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.

Introduction

Communication is a process involving the sorting, selecting and sending of symbols. According to Legans (1961) 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. 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 [Rogers and Shoemaker, (1971).

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 children1 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. 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

Material and methods

The study was conducted during 2011-12 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.

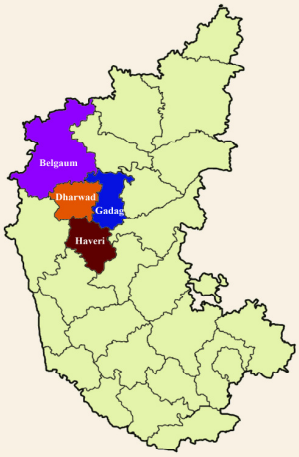

Fig. 1. Karnataka map showing districts selected for the study

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 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.

Discussion:

Table 1 depicted communication methods used with colleagues, subordinates and rural women, majority of the Home Science and Non- Home Science Supervisors used individual contact methods with colleagues, because it is a face to face communication so might exchange their ideas, feelings, directly with each other and 3/4th 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 (86.67% and 83.33%) respectively 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. The Supervisors had used individual methods more commonly than group and mass method in the present study.
- 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 because the women members were interested in the group activities. So the Supervisors conducted demonstrations for the group 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 (90.00% and 96.67%), 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.

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.

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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	-0.165NS	0.095 NS
Family size	0.045NS	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

n_1=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

n_2=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