

Information Sources of Rural Women on Health and Nutrition in Ranga Reddy District of Andhra Pradesh



Home Science

KEYWORDS :

Manasa Grandhi

Department of Home Science Extension and Communication Management,
College of Home Science, ANGRAU, Saifabad, Hyderabad- 500 030

Dr. R. Geetha Reddy

Department of Home Science Extension and Communication Management,
College of Home Science, ANGRAU, Saifabad, Hyderabad- 500 030

Dr. M. Preethi

Department of Home Science Extension and Communication Management,
College of Home Science, ANGRAU, Saifabad, Hyderabad- 500 030

ABSTRACT

Every day innumerable information is generated and its dissemination plays an important role in the development of all the aspects of human activities. Though there are many information sources, women in the rural areas had very limited access to the media for acquiring the information on health and nutrition. Keeping this in view, the present study was conceived to identify the different sources of health and nutrition for rural women. Ex- Post facto research design was employed and the study was conducted in the Shamshabad Mandal of Ranga Reddy District, with the sample of 120 rural women from the four selected villages. Data was collected with the help of a structured schedule. Results revealed that family members, TV, anganwadi teachers, neighbours were their major sources of health and nutritional information.

The world today is an "information society". There is an ever increasing need for information in all the aspects of human activity. Rural women, in the present era are considered as pillars of development in India as they not only constitute half of population but also influence growth of the remaining half of its population. It is a proven fact that health is the most vital factor that directly affects the quality of the life and in turn the development of nation. If a woman in the family has sound knowledge on nutrition and health it leads to healthy family which in turn led to a healthy nation. Though rural are exposed to media its utilization is not to the fullest extent. The reasons may be due to lack of awareness, ignorance and illiteracy. Regarding the information sources on health and nutrition, women mainly depend on peers, elders, relatives and printed materials, for getting information on healthy and nutritious diet. Scrimshaw (1971) stated that friendship and neighborhood had a great influence in acceptance and rejection of nutrition information. Mothers advice / relatives / friends/ as a source of information scored the highest than mass media communication for dispensing nutritional information while radio was utilized by the majority of the respondents in mass media. Due to low literacy, magazines and news papers were less accessed by the women (Goyal and Buttar, 1989). Therefore, it was felt necessary to know the information sources by which rural women derive information with respect to health and nutrition. Taking the above facts into consideration the present study designed to know the different communication sources of rural women through which they acquire information on health and nutrition.

Materials and Methodology

Ex post facto research design was adopted and Ranga Reddy District was purposively selected for the study. Out of which 37 mandals in the Ranga Reddy district out of one mandal-Shamshabad was selected by using random sampling. The list of villages under the selected mandal was collected and four villages viz., Mutchintal, Kothwalguda, Peddatopra, and Kavguda were selected randomly. 120 rural women were selected as respondents using proportionate random sampling technique from each selected village. Personal interview method was applied to collect data with the help of a structured schedule prepared for the study. Frequency, percentages and ranking were employed to study the information sources of rural women on health and nutrition.

Results and Discussions

Sources of Health and Nutritional Information:

The various sources of health and nutritional information were identified and respondents were asked to indicate their order of preference in acquiring information on health and nutrition among the given sources.

Table-1: Distribution of respondents according to their preference of source of Health and nutrition information

S.No	Source	Frequency	Percentage (%)	Rank
1.	Family members	48	40.00	I
2.	Neighbours/ Relatives	6	5.00	IV
3.	Television	40	33.33	II
4.	News Paper	2	1.66	VIII
5.	Radio	4	3.33	VI
6.	Internet	0	0.00	IX
7.	PHC(Primary Health Center)	5	4.16	V
8.	Anganwadi Teacher	13	10.83	III
9.	Doctors	3	2.50	VII

(N=120)

It was observed from the table-1, that 40.00 per cent of women had stated that family members were their first source of health and nutritional information followed by TV (33.33%), anganwadi teacher (10.83%), neighbours or relatives (5.00%), PHC (4.16%), radio (3.33%), doctors (2.50%), news paper (1.66%) while none of the respondents marked internet (0.00%) as their sources of health and nutritional information in the descending order.

From the results it was noticed that family members, TV, anganwadi workers, neighbours or relatives were their major sources of health and nutritional information to the women. Hence it could be inferred that interpersonal communication acted as a major source of information among their family members, neighbours, and anganwadi workers than mass media except TV, in disseminating the health information. The reason might be that, majority of women were illiterates which made them to inaccessible to news papers and internet where as radio was felt as an out dated source by many of the women. Credibility of the information played a major role for choosing interpersonal communication over mass media. Therefore it can be inferred that interpersonal communication played a dominated role over mass media in transferring information regarding health and nutrition. The results of the study were similar to Meena, M.L and Dheeraj Singh (2011).

Conclusion:

From the study it can be concluded that majority of the respond-

ents stated that family members were their major sources of information, followed by TV, anganwadi teacher, PHC, radio, doctors, news papers as other sources of health and nutritional information.

REFERENCE

- Goyal, G and Buttar, k. 1989. K.A.P. related to nutrition of rural home makers. Indian Journal of Adult Education. 50(30): 33-46. | Meena, M.L and Dheeraj Singh. 2011. Communication sources needs of farm women of Rajisthan. Journal of Communication Studies. 2(3): 27-33. | Scrimshaw, N.S.1971. Environment factors in the inter relationship of nutrition and infection, proceedings first Asian congress of nutrition society of India, Hyderabad. |