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ROLE OF MEDIA IN SPREADING AWARENESS OF MGNREGA YOJANA: A COMPARATIVE STUDY OF MANDYA AND YADGERI DISTRICT OF KARNATAKA STATE

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ABSTRACT:-

Media plays a significant role in keeping everyone updated about the various events around the world. Today; media has become important part of our life as well as society. Henceforth, the role and effects of media cannot be ignored. It informs, educate and



entertain people and most importantly, it helps in reforming, reshaping, educating and strengthening the society. Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) is a job guarantee scheme for rural Indians. This act was introduced with the aim of improving the purchasing power of

semi- or un-skilled rural people of India, irrespective of whether or not they fell below the poverty line. For this study 400 households (each district 200) were randomly selected in both the district; survey was done based on questionnaire related to awareness of unites regarding MGNREGA Yojana through different mass medium. The methodology of semi structured interview of this study included quantitative and qualitative analysis of data related to whether they had knowledge or not and if they had knowledge, through which mass medium they got that knowledge.

KEYWORDS: Mgnrega Yojana ,forms of communication , poverty line.

INTRODUCTION :

In today's world, media has made a very special place for itself in our lives. The term media refers to several different forms of communication required to educate and make social awareness. The communication forms can be radio, television, cinema, magazines, newspapers, and internet-based web sites. These forms often play a varied and vital role in our society. With the evolution in the field of economic reforms, India has witnessed a major advancement in the role played by the media. Media has impacted our society in many ways. It has always played a very crucial role as a source of information, education and entertainment.

MGNREGA is a historic unique legislation reiterating government commitment towards livelihood security of people in rural areas. MGNREGA was renamed as Mahatma Gandhi National Rural Employment Guarantee Act (NAREGA) on 2ndOct, 2009. It is a largest scheme of the world to provide social protection to rural masses. In the initial phase, it was started in 200 districts but now the scheme is being implemented throughout the country. MGNREGA provides at least 100 days guaranteed employment in a financial year to every deserved household and the employment is provided to an adult volunteer member of the house prepared to do unskilled manual labour. This scheme is an attempt to eradicated rural poverty and fight against unemployment.

The main provisions of the Act are:

1. Employment to be given within 15 days of application for work.
2. If employment is not provided within 15 days, daily unemployment in case is to be paid.
3. Employment within 5 km radius, else extra wages to be paid.
4. At least one-third beneficiaries have to be women.
5. Gram Sabha will recommend the work.
6. Gram Panchayat to execute at least 50 percent of works.
7. Prices have a principle role in planning and implementation.
8. Transparency, accountability and social audit would be ensured through institutional mechanism at all levels.

REVIEW OF LITERATURE:

Gadge (2003) conducted a study on changes in the farmers' Socio-economic status in Karanja blocks of Wardha district. The study reported that age, education, economic status, farm size, annual income, economic motivation and extension contact were significantly correlated with the change in cropping pattern. However age was negatively correlated in the study.

Singh et al (2009) conducted a study in Jaunpur District of Uttar Pradesh state to find out the relationship of socio- economic status with economic motivation of the farmers. The study exposed that majority of farmers belonged to medium socio-economic status followed by 18.0 percent belonged to low socioeconomic status, while 16.0 percent farmers possessed high score category of socioeconomic status. It was observed that except education, age, land holding and socio- economic status have been found to have significant association with economic motivation.

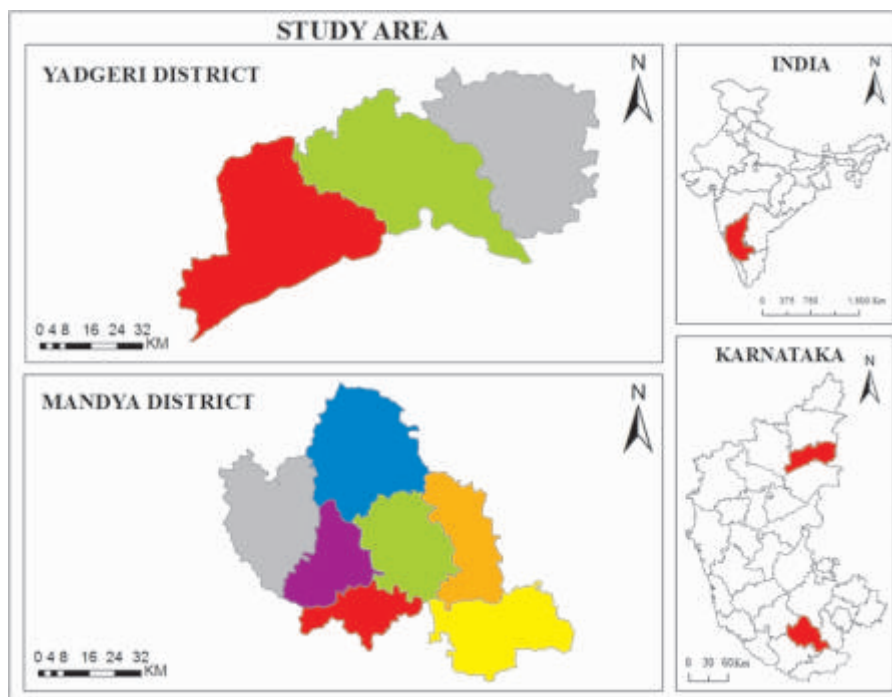
Chandrasekhar & Ghosh (2011) conclude that MNREGA has positively affected women workers in rural labour market by causing real wages to rise in agriculture sector. The data of 64th round of NSSO was used to compute changes in wages for male and female workers from 1993-94 and 2007-08. Real wages for both male and female have increased over time, but more rapidly for the female workers. Further, days of employment for rural women workers under MNREGA has increased around 4.4 times during 2004-05 to 2007-08. The main reason of this program attracting women workers is that there is no gender gap in wages paid. The average wages received in MNREGA were significantly higher than casual wages paid in open market in other kind of works.

Das (2012) has explored the impact of MGNREGS on women empowerment in Assam by using secondary data. The study finds that this program has positively affected employment pattern for women both at individual and community level. It has enhanced women`s capacity to earn and contribute in family income. At community level, women participation in Gram Sabha, public meetings etc. have increased.

Schwittay (2011) explored the new media practices in India and stated that the technology usage in turn is shaped by the socioeconomic location of the user, especially in regards to gender and caste. The study revealed that the potential of new media technologies to subvert such social stratifications and associated norms has inspired much public debate, which is often carried out on the Internet, giving rise to an online public sphere.

STUDY AREA:

The comparative study was made to highlight the status between two districts which are highly variable in terms of distance to the capital of the state as well in the status of the development in technology, infrastructure, economic activities which ultimately impact on creating the awareness through various media. Yadgir is one of the underdeveloped districts in Karnataka which falls under the 118th Constitution amendment bill, Article 371-J: Special Status for Hyderabad Karnataka. Mandya is another study area district which is located adjacent to the rapidly developing capital city of the Karnataka state.



OBJECTIVES:

1. To understand the socio-economic status of the respondent.
2. To find out whether the respondent are aware about the MGNREGA.
3. To examine the role of media on spreading awareness among the respondent about MGNREGA Act.

DATA BASE AND METHODOLOGY:

The study was conducted in Mandya and Yadgeri districts of Karnataka State during the year 2017. The data was collected from seven taluks of Mandya district namely K.R. Pet, Maddur, Malavalli, Mandya, Nagamangala, Pandavapura, Srirangapatna and Yadgeri districts three taluks namely Shoraput, Shahpur and Yadgeri. Hence, the present study constitutes 400respondents (each district 200) from 40 villages as total sample size. From each village 10 respondents were selected based on random sampling method. Survey was done based on questionnaire having questions related to socio-economic status and awareness of unites regarding MGNREGA Yojana through different mass medium. The methodology of semi structured interview of this study included quantitative and qualitative analysis of data related to whether they had knowledge or not and if they had knowledge, through which mass medium they got that knowledge. Further, Simple statistical tool like percentage was used for analysis and interpretation of data.

RESULTS AND DISCUSSION:

Out of 400 sampled respondent considered in the present study, we have come across an average of 73.0 per cent male and 27.0 per cent female members in Mandya district (Table 1). In Yadgeri district 61.0 per cent male and 39.0 per cent are female members. The number of respondents of female is less when compared to male ratio among the total respondents it may be due to the lack of their knowledge towards the MGNREGA yojana. Compare to Mandya district female ratio are very less in Yadgeri district.

Table 1. Sex Composition of the respondent (n = 400)

S. No.	Sex Categories	MANDYA		YADGERI	
		Frequency	Percentage (%)	Frequency	Percentage (%)
1	Male	146	73.0	122	61.0
2	Female	54	27.0	78	39.0
Total		200	100.0	200	100.0

Source: Primary Survey

As shown in Table 2, Age is categorized into 3 groups namely, below 35 years, 35-50 years and above 51 years. The majority of respondents in Mandya district (42.0 per cent) were of young age group i.e. up to 35 years, whereas middle age respondents (29.5 per cent) were falling under the age group of 36-50 years and the old age (above 51 years) were 28.5 per cent only. In Yadgeri district 33.5 per cent are young age, 44.0 per cent are in middle age group and 22.5 per cent are in old age group Thus, it can be inferred that the young respondents were in majority in Mandya district and Yadgeri district middle age group are majority.

Table 2. Age Composition of the respondent (n = 400)

S. No.	Age Categories	MANDYA		YADGERI	
		Frequency	Percentage (%)	Frequency	Percentage (%)
1	Young Age (< 35)	84	42.0	67	33.5
2	Middle age (36 - 50)	59	29.5	88	44.0
3	Old age (> 51)	57	28.5	45	22.5
Total		200	100.0	200	100.0

Source: Primary Survey

It is obvious from table 3 that majority of respondents (49.5 per cent) were illiterate and the percentage of literate respondents was 50.5 per cent only in Mandya district. In Yadgeri taluk 53.0 per cent respondents are illiterate and only 47.0 per cent respondents literate. Compare to Mandya district illiterate are more in Yadgeri district. Because its under developed district.

Table 3. Level of Education of the respondent (n = 400)

S. No.	Level of Education	MANDYA		YADGERI	
		Frequency	Percentage (%)	Frequency	Percentage (%)
1	Illiterate	99	49.5	106	53.0
2	Primary School	8	4.0	7	3.5
3	High School	68	34.0	68	34.0
4	Undergraduate	19	9.5	13	6.5
5	Graduate	6	3.0	6	3.0
Total		200	100.0	200	100.0

Source: Primary Survey

Caste is a permanent stratification of the rural society into higher and lower categories. It is a social category whose members are assigned a permanent status within a given social hierarchy. Table 4 indicated that a majority of the respondents were in the category of OBC caste in both the district, (71.0 per cent and 53.5 per cent) followed by scheduled caste (15.0 per cent and 21.0 per cent) and GM caste (11.5 per cent and 16 per cent).

Table 4. Cast Composition of the respondent (n = 400)

S. No.	Cast Categories	MANDYA		YADGERI	
		Frequency	Percentage (%)	Frequency	Percentage (%)
1	GM	23	11.5	32	16.0
2	OBC	142	71.0	107	53.5
3	SC	30	15.0	42	21.0
4	ST	1	0.5	1	0.5
5	Minorities	4	2.0	18	9.0
Total		200	100.0	200	100.0

Source: Primary Survey

Distribution of occupational status of labour force is both a causes as well as consequence of economic development. The Table 5 reveals that the number of respondents dependent on various occupations. It is observed that the average numbers of respondents are dependent agriculture and labour are the maximum of both the district. While student respondents are 1.0 per cent in Mandya and 2.5 per cent in Yadgeri district and the un-employ respondents are found in only Mandya district in 7.5 per cent.

Table 5. Occupation of the respondent (n = 400)

S. No.	Occupation	MANDYA		YADGERI	
		Frequency	Percentage (%)	Frequency	Percentage (%)
1	Agriculture	119	59.5	96	48.0
2	Labour	64	32.0	99	49.5
3	Student	2	1.0	5	2.5
4	Un-Employ	15	7.5	0	0.0
Total		200	100.0	200	100.0

Source: Primary Survey

Income is another important yardstick measuring economic conditions of respondents. The higher the level of income the better is the living standard of respondents. Table 6 exhibit the per capita income position category wise. The respondent’s income is the main and subsidiary income of different activities.

We have categorized the farmers into 5 groups based on their annual income. 51 per cent of the respondent’s income comes under below Rs. 10,000 in Mandya district and 56 per cent in Yadgeri district. Average of both the district 35 per cent of the respondent’s income comes under Rs. 11,000 - 25,000 and above Rs. 1 lakh respondent’s income is only 1 per cent in both the district.

Table 6. Income of the respondent (n = 400)

S. No.	Income	MANDYA		YADGERI	
		Frequency	Percentage (%)	Frequency	Percentage (%)
1	Below 10000	102	51.0	112	56.0
2	11000 - 25000	75	37.5	68	34.0
3	26000 - 50000	13	6.5	10	5.0
4	51000 - 75000	8	4.0	8	4.0
5	Above 100000	2	1.0	2	1.0
Total		200	100.0	200	100.0

Source: Primary Survey

As shown in Table 7 and Figure 1, Mandya district 93.5 per cent of the respondents were aware of the MGNREGA and only 6.5 per cent were not aware of the scheme. However, in Yadgeri district about 70 per cent were aware of MGNREGA and 30% were not aware of the scheme since it was under developed district and

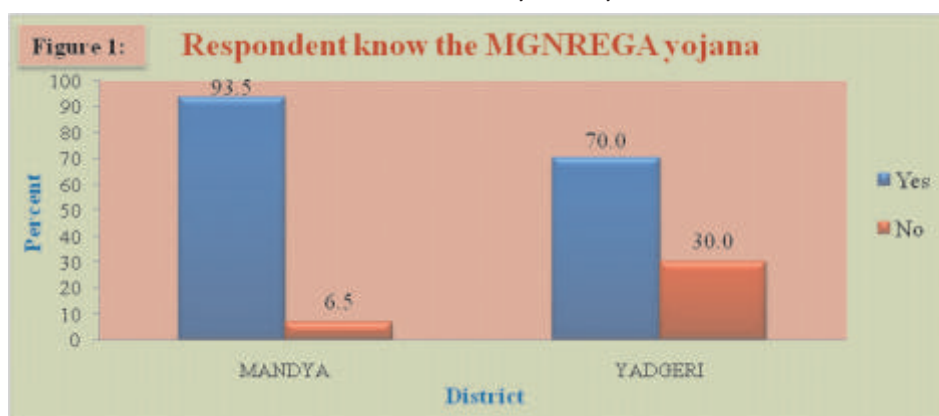
Literacy rate is also very less.

It is obvious from Table 8 and Figure 2 that the respondents were aware about MGNREGA Yojana through one or the other media. In Mandya district, TV (46.5 per cent), news paper (44.0 per cent) and internet (24 per cent) were the main media involved in spreading awareness about MGNREGA Yojana. Radio covered only 17.0 per cent in the region because television usage is dominated throughout the district.

Table 7. Respondent know the MGNREGA yojana (n = 400)

S. No.	MGNREGA	MANDYA		YADGERI	
		Frequency	Percentage (%)	Frequency	Percentage (%)
1	Yes	187	93.5	140	70.0
2	No	13	6.5	60	30.0
Total					

Source: Primary Survey

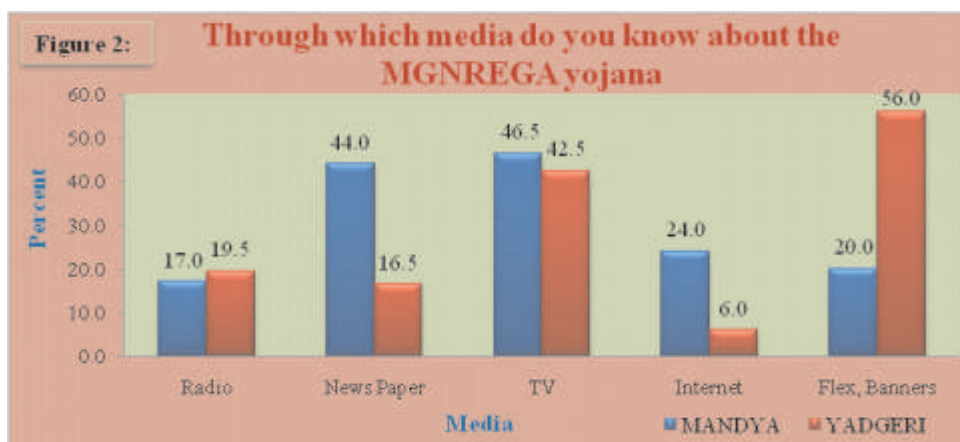


In Yadgeri district, the contributions from news paper (16.5 per cent) and internet (6 per cent) contributes were lower. Flex/Banners (56 per cent) and TV (42.5 per cent) are the main media involved in spreading awareness. Because of lower literacy rate and also lower economic situation most of the people in Yadgeri district did not have access to internet and digital media compared to Mandya district.

Table 8. Through which media do you know about the MGNREGA Yojana

S. No.	Income	MANDYA		YADGERI	
		Frequency	Percentage (%)	Frequency	Percentage (%)
1	Radio	34	17.0	39	19.5
2	News Paper	88	44.0	33	16.5
3	TV	93	46.5	85	42.5
4	Internet	48	24.0	12	6.0
5	Flex, Banners	40	20.0	112	56.0

Source: Primary Survey

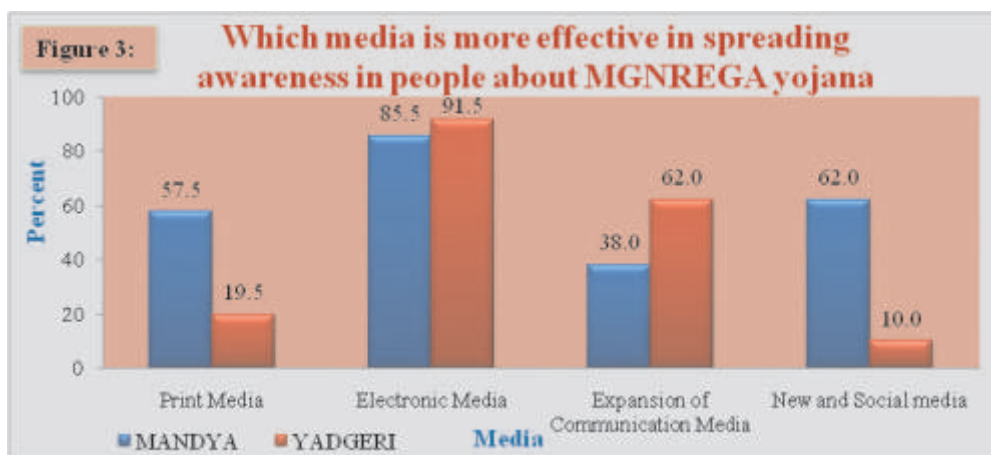


As show in Table 9 and Figure 3, the electronic media creates more impact in disseminating the information to larger number of people in both the districts. In Mandya district the respondent’s suggested that news and social media and print media were effective in spreading the awareness.

Table 9. Which media is more effective in spreading awareness in people about MGNREGA yojana

S. No	Income	MANDYA		YADGERI	
		Frequency	Percentage (%)	Frequency	Percentage (%)
1	Print Media	115	57.5	39	19.5
2	Electronic Media	172	85.5	183	91.5
3	Expansion of Communication Media	76	38.0	124	62.0
4	News and Social media	124	62.0	20	10.0

Source: Primary Survey



However, in Yadgeri district, print media and new and social media was less involved in spreading the awareness because media was not easily accessed by the people.

CONCLUSION:

On the basis of above-said discussion, it is concluded that the respondent’s in all category belong to young and middle age group and most of the respondents were male. Higher number of respondents is educated up to high school level in both the districts. The maximum respondent’s are engaged in agriculture and labour occupational pattern and 90 per cent of the income comes under Rs. 25,000.

Print media have less impact compared to electronic media in spreading awareness on MGNREGA Yojana and new and social media were more effective only in Mandya district. It's very clear that media is very much effective and playing bigger role in spreading awareness on MGNREGA yojana in Mandya district compare to Yadgeri district.

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