

Original Research Article

Communication Pattern of Supervisors of Integrated Child Development Scheme (ICDS) Project

Abstract

The study was undertaken during 2011-12 with the objective to study the communication pattern 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 was coded, tabulated, analyzed and interpreted using suitable statistical parameters. Important findings are most of the Home Science and Non-Home Science supervisors used individual contact methods. Because of face to face communication exchanged their ideas, feelings, directly with each other and most of the Supervisors used group methods with their Anganawadi workers as it was easy to transfer the information to the group of people. It saved energy and time of the supervisor and it was one of the effective way to convey the message to their Anganawadi workers. Mobile phone as expected has been most used method while contacting colleagues, Anganawadi worker and beneficiaries, as it is 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, because they were the beneficiaries of the various programmes. The programmes in the television helped the Supervisors to know and understand various Government programmes helpful for the rural women. In turn they diffused the useful information to the concerned beneficiaries. News paper reading and radio listening was done to a lesser extent by Supervisors of ICDS.

Key words- Communication pattern, Supervisors and ICDS.

28 **Introduction**

29 Communication is a process involving the sorting, selecting and sending of symbols. According
 30 to Legans (1961) communication is a process by which two or more people exchange ideas,
 31 facts, feelings or impression in ways that each gain a common understanding of message.
 32 According to America college dictionary: Communication is imparting of thoughts, opinions and
 33 information by speech, writing and signs. Communication is the process by which messages are
 34 transferred from source to receiver [Rogers and Shoemaker, (1971).

35 The Integrated Child Development Services (ICDS) Programme is India's primary response to
 36 the nutritional and developmental needs of the children below six years, pregnant women and
 37 nursing mothers. Implemented through a network of over one million village-level *Anganwadi*
 38 Centres , staffed by *Anganwadi* Workers and *Anganwadi* Helpers, it currently reaches around
 39 7.28 crore children¹ and about 1.6 crore pregnant and nursing mothers (March 2010). Hence this
 40 programme has become the world's largest and unique early childhood development programme.

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

49 **Material and methods**

50 The study was conducted during 2011-12 in four purposively selected districts of Karnataka
 51 State namely Belgaum, Dharwad, Gadag and Haveri, keeping in view the availability of time, the
 52 cost and the convenience of the researcher. College of Rural Home Science, Dharwad, was
 53 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 using the descriptive analysis and appropriate tools.

Results and discussion

The data in Table1 showed that most of the Home Science Supervisors preferred individual contact methods (93.33%) with colleagues, followed by rural women (63.33%) and Anganawadi workers (60.00%). Most of them used group contact methods with Anganawadi workers followed by 70 per cent with rural women and 36.67 per cent with colleagues. More than half of

the Supervisors (53.33%) used mass contact method with rural women, 13.33 per cent with Anganawadi workers and 6.67 per cent of them used it with colleagues.

The data from Table 1 also revealed that 90 per cent of the Non-Home science Supervisors used individual contact methods with their colleagues followed by 63.33 per cent with Anganawadi workers and 60 per cent with rural women. Most of them used it with Anganawadi workers and with rural women. About 70 per cent of the Supervisors used mass contact methods with rural women followed by 6.67 per cent with the Anganawadi workers and 3.33 per cent with colleagues.

The data in the Table 2 revealed the **use of telephone calls by the Home Science Supervisors**. Majority of them used telephone calls with colleagues (46.67%) followed by Anganawadi workers and with the rural women. Most of them used mobile calls (86.67%) with colleagues followed by Anganawadi workers and rural women. The Home Science Supervisors used letters with Anganawadi workers (50%), 10 per cent with colleagues and 6.67 per cent with rural women. Ninety per cent of the Home Science Supervisors used home visits with rural women for effective communication. About 36.67 per cent of them used e-mail with colleagues.

The data in the Table 2 also showed that majority of the Non- Home Science Supervisors used telephone calls with colleagues (60%) followed by 16.67 per cent with Anganawadi workers and 3.33 per cent with rural women, 83.33 per cent of them used mobile calls with colleagues and Anganawadi workers and 16.67 per cent with rural women. Most of the Non-Home Science Supervisors used letter method with Anganawadi worker (53.33%) followed by colleagues, in case of home visits 96.67 per cent visit rural houses of beneficiaries. Very few of them used e-mail (23.33%) with their colleagues.

101 Mobile phone, as expected, has been most used method while contacting colleagues,
102 Anganawadi worker and beneficiaries, as it is easy and affordable in the present day even by the
103 poorest in the society. Circular letters are usually officially practiced, e-mail was entirely
104 restricted to literate group only. Supervisors have used individual methods more commonly like
105 home visits, letters, telephone calls, mobile calls and e-mail than group and mass method, in the
106 present study.

107 Table 3 revealed that 80 per cent of Home Science Supervisors conducted demonstrations to the
108 rural women followed by Anganawadi worker (43.33%) and colleagues (10%). Most of them
109 used meetings with Anganawadi worker and rural women. More than half of the Home Science
110 Supervisors (53.33%) used lectures with Anganawadi worker followed by rural women. Majority
111 of the supervisors (76.67%) used discussion with colleagues followed by Anganawadi workers
112 and with rural women. About 46.67 per cent used campaign with rural women and 13.33 per cent
113 with Anganawadi workers. Because the women members were interested in the group activities,
114 so the Supervisors conducted demonstrations for the group on various aspects such as nutrition,
115 hygiene, supplementary feeding, health etc.

116 Table 3 also revealed that 73.33 per cent of the Non-Home Science Supervisors used
117 demonstrations with rural women followed by Anganawadi worker and colleagues. Most of the
118 supervisors (96.67%) used meetings with rural women followed by Anganawadi workers and
119 colleagues. More than half of the respondents were used lectures (56.67%) with rural women,
120 43.33 per cent with Anganawadi workers and 16.67 per cent with colleagues. Majority of them
121 used discussion with colleagues followed by 63.33 per cent with Anganawadi worker and 26.67
122 with rural women. Most of them used campaign with rural women followed by 23.33 per cent
123 with Anganawadi workers, because they want to exchange their mutual ideas regarding their new
124 programmes, problems, solutions and their personal life.

125 Table 4 depicts that 86.67 per cent Home Science Supervisors organized exhibition to the rural
126 women followed by 40 per cent with Anganawadi workers and 6.67 per cent with colleagues.

127 Majority of the Supervisors asked rural women to view the television (53.33%) followed by
128 Anganawadi worker and colleagues. About 27 per cent of Supervisors discussed radio
129 programmes with rural women followed by Anganawadi workers and colleagues. Supervisors
130 shared news paper information with Anganawadi workers (50%) followed by colleagues and
131 rural women.

132 Further Non- Home Science Supervisors used exhibition with rural women (73.33%) followed
133 by Anganawadi worker and colleagues. Fifty per cent of Non-Home Science Supervisors shared
134 television information with the Anganawadi worker and rural women. Half of the Non-Home
135 Science Supervisors discussed radio programmes with rural women followed by colleagues and
136 Anganawadi worker. Forty per cent of the Supervisors shared news paper information with
137 colleagues followed by 16.67 per cent with Anganawadi workers and with rural women.

138 The programmes in the television helped the Supervisors to know and understand various
139 Government programmes helpful for the rural women. In turn they diffused the useful
140 information to the concerned beneficiaries. News paper reading and radio listening is done by a
141 lesser extent of Supervisors as the earlier one is only visual media and the later audio media.

142 Table 5 indicated that relationship between independent and dependent variables. Independent
143 variables were age, education, family type, family size, experience and trainings. The dependent
144 variable was communication pattern. Among all independent variables age, education,
145 experience and trainings of Home science Supervisors were positively significant at 1% level
146 and other independent variables were not having any relationship with the dependent variable.
147 Because of middle age they were more enthusiastic in participating in all the activities. All had
148 minimum qualification as graduates, and they have undergone various trainings in their

149 educational and service period. So they were capable of taking risks and decisions as a challenge.
 150 With the Non- Home science Supervisors all independent variables were not having any
 151 relationship with the dependent variable i.e. communication pattern is independent of personal
 152 characters selected for the study.

153 Table 6 elucidates that influence of independent variables on communication pattern of Home
 154 Science Supervisors. It was observed that there was positively significant influence between
 155 education and communication pattern at 1% level, it means that higher the education level better
 156 the communication pattern. Family type influenced communication pattern being positively
 157 significant at 5% level, it means that the nuclear families had better communication pattern than
 158 joint. Age, family size, experience and trainings were found non significant statistically.

159 Table 7 indicated the influence of independent variables on communication pattern of Non-
 160 Home Science Supervisors. The independent variables were age, education, family type, family
 161 size, experience and trainings. The dependent variable was communication pattern of Non-Home
 162 Science Supervisors. The multiple regression analysis showed that the regression co-efficient of
 163 all the selected independent variables was non significant i.e. all the independent variables
 164 doesn't have any influence on the communication pattern of Non-Home Science Supervisors.

165 Most of the ICDS supervisors (93.33 %) conducted meetings with Anganawadi workers to know
 166 the activities of the Anganawadi. The Supervisors preferred individual contact methods such as
 167 telephone calls with their colleagues for the transfer of official and personal information.
 168 Supervisors conducted demonstrations to the rural women as a group contact method to the
 169 maximum extent and also organized exhibition to the rural women on different occasions.

170

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Table 1. Communication method used with colleagues, Anganawadi workers and with rural women

N=60

Modes of contact	Home Science (n ₁ =30)			Non-Home Science (n ₂ =30)		
	Colleagues	Anganawadi Worker	Rural women	Colleagues	Anganawadi Worker	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 ₁ =30)			Non-Home Science (n ₂ =30)		
	Colleagues	Anganawadi Worker	Rural women	Colleagues	Anganawadi Worker	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 ₁ =30)			Non-Home Science (n ₂ =30)		
	Colleagues	Anganawadi Worker	Rural women	Colleagues	Anganawadi Worker	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 ₁ =30)			Non-Home Science (n ₂ =30)		
	Colleagues	Anganawadi Worker	Rural women	Colleagues	Anganawadi Worker	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 5. Relationship between communication pattern with independent variables

N=60

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

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

n₁=30

Variables	Regression co-efficient	t-value
Age	0.434 ^{NS}	1.406
Education	12.564**	2.870
Family type	0.263*	2.590
Family size	0.733 ^{NS}	0.432
Experience	0.374 ^{NS}	0.509
Trainings	0.413 ^{NS}	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

n₂=30

Variables	Regression co-efficient	t-value
Age	0.132 ^{NS}	0.590
Education	0.124 ^{NS}	0.084
Family type	-0.220 ^{NS}	-0.073
Family size	0.784 ^{NS}	0.557
Experience	0.206 ^{NS}	0.611
trainings	-0.731 ^{NS}	-0.939

R square value= 0.186

NS- non significant