

Analysis of Organizational Communication in Self Help Groups in Odisha

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Abstract—A research study was conducted in Dhenkanal district of Odisha with 10 numbers of women Self Help Groups to analyze the communication behavior and group dynamics within the organization. A total of 120 numbers of sample respondents were interviewed by one structured interview schedule. Ex-post-facto research design was followed in the research study. The Cosmopolitaness-localiteness had highest contribution in predicting the overall Information Communication Behavior. Majority of the respondents were having medium level of Group Dynamics Effectiveness Index (GDEI). Extension contact had highest contribution in predicting the dependent variable GDEI. The extent of involvement in case of members was maximum in family decision making activities while it was found to be maximum in economical domestic activities in case of non members. There was significant relationship in the socio economic status of the SHG member's with empowerment. Education, training, social participation and extension contacts were found to be mostly dominating the areas of empowerment. Parameters like personal autonomy, family decision making, economic domestic consultation and political autonomy between the members and non- members were taken for specific area evaluation. Whereas extension constraints with highest average mean score was found to be major functional difficulty selected in functioning of the SHG. The respondents were of the view that lack of family and organizational support, improper training facility, and improper maintenance of records were the main bottlenecks in effective functioning of the SHG in their area. Some welcoming suggestions were given by the respondents such as effective co-operation of bank members with SHG members and specific training should be imparted for their capacity building.

1. INTRODUCTION

Self-help groups, also known as mutual help, mutual aid, or support groups, are groups of people who provide mutual support for each other. In a self-help group, the members share a common problem, often a common disease or addiction. Their mutual goal is to help each other to deal with, if possible to heal or to recover from, this problem.

Self-Help Groups can be described as informal groups where members have impulse toward collective action for a common cause. The common need usually is meeting their emergent economic needs without being dependent on outside help.

A group of 15 to 20 members (but not more) voluntarily come together and form a group. Members are usually from the same social strata, proximity. Some of the working characteristics of SHGs are –

- (i) Each member saves and contributes a fixed amount to the group periodically
- (ii) The groups thus generate a common fund
- (iii) These collected savings are then used by one or more members of the group who borrow the money and return it with interest
- (iv) The group pre-determines the interest rates, lending policy.
- (v) Loans and loanees are prioritized by consensus
- (vi) The loans cover a variety of purposes including the non-traditional ones.
 - (vii) The loan amounts are usually for small and for short duration.
- (viii) Loan procedure is very simple and flexible.
- (ix) The lending and re-lending among members is on a rotational basis.

The concept of Women Self Help Groups (WSHGs) was adopted by many agencies including the Government in the State with programmes such as TEWA, ICDS, DWCRA which operated through women collectives/groups. Banks and schemes such as Rashtriya Mahila Kosh gave financial assistance to women's groups.

The term dynamics connotes adjustive changes taking place in the group structures as well as caused by changes in any part of the group either due to change of task or additional responsibilities or addition of a member. Group dynamic describes how a group should be organized and conducted democratic leadership, member participation and overall cooperation are stressed.

2. OBJECTIVES

- 1- To analyze the organizational communication behavior among the members of Women Self Help Groups (WSHG) relating to their group activities.

3. MATERIALS AND METHODS

This study entitled **Analysis of Organizational Communication in Self Help Groups in Odisha** was conducted in two blocks of Dhenkanal district taking 3 Women Self Help Groups and 60 respondents. The objective of study was to assess the organizational Communication behavior among the members of WSHG relating to their group activities. The data collected through structured schedule and were analyzed with suitable statistical tools to reveal the major findings.

4. RESULT AND DISCUSSION

Communication profile of SHG members

1. Extension contact

Extension contact is very important to any group or individual for its proper growth in its own profession. Transfer of technology depends upon frequent contact with friends and neighbors. So it is expected that one must come in contact with extension agencies and friends and neighbors regularly. An attempt was made to find out the extent of contact of the sample respondents with extension agencies working in the area under study.

Table 1: Extension contact

Extension Contact	Frequency	Percent
Low	5	8.33
Medium	44	73.34
High	11	18.33
Total	60	100

The extension contact of the SHG members was categorized in to low, medium and high which were indicated in the table 1. It was observed from the table that nearly 73.34 percent of the SHG members had medium extension contact whereas 18.33 percent had high contacts and mere 8.33 percent members had low extension contact. The table above revealed that low extension contact category group means they were not involved much in outside activities but still among them members were there who had wide exposure and good knowledge.

The degree of exposure of the members to various extension workers indicated the proper growth and development of SHG. Speedy and effective transfer of technology relating to income generating activities is possible through regular extension contact. Frequent visit by extension worker to SHG ensures higher participation of the SHG members which in turn helps in increasing group activities. In this context, the extension contact assumed greater significance.

2. Mass media exposure

Exposure of mass media indicates the degree of progressiveness of the members in SHG. The analysis of mass media exposure is presented below:

Table 2: Exposure to mass media exposure

Mass media exposure	Frequency	Percent
Low	18	30
Medium	16	26.67
High	26	43.33
Total	60	100

The table above revealed that higher percentage of SHG members i.e., 43.33 percent had high exposure to mass media whereas 30 percent members had low exposure while only 26.67 percent members had medium exposure to mass media.

It also indicated the members Information Seeking Behavior which helps him to take better financial decision.

3. Cosmopolitaness- localiteness

Cosmopolitaness measures the frequency of visits by the members and their purpose of visit to the outside society to different places. Cosmopolitaness of the respondents was studied and the data as obtained are presented below:

Table 3: Cosmopolitaness- Localiteness

Cosmopolitaness- localiteness	Frequency	Percent
Low	14	23.3
Medium	13	21.7
High	33	55
Total	60	100

The above table revealed that about 55 percent tended to be cosmopolite in nature followed by 23.3 percent in the category of localite (low) and rest of the respondents i.e., 21.7 percent were falling under transitional orientation (medium category). The purpose of the visit is either for some work related to agriculture or all related to agriculture or for personal or domestic purposes. Cosmopolite behavior reflects the outside contact; progressiveness and dynamism of individual. So, members with broader horizon and greater exposure to outside world are preferred for better acceptance and dissemination of innovation and new technology.

The respondents frequently used to go to nearest town. The purpose of visit to the town was to sale their produce or for domestic purposes. Further the cosmopolitaness of the members presented in the table above inferred that majority of the respondents belonged to high cosmopolitaness group but they still need more training programme and exposure visits etc.

4. Information seeking behaviour of the SHG members

Use of information sources/channels which are essential for the reception of messages cannot be ruled out, if the system has to be effective. Therefore an attempt was made to judge various kinds of sources/channel, extent of information drawn from each source/channel and usefulness of those information to the activity of SHG.

Information Seeking Behavior of SHG members related to their SHG activities was assessed in three parts. These are as follows:

- a) Source/channel of information used by SHG members.
- b) Extent of information drawn from different sources/channel of information by SHG members.
- c) Usefulness of information as perceived by the SHG members.
- a) Source/channel of information used by SHG members.

All the sources have been broadly classified into two, viz, formal source and informal source. The table below clearly indicated that NGO/ facilitator, member of the other groups were the main informal sources of information. Neighbors and family members were also important source of information and ranked them as third and fourth among the informal source of information. The findings seem to be logical because the NGO/ facilitator were directly contacted with the SHG members. NGO/ facilitator helps in SHG formation and keep the SHG members duly updated with important information related to the SHG activities.

As per formal sources of information is concerned training ranked first, bank, exhibition and programme officials were the other most quoted sources of information. Newspaper, magazines and programme officials were the least cited source of information among the members of SHG related to their SHG activities.

The findings seem to be logical because of the reason that training to SHG members in different field were enough to provide the latest technical knowhow with convincing reasons. Television and exhibition provide wide coverage with rationality. A particularly revelation as radio and newspaper were least cited sources of information by the SHG members. Most of the respondents lost the habit of reading newspaper because they were from the interior village and the accessibility to market is not that easy. Television has replaced radios, so its importance is more when compared to radios.

Table 4: source/channel of information used by SHG members.

Sources of Information	Frequency of respondents in different preferences			N=60		
	Most of time s (3)	Some times (2)	Less times (1)	Total Rank Score	Rank	Order
Informal source/ Channel						
Member of the other groups	38	12	10	148	2	II

Family members	14	33	13	121	4	VII
Friends	16	20	24	112	5	XI
Relatives	12	26	22	110	6	XII
Neighbor	16	36	8	128	3	IV
Local leaders	12	14	34	98	7	XV
NGO/Facilitator	42	14	4	158	1	I
Formal Source Channel						
Bank	18	24	18	120	5	VIII
Programme official	19	29	12	127	2	V
VLW	12	15	33	99	8	XIV
Training	21	27	12	129	1	III
Exhibition	19	21	20	119	4	IX
Radio	15	32	13	122	3	VI
Television	18	22	20	118	6	X
Newspaper /Magazines	12	22	26	106	7	XIII

5. CONCLUSION

The research study was conducted in Dhenkanal district of Odisha, to analyze the organizational communication behavior among the members of Women Self Help Groups (WSHG) relating to their group activities by using structured schedule and analyzed with suitable statistical tools. The study was found that, members of the WSHGs are mostly Cosmopolite in nature, they are information seekers, the contact with extension personnel's is medium in nature and the members are mostly seeking information's from different NGO's. As the members are information seekers, so if the extension workers frequently visit to the WSHGs, then WSHG members could increase their group activities by more Speedy and effective transfer of technologies relating to income generation.

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