

Exploring Media's Role In Disseminating Information Regarding Various Schemes Among Women Panchayat Members: A Case Study Of Tumkuru District

Sushma S Naik¹ And Prof. Onkaragouda Kakade²

¹Research Scholar, Department Of Journalism And Mass Communication
Karnataka State Akkamahadevi Women's University, Vijayapura, Karnataka, India
²professor, Department Of Journalism And Mass Communication
Karnataka State Akkamahadevi Women's University, Vijayapura, Karnataka, India

Abstract:

Media consists of various means of communication such as radio, newspaper, magazine, television, cinema, internet, social media, etc. It is intended to reach a large audience within fraction of seconds. Now a day's media turn out to be an essential part of our daily life. It helps to create and share information, knowledge and public opinion and also helps to strengthen the society in a positive way. As the fourth pillar of democracy media plays an important role in protecting people's interest and creating awareness about many societal issues among public. It has enormous effect on lives of men, women, children, youngsters, aged people and others.

Media is a significant channel of disseminating useful information to the public and thereby it empowers people. The quick way of disseminating information helps to implement the developmental plans and programs potentially in both rural and urban areas. This will help people to think critically about any information they get. In this way, media also impacts on women's lives and their thoughts. It is necessary for women representatives to get knowledge about various developmental schemes and plans for rural development. Because women members are the representatives of local government and they are responsible for the overall development of rural areas.

Therefore, this research study focuses on exploring media's role in disseminating information regarding various schemes among Women Gram Panchayat Members of Tumkuru District, Karnataka State which aims to explore how media influences on the lives of women panchayat members, how they access media content and how media serves as an important tool to disseminate information regarding various developmental schemes. The data was collected through surveys. The study examined the media habits, influence of media and usage of information in the media by women representatives.

Keywords: Media, Women Gram Panchayat members, Local governance, Developmental Schemes for Rural Development.

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I. Introduction:

Media consists of various means of communication such as radio, newspaper, magazine, television, cinema, internet, social media, etc. It is intended to reach a large audience within fraction of seconds. Now a day's media turn out to be an essential part of our daily life. It helps to create and share information, knowledge and public opinion and also helps to strengthen the society in a positive way. People depend on media fully, without media people would be isolated from society, from the government, from the representatives and from the neighbors, neighboring cities too. Media always played an important role in the development of society and nation.

As the fourth pillar of democracy media plays an important role in protecting people's interest and creating awareness about many societal issues among public. It has enormous effect on lives of men, women, children, youngsters, aged people and others. It has been one of the important tools to inform the mass audience, educate them with proper information and entertain the people.

Media is a significant channel of disseminating useful information to the public and thereby it empowers people. The quick way of disseminating information helps to implement the developmental plans and programs potentially in both rural and urban areas. This will help people to think critically about any information they get. In this way, media also impacts on women's lives and their thoughts. It is necessary for

women representatives to get knowledge about various developmental schemes and plans for rural development. Because women members are the representatives of local government and they are responsible for the overall development of rural areas.

Media should have the capability of disseminating information because it should have concern on individuals, genders, communities, areas and society. This will help to enhance the decision making process and help to solve societal problems. Every medium has different type of information disseminating process. For example, through printed form, through audio, visuals, etc. people will get information. Behind every disseminating process there is some procedures and plans. Because every media have the responsibility that it should not provide fake information or half information regarding any issues and the information which they provide should be fact based, real and cross checked.

Essential Information is much needed for the growth of any society. In this regard, media is the key to provide information regarding gender equality, eradication of discrimination, education, employment, providing platforms for women to showcase their thoughts and ideas and so on.

Therefore, this research study focuses on exploring media's role in disseminating information regarding various schemes among Women Gram Panchayat Members of Tumkuru District, Karnataka State which aims to explore how media influences on the lives of women panchayat members, how they access media content and how media serves as an important tool to disseminate information regarding various developmental schemes. The data was collected through surveys. The study examined the media habits, influence of media and usage of information in the media by women representatives.

II. Review of Literature:

Review of literature is a summary of scholarly articles, books, thesis, journals and other sources related to a specific research topic. It collects relevant and timely information related to a particular topic. This part provides literature reviews of scholarly articles related to the research article 'Exploring Media's Role in Disseminating Information Regarding Various Schemes among Women Gram Panchayat Members' and impact of media on women representatives and how they access information.

Kumar Ashwani and Lahaik Parul (2022) in their research 'Impact of Mass Media on Rural Women: A Study of Shimla District' stated that the accessibility of mass media among rural women was very good and effective. Mass media played an important role in changing the behavior of rural women and there have been significant socio-cultural changes in their life through mass media. Despite the restricted reach and accessibility especially in rural and far flung areas, mass media affected the lives of rural women positively by informing them about the new developments, by entertaining them and influencing their attitude, opinions and actions on a variety of subjects.

Paul Surjit and as Saini (2022) in their research 'Investigating Information Dissemination and Citizen Engagement through Government Social Media during the COVID-19 Crisis' explored how effectively the Indian Government utilized social media to communicate emergency information and promote citizen engagement and awareness during the first wave of covid-19 crisis. They highlighted the clusters of words/terms present in the tweets related to COVID-19 combating strategies, guidelines and updates. They also suggested that government agencies should improve ways by enhancing media richness and dialogic loop elements such as surveys, polls and responses in the crisis communication.

Omotayo Monsuru Quadri, Oyetunji Oyesola Oluwasina and Adebajo Adebisi (2021) in their research 'The Role of Social Media in Information dissemination in the Pandemic Era' stated that the relevance of social media outlets cannot be overemphasized with recourse to information dissemination. The study recommended that social media users should stop spreading fake news and inflammatory messages that may result in violence, fear and confusion of individual health status. They also stressed that Government should collaborate with security agencies to monitor social media accounts so as to counter propaganda, hate speech and other hazardous contents.

Sulocahana G S and Prakash Jagadish (2019) in their research 'Gram Panchayat Daily Reading Habits of Elected Women Members: A Case Study of Tumkur' highlighted the fact that print media is still influential in India, highlights the growth of regional language newspapers like Kannada. They stated that governments should use mass media to implement any rural development projects quickly and transparently. Government officials and village panchayat officials should work hard to advance their villages in the development and implementation of all gram panchayats.

Chandrashekar E (2015) in his research 'Dissemination of Health Related Issues through Mass Media: An Overview' shows that the message containing health related information should not be boring. It should be able to get attention of the people in the first place so that people for whom media is a source of entertainment may not feel put off. Media should give clear message which are in consonance with the prior general public knowledge so that it is acceptable to the people.

III. Statement of the problem:

To explore the role of media in disseminating information among Women Gram Panchayat, the study entitled "Exploring Media's Role in Disseminating Information Regarding Various Schemes among Women Gram Panchayat Members: A Case Study of Tumkuru District" aims to study the following objectives:

Objectives:

- ❖ To find out the media habits among women gram panchayat members.
- ❖ To know what type of news related to rural development women members consume through different media.
- ❖ To study the socio-political characteristic of women gram panchayat members.
- ❖ To explore how media disseminate information regarding various schemes of rural development.
- ❖ To find out how Women Gram Panchayat members utilize media platforms in local governance.

By observing the above objectives, the study aims to provide valuable resources into the exploring media's role in disseminating information regarding various schemes among Women Gram Panchayat Members and its impact on their social and political life.

IV. Methodology / Research Design:

Research methodology means it is a specific way of conducting research which is helpful in identifying the sample, sampling method, sample size, tools of data collection, and statistical methods used to analyze the collected data.

Research Design:

The present explores the role of media in disseminating information regarding various schemes among Women Gram Panchayat members. For the present research "Random Sampling Technique" is used to choose the samples. This study was conducted in Tumkuru city of Karnataka State with 160 respondents. The primary data was collected through a structured questionnaire. Its main purpose is to explore how media has impacted on the ideas and thoughts of women representatives and how it is helpful in disseminating information regarding various schemes.

V. Data Analysis / Findings:

This part analyses the findings or data collected through a structured questionnaire. The results of the study are shown under the following subheadings with a table.

Table 6.1 Distribution of Respondents by Age

Age Group	Frequency	Percentage
Below 30	36	22.5
31 to 45 years	93	58.12
46 to 60 years	28	17.5
Above 60	3	1.88
Total	160	100

Table 6.1 reveals the age wise distribution of selected respondents. It shows that more than half 58.12% (N=93) of the respondents belongs to the age group between 31 to 45 years, followed by 22.5% (N=36) were below 30 years, 17.5% (N=28) of the respondents belongs to the age group between 46 to 60 years and only 1.88% (N=3) of them were above 60 years.

Table 6.2 Distribution of Respondents by Educational Qualification

Educational Qualification	Frequency	Percentage
Illiterate	26	16.25
Primary/ High school	113	70.62
College/ Degree	20	12.5
PG	1	0.63
Total	160	100

Table 6.2 indicates the educational qualification of the respondents selected for the study. It shows that significant number 70.62% (N=113) of the respondents completed Primary and High school education,

followed by 16.25% (N=26) of the respondents were illiterates, 12.5% (N=20) of the respondents completed Degree and very least 0.63% (N=1) only one respondent completed post-graduation.

Table 6.3 Distribution of Respondents by Category

Category	Frequency	Percentage
SC/ST	88	55
OBC	17	10.62
General Category	53	33.12
Minority	2	1.26
Total	160	100

The data presented in the table 6.3 reveals the category wise distribution of selected respondents. It shows that more than half 55% (N=88) of the respondents belonged to the SC/ST category, followed by 33.12% (N=53) of the respondents belonged to the General category, 10.62% (N=17) belonged to Other Backward Classes and the only 1.26% (N=2) of them belonged to Minority group.

Table 6.4 Distribution of Respondents by Annual Income

Annual Income	Frequency	Percentage
Up to one lakh	30	18.76
1-3 lakhs	129	80.62
3-5 lakhs	1	0.62
Above 5 lakhs	0	0
Total	160	100

Table 6.4 reveals the distribution of respondents based on their annual income. According to this table, more than half 80.62% (N=129) of the respondents have an annual income of 1 to 3 lakhs, followed by 18.76% (N=30) have up to one lakh annual income, only 0.62% (N=1) one respondent has an annual income of 3 to 5 lakhs and none of the respondents doesn't have above 5 lakhs annual income.

Table 6.5 Distribution of Respondents based on Employment

Employment	Frequency	Percentage
Agriculture	83	51.87
Daily wages	2	1.26
Business	33	20.62
Housewife	42	26.25
Total	160	100

Table 6.4 indicates the distribution of respondents based in their employment. It shows that more than half 51.87% (N=83) of the respondents were working in the agriculture sector, followed by 26.25% (N=42) of them were housewives, 20.62% (N=33) of the respondents run their own businesses and the only 1.26% (N=2) two respondents were working for daily wages.

Table 6.6 Distribution of respondents based on the Family structure

Family structure	Frequency	Percentage
Nuclear family	139	86.88
Joint family	21	13.12
Total	160	100

Table 6.6 indicates the family structure of the selected respondents. It shows that a greater majority 86.88% (N=139) of the respondents belong to the nuclear family, while only 13.12% (N=21) of the respondents belong to the joint family.

Table 6.7 Distribution of Women representatives according to their Social participation:

Social participation	Frequency	Percentage
Self-Help Groups (SHGs)	89	55.62

Non-Government Organizations	44	27.5
Women's Club	67	41.87

The information in the table 6.7 reveals the social participation of the selected respondents. It was found that more than half 55.62% (N=89) of the respondents were members of the Self-Help Groups (SHGs), followed by 41.87% (N=67) of them were members of the Women's Club and 27.5% (N=44) of the respondents were part of Non-Government Organizations/NGOs.

Table 6.8 Media availability at respondents home

Media	Frequency	Percentage
Newspaper	70	43.75
Radio	19	11.87
Television	118	73.75
Internet	112	70

The data presented in the table 6.8 indicates the availability of different media in respondents' homes. It shows that majority 73.75% (N=118) of the respondents have a television in their home, while 70% (N=112) of the respondents have access to the internet, followed by 43.75% (N=70) of them have access to newspapers, and very less 11.87% (N=19) of them have the radio in their home. It was found from the study that majority of the respondents have television and internet facility in their homes and radio is the media preferred by very less respondents.

Table 6.9 Distribution of respondents based on radio listening

Radio listening	Frequency	Percentage
Everyday	15	9.38
Occasionally	83	51.87
Never	62	38.75
Total	160	100

Table 6.9 reveals the frequency of radio listening by the selected respondents. It indicates that more than half 51.87% (N=83) of the respondents who listen to the radio news and programs occasionally, followed by 38.75% (N=62) of them never listen to the radio and very less 9.38% (N=15) of the respondents who listen to the radio every day.

Table 6.10 Types of radio programs listened by the Respondents:

Types of radio programmes	Frequency	Percentage
News	69	43.12
Discussion	28	17.5
Agriculture related programs	39	24.37
Health related programs	51	31.87
Janapada programs	44	27.5

Table 6.10 indicates the types of radio programs listened by the selected respondents. It was found that 43.12% (N=69) of the respondents listen to radio news, followed by 31.87% (N=51) of them listen to health related programs, 27.5% (N=44) of the respondents listen to janapada programs, 24.37% (N=39) of them listen to agriculture related programs and 17.5% (N=28) of the respondents listen to discussions.

Table 6.11 Distribution of respondents based on reading newspaper

Reading newspaper	Frequency	Percentage
Everyday	67	41.88
Occasionally	65	40.62
Never	28	17.5
Total	160	100

Table 6.11 reveals the frequency of reading newspaper by the selected respondents. It indicates that 41.88% (N=67) of the respondents read newspapers every day, followed by 40.62% (N=65) of them who read newspapers occasionally and the remaining 17.5% (N=28) of them never read newspapers.

Table 6.12 Kinds of news reading by the Respondents:

Kind of news	Frequency	Percentage
Political news	72	45
Crime news	38	23.75
Commerce news	49	30.62
Cinema	79	49.37
Human Interest news	112	70
Local news	116	72.5

Table 6.12 indicates the kinds of news read by the selected respondents. It was found that more than half 72.5% (N=116) of the respondents read local news, followed by 70% (N=112) of them read human interest news, 49.37% (N=79) of the respondents read cinema news, 45% (N=72) of them read political news, 30.62% (N=49) of them read commerce news and 23.75% (N=38) of the respondents read crime news.

Table 6.13 Distribution of respondents based on watching television

Watching TV	Frequency	Percentage
Everyday	132	82.5
Occasionally	28	17.5
Never	0	0
Total	160	100

Table 6.13 reveals the frequency of watching television by the selected respondents. It was found that a greater majority 82.5% (N=132) of the respondents watch television every day, followed by 17.5% (N=28) of the respondents who watch television occasionally and none of them said they never watch television.

Table 6.14 Type of programs watched by the Respondents:

Types of programs	Frequency	Percentage
News	120	75
Health	62	38.75
Serials	133	83.12
Cinema	91	56.87
Education	65	40.62
Agriculture	54	3.75

Table 6.14 indicates the types of programs watched by the selected respondents. It was found that a great majority 83.12% (N=133) of the respondents watch serials, followed by 75% (N=120) of the respondents watch news, 56.87% (N=91) of them watch cinemas, 40.62% (N=65) of them watch education programs, 38.75% (N=62) of them watch health related programs and only 3.75% (N=54) of the respondents watch agriculture programs.

Table 6.15 Distribution of respondents regarding usage of Internet

Usage of Internet	Frequency	Percentage
Everyday	78	48.75
Occasionally	56	35
Never	26	16.25
Total	160	100

Table 6.15 reveals the frequency of using internet by the total respondents selected for the study. It shows that nearly half 48.75% (N=78) of the respondents access internet every day, whereas 35% (N=56) of them who access internet occasionally and the remaining 16.25% (N=26) of respondents never use the internet.

Table 6.16 Purpose of using media

Purpose of using media	Frequency	Percentage
News/ Information	115	71.87
Entertainment	125	78.12

Commercial	34	21.25
Education	57	35.62
To know about Govt schemes	74	46.25
Communication	117	73.12

The information in the table 6.16 reveals the purpose of using media by the respondents selected for the study. It shows that the majority 78.12% (N=125) of the respondents access media for entertainment purposes, followed by 73.12% (N=117) of them access media for communication, 71.87% (N=115) of them access media for news and information purpose, 46.25% (N=74) of the respondents access media to know about Government schemes, 35.62% (N=57) of them access media for education purpose and 21.25% (N=34) of them access media for commercial purpose. It was found that majority of the respondent's access media for entertainment and communication purpose and the very least number of respondents use media for commercial purpose.

Table 6.17 Usage of different social media sites

Social media sites	Facebook		WhatsApp		Instagram		YouTube	
Regularly	30	18.75	81	50.62	24	15	92	57.5
Occasionally	103	64.37	69	43.12	52	32.5	54	33.75
Never	27	16.88	10	6.26	84	52.5	14	8.75
Total	160	100	160	100	160	100	160	100

The data presented in the table 6.17 indicates the usage of different social media sites among the selected respondents. It reveals that a significant number that is more than half 64.37% (N=103) of the respondents use Facebook occasionally, followed by 18.75% (N=30) of them use Facebook regularly and the remaining 16.88% (N=27) of the respondents do not use Facebook. While, more than half 50.62% (N=81) of the respondents use WhatsApp regularly, followed by 43.12% (N=69) of them use WhatsApp occasionally and the remaining 6.26% (N=10) of the respondents do not use WhatsApp.

It was also found that more than half 52.5% (N=84) of the respondents do not use Instagram in their daily life, followed by 32.5% (N=52) of them use Instagram occasionally and the remaining 15% (N=24) of the respondents use Instagram regularly. Whereas, more than half 57.5% (N=92) of the respondents use YouTube regularly, followed by 33.75% (N=54) of them use YouTube occasionally and the only 8.75% (N=14) respondents do not use YouTube.

Table 6.18 Frequency of knowing Government Schemes by Respondents:

Schemes	Frequency	Percentage
MGNREGS	127	79.37
Drinking Water	142	88.75
Swacch Bharat Mission	145	90.62
Rural Development	148	92.5
PMGSY	134	83.75

Table 6.18 reveals the frequency of knowledge about Government schemes by the selected respondents. It was found that a greater majority 92.5% (N=148) of the respondents have knowledge about Rural development scheme, followed by 90.62% (N=145) of the respondents know about Swacch Bharat Mission scheme, 88.75% (N=142) of them know about Drinking Water, 83.75% (N=134) of them know about Prime Minister Gram Sadak Yojana (PMGSY) and 79.37% (N=127) of them know about Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS).

Table 6.19 Media provides information regarding local governance

Information regarding local governance	About GP meeting news	About lack of cooperation	About administrative problem
Always	87 (54.37)	90 (56.25)	75 (46.87)
Sometimes	58 (36.25)	42 (26.25)	50 (31.25)
Never	15 (9.38)	28 (17.5)	35 (21.88)
Total	160 (100)	160 (100)	160 (100)

The information in the table 6.19 indicates how media provides information regarding local governance. It was found that more than half 54.37% (N=87) of the respondents expressed that media always provides information regarding Gram Panchayat meeting news, followed by 36.25% (N=58) of them opined

that media sometimes provides information and the only 9.38% (N=15) of the respondents opined that media never provides information regarding Gram Panchayat meeting news. Whereas, more than half 56.25% (N=90) of the respondents expressed that media always provides information regarding lack of cooperation in local governance, followed by 26.25% (N=42) of them opined that media sometimes provides information and the remaining 17.5% (N=28) of the respondents opined that media never provides information regarding lack of cooperation in local governance.

It is noted that, nearly half 46.87% (N=75) of the respondents expressed that media always provides information regarding administrative problem in local governance, followed by 31.25% (N=50) of them opined that media sometimes provides information and the remaining 21.88% (N=35) of the respondents opined that media never provides information regarding administrative problem in local governance.

Table 6.20 Media provides information regarding women empowerment

Info about women empowerment	Individual empowerment	Social empowerment	Political empowerment	Cultural empowerment
Always	78 (48.75)	84 (52.5)	82 (51.25)	86 (55)
Sometimes	52 (32.5)	52 (32.5)	46 (28.75)	49 (26.25)
Never	30 (18.75)	24 (15)	32 (20)	25 (18.75)
Total	160 (100)	160 (100)	160 (100)	160 (100)

The data presented in the table 6.20 indicates to what extent media provides information regarding women empowerment factors. It was found that nearly half 48.75% (N=78) of the respondents expressed that media always provides information regarding individual empowerment of women, followed by 32.5% (N=52) of them opined that media sometimes provides information and the remaining 18.75% (N=30) of the respondents opined that media never provides information regarding individual empowerment of women. While more than half 52.5% (N=84) of the respondents expressed that media always provides information regarding social empowerment of women, followed by 32.5% (N=52) of them opined that media sometimes provides information and very less number 15% (N=24) of the respondents opined that media never provides information regarding social empowerment of women.

Over half, precisely 51.25% (N=82) of the respondents consider that media always provides information regarding political empowerment of women, followed by 28.75% (N=46) of them opined that media sometimes provides information and the 20% (N=32) of the respondents considers media never provides information regarding political empowerment of women. Meanwhile, a significant number 55% (N=86) of the respondents opined that media always provides information regarding cultural empowerment of women, followed by 26.25% (N=49) of them said media sometimes provides information and the remaining 18.75% (N=25) of the respondents opined media never provides information regarding cultural empowerment of women.

In conclusion, the data emphasizes the role of media in providing information about various dimensions of women empowerment. Respondents generally perceive media always provides information about individual, social, political, and cultural empowerment factors.

Table 6.21 Media provides more information regarding capacity building of women

Info regarding capacity building	Newspaper	Radio	Television	Social Media
Gender Equality	84 (52.5)	42 (26.25)	104 (65)	87 (54.37)
Ignorance and Social evils	86 (53.75)	30 (18.75)	92 (57.5)	85 (53.12)
Health and Cleanliness	92 (57.5)	37 (23.12)	105 (65.62)	89 (55.62)
Education and Training	98 (61.25)	35 (21.87)	97 (60.62)	82 (51.25)
Reservation in politics	102 (63.75)	29 (18.12)	104 (65)	93 (58.12)

The information in the table 6.21 reveals how media provides information regarding capacity building of women panchayat members. It was found that a significant number 65% (N=104) of the respondents expressed that television provides more information regarding gender equality, followed by social media 54.37% (N=87), newspaper 52.5% (N=84) and the radio 26.25% (N=42).

The data indicates that more than half 57.5% (N=92) of the respondents opined that television provides more information regarding ignorance and social evils, followed by newspaper 53.75% (N=86), social media 53.12% (N=85) and the radio 18.75% (N=30).

A significant portion 65.62% (N=105) of the respondents expressed that television provides more information regarding health and cleanliness, followed by newspaper 57.5% (N=92), social media 55.62% (N=82) and the radio 23.12% (N=37).

It is noted that more than half 61.25% (N=98) of the respondents opined that newspaper provides more information regarding education and training for capacity building of women, followed by television 60.62% (N=97), social media 51.25% (N=82) and the radio 21.87% (N=35).

It was also found that more than half 65% (N=104) of the respondents expressed that television provides more information regarding reservation for women in politics, followed by newspaper 63.75% (N=102), social media 58.12% (N=93) and the radio 18.12% (N=29).

Table 6.22 Media provides information regarding development schemes

Info about development schemes	Newspaper	Radio	Television	Social Media
Women's Helpline scheme	92 (57.5)	38 (23.75)	110 (68.75)	94 (58.75)
Ujjwala Yojana	102 (63.75)	36 (22.5)	107 (66.87)	89 (55.62)
Rashtriya Mahila Kosh	105 (65.62)	35 (21.87)	112 (70)	92 (57.5)
STEP	106 (66.25)	31 (19.37)	98 (61.25)	85 (53.12)
NAREGA	113 (70.62)	46 (28.75)	119 (74.37)	95 (59.37)
Skill Development	115 (71.87)	48 (30)	104 (65)	92 (57.5)

Table 6.22 reveals how media provides information regarding various development schemes which are helpful for rural development and women empowerment. It was found that a significant portion 68.75% (N=110) of the respondents expressed that television provides information regarding Women's Helpline Scheme, followed by social media 58.75% (N=94), newspaper 57.5% (N=92) and the radio 23.75% (N=38).

Whereas, more than half 66.87% (N=107) of the respondents opined that television provides information regarding Ujjwala Yojana, followed by newspaper 63.75% (N=102), social media 55.62% (N=89) and the radio 22.5% (N=36).

Meanwhile, over 70% (N=112) of the respondents consider that television provides information regarding Rashtriya Mahila Kosh, followed by newspaper 65.62% (N=105), social media 57.5% (N=92) and the radio 21.87% (N=35).

It was noticed that more than half 66.25% (N=106) of the respondents expressed that newspaper provides information regarding STEP (Support to Training and employment Programme for Women) scheme, followed by television 61.25% (N=98), social media 53.12% (N=85) and the radio 19.37% (N=31).

Whereas, majority 74.37% (N=119) of the respondents opined that television provides information regarding NAREGA (National Rural Employment Guarantee Act) scheme, followed by newspaper 70.62% (N=113), social media 59.37% (N=95) and the radio 28.75% (N=46).

It was noted that more than half 71.87% (N=115) of the respondents consider that newspaper provides information regarding Skill Development scheme, followed by television 65% (N=104), social media 57.5% (N=92) and the radio 30% (N=48).

Table 6.23 Information regarding schemes in media useful for functioning as a GP member

Schemes useful for functioning	Frequency	Percentage
Very useful	82	51.25
Useful	50	31.25
Not useful	28	17.5
Total	160	100

Table 6.23 indicates that more than half 51.25% (N=82) of the respondents opined that information regarding schemes in media is very useful for functioning as a Gram Panchayat member, followed by 31.25% (N=50) of the respondents opined that information regarding schemes in media is useful for functioning and the remaining 17.5% (N=28) of the respondents opined that information regarding schemes in media is not useful for functioning as a Gram Panchayat member.

Table 6.24 More information about various schemes

More info about schemes	Frequency	Percentage
Radio	47	29.37
Newspaper	94	58.75
Television	105	65.62
Social Media	87	54.37
Officials	131	81.87

Table 6.24 reveals that majority 81.87% (N=131) of the respondents opined that expressed that concerned officials provides more information about various developmental schemes, whereas a significant number 65.62% (N=105) of the respondents opined that television provides more information about various schemes, followed by newspaper 58.75% (N=94), social media 54.37% (N=87) and very less number 29.37% (N=47) of the respondents expressed that radio provides more information about various developmental

schemes. It was found from the above table that a greater majority of the respondents expressed that officials and television provides more information about various developmental schemes and radio is the media preferred by very less respondents.

Table 6.25 Problems will be solved through media

Problems solved through media	Frequency	Percentage
Yes	106	66.25
No	33	20.63
To some extent	21	13.12
Total	160	100

Table 6.25 shows that more than half 66.25% (N=106) of the respondents opined that problems will be solved through media, followed by 20.63% (N=33) of the respondents said that village problems will not be solved through media and the remaining 13.12% (N=21) of the respondents opined that to some extent media will be helpful in solving village problems.

Table 6.26 Utilization of news and stories related to various schemes

Utilization of news	Frequency	Percentage
Completely	120	75
To some extent	34	21.25
Not at all	6	3.75
Total	160	100

Table 6.26 indicates the utilization of news and stories related to various schemes by women members. It was found that a significant number 75% (N=120) of the respondents expressed that they completely utilize the news and stories related to various schemes published in media, followed by 21.25% (N=34) of the respondents opined that to some extent they utilize and very least number 3.75% (N=6) of the respondents opined that they not at all utilize the news and stories related to various schemes published in media.

Table 6.27 Trustworthy of information about various schemes in media

Trustworthy of information	Frequency	Percentage
Completely	104	65
To some extent	44	27.5
Not at all	12	7.5
Total	160	100

Table 6.27 reveals about the trustworthy of information about various schemes in media. It shows that more than half 65% (N=104) of the respondents expressed that they completely trust the information about various schemes published in media, followed by 27.5% (N=44) of the respondents opined that to some extent they trust the information and very less number 7.5% (N=12) of the respondents opined that they not at all trust the information about various schemes published in media.

Table 6.28 Quality of news about schemes

Quality of news	Frequency	Percentage
Excellent	15	9.38
Good	121	75.62
Not good	16	10
Very poor	8	5
Total	160	100

The information in the table 6.28 reveals the quality of news about various schemes in media. It shows that majority 75.62% (N=121) of the respondents opined that quality of the news about various schemes published on media is good, followed by 10% (N=16) respondents who opined that quality of the news is not good, 9.38% (N=15) of them opined that quality of the news is excellent and only 5% (N=8) respondents opined that quality of the news about various schemes published on media is very poor.

Table 6.29 Understanding of news about schemes

Understanding of news	Frequency	Percentage
Very easy	24	15

Easy	110	68.75
Difficult	16	10
Very difficult	10	6.25
Total	160	100

Table 6.29 reports that more than half 68.75% (N=110) of the respondents opined that language used in the news related to schemes in media is easy to understand, followed by 15% (N=24) of the respondents opined that it is very easy to understand, 10% (N=16) of them opined that language used in the news related to schemes in media is difficult and very few 6.25% (N=10) of the respondents opined that language used in media is very difficult to understand.

Table 6.30 News about various schemes provides complete information

Complete info	Frequency	Percentage
Yes	126	78.75
No	34	21.25
Total	160	100

Table 6.30 shows that majority 78.75% (N=126) of the respondents expressed that news published in the media provides complete information about various schemes whereas 21.25% (N=34) of the respondents expressed that news published in the media doesn't provide complete information.

Table 6.31 Need to increase the number of news related to various schemes

Increase news	Frequency	Percentage
Yes	138	86.25
No	22	13.75
Total	160	100

Table 6.31 reveals that majority 86.25% (N=138) of the respondents opined that there is a need to increase the number of news related to various schemes in media and the remaining 13.75% (N=22) of the respondents opined that there is no need to increase the number of news in media.

Table 6.32 Factors helpful to know about various schemes

Factors helpful	Frequency	Percentage
Training	106	66.25
Information by officials	130	81.25
Information by media	122	76.25

Table 6.32 indicates opinion of the respondents regarding the factors helpful to know about various schemes. It shows that a greater majority 81.25% (N=130) of the respondents opined that information given by the officials concerned is helpful to know about various schemes, whereas 76.25% (N=122) of them opined that information given by the media is helpful and a significant number 66.25% (N=106) of the respondents opined that training is helpful to know about various schemes.

Table 6.33 Questioning the credibility of the news about schemes

Credibility of news	Frequency	Percentage
Always	82	51.25
Sometimes	42	26.25
Never	36	22.5
Total	160	100

The data presented in table 6.33 reveals that more than half 51.25% (N=82) of the respondents said that they always question the credibility of the news they consume, followed by 26.25% (N=42) of them sometimes question the credibility of the news and 22.5% (N=36) of the respondents said that they never question the credibility of the news about schemes which they consume through media.

VI. Conclusion/ Summing up:

This research focused on exploring media's role in disseminating information regarding various schemes among women gram panchayat members of Tumkuru district. The study has also revealed the media habits of women members and its role in disseminating useful information which are helpful for their social and political life.

Within the selected number of respondents, it was reported that a substantial portion of women representatives were engaged in the agriculture sector. The study further unveiled that a majority of the respondents incorporate daily television viewing into their routines, with a comparatively lower number tuning into the radio. Whereas, more than half of the respondents access social media every day. The study underscores that majority of the respondent's access media for entertainment, communication and news and information purpose and the very least number of respondents use media for commercial purpose.

The study highlighted the fact that media plays a pivotal role in disseminating information regarding various schemes among women representatives. The study participants expressed how diverse media platforms contribute to circulating information regarding local governance such as gram panchayat meetings, about lack of cooperation and administrative problems.

Furthermore, the findings have illuminated about how media helps to share information regarding various developmental schemes such as Women's Helpline scheme, Ujjwala Yojana, Rashtriya Mahila Kosh, STEP, NAREGA and Skill Development schemes. Media's influence extends to helping women overcome the dominance of their male counterparts and facilitating the implementation of developmental plans in rural areas. The respondents also underscored how media is instrumental in cultivating awareness regarding various facets of empowerment, encompassing individual, social, political, and cultural empowerment.

In conclusion, this study emphasizes on exploring media's role in disseminating information regarding various schemes among women gram panchayat members of Tumkuru district and how it helps to shape their social and political life. In today's society, media is considered as an important tool for communication, for disseminating useful information and also for positive transformation of society. So it helps women representatives enabling them to play active roles in local governance and the decision-making process.

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