



## **Socioeconomic characteristics of seeking information of rural women in faizabad District**

**Divya Pal<sup>1</sup>, R.R. Yadav<sup>1</sup>, and Manoj Kumar<sup>2</sup>**

<sup>1</sup>Home Science Extension and Communication Management, N.D.U.A & T., Narendra Nagar (Kumarganj), Faizabad (U.P.) 224229, India

<sup>2</sup>Department of Agricultural Extension and Communication SVPUAT Modipuram Meerut U.P 250110

### **ABSTRACT**

*The study was conducted in Milkipur block of Faizabad district (U.P.) selected purposively. A total number of 100 respondents were selected through random sampling four sample villages on the basis of highest area under Agriculture of the respondents. The majority of the respondents 35.00% were found in medium categories (29-42) of age group, (80 %) literate, (41%) backward caste, (31%) nuclear family, (43%) size of family, (24%) small size of landholding, (22%), in services, (41%) Agriculture as their main occupation, (60%), pukka houses, (55%), no participation in any organization, (65%), annual income, was found in medium categories, respectively.*

**Key words-** Information, seeking ,communication media, rural women

Received 12.07.2018

Revised 20.08.2018

Accepted 10.09.2018

### **INTRODUCTION**

The information society is where everyone can create, access, utilize and share information and knowledge enabling individual's communities and peoples to achieve their full potential in promoting their sustainable development and improving their quality of life. The main objective of information society is to empower all the people through access to opportunities presented by the changes being created by information and communication technology. Kakai [10] have defined information seeking behavior as an individual's way and manner of gathering and sourcing for information for personal use, knowledge updating and development. Information seeking behavior of student researchers and professionals has been the focus of enquiry for decades. The information needs; demands and wants have been used interchangeably, although they may not be identical. Information need involves a cognitive process which may operate on different levels of consciousness and, hence, may not be clear even to the inquirer him/her. People in different situations require information on a subject in different forms and with different emphasis and different depth of explanation. Even the same person seeks information in different ways and forms on various occasions depending on his/her knowledge of the subject and the reasons for wanting the information. So the information need is very difficult to define and categorize. They are the recipients of an iniquitously small share of development opportunities [1, 3, 7-9].

Information is an essential part of all facets of life. It is such an important raw material, that its acquisition and understanding is germane in decision making, policy formulation, as well as implementation for growth and survival. Reliable information is the cornerstone for building the awareness, expertise and practical strategies necessary to improve the world we live in, in terms of health, physical, technical, mental, social and scientific development of humanity [2]. Without adequate information, not much can be achieved especially when it concerns decision making or acquisition of knowledge. Information is vital to decision makers at all levels in all circumstances [5]. The concept of information behaviour begins with an individual's need. Authorities have argued that information need is the lack of appropriate information on which to base choice that could lead to benefits or services that may improve people's well being, [4-7]. Women empowerment according to Afolabi [4] comprises five components: women's sense of self-worth; their right to have and to determine choices; their right to access to opportunities and resources;

their right to have the power to control their own lives both within and outside the home; and their ability to influence the direction of social change to create a more just, social and economic order both nationally and internationally. Some elements as necessary conditions for empowerment include access to skills training, problems solving techniques, best appropriate technologies and information, participation in decision making processes by all people, particularly women and youth, [9]. In the context of this study, socio-economic empowerment is described from the viewpoint of a woman being financially independent through her engagement in income- generating activities. These include having' access to productive facilities that would enhance her income- generating capacity, having control over the income generated by investing in personal properties, having personal savings either through thrift or bank account(s) and contributing to the financial upkeep of her household, actively participating in household decision-making on issues that affect her livelihood, such as choice of health care facilities, children's school, number of children, child spacing, as well as having improved self-worth gained through awareness and ability to negotiate and voice out concerns on issues that infringe on her rights as a person and as a woman.

## MATERIAL AND METHODS

The Faizabad district of U.P. was selected purposively selected as locale for present investigation because the researcher was well acquainted with the locality and culture. The district Faizabad comprised of 11 community development blocks namely – sohawal, Masodha, Purabazar, Mayabazar, Milkipur, Amaniganj, bikapur ,Tarun, Harinteenganj, Rudauli and Mawai. Out of these 11 blocks, the milkipur block was selected purposively for the study because of its easy accessibility and familiarity of researcher with the local language ,socioeconomic and cultural conditions.

An exhaustive list of the village of Milkipur block was prepared and 4 villages was selected randomly. Moreover, list of farm families from each of the selected village was prepared and 25 women from each of the selected village was identified through random sampling technique. Thus a total of 100 rural women constitutes the sample size for the purpose of further investigation. The pattern of the seeking information among rural women in the research problem was find out with the help of duration, frequency, purpose of accessing information from various sources.

The effectiveness of the information sources was find out by accessing trustworthiness, creditability and cost effectiveness of the information sources among the selected women and one women was selected from the each family.

## RESULT AND DISCUSSION

### Education:

**Table 1: Distribution of respondents according to education:  
N=100**

S. No.	Categories	Number of respondents	
		Number of respondents	Percentage
(A)	Illiterate	20	20.00
(B)	Literate	80	80.00
i.	Can sign	20	20.00
ii.	Can read and write	10	10.00
iii.	Primary	15	15.00
iv.	Middle	8	8.00
v.	High school	5	5.00
vi.	Intermediate	12	12.00
vii.	Graduate	8	8.00
viii.	Post graduate	2	2.00
	<b>Total</b>	<b>100.00</b>	<b>100.00</b>

The Table focuses that (80%) of the respondents will be observed to be literate and (20%) illiterate. Further, the educational level will be worked out and given in ascending order as (20%), (15%), (10 %,) (12%) (8%), (8%), (5%) and (2%) for primary, middle, high school, intermediate and graduate and post graduate, respectively. It can be concluded that the maximum numbers of respondents will be found literate.

### Caste category:

The Table indicates that the maximum number of the backward caste (25 %) followed by general caste (35%) and the scheduled caste (40%) respectively. The table concludes that considerable numbers respondents will be observed in the sample those who belong to backward caste.

**Table 2: Distribution of respondents according to caste:N=100**

S. No.	Categories	Number of respondents	
		Number of respondents	Percentage
1.	Scheduled caste	40	40.00
2.	Other back ward caste	25	25.00
3.	General caste	35	35.00
	<b>Total</b>	<b>100</b>	<b>100.00</b>

Type of family:

**Table 3: Distribution of respondents according to type of family: N=100**

S. No.	Categories	Number of respondents	
		Number of respondents	Percentage
1.	Single	30	30.00
2.	Joint	70	70.00
	<b>Total</b>	<b>100.00</b>	<b>100.00</b>

Mean=1.49,S.D.=0.50,Min.=1,Max.=2

The Table shows that single families are more in number than joint families. In terms of percentage (30 %) respondents belong to single type families, while, (70%) belong to joint type of families.

Size of family:

**Table 4: Distribution of respondents according to size of family:N=100**

S. No.	Categories (members)	Number of respondents	
		Number of respondents	Percentage
1.	Small (up to 5)	30	30.00
2.	Medium (6-12)	40	40.00
3.	Large (13 and above)	30	30.00
	<b>Total</b>	<b>100.00</b>	<b>100.00</b>

Mean=7.77, S.D.=2.35,Min.=3Max.=12

The Table shows that the (30) percent respondents belong to the category of those had (up -5) members in their families followed by (30%) and (40%) to the category of above (6-12) members and up to (13) members, respectively. It means that the area of study will be exploded with population.

Occupation:

**Table 5: Distribution of respondents according to main occupation: N=100**

S.No.	Categories	Number of respondents	
		Number of respondents	Percentage
1.	Agriculture	30	30.00
2.	Agricultural labour	30	30.00
3.	Caste based occupation	10	10.00
4.	Services	20	20.00
5.	Business	10	10.00
	<b>Total</b>	<b>100.00</b>	<b>100.00</b>

It is evident from the Table that the maximum (30%) respondent will be observed such who had their main occupation as agriculture and respondents (70%) Business, Services, Agriculture labor and Caste based occupation, respectively. On the basis of data, it can be said that Agriculture is the main occupation of rural people. Other than Agriculture the respondents will be having subsidiary occupation.

Total Land Holding:

**Table 6: Distribution or respondents according to total land holding: N= 100**

S. No.	Categories (women)	Respondents	
		Number	Percentage
1.	Land less	5	05.00
2.	Marginal (below 2.5 acre)	91	91.00
3.	Small (2.5 to 5acre)	4	04.00
	<b>Total</b>	<b>100</b>	<b>100.00</b>

Mean=2.27, S.D.=0.71-Min. =1, Max. =4

The Table indicated that the maximum respondents (91 %) were found in the marginal land holding category, followed by women land less (5%) and Small (4%) land holding category respectively.

**Annual income:****Table 7: Distribution of respondents according to annual income: N=100**

S. No.	Categories (Rs.)	Respondents	
		Number of respondents	Percentage
1.	Rs.Up to -5,000	5	5.00
2.	Rs.5000-10000	20	20.00
3.	Rs.10000-15000	25	25.00
4.	Rs.15000-25000	35	35.00
5.	Rs.Above to 25000	20	15.00
	<b>Total</b>	<b>100.00</b>	<b>100.00</b>

**Mean=14190, S.D.=7681.40, Min. =5000, Max. =35000**

The annual income of the respondents ranged from Rs. (up) to (25000) The Table reveals that a maximum number of the respondents (20%) belong to the annual income Rs.(up) to (5000) whereas (5%), (25%), (35%) and (20%) respondents belong to income range from Rs. above (5000-10000),(10000) to (15000.) and (15000-25000)to (above 25000), respectively.

It can be said that the respondent will be having the annual income Rs. (5000) to (25000).

**Social participation:****Table 8: Distribution of the respondents according to social participation: N=100**

S. No.	Categories	Respondents	
		Number	Percentage
1.	No participation	55	55.00
2.	Gram Panchayat	25	25.00
3.	Chhetra Samiti	5	5.00
4.	Jila Parisad	5	5.00
5.	Co-operative Societies	10	10.00
	Total	100	100.00

A cursory glance over the data depicted in the table indicates that out of 100 respondents, (55%) did not take participation at all in any organization 25 per cent respondent's participation in gram panchayat followed by participation in jila parisad (5%) and (10%) respondents having participation in cooperative societies respectively.

**Materials possession:****Table 9: Distribution of the respondents according to farm power: N=100**

S. No.	Categories	Respondents	
		Number	Percentage
1.	Tractor	5	5.00
2.	Bullock	10	10.00
4.	Power tiller	30	30.00
5.	Pumping set/Tube well	55	55.00
	<b>Total</b>	<b>100</b>	<b>100.00</b>

**Note:** More than one item have been shown by the respondents. Hence the total percentage would be more than 100.

The Table indicates that 100 per cent respondents were seen having farm power. In case of having farm power indicates that (30) percent Power tiller, (5) per cent tractor, and (10) percent bullock, Tube well/ pumping set (55) percent respectively.

**Non- farm / House hold materials possession:****Table 10: Distribution of the respondents according to household materialsN=100**

S. No.	Categories	Respondents	
		Number Of respondent	Percentage
1.	Car / jeep	2	2.00
2.	Scooter / Motorcycle	50	50.00
3.	Cycle	90	90.00
4.	Sewing machine	85	85.00
5.	Fans / cooler	95	95.00
6.	Heater	10	10.00
7.	Double bed	75	75.00
8.	Pressure cooker	89	89.00
9.	Electric press	60	60.00
10.	Chairs / Tables	80	80.00
11.	Mobile phones	95	95.00

**Note-** More than one item have been shown by the respondents. Hence, the total percentage of all the items would be more than 100.

The Table indicates that (2) per cent respondents were reported that car each followed by Motorcycle (50 per cent), cycle (90 per cent), chair/tables (80 per cent), fan/cooler (95 per cent), pressure cooker (89 per cent), heater (10 per cent), sewing machine (85 per cent), electronic press (60 per cent), double bed (75 per cent), and mobile phones (95 per cent) respectively. The condition of house hold materials seems to be good.

## CONCLUSION

A majority of the respondents were found in middle age group *i.e.* 29-42 years. The majority *i.e.* of respondents was found literate while was observed illiterate. The majority of the respondents was found belonging to other backward caste followed by general caste Joint families were more in number than Single families in terms of percentage. respondents belonged to single families while, to joint type of families. The majority of respondents were observed having 6-10 members in their families respectively. The maximum percentage of the respondents were observed their having size of Marginal land holding (below 2.5 acre), having respondents land less of land holding, and Small (2.5 to 5 acre) respondents respectively. An over whelming majority *i.e.* respondents families was reported Agriculture as their main occupation. The majority of respondents reported having Pucca housing pattern followed by Mixed Kuchcha housing pattern and Hut respectively. A majority of respondents was found such who take social participation in cooperative societies followed by participation in jila parisad, having participation in gram panchayat, and followed by respondents had no participation in any organization. It means that the respondents have more interesting participation the social organization, respectively. The majority of respondents respondents had television followed by Mobile phone radio and News paper as their main sources of information.

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## CITATION OF THIS ARTICLE

Divya Pal, R.R. Yadav, and Manoj Kumar. Socioeconomic characteristics of seeking information of rural women in faizabad District. *Bull. Env. Pharmacol. Life Sci.*, Vol 7 [11] October 2018: 46-50