



Research Article

Constraints faced by Anganwadi workers in communication of information

■ PRADIP JOSHI, VIDYA V. TAYDE AND V. M. WATTAMWAR

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SUMMARY : The 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 constraints faced by the Anganwadi workers in communication of information. The data were collected personally by interviewing the Anganwadi workers and analyzed statically. The result of study depicted that maximum respondents expressed the problem that, lack of guidance from concern officers followed by messages were incomplete, lack of timely guidance from PHCs staff. Under information processing, problem while evaluating the information were received information was not in accordance with present situation and received information was difficult to understand. As far information storage was concern, the respondents expressed that they did not get time to record the received information due to heavy work load, no proper knowledge of information storage. Regarding information transformation, lack of timely supply of material for preparation of charts and wallpapers, no skill to transform the messages into simple local language and lack of knowledge about preparation of different visual aids. As regards output behavior, the respondents stated that beneficiary's women were not interested to attend group discussion, less participation in demonstration, less time for home visits due to heavy work load, non cooperation from beneficiaries and unavailability of helpers due to their vacancies.

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KEY WORDS :

Constraints,
Aanganwadi workers,
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behavior

BACKGROUND AND OBJECTIVES

The ICDS has emerged as a most powerful programme for its holistic approach, empowering communities and families through trained local community based women Anganwadi workers. The Anganwadi worker is the key functionary, mainly responsible for implementation of schemes and programmes at village level and responsible for providing the package of services to the beneficiaries. The workers are responsible for improving the nutritional and health status of children in Anganwadi area. An Anganwadi worker is the important bottom level worker in the ICDS. She is less educated than other staff and her role is not less professional and specialized. The job of Anganwadi workers is multidimensional and directly affects the effectiveness of programme in rural area to the great extent for effective implementation of programme and effective

communication is necessary. It was, therefore, felt necessary to study constraints faced by Anganwadi workers in communication of information. Communication behavior includes information input, information processing and information output *i.e.* dissemination of information.

RESOURCES AND METHODS

The present investigation was undertaken in Parbhani district of marathwada region of Maharashtra state. Four talukas 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

Author for correspondence :

VIDYA V. TAYDE
Department of
Extension Education,
Anand Niketan College
of Agriculture, Warora,
CHANDRAPUR (M.S.)
INDIA
Email: vidyasasane02@
gmail.com

See end of the article for
authors' affiliations

statistical method, the summary of research findings of this study are presented below.

OBSERVATIONS AND ANALYSIS

The results of the present study as well as relevant discussion have been summarized under following heads:

Constraints faced by Anganwadi workers in communication of information:

Constraints faced by the Anganwadi workers in effective communication of information were studied and same were analyzed on the basis of different components of communication behaviour *i.e.* information input, information processing, and information output behaviour. The results of which are depicted as under.

Information input:

As regards the information input (Table 1) about 19 per cent of the respondents expressed the problem that, lack of timely guidance from concern officers, 10 per cent of the respondents noted the constraints like, received messages were incomplete and 6.25 per cent respondents had reported the constraints like lack of timely guidance from PHCs staff.

Information processing:

The constraints expressed by Anganwadi workers under

information processing were further analyzed into three sub heads *i.e.* information evaluation, information storage and information transformation.

As regards information evaluation, 35 per cent of the respondents expressed that, information received was not in accordance with preset situation. Followed by 16.25 per cent of respondents, reported the problem like received information was difficult to understand. As far information storage was concern about 23 per cent of the respondents expressed that they did not get time to record the received information due to heavy work load. Another problem faced by 15 per cent of the respondents was about lack of proper knowledge of information storage.

Regarding the information transformation, 43.75 per cent of the respondents expressed the problem like, lack of timely supply of material for preparation of charts and wallpapers. Followed by no skill to transforming the messages in to simple local language (12 per cent) and 10 per cent of respondents noted the problem of lack of knowledge about preparation of different visual aids.

Information output:

The Anganwadi workers also asked to express the constraints they were facing while dissemination of information to beneficiaries. 37.50 per cent workers noted that beneficiaries' women were not interested to attend the group

Table 1 : Constraints faced by Anganwadi worker in communication of information

Sr. No.	Constraints	Frequency	Per cent
Information input			
1.	Messages were incomplete	8	10
2.	Lack of timely guidance from concern officers	15	18.75
3.	Lack of timely guidance from PHCs staff	5	6.25
Information processing			
Information evaluation			
1.	Received information was difficult to understand	13	16.25
2.	Received information was not in accordance with the present situation	28	35
Information storage			
1.	Lack of proper knowledge of information storage	12	15
2.	No time for recording information due to heavy work load	18	22.50
Information transformation			
1.	Lack of timely supply of material for preparation of charts and wall papers	35	43.75
2.	Lack of knowledge about preparation of visual aids	8	10
3.	Lack of skill to convert messages into simple local language	9	11.2
Information output			
1.	Unavailability of helpers due to vacancies	13	16.25
2.	Beneficiaries women are not interested to attend group discussion	30	37.50
3.	Less participation of people in demonstration	25	31.10
4.	Less time for home visits due to heavy work load	20	25.00
5.	Non cooperation from beneficiaries	17	21

discussion. Followed by less participation on people in demonstration (31.50 per cent), less time to home visits due to heavy work load (25 per cent), non cooperation from beneficiaries (21.25 per cent) and 16.25 per cent of Anganwadi workers reported problem that was unavailability of helpers due to vacancies. Constraints regarding information input behavior it was noticed that 18.75 per cent of the respondents expressed the problem that, lack of guidance from concern officers followed by messages were incomplete (10 per cent) lack of timely guidance from PHCs staff (6.25 per cent) etc.

The data regarding the constraints faced by Anganwadi workers while information input were lack of timely guidance by concern officer (18.75 per cent), the received messages were incomplete and lack of timely guidance by PHCs staff (6.25 per cent). As regards to information processing, the problems faced by the Anganwadi workers while information evaluation revealed that 35 per cent respondents expressed the problem that the received information was not in accordance with present situation of beneficiaries and 16.25 per cent of the respondents expressed the problem that received information was difficult to understand. As regards the information storage, about 23 per cent of respondents expressed the problem that, they could not get time for recording because heavy work loads as they have to perform multidimensional work. Lack of proper knowledge of information storage was the problem reported by 15 per cent of the respondents. This may be due to less education and lack of habit and knowledge to write and store the information.

The information transformation was another important dimension of information processing. The data in this aspect had already revealed that about 44 per cent of respondents expressed the problem that, lack of timely supply of material for preparation of charts and wallpapers. Above 11 per cent of respondents mentioned the problem, like lack of skill to convert the messages into simple local language while 10 per cent of them expressed the problem that lack of knowledge of preparation of visual aids. This is due to low education and not proper training about preparation and use of visual aids.

One of the important aspects of the communication behavior was the information output. When the respondents were enquired they faced many problems to disseminate the information effectively. About 38 per cent of the respondents expressed the problem *i.e.* beneficiaries women are not interested to attend group discussion. While 31.50 per cent respondents told that there is less participation of people in demonstration when it was organized. Similarly 25 per cent of the respondents reported that they will get less time for home visit due to heavy work load. While 21.25 per cent respondents reported that there was no cooperation from beneficiaries. Where as 16.25 per cent of respondents also noted the unavailability of helpers due to their vacancies. Under information processing, problem while evaluating the

information were received information was not in accordance with present situation (35 per cent) followed by 16.25 per cent of the respondents, reported the problem like received information was difficult to understand.

As far information storage was concern 22.50 per cent of the respondents expressed that they did not get time to record the received information due to heavy work load. Followed by 15 per cent of the respondents faced the problem that no proper knowledge of information storage. Regarding information transformation, lack of timely supply of material for preparation of charts and wallpapers (43.75 per cent). Followed by no skill to transform the messages into simple local language (12 per cent) and 10 per cent respondents noted the problem of lack of knowledge about preparation of different visual aids.

As regards output behaviour, 37.50 per cent of the respondents stated that beneficiaries women were not interested to attend group discussion followed by less participation in demonstration (31.50 per cent), less time for home visits due to heavy work load (25 per cent), non cooperation from beneficiaries (21.25 per cent) and 16.25 per cent of the respondents faced the problem of unavailability of helpers due to their vacancies. Similarly Bhartilak (2000) had also studied communication behaviour of Anganwadi workers. The findings of the present study are similar to those of Bhartilak (2000).

Conclusion:

It was noticed that maximum respondents expressed the problem that, lack of guidance from concern officers followed by messages were incomplete, lack of timely guidance from PHCs staff. Under information processing, problem while evaluating the information were received information was not in accordance with present situation and received information was difficult to understand. As far information storage was concern, the respondents expressed that they did not get time to record the received information due to heavy work load, no proper knowledge of information storage. Regarding information transformation, lack of timely supply of material for preparation of charts and wallpapers, no skill to transform the messages into simple local language and lack of knowledge about preparation of different visual aids. As regards output behavior, the respondents stated that beneficiary's women were not interested to attend group discussion, less participation in demonstration, less time for home visits due to heavy work load, non cooperation from beneficiaries and unavailability of helpers due to their vacancies.

Authors' affiliations :

PRADEEP JOSHI AND V.M. WATTAMWAR, Department of Extension Education, Marathwada Krishi Vidyapeeth, PARBHANI (M.S.) INDIA

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