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USE OF COMMUNICATION SOURCES BY THE WOMEN BENEFICIARIES OF RDRS IN INCOME GENERATING ACTIVITIES

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ABSTRACT

The main purpose of this study was to categories and describes the profile characteristics of the women beneficiaries, to determine the use of communication sources by the women beneficiaries, and to explore the relationship between the profile characteristics of the women beneficiaries of RDRS with their use of communication sources. Data were collected using interview schedule from a sample of 112 women beneficiaries selected from the population of 280 by multistage random sampling procedure from five villages of Rajendrapur union under sadar upazila of Rangpur district. Use of communication sources by the RDRS women beneficiaries was determined on three dimensions viz. attitude, contact and application, and finally the use of communication sources index (UCSI) was computed. The UCSI ranged from 45.24 to 277.68 with a possible range of 0 to 300. Based on UCSI, among the 10 communication sources the first five communication sources were husband (277.68), neighbours (219.05), RDRS-worker (205.95), RDRS group meeting (193.45) and relatives (160.42). However, the last five communication sources were RDRS officer (134.82), mobile phone (112.80), television (68.75), inputs dealer (63.99) and SAAOs (45.24). The findings revealed that the highest proportion (38.39%) of the women beneficiaries had medium use of communication sources compared to 33.93% low use and 27.68% high use. Among the ten selected characteristics of the women beneficiaries' education, farm size, annual income, daily time use, credit received and participation in IGAs showed positive significant relationship while fatalism showed negative significant relationship with their use of communication sources. Age, family size and dependency had no significant relationships. The women beneficiaries of RDRS had moderate exposure with various communication sources so, the concerned Government Organizations and Non-government Organizations engaged in extension activities should make necessary arrangements for improving the use of communication sources by them in income generating activities.

Keywords: Communication sources, income generating activities and RDRS

INTRODUCTION Women constitute almost half of the total population of the country. But it is a matter of regret that rural women are economically dependent and vulnerable, educationally backward as well as politically and socially disadvantaged (Sarker and Rahman, 2007). Though, women are playing very important role in both at home and outside but still disparities exist between men and women in education, health, employment and income opportunities, control over assets, personal security and participation in the political process (Hoque and Itohara, 2008). Economic

independence is one of the means to empower the women. The existence of women in a state of economic, political, social and knowledge disempowerment is known to be a major hindrance to economic development. Income is the most important factor for human well-being as well as the living standard, health status, social and political power (Mondal *et al.*, 2009). Therefore, many rural women are presently engaged in income generating activities by the assistance of NGOs in their development activities. Among these activates, microfinance program creates income-earning opportunities for rural poor women by providing small loans to them. With the loans provided, rural women engage themselves successfully in various incomes

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generating activities to earn money. They operate numerous small businesses and home-based productive activities to increase their income level. Rural women can use their increased income to meet up treatment expenses, improve quality of sanitation, pay their children's school fees, and enhance the nutrition status of household members (Downs, 2007).

Rangpur Dinajpur Rural Services (RDRS) Bangladesh is a respected, long-established development NGO working to empower the rural poor especially women in northwest Bangladesh for over 40 years. During its first five years has been provided a relief and rehabilitation services to all affected in the war-ravaged corner of northwest Bangladesh. In 1976, changing needs among its beneficiaries, RDRS launched rural development program. Over the next three decades, the program and project of RDRS has been regularly reworked to ensure a high quality of provision to meet the ever-growing aspirations of the rural poor. Now a day RDRS Bangladesh is implementing of its development program in four mainstream programs e.g. civil empowerment, quality of life, natural resources and environment and economic empowerment (RDRS, 2011). Presently RDRS is working with 2.25 million beneficiaries through 19,824 groups. Among the group member, women are 87 percent (RDRS, 2012). So, women empowerment is the main focusing area of RDRS Bangladesh. RDRS is trying to contribute for enhancing the income-generating activities of group members in three programs like agriculture, microfinance and enterprise. Income generating activities (IGAs) are considered as those initiatives that affect the economic aspects of people's lives through the use of credit, technology and training, which are being fulfilled by the RDRS three programs. RDRS believes that use of communication sources by the women beneficiaries is important for their enhancing income as well as livelihood. For enhancing their information received capacity in IGAs, RDRS organizes the poor women group and provide credit and training to utilize the credit in rightly. As most of the women are chosen agricultural activities as an income generating activates, thus RDRS organizes training on new agricultural technology and establish study and demonstration plot for increasing knowledge and skill as well as use of communication sources (RDRS, 2006). Women are the disadvantageous class of the society. Active participation of women is of crucial importance for the success of any development program.

For many landless families, the homestead is the only land resources for production. But due to inadequate knowledge, skill and opportunity, they are unable to participate in IGAs and cannot earn maximum productivity from homestead resources. RDRS mostly deal with landless women, the detrimental class of the society. Many activities like homestead gardening, crop cultivation, livestock rearing, mat making etc. have been considered for women in order to receive returns and achieve empowerment.

Existing social system, illiteracy and limited facilities for improving knowledge and skill of the women beneficiaries along with inadequate employment opportunities have blocked them in the participation of development activities. So, it is necessary to provide them ample knowledge and training in order to provide them to perform their job in better way in the various field of development activities especially IGAs on homestead agricultural production. The main focus of the study is to explain the use of communication sources by the women beneficiaries of RDRS in IGAs.

Keeping in view of the above circumstances, the present study was undertaken the following objectives:

- To categories and describe the profile characteristics of the women beneficiaries of RDRS. The profile characteristics included: age, education, family size, farm size, annual income, daily time use, credit received, dependency, fatalism and participation in IGAs.
- To determine the use of communication sources by the women beneficiaries.
- To explore the relationship between the profile characteristics of the women beneficiaries with their use of communication sources.

METHODOLOGY

Rangpur district was at first purposively selected as a locale of the study due to investigators familiarity, language and culture of the women. Secondly, Rangpur sadar upazila was selected randomly. Rangpur sadar upazila consist of 12 unions out of which RDRS working eight unions, in which one union namely Rajendrapur was selected randomly. RDRS was working in 10 villages out of 12 under this union. As 50% of working village, 05 villages were again selected randomly. Multi-stage random sampling procedure was followed in this study. A total of 112 women beneficiaries of RDRS were selected randomly from a population of 280 from 5 villages. The data were collected using pre-tested

interview schedule by the researcher himself. Possible measures were taken to collect reliable and valid data. Both qualitative and quantitative measures were used for data analysis.

Use of communication source was the dependent variable, while 10 characteristics namely (i) age, (ii) education, (iii) family size, (iv) farm size, (v) annual income, (vi) daily time use, (vii) credit received, (viii) dependency, (ix) fatalism and (x) participation in IGAs were considered as independent variables of the study. Most of the independent variables were measured through computing scores based on either some scales or appropriate methodologies were followed maintaining technical soundness for developing different categories. On the other hand, for measuring the use of communication sources of the women beneficiaries of RDRS, three dimensions namely attitude, contact and application were used. Attitude towards the ten selected communication sources were measured by computing the attitude sub-score (ASS). The women were requested to indicate their opinion towards the communication sources. A 4-point scale such as 'highly favourable', 'favourable', 'less favourable' and 'not favourable' were used in this purpose and weights were assigned to each of the scale responses as 3, 2, 1 and 0 respectively. The Attitude towards the selected communication source of a respondent was therefore determined by adding the score against the 10 communication sources. Thus, the ASS of a respondent towards communication source could range from 0 to 30. The women beneficiaries contact with the communication source was measured by computing the contact sub-score (CSS). The procedure followed to calculate the attitude towards communication source was also used to measure the contact with communication sources. A 4-point scale and a similar way of assigning weights to each of the scale were used to measure the contact score of the women beneficiaries and it could range from 0 to 30. The application of received information obtained from the respective contacted sources were calculated by application sub-score (ASS) for each of the women beneficiaries. A similar procedure like the measure of attitude toward communication sources and contact with communication sources was followed to calculate the application of the received information scores of the women beneficiaries. A 4-point scale with similar weight was used to measure ASS scores and it could also range

from 0 to 30. For making comparative analysis of the 10 communication sources in respect of the dimensions a comparative index was calculated. The value of attitude index (AI), the contact index (CI) and application index (ApI) for each of the 10 communication sources could range from 0 to 100. Use of Communication Sources Index (UCSI) for the selected sources was the summation of AI, CI and ApI value. Thus the possible value of UCSI could range from 0 to 300.

For making comparative analysis of the 10 communication sources with respect to attitude towards, contact and application an overall Use of Communication Sources (UCS) was calculated. Use of Communication Sources Index (UCSI) was calculated by adopting the following formula (Mondol, 2009):

$$UCSI = \frac{P_h \times 3 + P_m \times 2 + P_l \times 1}{3}$$

Where,

Ph = Percentage of women beneficiaries for high use

Pm = Percentage of women beneficiaries for moderate use

Pl = Percentage of women beneficiaries for low use

For making comparative analysis of the 10 communication sources in respect of attitude towards, contact and application a comparative index was calculated. Thus, the value of attitude index (AI) for each of the 10 communication sources could range from 0 to 100, where 0 indicated unfavorable attitude towards communication sources and 100 indicated favorable towards the communication sources. A similar procedure was followed to calculate the contact index (CI) and application index (ApI). Thus the possible value of UCSI could range from 0 to 300, where 0 indicated none use of communication sources and 300 indicated high use of communication sources.

A structured interview schedule was prepared to collect necessary and relevant information in accordance with the objectives of the study. Data for this study were collected by the researcher himself. The soft-wares SPSS were used to analyze the data. Descriptive statistical measures such as range, mean and percentage were used to categorize the women beneficiaries. Pearson's product moment correlation co-efficient was used to examine the relationships of independent variables of the respondents with their dependent variables.

The ten characteristics of the women beneficiaries which were considered as independent variables of the study were tested with the use of communication sources. Therefore, for statistical treatment a null hypothesis was

formulated as ‘there were no relationships of 10 selected characteristics of the women beneficiaries with their use of communication sources’.

RESULTS AND DISCUSSION

Characteristics of the Women Beneficiaries of RDRS:

Age of the respondents ranged from 20 to 60 years with an average of 33.61 years and standard deviation of 8.67. Nearly two thirds of the respondents (66.07%) were young aged, while 30.36% were middle and only 3.57% were old. The education of the respondents ranged from 1 to 14 with an average and standard deviation of 4.53 and 3.52 respectively. Majority of the

respondents (64.28%) had primary education followed by 33.92% had secondary education and only 1.80% had above secondary level education. Family size of the respondents ranged from 3 to 8 with an average of 4.65 and standard deviation of 1.16. The highest portions (47.32%) of the respondents were found to have small family compared to 45.54% medium and only 7.14% had large family size categories. Farm size score of the respondents ranged from 0.03 to 0.86 hectare with an average of 0.28 and standard deviation of 0.19. About three fifths of the respondents (58.93%) had small farm size, while rest 41.07% had marginal farm size.

Table 1. Main features and categorization of the women beneficiaries (N=112).

Characteristics	Scoring method	Range		Categories	Respondents		Mean	SD
		Possible	Observed		No.	%		
Age	No. of year	Unknown	20-60	Young(up to 35)	74	66.07	33.61	8.67
				Middle aged (36-50)	34	30.36		
				Old(>50)	4	3.57		
Education	Year of schooling	Unknown	1-14	Primary level (0-5)	72	64.28	4.53	3.52
				Secondary level (6-10)	38	33.92		
				Above secondary (>10)	2	1.80		
Family size	No. of members	Unknown	3-8	Small (up to 4)	53	47.32	4.65	1.16
				Medium (5-6)	51	45.54		
				Large (above 6)	8	7.14		
Farm size	Hectare	Unknown	0.03-0.86	Marginal (0.02-0.20)	46	41.07	0.28	0.19
				Small (0.21-1.00)	66	58.93		
Annual income	('000' Tk.)	Unknown	42-435	Low (up to 85)	35	31.25	123.09	71.36
				Medium (86-155)	54	48.21		
				High (above 155)	23	20.54		
Daily time use	Score	0-24	11-23	Medium (9-16)	55	49.10	16.81	2.71
				Long (>16)	57	50.90		
Credit received	('000' Tk.)	Unknown	5-93	Small (up to 15)	29	25.90	25.81	16.90
				Medium (16-35)	61	54.46		
				High (above 35)	22	19.64		
Dependency	Score	1-20	5-16	Low level (5-8)	4	3.57	12.11	1.86
				Moderate level (9-12)	63	56.25		
				Higher level (13-16)	17	40.18		
Fatalism	Score	1-20	4-8	Slight (Up to 4)	35	31.25	5.07	0.96
				Moderate (5-6)	68	60.71		
				High (7-8)	9	8.04		
Participation in IGAs	Score	0-30	4-22	Low (Up to 10)	49	43.75	11.51	4.28
				Medium (11-20)	62	55.35		
				High (>20)	1	0.90		

Annual income score of the respondents ranged from 42 to 435 thousand taka with an average of 123.09 and standard deviation of 71.36. About half of the respondents (48.21 percent) had medium income

followed by 31.25 percent and 20.54 percent had low and high income respectively. The daily time use scores of the respondents ranged from 11 to 23 with an average of 16.81 and standard deviation 2.71. The highest

portion (50.90 percent) of the respondents was in long daily time use category and the rest 49.10 percent were in medium daily time use category.

Credit received score of the respondents ranged from 5 to 93 thousand with an average of 25.81 and standard deviation 16.90. More than half (54.46 percent) of the respondents belonged to medium category followed by 25.90 percent small and 19.64 percent respondents had high category. The dependency scores of the respondents ranged from 5 to 16 with an average of 12.11. Majority of the respondents (56.25 percent) had moderate level of dependency followed by 40.18 percent and 3.57 percent high and low level of dependency respectively. The fatalism scores of the respondents ranged from 4 to 8 with the average being 5.07 and standard deviation of 0.96. The highest proportion (61.71 percent) of the respondents had moderate fatalistic, while 31.25 percent had slightly and only 8.04 percent had high fatalistic attitude. Participation in income generating activities scores of the respondents ranged from 4 to 22, average being 11.51 and standard deviation of 4.28. The highest proportion (55.35 percent) of the women had medium participation in IGAs followed by 43.75 percent respondents belonged to

low category and only 0.90 percent belonged to high participation in IGAs.

Use of Communication Sources by the Women

Beneficiaries of RDRS: Use of communication sources by the women beneficiaries of RDRS was the dependent variable of this study. Three dimensions of communication sources such as attitude, contact and application were considered for ascertaining the dependent variable. An attempt was made to ascertain in receiving information by the respondents from the 10 selected communication sources. The respondents initially pose their attitude towards the communication sources. Afterwards they may or may not be contact with the communication sources. Finally they apply or do not apply the information in their income generating activities (IGAs).

The findings of the above discussions have been described in the following sections.

Attitude towards the selected communication sources: The attitude towards any communication source is an indicator of the credibility of that particular source. If someone had a favourable attitude towards a particular communication source, then it may be expected that she may acquire information from that source (Figure 1).

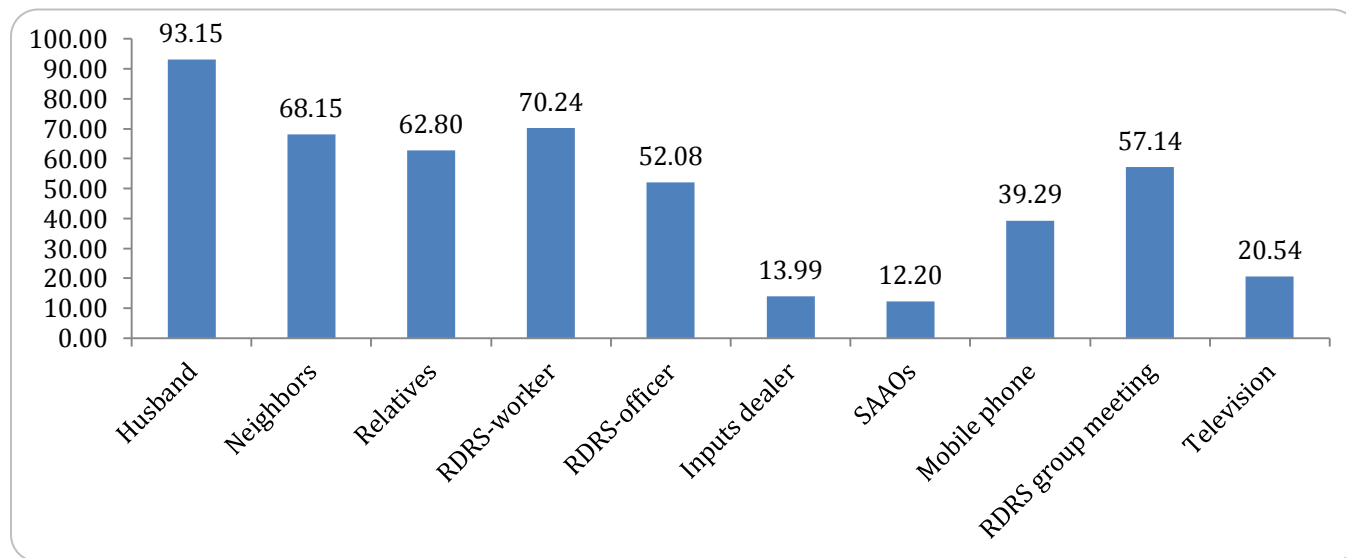


Figure 1. Attitude towards selected communication sources.

In order to ascertain the importance of different communication sources the attitude index (AI) was computed. The AI value of the communication scores ranged from 12.20 to 93.15 against the possible range of 0 to 100.

The findings indicated that women beneficiaries had the highest attitude towards their husband (AI=93.15)

followed by RDRS worker (AI= 70.24), neighbors (AI=68.15), relatives (AI=62.80), RDRS group meeting (AI=57.14), RDRS officer (AI=52.08), mobile phone (AI=39.29), television (AI=20.54), inputs dealer (AI = 13.99) and SAAOs (AI = 12.20).

The attitude towards communication sources was also examined by computing their overall attitude scores.

The attitude scores of the women beneficiaries of RDRS ranged from 8 to 25 against the possible range of 0 to 30. The mean and standard deviation were 14.67 and 3.54 respectively. The women beneficiaries were classified

into three categories such as 'low attitude' (≤ 12), 'medium attitude' (13-16) and 'high attitude' (above 16) on the basis of their attitude score with the communication sources (Table 2).

Table 2. Distribution of the women beneficiaries according to their overall attitude towards communication sources.

Categories	Women beneficiaries		Observed range	Mean	SD
	Number	Percent			
Low attitude (≤ 12)	29	25.89	8 - 25	14.67	3.54
Medium attitude (13-16)	52	46.43			
High attitude (> 16)	31	27.68			
Total	112	100.00			

Data presented in Table 2 indicate that the highest portion (46.43%) of the women beneficiaries had medium attitude towards the communication sources while 25.89 percent had low attitude and 27.68% had high attitude. The findings reveal that about three-fourths (74.11%) of the women beneficiaries had medium to high attitude towards communication sources in receiving their IGAs information. This finding implies that women beneficiaries had significant attitude

towards communication sources.

Contact with the selected communication sources: The women beneficiaries had contact with 10 selected communication sources with varying degrees for seeking their information in IGAs. The contact of the women beneficiaries with the 10 selected communication sources varied to a great extent. In order to ascertain the importance of different communication sources the contact index (CI) was computed as shown in Figure 2.

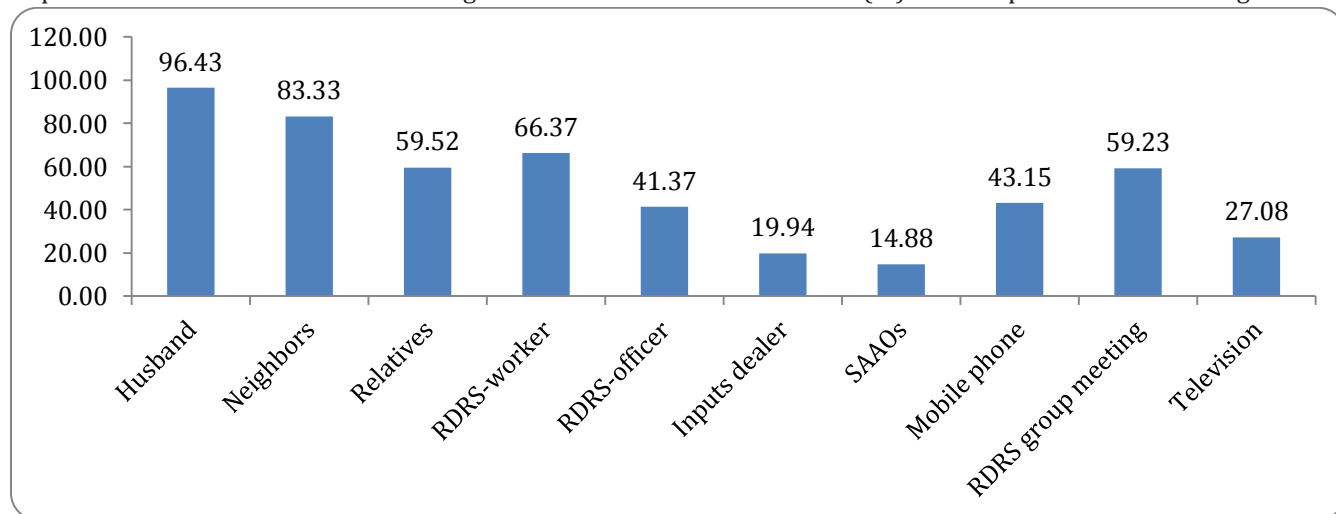


Figure 2. Contact with the selected communication sources.

The CI value of the communication sources ranged from 14.88 to 96.43 against the possible range of 0 to 100. The findings indicated that women beneficiaries had the highest contact with their husband (CI = 96.43) followed by neighbors (CI = 83.33), RDRS worker (CI = 66.37), relatives (CI=59.52), RDRS group meeting (CI = 59.23), mobile phone (CI = 43.15), RDRS officer (CI= 41.37), television (CI = 27.08), inputs dealer (CI = 19.94), and SAAOs (CI =14.88). The contact of the women beneficiaries with the communication sources was also examined by computing their overall contact scores. The overall contact scores of the women beneficiaries ranged from 8 to 23 against the possible range

of 0 to 30. The mean and standard deviation were 15.32 and 3.48 respectively. The women beneficiaries were classified into three categories such as 'low contact' (≤ 13), 'medium contact' (14-17) and 'high contact' (> 17) on the basis of their contact score (Table 3).

Data contained in Table 3 indicate that the highest portion (41.96%) of the women beneficiaries had medium contact with communication sources while 32.14% had low and 25.90% had high contact. The findings reveal that 67.86% of the women beneficiaries had medium to high contact with communication sources in receiving their IGAs information.

Finding implies that women beneficiaries had considerable contact with information sources. The high contact of the

women beneficiaries may therefore lead to high adoption of technologies and technological information.

Table 3. Distribution of the respondents according to their overall contact.

Categories	Women beneficiaries		Observed range	Mean	SD
	Number	Percent			
Low contact (≤ 13)	36	32.14			
Medium contact (14-17)	47	41.96	8 - 23	15.32	3.48
High contact (> 17)	29	25.90			
Total	112	100.00			

Application of received information from the selected communication sources: The women beneficiaries applied the received information to their income generating activities after contacting with different communication sources (Figure 3.). The application index (ApI) values of each of the communication sources ranged from 18.15 to 88.10 against the possible range of 0 to 100.

The findings evident from Figure 3 that the women beneficiaries had highest application of those information which they received from their husband (ApI=88.10) followed by RDRS group meeting (ApI = 77.08), RDRS worker (ApI = 69.36), neighbors (ApI = 67.56), RDRS officer (ApI = 41.37), mobile phone (ApI = 30.36), inputs dealer (ApI = 30.06), television (ApI = 21.13) and SAAOs (ApI =18.15).

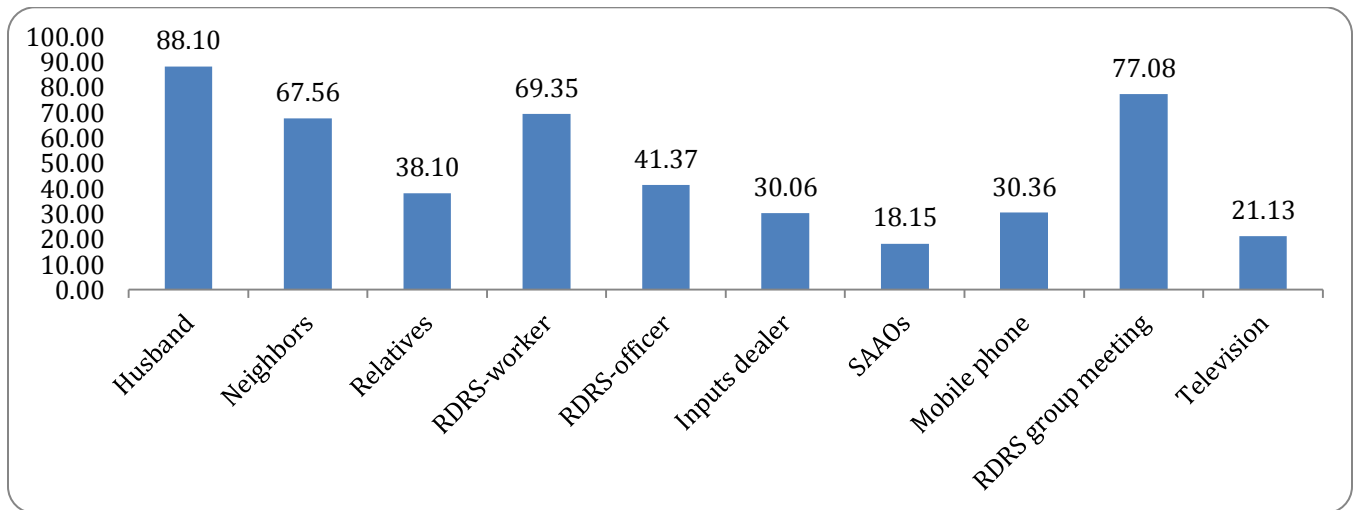


Figure 3. Application of information from the selected communication sources.

The application score of IGA information received from different communication sources by the women beneficiaries of RDRS were also examined by analyzing the overall application scores. The overall application scores of information ranged from 8 to 24, the average

being 14.42 and standard deviation 3.66. The women beneficiaries were also classified into three categories namely 'low application' (≤ 12), 'medium application' (13-16) and 'high application' (> 16) on the basis of their information application score (Table 4).

Table 4. Distribution of the respondents according to their application of received information.

Categories	Women beneficiaries		Observed range	Mean	SD
	Number	Percent			
Low application (≤ 12)	38	33.93			
Medium application (13-16)	46	41.07	8 - 24	14.42	3.66
High application (> 16)	28	25.00			
Total	112	100.00			

The findings indicated that (Table 4) the highest proportion (41.07 percent) of women beneficiaries had

medium application of information while 33.93 percent had low application and 25 percent had high application.

66.17 percent had medium to high application of information.

Findings indicate that women beneficiaries had considerable application of information.

The use of communication sources by the women beneficiaries of RDRS:

The use of communication sources by women beneficiaries was determined by three dimensions (attitude, contact and application) against the selected 10 communication sources. The use of communication sources index (UCSI) for each of the 10 selected communication sources was the summation

of attitude index (AI), contact index (CI) and application index (ApI). The UCSI value of each of the selected communication sources ranged from 45.24 to 277.68 against the possible range of 0 to 300 (Table 5). Data presented in Table 5 indicate that the use of communication source index (UCSI) for each of the 10 selected communication sources were the summation of attitude index (AI), contact index (CI) and application index (ApI). The UCSI value of each of the selected communication sources ranged from 45.24 to 277.68 against the possible range of 0 to 300.

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Table 5. Distribution of index value of three dimensions for calculation of use of communication sources index of the selected communication sources.

Communication sources	Dimension wise index value			UCSI	Ranking
	AI	CI	ApI		
Husband	93.15	96.43	88.10	277.68	1st
Neighbors	68.15	83.33	67.56	219.05	2nd
RDRS-worker	70.24	66.37	69.35	205.95	3rd
RDRS group meeting	57.14	59.52	77.08	193.45	4th
Relatives	62.80	59.52	38.10	160.42	5th
RDRS-officer	52.08	41.37	41.37	134.82	6th
Mobile phone	39.29	43.15	30.36	112.80	7th
Television	20.54	27.08	21.13	68.75	8th
Inputs dealer	13.99	19.94	30.06	63.99	9th
SAAOs	12.20	14.88	18.15	45.24	10th

Note: AI= Attitude Index, CI = Contact Index, ApI = Application Index and UCSI = Use of Communication Sources Index

The women beneficiaries acquire information from various information sources. The extent of acquiring information from a particular source depends on how much the respondents rely on that source. Data presented in Table 5 show that the women beneficiaries were used their husband (UCSI =277.68) as most important information source in receiving IGAs related information. This might be due to trust and easily availability of the source of the women beneficiaries. The 2nd important information source used by the women beneficiaries on IGAs was neighbors (UCSI=219.05). It might be due to the availability of the source at the doorstep of the women beneficiaries. The 3rd important information source by the respondents was found RDRS worker (UCSI=205.95). This might be due to the fact that the RDRS worker conducted individual home visit of the women beneficiaries as a part of their job. On the other hand, the 4th important information source of the women beneficiaries was found RDRS group meeting (UCSI=193.45). This was found due to regular participation of the respondents to the RDRS group meeting. The 5th important information source of

the respondents was found relatives (UCSI=160.42) and it was followed by RDRS officer (UCSI=134.82), mobile phone (UCSI=112.80), Television (UCSI=68.75), Inputs dealer (UCSI=63.99). The lowest communication source used by the women beneficiaries was to SAAO (UCSI=45.24).The findings and above mentioned discussions promoted the researcher to conclude that the women beneficiaries will give importance in receiving IGAs related information of those sources which are close to them, credible, easily available, provide more appropriate as well as need based information. The use of communication sources by the women beneficiaries in receiving information in IGAs was also examined on the basis of their overall use of communication sources. The use of communication scores of the women beneficiaries ranged from 27 to 69, against the possible score of 0 to 90. The mean and standard deviation were 44.41 and 9.94 respectively. The women beneficiaries were classified into three categories namely 'low use' (27-39), 'medium use' (40-49) and 'high use' (>50) on the basis of their use of communication sources (Table 6).

Table 6. Distribution of the women beneficiaries according to their overall use of communication sources.

Categories	Women beneficiaries		Observed range	Mean	SD
	Number	Percent			
Low use(≤ 39)	38	33.93			
Medium use (40-49)	43	38.39	27-69	44.41	9.94
High use (above 50)	31	27.68			
Total	112	100.00			

The highest proportion (38.39 percent) of the women beneficiaries had medium use of communication sources compared to 33.93 percent low use and 27.68 percent high use. Near about three-fourth of the respondents (72.32 percent) had low to medium use of communication sources. So, it can be said that the communication sources responsible for dissemination of information in IGAs were not satisfactory as it could be.

Table 7. Relationships between the dependent and independent variables.

Dependent variable	Independent variable	Computed values of 'r' with 110 df	Tabulated value of 'r'	
			0.05 level	0.01 level
Use of communication sources	Age	-0.085		
	Education	0.500**		
	Family size	-0.016		
	Farm size	0.373**		
	Annual income	0.421**		
	Daily time use	0.191*	± 0.190	± 0.248
	Credit received	0.209*		
	Dependency	0.007		
	Fatalism	-0.326**		
	Participation in IGAs	0.262**		

*Correlation is significant at the 0.05 level and ** Correlation is significant at the 0.01 level

Relationship between the Profile Characteristics of the Women Beneficiaries of RDRS and their use of Communication Source: The computed correlation coefficient (r) among the ten (10) selected characteristics of women beneficiaries, six namely education, farm size, annual income, daily time use, credit received and participation in IGAs showed significant and positive relationships with their use of communication sources while fatalism showed negative significant relationship with their use of communication sources. Age, family size and dependency had no relationship with communication sources where age showed a negative trend also.

CONCLUSIONS AND RECOMMENDATIONS

It is very much important to have satisfactory clarification about the findings of the research and to draw a meaningful conclusion. The researcher studied the use of communication sources by the women beneficiaries of RDRS in income generating activities and it can be concluded that women beneficiary's attitude towards communication sources are influenced by their personal belief and trust. Women

beneficiaries have more contact with those sources which are close to them and are easily available. They had highest application of those information which they received so, more will be the credibility and technical soundness of the sources the more will be the application of their delivered information. They had medium use of communication sources which might result poor output from income generating activities. In case of use of communication sources, women beneficiaries used sources which are close to them, credible, easily available, provide more appropriate as well as need based information for their IGAs.

The following recommendations were made on the basis of the findings and their logical interpretations:

The women beneficiaries of RDRS had moderate exposure with various communication sources so, the concerned GOs and NGOs especially RDRS engaged in extension activities with the women beneficiaries should make necessary arrangements for improving the use of communication sources.

Young aged women beneficiaries were the majority of the respondents who are the key operators of income

generating activities. It is therefore, recommended that in conducting extension program the concern agencies should involve as many as young aged women in their programs.

Special care should be taken by RDRS at the time of credit supply and proper credit utilization by the borrowers for increasing income of the women.

Recommendations for further study: The following recommendations are made for further study:

The present study was carried out in a small area of particular district. Similar studies may be conducted in other parts of the country to get a clear picture which will be helpful for effective policy formulation.

The study investigated the effects of ten characteristics of the women beneficiaries on their use of communication sources. It is recommended that further study should be conducted involving other variables in these regards.

The present study did not reveal the factors that affected the non-use of communication sources. It is therefore, suggested that the factors responsible for non-use of each source be ascertained in further study.

In this study the use of communication source have been studied on three dimensions such as (a) attitude (b) contact and (d) application. But in reality there are some other important dimensions of communication sources which should be included for further study.

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