

Communication behaviour of Anganwadi workers about Integrated Child Development Services

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ABSTRACT

A present study was conducted in forty villages of four taluka of Parbhani district of Marathwada region of Maharashtra State on 80 anganwadi workers with an object to study the communication behaviour of Anganwadi workers about Integrated child development services. The data were collected by personally interviewing the Anganwadi workers and analyzed statically. The result of study depicted that the overall communication behaviour including information input, information processing behaviour and information output the majority of respondents were in medium level category. Cent per cent of the respondents were found to be always using personal visits to circle head quarter and training programmes, followed by monthly meetings, personal visits to their supervisor and also received information from news paper. As regard to information processing behaviour, it was observed that majority of the respondents checked the information against existing situation while processing the information, followed by discussed with the concern officer and with fellow workers for evaluation of received information. The major source of information storage followed by memorization As regards to information transformation, it was noticed that majority of the respondents were found to be preparing chart followed by preparing wallpapers, transfer into local language and preparing circulars. As regards to information output pattern, it was observed that majority of the respondents always used home visits for dissemination of information followed by guidance speech, method demonstration and meetings of house wives.

INTRODUCTION

The Integrated child development services (ICDS) is India's gift to her own future-her own children. Especially the programme seeks to improve the health and nutritional status of children, expectant and nursing mothers. In the ICDS programme, an Anganwadi workers (AWW) is the most important functionary who provides all the services in the project area. Training of the Anganwadi workers is an important factor which aims to maintain and increase the effectiveness in her job. The performances of Anganwadi workers are pivotal in making programme a grand success. Nevertheless, her performances, by and large, will depend on how important she perceives the jobs as an Anganwadi worker. With this point of

view, the present study was conducted with the specific objective that to study the communication behaviour of anganwadi workers about Integrated Child Development Services.

METHODS

The present investigation was undertaken in Parbhani district of Marathwada region of Maharashtra state. Four taluka and from each taluka 10 villages were selected randomly by lottery method from selected district. Twenty respondents were selected randomly from each taluka. Thus, overall 80 respondents were selected for present investigation. The respondents were personally interviewed with the help of

structured interviews schedule. Data were analyzed by using statistical method.

OBSERVATIONS AND ANALYSIS

The communication behaviour of the Anganwadi workers consist of information input, information processing, and information output behaviour. The sum total of score obtained on these individual items was considered as score for overall communication behaviour.

Overall communication behaviour of Anganwadi workers:

As regards to over all communication behaviour of Anganwadi workers in Table 1, it was noticed that, 63.75 per cent of respondents expressed medium level of communication behaviour. Whereas 18.75 per cent of respondents were located in high level category and 17.50 of the respondents were located in low level of communication behaviour.

From Table 2, it was noticed that 57.5 per cent and 25.00 per cent of the respondents had medium to high level of information input behaviour, while only 17.5 per cent of respondents had low level of information input behaviour.

Table 3 reveals that, 61.25 per cent of the respondents

had medium level of information processing behaviour and 22.5 per cent of respondents were in the high level of category. Whereas 16.25 per cent of the respondents were in low level of information processing category.

Table 4 noticed that majority of respondents (52.50 %) had medium level of information out put behaviour and 32.50 per cent of respondents had low level of information out put while 15 per cent of respondents had high level of information out put behaviour.

Communication behaviour of Anganwadi workers:

Information input behaviour:

It is evident from Table 5 that, almost attempts were made by Anganwadi workers to secure the technical information related to their role regularly through personal visits at circle head quarter and training (100 %), followed by monthly meetings at head quarters (91.25 %), personal visits to concerned supervisor (73.75 %) news paper (67.50 %).

Other sources to get the information some time like visits to PHCs staff (88.75 %), personal visits to gramsevak (87.50 %), radio (82.50 %), wallpapers (81.25 %) and exhibitions (73.25 %) were also mentioned by Anganwadi workers. The data from Table 5 leads to conclusion that major sources of information

Sr. No.	Categories	Frequency	Per cent
1.	Low	14	17.50
2.	Medium	51	63.75
3.	High	15	18.75
	Total	80	100.00

Sr. No.	Categories	Frequency	Per cent
1.	Low (up to 66)	14	17.50
2.	Medium (66 to 76)	46	57.50
3.	High (77 and above)	20	25.00
	Total	80	100.00

Sr. No.	Categories	Frequency	Per cent
1.	Low (up to 66)	13	16.25
2.	Medium (67 to 73)	49	61.25
3.	High (74 and above)	15	22.50
	Total	80	100.00

Sr. No.	Categories	Frequency	Per cent
1	Low (up to 31)	26	32.50
2.	Medium (32 to 78)	42	52.50
3.	High (79 and above)	12	15.00
	Total	80	100.00

input to the Anganwadi workers were the personal visits at circle head quarter and training followed by monthly meetings at head quarters, personal visit to supervisor, and news papers. Above 50 per cent of respondents received the information through television.

Information processing behaviour:

The data regarding the information processing behaviour was presented by considering three important aspects like information evaluation, information storage and information transformation of information undertaken by Anganwadi workers (Table 6).

Information evaluation:

With respect to the pattern of evaluation, it was observed

that majority of respondents (93.75 %) used to check the information against existing situation, followed by discussion with related officers (87.50 %) and fellow workers (81.25 %). Whereas 31.25 per cent respondents compared with the past experience for evaluation of information while processing it (Table 6).

Information storage:

As regards information storage, it was noticed that majority of respondents (98.25 %) have resorted the information to making notes in note book, followed by memorization (97.50 %) as device of information storage. Whereas 12.50 per cent of respondents store the information by making files. Only 10 per cent of the respondents preserved the clippings from news paper which they have gathered and were related to their

Sr. No.	Source	Always	Some time	Never
1.	Personal visit to circle head quarter	80 (100)	00 (00.00)	00 (00.00)
2.	Personal visit to gram-sevak	10 (12.5)	70 (87.50)	00 (00.00)
3.	Personal visit to supervisor	59 (73.75)	21 (26.5)	00 (00.00)
4.	Visit to PHCs staff	9 (11.25)	71 (88.75)	00 (00.00)
5.	Training programmes	80 (100)	00 (00.00)	00 (00.00)
6.	Monthly meetings at head quarters	73 (91.75)	7 (8.75)	00 (00.00)
7.	Exhibitions	21 (26.25)	59 (73.25)	00 (00.00)
8.	Radio	14 (17.50)	66 (82.50)	00 (00.00)
9.	Television	37 (46.25)	43 (53.75)	00 (00.00)
10.	News papers	54 (67.50)	22 (27.50)	4 (5.00)
11.	Wall papers	12 (15.00)	65 (81.25)	3 (3.75)

Number in parenthesis indicates per cent.

Sr. No.	Act performed	frequency	Per cent
Information evaluation			
1.	Accepted it as such	8	10
2.	Check it against existing situation	75	93.75
3.	Discussion with concern officers	70	87.50
4.	Discussion with fellow workers	65	81.25
5.	Compare with past experience	25	31.25
Information storage			
1.	Memorization of obtained information	78	97.5
2.	Making notes in note book	79	98.25
3.	Prepare files	10	12.50
4.	Preserve clippings from news paper	8	10
Information transformation			
1.	Transfer into the local language for communication	67	83.75
2.	Prepare wall papers	75	93.75
3.	Prepare charts	76	95.00
4.	Prepare circulars	46	57.50
5.	Prepare slides	4	5.00
6.	Prepare slogans	20	25.00

Sr. No.	Act performed	Always	Some time	Never
1.	Through home visits	63 (78.75)	17 (21.25)	00 (0.00)
2.	Arrange blameless	10 (12.51)	70 (87.50)	00 (0.00)
3.	Arrange healthy child competition	11 (13.75)	69 (86.25)	00 (0.00)
4.	Arrange meetings of house wives	34 (42.50)	44 (55.00)	2 (2.50)
5.	Deliver guidance speech	50 (62.50)	30 (37.50)	00 (0.00)
6.	Arrange method demonstration	38 (47.50)	40 (50.00)	2 (2.50)

concerned subject (Table 6).

Information transformation:

With reference to information transformation, it could be seen that most of the Anganwadi workers (95 %) were preparing the charts of information in simple language with locally available material. Followed by preparing of wall papers (93.75 %). Transfer the information into local language (83.75 %) were other methods of information transformation used by Anganwadi workers. Some of these workers also took advantage of circulars, slides, for effective transformation of information to rural women and children (Table 6).

Information output behaviour:

From Table 7 it was observed that the information output behaviour of Anganwadi workers was assessed by considering the various devices used to disseminate the information to beneficiaries of ICDS programmed.

It was noticed that majority of respondents (78.75 %) made regular home visits to contact villagers as the main mode of information dissemination while 62.50 per cent of respondents disseminated the information through delivering guidance speech, similarly 47.50 per cent of the respondents disseminated the information always by arranging method demonstration and meetings of house wives (Table 7).

In short, the Anganwadi workers were mostly relying on home visits and guidance speech for information output. Ghanorkar and Shirke (1991) worked on the communication behaviour of extension work, Shobha Rani and Verma (1997) presented the information on job perception development services. Bhartilak (2000) made investigation on communication behaviour of Angarmade workers.

Conclusion:

The overall communication behaviour including information input, information processing behaviour and information output the majority of respondents were in medium level category. The different sources used by Anganwadi workers for seeking the information. Cent per cent of the respondents were found to be always using personal visits to circle head quarter and training programmes, followed by

monthly meetings, personal visits to their supervisor and also received information from news paper. As regard to information processing behaviour, it was observed that majority of the respondents checked the information against existing situation while processing the information, followed by discussed with the concern officer and with fellow workers for evaluation of received information.

The major source of information was storage followed by memorization. As regards to information transformation, it was noticed that majority of the respondents were found to be preparing chart followed by preparing wallpapers, transfer into local language and preparing circulars. As regards to information output pattern, it was observed that majority of the respondents were always used home visits for dissemination of information followed by guidance speech, method demonstration and meetings of house wives.

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