

# Awareness of Disastrous Effect of Water Pollution in Women of Rural Indian Society through Mass Media- A Study Based on Rural Women of Villages of Noida

**Vishnupriya**

*Sr.Lecturer & Programme Coordinator- IMS, Noida*

---

## **ABSTRACT**

*In India, the delivery of relevant information regarding disastrous effect of polluted water to rural women is still recognized as a large challenge. Seeing the increasing popularity of different Mass Media in rural India, there is an urgent need to know the present & future impact of Mass Media as an effective tool to disseminate required information related to water pollution to the rural women as they play a pivotal role in family and if they are aware their families can be safer. This Research Paper is based on the studies related to awareness of disastrous effect of water pollution in rural women of Noida through Mass Media. A questionnaire was prepared to know the exposure of rural women to different Mass Media & their knowledge regarding water pollution through Mass Media. Some very common questions regarding water pollution & its harmful effect were asked to 300 women from the five villages of Noida. Answers were analyzed, assessed & statistically calculated. Some astonishing results were seen showing very less knowledge of water pollution & its harmful effect among rural women through different Mass Media like T.V., Radio, News Papers, Magazines & Internet; Though rural women were found very much exposed to some popular Mass Media like Television & Radio.*

*Following are the different steps related to this Research Paper:-*

**PURPOSE:** *This study aims at knowing the role & impact of Mass Media in spreading awareness regarding water pollution & its disastrous effect in women of rural Indian society. What is the present scenario & what may be the possibilities in near future to create positive atmosphere to make women more aware of these types of problems so that they can improve their life style for better living & balanced growth of society.*

**DESIGN:** *A cross-sectional epidemiological descriptive study based on sample taken from five villages of Noida.*

**SUBJECTS:** *A total of 300 subjects were included in the study.*

**METHODS:** *Questionnaire based survey followed by simple statistical calculations.*

**CONCLUSIONS:** *Though almost all the subjects accepted that water of their area is 'hard' not*

*good for drinking, growth of hair & smoothness of skin but they were highly ignorant about the chemical combination behind this hardness & they denied the role of Mass Media completely in giving any important information related to this issue. Seeing their least awareness about water pollution through popular Mass Media like Television, Radio, Newspaper, Magazines, Internet & Social Media, immediate attention in terms of awareness & environment education through Mass Media is needed.*

**Keywords:** *TDS- Total Dissolved Solids in water, Water Pollution & Hardness of Water, Mass Media- Electronic & Web Media, Cross-Sectional Epidemiological Descriptive Survey.*

## **1. INTRODUCTION**

Noida a city of dreams for many has been facing problem of water pollution & hardness of water as one of the major issues troubling residents of several sectors as well as villages across the city for a long time. According to World Health Organization, the normal TDS in water should be 500 but in Noida it is found to be 1500 & in some sectors like 93 the TDS level in water is 1800. As the TDS level is high, quantity of undesirable minerals like calcium and magnesium is also high; this leads to several issues like acute scarcity of clean drinking water, health hazards such as skin diseases, eczema & loss of hair. Moreover corrosion of electric appliances including iron pipes & discoloring of clothes are common problems. Researches reveal that water samples of different areas of the city often lack in chlorine, becoming ideal breeding grounds for diseases like malaria. In different sectors of Noida people & specially women are very much alert & conscious regarding purification of water as they are educated & well informed but in village areas of Noida where women are not very much educated & conscious, which type of role media is playing to make them aware & disseminate information about water pollution, is the main question of this research paper as some medium of communication like radio & TV is very popular in village areas having great impact on life style of villagers. Due to having close connection with different urban areas & sectors, Mass Media like T.V., Radio, News Paper, Magazine & Internet are becoming popular among rural women of Noida; That is why this study examine that through these Mass Media what percentage of women are becoming aware of water related problems.

## **2. METHODOLOGY**

Seeing the astonishing popularity of Mass Media among rural women a questionnaire based survey was done in five villages (Bhangel, Chhalera, Salarpur, Hajipur & Baraula) of Noida to know the role of Media in spreading awareness regarding water related problems as this problem has been deteriorating the quality of village life very much.

Descriptive survey was done for the study. Five (5) villages of Noida were randomly selected. Assuming the whole women population as a Universe three hundred (300) women were randomly selected as sample size from the five villages. The data were analyzed using descriptive statistics to know the facts related to above water related problems.

**Findings and Discussion- Table-1**

| <b>Educational qualification</b> | <b>Frequency</b> | <b>Percentage (%)</b> |
|----------------------------------|------------------|-----------------------|
| No formal education              | 55               | 18.33                 |
| Primary school certificate       | 77               | 25.66                 |
| Intermediate                     | 70               | 23.33                 |
| B.A/B.Sc.                        | 56               | 18.66                 |
| M.A. and above                   | 42               | 14                    |
| Total                            | 300              | 100                   |

Table I shows that majority 77(25.66%) of the respondents hold Primary school certificate. It could be deduced from this analysis that majority of the rural women in Noida are having School Education only.

**Table II: Occupation/employment status of the respondents**

| <b>Employment status</b>                               | <b>Frequency</b> | <b>Percentage (%)</b> |
|--|------------------|-----------------------|
| Unemployed   | 165              | 55                    |
| Self Employed  | 77               | 25.6                  |
| Employed by government/other organizations/individuals | 58               | 19.33                 |
| Total  | 300              | 100                   |

Table II shows the distribution of respondents by employment status. 165(55%) are unemployed, 77(25.6%) are Self-employed, while 58(19.33%) are employed by government/other organizations.

**Table III: Availability of Mass Media**

| Available Media | Agree |       | Disagree |       | Undecided |       | Total |     |
|-----------------|-------|-------|----------|-------|-----------|-------|-------|-----|
|                 | No    | %     | No       | %     | No        | %     | No    | %   |
| Radio           | 281   | 93.66 | 11       | 3.66  | 8         | 2.67  | 300   | 100 |
| News Paper      | 115   | 38.33 | 182      | 60.66 | 9         | 3     | 300   | 100 |
| Television      | 242   | 80.67 | 56       | 18.67 | 2         | 0.67  | 300   | 100 |
| Magazine        | 80    | 26.66 | 175      | 58.33 | 45        | 15    | 300   | 100 |
| Internet        | 50    | 16.66 | 192      | 64    | 58        | 19.33 | 300   | 100 |

Table III shows that the radio, television, newspaper, magazine and computer are available for use by the respondents. Although there is a little evidence of the availability of other Mass Media such as Internet.

These findings ensure that new technologies, such as computers and the Internet are reaching to the villages of Noida but old medium of communication such as radio & television as well as newspaper is having comparatively good reach among rural women.

**Table IV: Women's awareness of water related problems through available Media.**

| Water Related Problems                               | T.V. | Radio | News Paper | Magazine | Internet | Aware through other means | Not Aware | Total |
|--|------|-------|------------|----------|----------|---------------------------|-----------|-------|
| What is water pollution                              | 3%   | 8%    | 2%         | 1%       | 0%       | 8%                        | 78%       | 100   |
| Clean drinking water has connection with good health | 10%  | 10%   | 1%         | 0%       | 1%       | 12%                       | 66%       | 100   |
| About at least three polluted water borne diseases   | 3%   | 4%    | 0.5%       | 0%       | 0%       | 9%                        | 83.5%     | 100   |
| Hard water creates skin problems                     | 10%  | 10%   | 3.5%       | 1.5%     | 0.5%     | 10%                       | 64.5%     | 100   |
| Hard water is not good                               | 8%   | 8.5%  | 2.5%       | 1.5%     | 0.5%     | 12%                       | 67%       | 100   |

|   |      |      |    |      |    |     |     |     |
|---|------|------|----|------|----|-----|-----|-----|
| for clothes & electric appliances             |      |      |    |      |    |     |     |     |
| Chemical difference between hard & soft water | 0.5% | 1%   | 1% | 1%   | 0% | 3.5 | 93% | 100 |
| Domestic methods of purification of water     | 1%   | 1.5% | 0% | 0.5% | 0% | 27% | 70% | 100 |

In table IV, it could be seen that women's awareness of water related problems is least through Internet and most through Electronic Media. Radio is more popular among rural women due to FM Stations. As far as awareness of clean drinking water is concern, T.V. & Radio both are having same percentage. This credit goes to the commercials of different types of water purifiers which continuously talk about decreasing the risk of water related diseases by using that particular type of purifier.

### 3. CONCLUSION AND RECOMMENDATIONS-

The study concludes that a big percentage of rural women are not aware of water related diseases, the percentage of women who are aware, their source is something else than Media. Rural women are least concerned about right chemical composition of clean water; they think water is polluted as its test is salty & nothing else. They are least bothered about the local water purification plants & don't even think that it is needed to check the source of water.

Recommendations were however made in order to empower the rural women keeping in mind the importance & role of Media.

Based on the findings of this study, the following recommendations were made:

- (1) Mass Media such as Newspaper, Magazine, Radio, Television, and Internet should be made available in the rural communities for women's use in rural areas of Noida.
- (2) Doordarshan, AIR and other popular media should make programs & advertisements to make rural women aware of water related diseases & problems.
- (3) The cost of accessing/using the information & communication technologies should be subsidized or reduced. For example, the cost of Internet charges should be subsidized to a minimum or affordable price.

- (4) Cyber café should be established in the villages that lack such.
- (5) Electricity should be restored to enable women making maximum use of the facilities available
- (6) Schemes & programs related to Basic Education & Adult Education should be implemented effectively.
- (7) There is an urgent need to make Mass Media more responsible & accountable to the society as it is not only fourth pillar of democracy but it is a necessary tool for social change.

## REFERENCES

- [1] [www.noidaauthorityonline.com/.../MASTERPLAN2031-Detail.pdf](http://www.noidaauthorityonline.com/.../MASTERPLAN2031-Detail.pdf)
- [2] [www.eawater.com/](http://www.eawater.com/)
- [3] [en.wikipedia.org/wiki/Noida](http://en.wikipedia.org/wiki/Noida)
- [4] [www.justprop.com/.../13987-builder-project-construction-is-stopped-in-](http://www.justprop.com/.../13987-builder-project-construction-is-stopped-in-)
- [5] [ncrpb.nic.in/pdf\\_files/.../10%20Chapter%208%20Water.pdf](http://ncrpb.nic.in/pdf_files/.../10%20Chapter%208%20Water.pdf)
- [6] [www.leafsociety.in/](http://www.leafsociety.in/)
- [7] [post.jagran.com/search/water-problem-in-Noida](http://post.jagran.com/search/water-problem-in-Noida)
- [8] [indiatoday.intoday.in/story/Noida+property+bubble.../1/69229.html](http://indiatoday.intoday.in/story/Noida+property+bubble.../1/69229.html)
- [9] [Timesofindia.indiatimes.com](http://Timesofindia.indiatimes.com) > City
- [10] [www.downtoearth.org.in](http://www.downtoearth.org.in) > Web Specials