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USES AND ROLE OF TRADITION AND SOCIAL MEDIA AMONG KUDUMBASHREE MISSION

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ABSTRACT

Women, who are one of the fundamental units of the society are fighting for their rightful place even today throughout the world. Kudumbashree, a poverty eradication program started by the Kerala Government, is aimed at improving the standard of living of poor women in rural areas by setting micro-credit enterprises. The current study attempts to investigate how the members of Kudumbashree use the media in the course of their work, information sharing among them. The paper discusses to what extent media influences member of Kudumbashree day to day life. The study involves both quantitative and qualitative methods and primary data is collected through in-depth interviews, focus group discussion and questionnaires. It also aims at exploring the possible venues in social media platforms for women empowerment.

Key words: Kudumbashree Mission, Traditional and Social Media, Kerala, Women Empowerment.

1. Introduction

Kerala stands as 'The God's own country' in terms of education and development. But still, poverty is the big issue that Kerala faces, against all the human development that Kerala has achieved. One of the best poverty eradication methods was developed by the government of Kerala in 1988. And it was named as Kudumbashree. Kudumbashree scheme primarily focused on poor rural and urban women. In local languages, Kudumbashree means the prosperity of the family. This programme makes great effort in eliminating poverty through an integrated approach which involves an effective collaboration of action and resources. Above all, this

programme is totally linked to local self-government institutions. Though complete involvement of the government does not exist in this program still they are active partners. Today Kudumbashree is one of the largest women empowering scheme in the country. The Kudumbashree programme holds the mission statement.

To eradicate absolute in fifteen years concerted community action under the leadership of the local government, by making the easier organization of the poor for amalgamating self-help with demand-led convergence of available services and resources to tackle the multiple dimensions and manifestations of poverty holistically” is the mission statement of Kudumbashree Programme. Kudumbashree holds have a three-line structure with neighborhood groups (NHG in short) as the grassroots of the system, that send representatives to the ward level area development societies (ADS) and finally, the ADS send its representatives to the community development society(CDS). Today this scheme had spread to 2.77lakhs NGHs, over 19854 ADS and 1073 CDS. And Kudumbashree mission put forward a new initiative in the e-commerce is i.e., an e-commerce portal for Kudumasree product .now a day’s Kudumbashree introduce many innovative ways to use technologies for social welfare. All through these big movements, they make a great impact and had given strengthen the goal of women empowerment both socially and economically.

The Structure of Kudumbashree

The well organised structure of kudumbashree can be explained as below

1. Kudumbashree Ayalkoottam (Neighbourhood Groups): this includes 20-60 women members selected from middle class and poor families. This works as the root of kudumbashree system.
2. Kudumbashree ward samithy (Area development society): this works at the ward level of local government by joining 8-10 NGHS under a single roof.
3. Kudumbashree Panchayath samithy (community development society) this works at the village Panchayath level or at the municipality (town) or corporation (city)level. This brings ADS land on to a single platform.

Aim of kudumbashree mission

The main goals, towards which this system works towards, are,

- Conduct risk indices based surveys for the identification of the poor families with the
- active participation of the poor and communities they belong.

- The main focus lies on the women empowerment. They give special focus on marginalised poor women and help in their upbringing by improving their productivity & capacities by organising them into community based organisations.
- The community development societies act as informed bank for the poor and encourage thrift and investment through credit.
- Improve the living standard of the poor by improving the skills and investments by self-employing them.
- Also this focus on & improving the health and nutrition for all.

How Kudumbashree programmes work?

The first and bank step of kudumbashree system is to identify the poor women in an area and forming them into a Neighbourhood Groups (NHGs) representing 15 to 40 families, from the NHGs, a five members will be selected and these 5 members from each NHGS will democratically form Area Development Society (ADS) at the ward level and then it will be further creamed to form Community Development Society (CDS) of the Panchayath level. This 3-tier system will give a great open opportunity for the collective public action.

Credit operations & full time banking system

Small savings are collected at first, from the families and are pooled at various levels as thrift. This thrift is used to attract credit from banks which will operate as 24-hours bank for them. This system is a subsystem of for the formal banks. The different needs of NHGS is shaped and presented to the ADS and they are transformed into mini plans at ADS level and finally into action plan at CDS level. Kudumbashree is not a system which just act as a bank, but it train and make women self-employed and help them to generate income, by availing the minimum support from government.

Meetings

NHGs will hold weekly meetings, generally on Sundays so that most women don't go for work on this day. In this meeting, they share their experiences, discuss new ideas, they take organised or unorganized trainings and so on. This will widen their idea on health, education, money and

much more important things. Women more self-employed and empowered. This facilitates economic development of poor families by making women's of these families more skilled.

Balasabhas

These are the groups of children of BPL families. These organisations more towards eliminating poverty by its organised and holistic approach on children of poor families. Catching them at small age and making them a generator of income and upbringing them in all its means is the best methods to wipe out poverty from this land .this is the main reason, why Balasabha works and are initiated by government all over Kerala.

II. Review of literature

Minimol M. C and Makesh K. G (2012)¹⁴ in their study known that Intellectual direction is thought of a lot of vital, or a minimum of equally vital to social, economic or financial empowerment. The thought of personal empowerment usually fails to comprehend intellectual empowerment. the target meant to be achieved is that the members become a lot of capacitated to suppose and act higher from blunt in thinking to sharp, and from thick in action to fine.

Consistent with them the thought of SHGs for rural women empowerment has not nonetheless run its full course achieves its objective. Sanjay Kanti Das (2012)¹⁵ in his study indicated that SHG-Bank Linkage of micro finance programme has a profound influence on the economic status, decision making power, knowledge and self-worthiness of women participants of SHG linkage programme in Assam. Kenneth Kalyani, Seena P.C (2012)¹⁶ reveals that economic development is the base for other development. Collective effort was accepted as the foundation of equality for women. This contributes to sustainable social development through women empowerment. Women's economic development leads to better family living, educational, nutritional, and children's health needs have been well met. Economic independence through Kudumbasree has enhanced its members ' social participation and the Kudumbashree NHG movement supports poor women's flock for social empowerment. Now it is apparent that there are several studies on SHG groups and Kudumbasree and their role on empowering women. Researcher is intended to study to know to what extend the Kudumbasree programme in Kerala has influenced the rural women for their empowerment. Dr. Reji (2013) conducted a study on the economic empowerment of women through self-help groups in India. Women's empowerment is crucial to the community's socio-economic progress and thus, getting women into the main

stream of national development has been a major government concern. In its projects, the Ministry of Rural Development has unique women's elements and funds are "women's component" to ensure adequate flow of resources for the same. SGSY (Swarnjayanti Gram Swarozgar Yojana) is one of the major schemes introduced by the Ministry of Rural Development having female part V. Sreeram et al (2015), Conducted a study on Entrepreneurial Behavior of Kudumbasree Neighborhood Group (NHG) Members in Kerala. The study was conducted in Palakkad district, with the goal of studying the relationship between selected profile characteristics and entrepreneurial behavior of Kudumbasree NHG members with a sample size of 120 respondents. Study concept on ex post facto has been pursued. The correlation analysis revealed an insignificant relationship between age and credit orientation, whereas education, income, mass media exposure, social participation, training received, extension contact, marketing facilities, value orientation, and management orientation had a positive and significant relationship with the entrepreneurial behavior of Kudumbasree NHG members Mazumdar et al (2015), Conducted a study on empowerment of Rural Woman Through entrepreneurship.. Promoting micro and small businesses has been recognized as an important strategy for promoting women's economic empowerment. Self-help groups (SHGs) are considered in this scenario as structural creativity that fosters rural women's empowerment. Hence the need to design exclusive self-employed and other software programmers for women empowerment promotion is important. The present study aims at discussing some important aspects of women empowerment through micro-entrepreneurship development and SHGs.

III. Objectives of the Study

- To understand the overall performance of the Kudumbashree unit.
- To understand uses of social media and traditional media of Kudumbashree unit.
- To identify the usefulness of Kudumabashree for women empowerment
- To know the income level of women per year after joining a Kudumabashree unit

IV.Hypothesis for the Study

- 1.Social media and traditional media makes no significant role in Kudumbashree units.
- 2.Kudumbashree make no significant changes in women empowerment
- z3.Kudumbashree make no significant role in self-confidence

4.Kudumbashree make no significant changes in economic level

5.Kudumbashree make no significant role in knowledge and awareness

V. Methodology

5.1 Collection of data

The study is mainly based on primary data, and the secondary data is used to supplement and support the primary data. The population of the study is the Kudumbashree members of Nanmanda panchayat in the Kozhikode District of Kerala. The sample population includes those members who were active in the Kudumbashree group during the period, 2018- 2019.The Kudumbashree members were individually met for collecting accurate data directly. A field survey was carried out covering rural areas. A pretested structured questionnaire prepared and local language was used.

5.2 Sample Size

A random sample of 60 members was selected for the study

5.3 Method of Data Collection

All the items shown in the questionnaire is asked to members of the units. They are asked to fill the questionnaire in December 2019. Personal interviews are also conducted with office bearers' of Kudumbashree units in the same period. Out of 80 questionnaires served, 60 respondents filled the questionnaire completely and 20 respondents have not filled certain questions and so they are rejected.

5.4 Data Analysis and Technique

The general information has been analyzed with the help of primary data collected from among the respondents through structured questionnaires. Likewise, usage of social media, economical level, self-confidence, Knowledge and awareness empowerments of the Kudumbashree members have also been analyzed based on primary data.

5.5 Scaling Techniques

Scaling technique is used to measure variables related with the level of improvement on a three-point scale with a weight of three, two and one for Greatly Improved, Fairly improved and not improved.

5.6 Tools of Analysis

Statistical techniques like percentage were used for analysis for data.

5.7 Variables used in the Study

1. Economical level
2. Knowledge and Awareness
3. Uses of media
4. Self-confidence

5.8 Scope of the Study

The study is confined to Kudumbasree units of Kerala. The study is conducted based on sample units taken from rural areas of Nanminda panchayat , Kozhikode district.

VI. Data Analysis

1. Age wise classification of respondents in the Nanminda panchayat of Kozhikode district. Is shown in the following table 1.

Age wise classification of Women

Table 1

Age	Number of respondents	Percentage of respondents
18-25	2	3.3
26-35	14	23.3
36-45	21	35
46-55	17	28.3
55-65	6	10
Above 65	0	0
TOTAL	60	100

On analyzing the above table, reveals the fact that 28.3% of the total respondents comes in the age group of 46-55. Just behind it, 35% of the total respondents are in the age category of 36-45. 0% of the total respondents is above 65 and 3.3 % of them are in the category of 18-25. It clear the fact that middle aged group are more interested to join in the kudumbashree units.

Classification based on educational background

The Education level of the Kudumabashree members

Table -2

Education	Number of respondent	Percentage of respondent
Below SSLC	4	6.66
SSLC	32	53.33
Plus Two/ Pre degree	11	18.33
Diploma	5	8.33
Graduation	8	13.33
Post Graduation	0	0
Total	60	100

Table -2 shows that 53.3 % has passed the secondary school education and 18.3% has plus two/pre-degree, 8.3 % has diploma education which includes ITI, Poly technology and other job related diploma courses. And 8 % has graduation, 0% of the total 60 respondents are post graduates. From this it is clear that majority respondents have passed secondary school.

Occupation

Table -3

Occupation	Number of respondents	Percentage of respondents
Daily wages	44	73.33
Private sector	7	11.66
Government sector	0	0
Others	0	0
No job	9	15
		100

The occupation of nearly 73.3% respondents is daily wagers and 11.6% respondents is private employees 15% respondents have no job. They are housewives.

Increasing the level of income

How much is the increase in income level per year of respondents after they joined the Kudumbasree.

Table - 4

Income	Number of respondents	Percentage of respondents
Below Rs 10,000	0	0
10,000 -20,000	9	15
20,000- 30,000	31	51.6
30,000 – 40,000	13	21.6
Above 40,000 Total	7	11.6
Total	60	100

Table-4 shows that for 15% respondent's income increased 10000-20000 per year, 51.6% respondent's income increased to Rs. 20000-30000 per year and for 21.6% of respondent's, income per year increased to Rs.30000-40000 and for 11.6 % of the respondents the rise their income to above Rs.40000/

Usefulness of Kudumabashree

Table -5

Usefulness of Kudumabashree	Number of respondents	Percentage of respondents
Ability to handle finance	12	20
Deals with banks and banking transactions	11	18.3
Involvement in social work	7	11.6
Involvement in Politics	3	5
Ability to handle leadership	8	13.3
About the rights of Women	19	31.6
	60	100

The table -5 shows very clear that the respondents have a great improvement has taken after joining Kudumbashree. Through Kudumabashree self confidence is acquire by the respondents. 11.6% of the respondents are involved in social work and 31.6% of the respondents are aware about the rights of women.18.3% of the total respondents can deal with the bank and transactions perfectly. 5% of the respondents are involved in politics and another 13.3% of the respondents are improved leadership e quality. 20% of the respondents are clearly handled finance .All these happen only after joining the Kudumabashree unit.

Regularly used media

Table -6

Media	Number of respondent	Percentage of respondent
Social media	41	68.3
Traditional media	19	31.6
Total	60	100

The table-6 shows 68.3% of the respondents are mostly used social media and 31.6% or the respondents are used traditional media.

Usage of social media

Table -7

Usage of social media	Number of respondent	Percentage of respondent
Getting Information	21	35
Networking with Friends/Relatives	9	15
Entertainment	16	26.6
To share and build up opinion on various issues	5	8.3
Sharing Messages and Videos	9	15
Total	60	100

The table-7 shows 35% of the respondents are using social media for getting information. 26.6% of the respondents are using for entertainment. And 15% of the respondents are using social media for both sharing messages and videos and net working with friends and family members.8.3% of the respondents are to share and build up opinion on various current issues.

Regularly used Social Media Platform

Table -8

Social networking site	Number of respondents	Percentage of respondents
Face book	11	18.3
WhatsApp	49	81.6
Instagram	0	0

The tables -8 shows 81.6 percentage of the respondents are using WhatsApp for sharing information and messages. 18.3 percentages of the respondents are using Facebook. No one is using Instagram for share, like or post. From this it is clear that majority of the total respondents are using whatApp.

Self confidence

Table -9

Levels of improvement	Number of respondent	Percentage of respondent
Greatly improved	36	60
Fairly improved	21	35
Not improved	3	5
Total	60	100

Table-9 shows self confidence of the Kudumbashree members are greatly improved. 60% of the respondents are greatly improved their self confidence level. 35% of the respondents are fairly improved their self confidence level and still 5% respondents are not improved their self confidence level

VI. Major findings of the study

- The majority of the kudumbashree members belong to the age category of 36-45
- Fifty-one percent of the members are earning income more than Rs 30,000
- Income level of Kudumbasree members have greatly improved after joining in Kudumbasree
- Nearly fifty-three percent of respondents have passed SSLC
- Most important reason for joining the kudumbashree is the availability of easy loans
- Majority respondents are regularly using social media more than traditional media
- Thirty-five percent of the respondents have used media for getting information and most of the respondents are using WhatsApp for sharing messages, information and entertainment.
- The scheme has enhanced the communication skill of the members.
- Decision-making power and Self-confidence has been improved after joining in Kudumbasree.
- Majority of the respondent are working on daily wages
- Awareness of has been improved and Knowledge has not that much improved
- There was a great improvement in respondent's daily life through kudumbashree
- There is improved the ability to handle leadership and finance and about the rights of women
- Kudumbasree has led to the economic, mentally and social empowerment of women.

VII. Recommendations

- Equal share for all members in decision making and participation
- The members should take active participation in different activities including politics.
- Knowledge and awareness programs should be conducted at regular intervals.
- Online education can be provide regularly
- Create awareness about mass media
- Must should be provide political, legal, economic, equal rights, opportunities and health awareness

VIII. Conclusion

The study provided an insight into the role of media and empowerment of women gained by members of Kudumbasree after joining the Kudumbashree. Kudumbashree is a largest women empowerment scheme in the country and became the life-line of poor rural and urban women in

the state of Kerala. The performance of the Kudumbashree is satisfactory but some initiatives need to be taken to achieve efficient unit performance. The majority of the members of Kudumbashree are using social media for to share information and messages and most of them are using WhatsApp application. The media is not that much influences members of Kudumbashree day to day life. The members agreed that after joining Kudumbashree unit their socio-economic status improved. Decision-making power and awareness of the members are improved except self-confidence. By considering some factors such as online education and knowledge, we may infer that Women have not achieved empowerment to the fullest extent.

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