generating Activities

Activities	Overall WMS	Overall rank
Health/Physical	2.23	III
Social	2.03	IV
Marketing	2.26	I
Technical	2.02	V
Economic	1.95	VII
Personal	2.01	VI
Communication	2.26	I

**Communication Pattern of Tribal Women in Income Generating Activities:**

Table 3 indicate that processing of information by the tribal women was done by self evaluation was most used (2.66) method, followed by preserving method (2.41). Most followed methods were memorizing (2.89) and preserving collected materials (2.89). The overall communication processing was also medium (42%).

**Table 3:** Overall Communication Pattern of Tribal Women.

N=100

Aspects	Scores			Weighted mean score
	High (3)	Medium (2)	Low (1)	
Information input	19	44	37	1.82
Information Processing	28	42	30	1.98
Information output	22	38	40	1.82
Overall Communication	36	36	26	2.06

Institutional personal cosmopolite's sources were less used while school teachers and mukhya sevikas were most used sources. The overall information input pattern was medium (44%).

Information output was made by checking the knowledge of respondents about the availability of credit, input, their profits making knowledge, product selling. Most of them (76%) had borrowed from relatives or cooperative societies. Almost three fourth (63%) had their input from either local or open markets.

Overall information output was low with 40 percent and the overall communication pattern was medium with 2.06 weighted mean score showing the need of Government of show quick action in aspects of credits/loans and marketing facilities to the tribal female workers.

Table 4 shows that the communication pattern of tribal women was affected by crucial factors such as family type, marital status, occupation, material possessed, mass media exposure, social participation, and extension contact, strategy was made that Government has to establish or make non institutional sources to play a crucial role in improving the communication pattern of tribal women.

Effect of independent variables such as education, marital status occupation on constraints was shown in Table 5.

**Table 5:** Analysis of variance of independent Variables on constraints faced by tribal women

Constraints	Education (f)	Marital Status (f)	Occupation (f)
Health	3.461*	2.163	10.304*
Social	0.529	2.827*	7.228
Marketing	6.489*	0.342	19.254
Technical	3.115*	1.401*	19.448
Economical	3.684*	2.229	16.370
Personal	3.790*	1.005*	12.528
Communication	9.535*	1.054*	17.619

\*\*Significant at 1% level \*Significant 5% level

It refers that health constraints are significant with education and occupation. Proving that education is directly related with health of tribal women. Whereas economic, personal and communication constraints were significant with education and marital status.

**Table 6:** Analysis of Variance of Independent Variables on Participation of Tribal Woman in Income Generating Activities.

Participation	Education (f)	Marital Status (f)	Occupation (f)
Dairying	15.305*	2.979	6.948*
Farming	4.530*	3.594*	4.516
Rope making	7.002	3.097	3.289

\*\*Significant at 1% level \*Significant 5% level

Table 6 indicates that education and occupation were significant with participation in all three income generating activities. Family type is significant only with

farming and all other variables have non significant effect on participation.

#### 4. Conclusion

Among all the results majority respondents were young and middle aged belonging to SAVARA tribe. Dairying was most followed income generating activity with 2.08 overall weighted mean score .Next followed was rope making with 2.05weighted mean score, then comes farming with 1.42.

Main constraints faced by tribal women in Income Generating Activities were marketing and communication pattern constraints with 2.26 mean score. Lack of communication facilities at village level and lack of loan procurement were the major constraints. Table 4 shows that the communication pattern of tribal women was affected by crucial factors such as family type, marital status, occupation mass media exposure, social participation, and extension contact.

#### 5. Recommendation

Additional employment opportunities especially during lean season should be provide for gainful employment for gainful employment. Development of the transportation facilities for the isolated areas is required to give easy access to urban areas and up to date information. There is a need for institutional cosmopolite sources like gramsevika, village level workers, health assistants etc. to play an crucial role so that tribal women may use them as their information inputs. Promotion of marketing support would ensure the viability of their products. Adequate credits should be made available for entrepreneurs. Skill formation and skill up grading programme should be held for training women entrepreneurs.

#### References

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**Table 4:** Correlation Coefficients between Crucial Factors and Communication Pattern of Tribal Women

Crucial Factors	Communication Pattern			
	Overall Information input	Overall Information Processing	Overall Communication output	Overall Communication Pattern
<b>Personal Attributes</b>				
Age	0.166	-0.039	0.095	0.125
Family type	0.119	0.337 **	-0.054	-0.038
Marital Status	-0.020	0-160	0-219 *	0.161
Education	-0.096	0.093	-0.154	-0.137
<b>Economic attributes</b>				
Family income	00.95	0.093	-0.329	-0.223
Occupation	0.355*	0415**	0.315**	-0.105
Domestic materials possessed	0229*	0.195	-0.183	-0.024
Agricultural materials possessed	0.123	-0.030	-0189	-0129
<b>Communication Attributes</b>				
Mass media exposure	0.241 *	-0.047	0.188	0.318*
Contact with extension personnel	0.250 *	-0.116	-0257 *	-0.10*
Social participation	0.55	0.271 **	-0104	-0.034
<b>Participation in income generation</b>				
Dairying	-0.013	0.082	-0.030	-0.007
Farming	0.229	-0.067	0.105	0.0279*
Rope Making	0.068	0.105	0.185	0.219

\*\*Significant at 1% level \*Significant 5% level