

AWARENESS OF WOMEN BENEFICIARIES ABOUT THE FUNCTIONING OF DWCRA IN SRIKAKULAM DISTRICT OF ANDHRAPRADESH

G. Vinay Kumar¹, T. Gopikrishna² and P. Rambabu³

¹Research Scholar,

²Associate professor,

³Professor & University Head,

Department of Extension Education, Agricultural College, Bapatla Acharya N.G. Ranga Agricultural University, Rajendranagar, Hyderabad.

Abstract:-

The study was conducted in Srikakulam district of Andhra Pradesh on Women Beneficiaries of DWCRA. It was observed that Majority (73.33%) of the women beneficiaries of DWCRA had medium level of awareness followed by the remaining with

high (15.84%) and low (10.83%) awareness. Independent variables Age, Education, Family Occupation, Socio-Economic Status, Income Generation, Training Received, Innovativeness, Self Reliance, Risk Orientation and Market Orientation were positively and significant in their relationship with Awareness of



women beneficiaries of DWCRA and it also revealed that all the eleven independent variables together explained a significant amount of variation in their awareness i.e 66.12 per cent.

Keywords:

Awareness



G. Vinay Kumar

Research Scholar, Department of Extension Education, Agricultural College, Bapatla Acharya N.G. Ranga Agricultural University, Rajendranagar, Hyderabad.

INTRODUCTION

Women and Children constitute 67.70 per cent of the country’s total population as per the census 2001. Women exclusively accounted for 495.7 million constituting 48.30 percent of the country’s population. By virtue of these figures, they shall be considered as an important target group. Hence, it becomes an essentiality to empower women economically and socially for promoting national development.

MATERIAL AND METHODS

The study was conducted by following Ex-post-facto research design in Srikakulam district of Andhra Pradesh. Three divisions, Six mandals and Twelve villages of Srikakulam district of Andhra Pradesh were chosen by purposive sampling and a total of 120 respondents were chosen from the selected DWCRA groups, one each from the twelve villages selected purposively. Appropriate statistical procedures were employed to analyse and interpret the data.

RESULTS AND DISCUSSIONS

From the table 1 it was observed that the Majority (73.33%) of the women beneficiaries of DWCRA had medium level of awareness followed by the remaining with high (15.84%) and low (10.83%) awareness. This might be due to illiteracy of the DWCRA women and little interaction between project officials and women beneficiaries of DWCRA. Moreover, since ages they depended on traditional methods of income generation. This finding is in line with the findings of Antwal and Wangikar (2000).

Table-1: Distribution of the Women Beneficiaries of DWCRA over their Awareness about functioning of DWCRA.

(n = 120)			
Sl.no	Category	Frequency	Percentage
1	Low Awareness (< 21.16)	13	10.83
2	Medium Awareness (21.16-25.23)	88	73.33
3	High Awareness (> 25.23)	19	15.84
	Total	120	100.00
X= 23.2		S.D=2.035	

The over view of the table 2 revealed that age of the women beneficiaries of DWCRA showed positive and significant relationship with their Awareness about latest information regarding various income generating activities. It shows that most of the middle aged women were more curious to gain more awareness about new income generating activities than young women. This might due to their past experience in income generation activities leading to a desire to equipping themselves with latest information. This finding is in deviation with the findings of Alagesan and Sumathi (1998), Sumathi and Alagesan (1998), Ramesh Babu (2004).

From the over view of the table 2 observed that there was positive and significant relationship between education and awareness women beneficiaries of DWCRA. The possible reason might be due to the access to different information sources, capacity to grasp new things, get exposure to new activities and other development programmes and effectively handle the activities. This finding is in accordance with the findings of Venkata Srinu (1997), Alagesan and Sumathi (1998), Sumathi and Alagesan (1998).

Table-2: Relationship of selected Personal and Socio-Economic Characteristics of Women Beneficiaries of DWCRA with their Awareness.

Sl.no	Variable	Correlation co-efficient (r) Value
X1	Age	0.359**
X2	Education	0.388**
X3	Family Size	0.186 NS
X4	Family Occupation	0.345**
X5	Socio-Economic Status	0.398**
X6	Income Generation	0.315**
X7	Training Received	0.543**
X8	Innovativeness	0.609**
X9	Self Reliance	0.631**
X10	Risk Orientation	0.494**
X11	Market Orientation	0.575**

** Significant at 0.01 probability level.

NS - Non-significant

The observed trend of non-significant and positive relationship between family size and awareness of the women beneficiaries of DWCRA. This might be due to such families more involvement in income generation activities. This finding is in conformity with the findings of Alagesan and Sumathi (1998).

From the over view of the table 2 indicated that, there was positive and significant relationship between family occupation and awareness women beneficiaries of DWCRA. The reason for this might be due to the many of the women beneficiaries of DWCRA taken up income generation mostly related to their family occupation in rural areas, such as agriculture, animal husbandry and petty business leading them to have more awareness. This finding is in line with the findings of Alagesan and Sumathi (1998), Saraswathi et.al (2000).

There was positive and significant relationship between Socio-Economic Status and Awareness women beneficiaries of DWCRA. This might be due to the fact that the increase in socio-economic status as a result of income generation activity makes them to have more confidence leading them to have more awareness. This finding is in line with the findings of Venkata Srinu (1997), Alagesan and Sumathi (1998) and Pallavi (2006).

The analysis of the results indicated that, there was positive and significant relationship between income generation and awareness. The analysed reason for this trend might be due to the role of income generation in awareness. This finding is in supportive of the findings of Rai and Sidhar Srivastava (2001).

The analysis of the results indicated that, there was positive and significant relationship between training received and Awareness of women beneficiaries of DWCRA. This might be due to the exposure that the women beneficiaries are gaining on various income generating activities through training. This finding is in affinity with the findings of Babjee Rao (1994) and Pallavi (2006).

There was positive and significant relationship between innovativeness and awareness of women beneficiaries of DWCRA. This might be due to the fact that the people who are going to gain more information are the people who are ready to accept new ideas. This finding is in accordance with the findings of Rai and Sidhar Srivastava (2001) and Ramesh Babu (2004).

The analysis of the results indicated that, there was positive and significant relationship between self reliance and awareness women beneficiaries of DWCRA. This might be due to the fact that women beneficiaries of DWCRA who wants to gain more information are those who want to rely upon themselves in search of opportunities. This finding is in line with the findings of Saraswathi et.al (2000)

There was positive and significant relationship between risk orientation and awareness women beneficiaries of DWCRA. This might be due to the fact that the women beneficiaries prompted by their ability to face risk become innovative in their thinking that ultimately leading them to have better awareness. This finding is akin to the findings of Saraswathi et.al (2000) and Ramesh Babu (2004).

Market orientation and awareness of women beneficiaries of DWCRA about functioning of DWCRA activities were positively and significantly correlated with one another. Women who might have good orientation towards market news, information sources, facilities and networks able to utilise latest information and got maximum profits from their income generating activities. This might be the possible reason for above trend. This finding is in line with the findings of Ratnakar and Sudarshan Reddy (1993),

Chandramohan Chowdary (1997) and Pallavi (2006).

Table-3: Multiple Linear Regression Analysis of selected Personal and Socio-Economic Characteristic of the Women Beneficiaries of DWCRA with their Awareness.

Sl.no	Variables	Regression co-efficient	Standard error	t - value
X1	Age	0.582	0.202	2.880*
X2	Education	0.083	0.082	1.016 NS
X3	Family Size	0.169	0.175	0.970 NS
X4	Family Occupation	0.291	0.158	1.844 NS
X5	Socio-Economic Status	0.162	0.177	0.917 NS
X6	Income Generation	0.403	0.140	2.876*
X7	Training Received	0.974	0.291	3.337*
X8	Innovativeness	0.105	0.074	1.419 NS
X9	Self Reliance	0.288	0.091	3.316*
X10	Risk Orientation	0.069	0.064	1.077 NS
X11	Market Orientation	0.067	0.070	0.962 NS

R² = 66.12 * Significant at 0.05 probability level NS - Non-significant

The statistical test indicated that all the eleven selected Personal and Socio-Economic Characteristics of the women Beneficiaries of DWCRA together explained a significant amount of variation in their awareness i.e 66.12 per cent.

Though, all the independent variables contributed for the variation of the dependent variable, the independent variable like Age, Income Generation, Training Received and Self Reliance have shown significant effect on the dependent variable i.e Awareness at 0.05 probability level.

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