

## **Communication Patterns of Home Science and Non Home Science Supervisors of Integrated Child Development Scheme (ICDS) Project and Their Contributions to the Rural Women**

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### **Authors' contributions**

*This work was carried out in collaboration between all authors. All authors read and approved the final manuscript.*

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### **ABSTRACT**

The study was undertaken during with the objective to study was the communication patterns of Supervisors of ICDS. The sample for the study comprised of 60 Supervisors in that 30 from Home Science and 30 from Non- Home Science Supervisors selected from four districts of Karnataka State namely Belgaum, Dharwad, Gadag and Haveri. Data collected through the questionnaire and interpreted using suitable statistical parameters. Important findings were most of the Home Science and Non-Home Science Supervisors used Individual contact methods. Because of face to face communication exchanged their ideas, directly with each other and most of the Supervisors used group methods with their Anganawadi workers, it saved energy and time of the supervisors and it was one of the effective way to convey the message to their Anganawadi workers. Mobile phone as

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expected has been most used method while contacting colleagues, Anganawadi workers and beneficiaries, as it was easy and affordable. Supervisors have used individual methods more commonly than group and mass method, in the present study. Majority of the Home Science and Non Home Science Supervisors conducted meetings with the rural women. The programmes in the television helped the supervisors to know and understand various programmes helpful for the rural women. In turn they diffused the useful information to the concerned beneficiaries.

*Keywords: Communication patterns; supervisors and ICDS.*

## 1. INTRODUCTION

Communication is a process involving the sorting, selecting and sending of symbols [1]. communication is a process by which two or more people exchange ideas, facts, feelings or impression in ways that each gain a common understanding of message [2]. According to America college dictionary: Communication is imparting of thoughts, opinions and information by speech, writing and signs. Communication is the process by which messages are transferred from source to receiver [3].

The Integrated Child Development Services (ICDS) Programme is India's primary response to the nutritional and developmental needs of the children below six years, pregnant women and nursing mothers. Implemented through a network of over one million village-level *Anganwadi* Centres , staffed by *Anganwadi* Workers and *Anganwadi* Helpers, it currently reaches around 7.28 crore children 1 and about 1.6 crore pregnant and nursing mothers (March 2010). Hence this programme has become the world's largest and unique early childhood development programme.

"Supervisor is the person directly involved or charged with responsibilities relating to the studying and improving of the activities of others". It is her responsibility to motivate her employees for greater achievement. A level of performance tends to be positively associated with supervisors' supportive behavior [4]. The change in the organization will best be realized if the supervisory role incorporates the change agent that is Anganawadi teachers' role. While introducing changes, supervisor has to face hostile attitude of the workers. She will have to give deep and searching thought to the several factors involved such as values, aspirations, concept of self, fears, ethics etc. She has to overcome resistance from the Anganawadi workers.

The major objectives of the study are

- 1) To study the Home Science and Non Home Science Supervisors communication pattern working in Integrated Child Development Scheme (ICDS).
- 2) To compare the Communication pattern used by Home Science and Non Home Science Supervisors.

## 2. MATERIALS AND METHODS

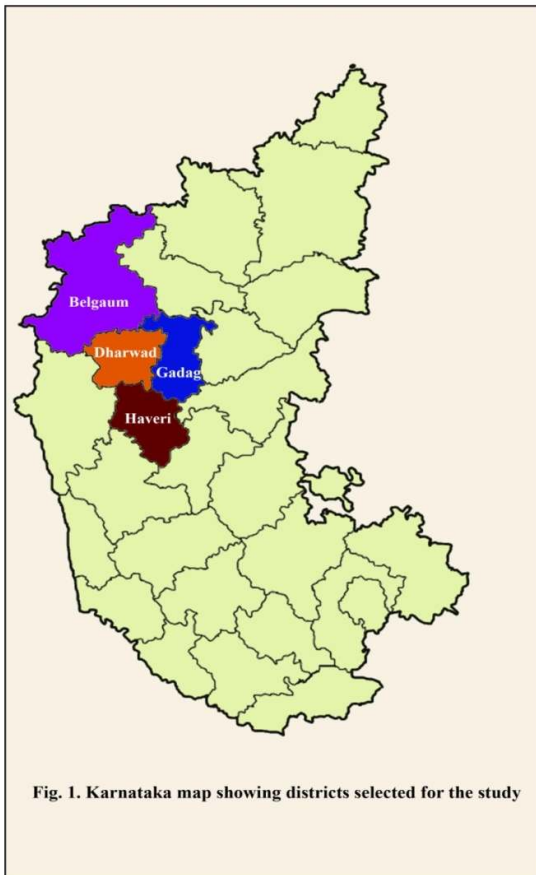
The study was conducted in four purposively selected districts of Karnataka State namely Belgaum, Dharwad, Gadag and Haveri, keeping in view the availability of time, the cost and the convenience of the researcher. College of Rural Home Science, Dharwad, was founded in the year 1974. Since then every year 30-50 graduates and 15-25 postgraduates came out and have occupied different posts in different organizations. It was necessary for the faculty of Home Science College to know whether college products are performing their communication pattern effectively in their work field or not.

All the supervisors of Anganawadi of the Women and Child Development Department in Northern Karnataka constituted the population for the study. The sample size of Anganawadi supervisors was 60. In this 60 sample, graduates from Rural Home Science College Dharwad were 30 & other 30 graduates were of BSW (Bachelor of Social Work), MSW (Masters in Social Work) and BA with Sociology.

To find out the communication pattern the researcher made statements were used. Communication approaches or patterns used by Supervisors with their colleagues, Anganawadi workers and rural women were studied. In approaches Individual contact consisted of telephone calls, mobile calls, letter, home visits and e-mail. Group contact method consisted of demonstrations, meetings, lectures, discussion and campaign and in case of mass contact

method consisted of exhibitions, television, radio and newspaper.

The data was collected through well-structured questionnaire and was sent through post to the selected four districts. The researcher mentioned the purpose of the data collection clearly in the questionnaire and requested them to provide frank responses. The researcher enclosed a self-addressed postal envelope to repost the filled in questionnaire to each respondent and were asked to mail back to the researcher. Data was analyzed by using Correlation and Regression analysis and appropriate tools.



### 3. RESULTS

Table 1 showed that all the methods of communication were used by the supervisors, however for colleagues Home Science Supervisors and Non-Home Science Supervisors used individual method as preferred method (93.33 & 90.00 respectively) in majority of cases. For Anganawadi Workers the predominant mode of contact was group contact in both groups.

Where as for rural women group method by Home Science Supervisors (70.00%) and mass method by Non Home Science Supervisors (70.00%) was preferred.

Table 2 depicted that most of the Home Science Supervisors and Non Home Science Supervisors used mobile calls with their colleagues (86.67 & 83.33) and Anganawadi workers (70.00 & 83.33) the second most preferred method was letters to Anganawadi workers (50.00 & 53.33) by both the groups and e- mail was used rarely with their colleagues and never used with Anganawadi workers and rural women.

In the Table 3 all the group contact methods such as demonstrations, meetings, lectures, discussion, campaign were used with the Anganawadi workers and rural women by Home Science Supervisors and Non Home Science Supervisors. Meetings were the most preferred group communication method with Anganawadi workers (90.00 & 80.00) and rural women (90.00 & 96.67) used by both the groups respectively. Discussion was the most preferred contact method used with their colleagues by Home Science Supervisors and Non Home Science Supervisors.

Table 4 depicts the mass contact methods used with colleagues, Anganawadi workers and rural women. Most of the Home Science Supervisors and Non Home Science Supervisors preferred to use news paper (43.33 & 40.00) as a media of communication with their colleagues. They share the ideas which were published in this. Exhibition was the mass contact method (86.67 & 73.33) used to contact rural women by Home Science Supervisors and Non Home Science Supervisors.

Table 5 showed that Home Science Supervisors had significant relationship with the independent continuous variables such as age, education, experience and trainings and Non Home Science Supervisors not showed any relationship with the independent variable.

Table 6 depicts the influence of the independent variables on communication pattern of Home Science Supervisors education and family type were significant influence on their working condition. Because Home Science education influences over all development of the person where as most of the Home Science Supervisors had nuclear family so family type is also one of the important factor to influence their working condition.

**Table 1. Communication method used with colleagues, Anganawadi workers and with rural women (N=60)**

Modes of contact	Home Science (n <sub>1</sub> =30)			Non-Home Science (n <sub>2</sub> =30)		
	Colleagues	Anganawadi workers	Rural women	Colleagues	Anganawadi workers	Rural women
Individual method	28 (93.33)	18(60.00)	19(63.33)	27(90.00)	19(63.33)	18(60.00)
Group method	11(36.67)	22(73.33)	21(70.00)	8(26.67)	21(70.00)	20(66.67)
Mass method	2(6.67)	4(13.33)	16(53.33)	1(3.33)	2(6.67)	21(70.00)

Figures in the parentheses indicate percentage  
Multiple answers are possible

**Table 2. Individual contact methods used with colleagues, Anganawadi workers and with rural women (N=60)**

Modes of contact	Home Science (n <sub>1</sub> =30)			Non-Home Science (n <sub>2</sub> =30)		
	Colleagues	Anganawadi workers	Rural women	Colleagues	Anganawadi workers	Rural women
Telephone calls	14(46.67)	10(33.33)	4(13.33)	18(60)	5(16.67)	1(3.33)
Mobile calls	26(86.67)	21(70)	9(30)	25(83.33)	25(83.33)	5(16.67)
Letter	3(10)	15(50)	2(6.67)	4(13.33)	16(53.33)	-
Home visits	11(36.67)	1(3.33)	27(90)	2(6.67)	-	29(96.67)
e-mail	11(36.67)	-	-	7(23.33)	-	-

Figures in the parentheses indicate percentage  
\*Multiple answers are possible

**Table 3. Group contact methods used with colleagues, Anganawadi workers and with rural women (N=60)**

Modes of contact	Home Science (n <sub>1</sub> =30)			Non-Home Science (n <sub>2</sub> =30)		
	Colleagues	Anganawadi workers	Rural women	Colleagues	Anganawadi workers	Rural women
Demonstrations	3(10.00)	13(43.33)	24(80.00)	6(20)	11(36.67)	22(73.33)
Meetings	19(63.33)	27(90)	27(90)	9(30)	24(80)	29(96.67)
Lectures	-	16(53.33)	8(26.67)	5(16.67)	13(43.33)	17(56.67)
Discussion	23(76.67)	16(53.33)	14(46.67)	25(83.33)	19(63.33)	8(26.67)
Campaign	-	4(13.33)	14(46.67)	-	7(23.33)	19(63.33)

Figures in the parentheses indicate percentage  
Multiple answers are possible

**Table 4. Mass contact methods used with colleagues, Anganawadi workers and with rural women (N=60)**

Modes of contact	Home Science (n <sub>1</sub> =30)			Non-Home Science (n <sub>2</sub> =30)		
	Colleagues	Anganawadi Workers	Rural women	Colleagues	Anganawadi Workers	Rural women
Exhibition	2(6.67)	12(40.00)	26(86.67)	2(6.67)	3(10)	22(73.33)
Television	7(23.33)	13(43.33)	16(53.33)	8(26.67)	15(50.00)	15(50.00)
Radio	8(26.67)	11(36.67)	16(53.33)	6(20.00)	4(13.33)	15(50.00)
News paper	13(43.33)	15(50.00)	7(23.33)	12(40.00)	5(16.67)	5(16.67)

Figures in the parentheses indicate percentage  
Multiple answers are possible

Table 7 showed the influence of independent variables on communication pattern of Non Home Science Supervisors. All the independent variables such as age, education, family type, family size, experience and trainings don't influence the communication pattern of the Non Home Science Supervisors.

**Table 5. Relationship between communication pattern with independent variables (N=60)**

Independent variables	Communication pattern	
	Home Science (n <sub>1</sub> =30)	Non Home Science (n <sub>2</sub> =30)
Age	0.655**	0.341 <sup>NS</sup>
Education	0.838**	-0.141 <sup>NS</sup>
Family type	-0.165 <sup>NS</sup>	0.095 <sup>NS</sup>
Family size	0.045 <sup>NS</sup>	0.207 <sup>NS</sup>
Experience	0.467**	0.291 <sup>NS</sup>
Trainings	0.672**	0.332 <sup>NS</sup>

*NS- Non significant*  
 \*\* Significant at 0.01 level  
 \*Significant at 0.05 level

**Table 6. Influence of independent variables on communication pattern of home science supervisors (n<sub>1</sub>=30)**

Variables	Regression co-efficient	t-value
Age	0.434 <sup>NS</sup>	1.406
Education	12.564**	2.870
Family type	0.263*	2.590
Family size	0.733 <sup>NS</sup>	0.432
Experience	0.374 <sup>NS</sup>	0.509
Trainings	0.413 <sup>NS</sup>	0.603

*R square value= 0.825*  
*NS- Non significant*  
 \*\* Significant at 0.01 level  
 \*Significant at 0.05 level

**Table 7. Influence of independent variables on communication pattern of non -home science supervisors (n<sub>2</sub>=30)**

Variables	Regression co-efficient	t-value
Age	0.132 <sup>NS</sup>	0.590
Education	0.124 <sup>NS</sup>	0.084
Family type	-0.220 <sup>NS</sup>	-0.073
Family size	0.784 <sup>NS</sup>	0.557
Experience	0.206 <sup>NS</sup>	0.611
Trainings	-0.731 <sup>NS</sup>	-0.939

*R square value= 0.186*  
*NS- Non significant*

#### 4. DISCUSSION

- Table 1 depicted communication methods used with colleagues, subordinates and rural women, because it is a face to face communication so might exchange their ideas, feelings, directly with each other and 3/4<sup>th</sup> of the Supervisors used group contact methods with their subordinates, because it was easy to transfer the information to the group of people.
- The results in the Table 2 depicts that majority of the Home Science and Non-Home Science Supervisors used mobile calls with colleagues as they want to share their ideas with them. Sometimes exchanged the happenings of their personal life too. Very few of the Supervisors used telephone calls with rural women to know about the health conditions of malnourished children. Mobile phone as expected has been most used method while contacting colleagues, e-mail was entirely restricted to literate group.
- Table 3 depicts group contact methods with colleagues, subordinates and with rural women. Most of the Home Science and Non Home Science Supervisors conducted demonstrations to the rural women for on various aspects such as nutrition, hygiene, supplementary feeding, health etc. Majority of the Home Science and Non Home Science Supervisors conducted meetings with the rural women because they were the beneficiaries of the various programmes. In meetings they gave awareness about new programmes, health, food and nutritional aspects, immunization etc.
- Table 4 indicated mass contact methods used with colleagues, subordinates and with rural women. It showed that majority of the Home Science and Non Home Science Supervisors conducted exhibition to the rural women to give knowledge on women violence, dowry deaths, importance of girl child, rights of the girl child, education for all, various health programmes, safe drinking water, environment pollution, women group empowerment etc. News paper reading and radio listening is done by a lesser extent of Supervisors as the earlier one is only visual media and the later audio media.

- Table 5 revealed relationship between dependent and independent variables. Age, education, experience and trainings of Home Science Supervisors were positively significant with Communication pattern at 1% level significance reason might be that most of them were belonged to middle age group. Because of middle age they were more enthusiastic in participating in all the activities. All had minimum qualification as graduates, and they have undergone various trainings in their educational and also in their service period. So they were capable of taking risks and decisions as a challenge. In case of Non-Home Science stream none of the independent variables correlated with the communication pattern. As experience and age advances, understanding of the job becomes clear and involvement can be higher. It is apparent that Home Science education includes sociology, psychology, human development, extension, communication and management which helped in developing rapport, SHG formation, diffusion of technology, administration management, convincing people for adoption.
- The findings in the Table 6 showed that education and family type influenced the communication pattern of Home Science Supervisors at 1% level of significance because they exposed to various mass medias during their college days and their graduation also made them to communicate in a good way. Other independent variables such as age, family type, family size, experience, trainings were not influenced the communication pattern.
- Table 7 indicated the influence of independent variables on communication pattern of Non- Home Science Supervisors. All the independent variables such as age, education, family type, family size, experience and trainings were not influenced communication pattern.

## 5. CONCLUSION

In the present study the researcher investigated the difference between Home Science Supervisors and Non Home Science Supervisors communication pattern. In every aspect of the study Home Science Supervisors were better communication pattern than Non Home Science Supervisors.

## COMPETING INTERESTS

Authors have declared that no competing interests exist.

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