

**MANAGEMENT OF
DEVELOPMENT
PROGRAMMES FOR
WOMEN AND CHILDREN**

Volume IV

**THROUGH
AGRICULTURE/FARM ACTIVITIES**

Editor : Rajammal P. Devadas



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FORWARD

Indian women have retained their position of prestige through courage, education and purity of life. These alone can enhance permanently their status in society in future also.

Recently a new and welcome emphasis has come on women's education namely, that it should prepare girls for the part they will have to play later as parents, 'producers of resources and member of the community - rural and urban. The role of women in agriculture has been substantial since time immemorial. If they are trained, their contribution would be greater. In the education and training of our women, it is essential they should also be aware of their cultural background and of spiritual values as our women have been the repositories of our great culture. Formation of character based on personal purity is the basis of all education, particularly women's education. A great India requires that atleast some men and women should dedicate themselves wholly to promote these values among the poor and downtrodden.

Sri Avinashilingam Home Science College has been working in the field of women's education for over three decades with these ideals. The conducting of courses on 'Management of Development Services for Women and Children has given the college an opportunity to train workers in the various field of women's development. We are grateful to the Department of Women and Child Development of the Ministry of Human Resource Development and USAID for enabling the college to run these courses under the dynamic leadership of Hon'ble Minister of State for Youth Affairs, Sports and Women and Child Development. We are grateful to the staff of Sri Avinashilingam Home Science College and distinguished

guest lecturers from outside, who have been responsible for the successful running of these courses and to Dr. Rajammal P. Devadas, the Director of the Avinashilingam Education Trust Institutions whose three decades of hard, continued and dedicated service have made all these possible.

We hope that this publication will help towards more efficient working of the development programmes for women and children in the country and lead to improvement in the quality of living of women, children and communities.

15/10/2010

T. S. Avinashilingam

ACKNOWLEDGEMENT

Heartfelt acknowledgements are due to :

Dr. T.S. Avinashilingam for his Gandhian ideals, wise guidance and deep interest in rural population.

The Department of Women and Child Development of the Ministry of Human Resource Development particularly Smt. C.P. Sujaya, IAS, Joint Secretary for taking up such a step and inviting Sri Avinashilingam Education Trust Institutions to organise this unique training.

The USAID for sponsoring such a useful training for Development of Women and Children through Social Forestry particularly to Dr. Zarina Bhatti, for her valuable advice for organising this training.

Dr. Kamala Bhansin, Programme Officer, Food and Agriculture Organisation, New Delhi for her support through out.

The State Government, and Voluntary Organisations for deputing their representatives, who enthusiastically participated. Dr. P.K. Kymal, Nutrition Adviser to the Government of India, Mrs. Wahabuddin Ahmed, Chairman, Bharathiya Grameen Mahila Sangh, Hyderabad and Dr. Sankaran, Director of Extension Education Tamil Nadu Agriculture University and resource persons who generously gave their ideas and expertise and the faculty of their continuous help.



Dr. RAJAMMAL P. DEVADAS
(Course Director)

P R E F A C E

Programmes for women and children are receiving much importance in these years. The Department of Women and Child Development, Ministry of Human Resource Development functions as the nodal department, by co-ordinating the various Ministries, Departments and National Councils and Boards, and facilitates the percolation of ideas and action down to blocks and villages. The fourth of the series of Development Management Training (DMT) programmes has been commissioned to impress on the state level officials the need for keeping women and children in focus in the programmes they implement so that the discriminations suffered by women can be removed.

For this purpose, Sri Avinashilingam Education Trust Institutions has been selected. Its long record of experience in training functionaries for the Central and State Government for their Community Development Programme, Applied Nutrition Programme, ICDS programme and its vast experience in working for women and children through its research and extension programmes in various areas of Home Science makes eminently it suitable as a resource centre for such training programmes.

The 29 participants are officers from Agriculture and Rural Development Departments, Training Organisers and Associates of Krishi Vigyan Kendra and members of selected voluntary agencies.

THE OBJECTIVES OF COURSE

To provide an opportunity for the participants to interact with each other and exchange their ideas, information and experiences.

To orient the officials in the Departments of Agriculture, Rural Development, Krishi Vigyan Kendras Farmers Training Centres and Voluntary Agencies on the programmes available for the development of women and Children,

To help the officials apply management principles in activities planned for farm women,

To understand the role women play in agriculture and food production,

To understand the problems and constraints of rural women, particularly those in agriculture and arrive at workable suggestions for improvement,

To identify the role of the officials and voluntary agencies in promoting development of women and children,

To explore how to make women's programmes and participation effective; and to identify appropriate strategies for involving women in various development programmes,

To get to know the latest in farm technology and communication techniques,

To know how to help women to do better farming and to identify some appropriate technologies for rural women,

To explore the possible functional linkages which Krishi Vigyan Kendras can establish with the national and international organisations working for development of women and children,

To find out the means of integrating knowledge on management of women's development programme in the curriculum of training and educational programme

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DEVELOPMENT OF MANAGEMENT TRAINING BACKGROUND

Rajammal P. Devadas

The Department of Women and Child Development in the Union Ministry of Human Resources Development functions as the nodal department, co-ordinating the programmes for women and children by the various Ministries, Departments and National Councils and Boards. The Department of Women and Child Development facilitates the percolation of ideas and actions down to the Blocks and villages. A series of Development Management Training (DMT) programmes were commissioned to impress on the state level officials, the need for keeping women and children in focus in the programmes they implement so that the discriminations women suffer can be removed.

The concept of 'development' has undergone a change from the recognition that the harmony model of villages development which emphasised the delivery of services to the village, did not work out to the benefit of the poor and deprived sections. The DMT programmes therefore emphasise the human factor as the focus in development. Hence use of management principles and techniques in implementing development programmes are needed at all levels. To impart such training, a few centres who have been selected across the country, and Sri Avinashilingam Education Trust Institutions is one among them for the southern Region.

Sri Avinashilingam Education Trust Institutions with a long record of experience in training functionaries for the central and state government for their Community Development programme, Applied Nutrition Programme, (ICDS) Integrated Child Development Scheme programme etc. and its vast experience in working for women and children

through its research and extension programmes in various areas of Home Science is eminently suitable as a resource centre for such training programmes. This publication has emerged from fourth the trust has conducted in the series. It aimed at training the state level officials on Management of Development Services for Women and Children through Agriculture/Farm Activities

There were 29 participants who included officers from Agriculture, and Rural Development Departments, Training Organisers and Associates of Krishi Vigyan Kendras and a few members of selected voluntary agencies. Qualificationwise, there were :

Ph.Ds. (Agri.)	4
M.Sc. (Agri.)	3
B.Sc. (Agri.)	5
M.Sc.(Home Science)	11
M.A., B.A.	4
S.S.L.C.	2

29

Designation wise there were :

Officers in Agriculture Departments	...	3
Officers in Rural Development/ Social Welfare Departments	...	3
Training Organisers/ Associates of KVK	...	11
Professors/Associate Professors of Agricultural University	...	3
Representatives of voluntary agencies	...	9

The experiences of the participants ranged :

Research : 2 to 33 years

Extension : 2 to 30 years

20. Smt. Loganayaki, B. Peelamedu, Coimbatore
Member Home Science
Association of India
21. Sri Muthiah Manoharan Krishi Vigyan Kendra
Training Organiser Vivekanandapuram
Karamadai Block
Coimbatore 641 113
22. Smt. P. Pauline Vores Directorate of Agriculture
Asst. Director of Agri- Chepauk, Madras 600 005
culture (TANWA)
23. Miss R. Rani Spring Cottage, Kotagiri
Agriculturist
24. Sri P. Swaminathan UPASI Krishi Vigyan Kendra
Asst. Director (Extension) Vivekanandapuram,
& Training Organiser Karamadai Block
Coimbatore 13
25. Smt. A. Susheela
Thirumaran Tamil Nadu Agricultural
Associate Professor of University Coimbatore 3
Food Science & Nutrition
26. Smt. Thirumanidevi 266, K.K. Pudur, 4th Street
Member, Nutrition Society Saibaba Colony, Coimbatore
of India
27. Miss Uma Maheswari, S. Mettupalayam
Bharathiya Grameen Coimbatore Dist.
Mahila Sangh
28. Miss A. Vijayalakshmi 6/10 West Street
Agriculturist Gurusampalayam,
Salem Dist.

Pondicherry

29. Sri Ganesh, S. Krishi Vigyan Kendra
Joint Director of Agri- Pondicherry - 9
culture on Deputation
to KVK

Faculty

The faculty for the training included the following:

- Director : Dr. (Mrs.) Rajammal P. Devadas,
M A., M.Sc., Ph.D., (Ohio State)
D Sc. (Madras)
Director, Sri Avinashilingam Home
Science College for Women
Coimbatore 641 043
- Deputy Director : Dr. (Mrs) Godavari Kamalanathan
Sri Avinashilingam Home Science
College for Women, Coimbatore

Resource Persons

1. Dr. Kamala Bhasin Programme Officer Food and Agriculture Organisation New Delhi.
2. Dr. P.K. Kymal Nutrition Adviser Government of India, New Delhi
3. Dr. John Chandra Mohan Emeritus Scientist (ICAR) Tamil Nadu Agricultural University, Coimbatore
4. Dr. K. Chandrasekar Southern India Bank's Staff Training College, Coimbatore
5. Mrs. Wahabuddin Ahmed Chairman Bharathiya Grameen Mahila Sangh, Hyderabad
6. Dr. G.R. Amrit Mahal 'Ananda', 464, West of Chord Road Mahalakshmi Puram, Bangalore
7. Dr. Shankaran, S. Director Directorate of Extension Education Tamil Nadu Agricultural University, Coimbatore
8. Sri Remeshan, IFS Conservator of Forests (Retd.) Coimbatore

- | | | |
|-----|--|---|
| 9. | Sri A. Anantharaman
Personnel Manager | The Hindu, Madras |
| 10. | Sri Natarajan
Station Director | All India Radio
Coimbatore |
| 11. | Sri V. Padmanabhan | The Hindu, Coimbatore |
| 12. | Sri P.S. Gopalan
Special Correspondent | Indian Express,
Coimbatore |
| 13. | Dr. S. Purushothaman
Professor | Sri Ramakrishna Mission
Vidyalaya College of Education
Coimbatore |
| 14. | Sri V. Ramachandran
Hony. Director | Sri Avinashilingam Shramik
Vidyapeeth, Coimbatore |
| 15. | Dr.(Mrs.)S. Premakumari
Prof. of Foods and
Nutrition | Sri Avinashilingam Home
Science College, Coimbatore |
| 16. | Dr. Lakshmi Santa
Rajagopal
Principal | Sri Avinashilingam Home
Science College, Coimbatore |
| 17. | Prof. (Mrs) R. Rama-
Thilagam
Prof. of Economic | Sri Avinashilingam Home
Science College, Coimbatore |

Inauguration of the Programme

The training programme was formally inaugurated by Mrs. Kamala Bhasin, Programme Officer, FAO, New Delhi. Dr. (Mrs.) Rajammal P. Devadas, the Director of the Programme in her welcome address, outlined the need for the course, tracing the shifts in the development programmes over time. She emphasised the need for empowering women through agriculture and other programmes and listed the objectives of the course as to :

1. Provide an opportunity for the participants to interact with each other and exchange their ideas, information and experiences ;

2. Orient the officials in the Departments of Agriculture, Rural Development, Krishi Vigyan Kendras, Farmers Training Centres and Voluntary Agencies to the programmes available for the development of women and children.
3. Help the officials apply management principles in activities planned for farm women.
4. Understand the role women play in agriculture and food production.
5. Understand the problems and constraints of rural women, particularly those in agriculture and arrive at workable suggestions for improvement.
6. Know how to help women to do better farming .
7. Identify the role of the officials and voluntary agencies in promoting development of women and children.
8. Explore how to make women's programmes and participation effective and
9. Identify appropriate strategies for involving women in various development programmes.
10. let to know the latest in farm technology and communication techniques.
11. Identify some appropriate technologies for Rural Women.
12. Explore the possible functional linkages which Krishi Vigyan Kendras can establish with the national and international organisations working for development Women and Children.
13. Findout the means of integrating management of women's development Programme in the Dip. in Agriculture curriculum.

Dr. T. S. Avinashilingam Founder-President of Sri Avinashilingam Education Trust Institutions, while presides described the steps taken by the government in the Seventh Plan towards the development of women and highlighted the need for developing technologies relevant to women farmers at work, for example, — how the crowbar and sickle used in farming need improvement. He emphasised that women's uplift must form part of the official duties of the personnel in the agriculture department, besides organising women, they should learn and adopt ways and means of motivating their co-operation in their development.

Kamala Bhasin, informed the gathering of her experience gained through conduct of participatory training programmes for women's development in the South Asian countries, namely India, Pakistan, Sri Lanka, Bangla Desh and Nepal. She described how women remained the poorest of the poor, went hungry while they produced the food for others and were naked while they produced the clothes for others. She dwelt on the harmony model of village development in which delivery of services went to the rich and powerful, since the poor did not have the receiving mechanisms. The need now is to help them to organise themselves in groups and realise their power, because their strength lies in their members. If their receiving mechanisms were strengthened, then they would be able to develop themselves.

Content of the Training

The seven day training programme dealt with the following aspects

- Involvement of women in developmental activities.
- Need for training women's growth in agriculture.
- Issues in women's development physical, social and economic.
- Constraints in women's work and development.
- Nutritional considerations in agriculture.
- Developing leadership among women.

Developmental programmes for farm women

Management concepts for development programmes

Voluntary associations in development programmes for women and

Role of agriculture officers in helping/managing women's development through farming, and social forestry.

The topics covered by different experts and details of the daily programme are given in ~~Annexure~~ *pages 11-14*

Date	Time	Topic/Activity	Speakers
4.2.87 Wednesday	9.30 a.m.	Registration	
	10.00 a.m.	Objectives of the Course Experiences of the Participants and their expectations from the Course Discussion	Dr. Rajammal P. Devadas Director Sri Avinashilingam Education Trust Institutions, Coimbatore.
	11.45 a.m. 2.00 p.m.	Exchange of influence and ideas Need for Training Women's Groups in Agriculture	Dr. Kamala Bhansin Programme Officer, FAO New Delhi
5.2.87 Thursday	9.30 a.m.	Nutritional consideration in Agriculture	Dr. P.K. Kymal, Nutrition Consultant, Madras
	11.00 a.m.	Formal Inauguration	Inaugural address by Dr. Kamala Bhasin FAO, New Delhi Sri T.S. Avinashilingam, Founder - President Sri Avinashilingam Education Trust Institutions Presides

Date	Time	Topic/Activity	Speakers
	2.00 p.m.	Developing Leadership among women	Dr. Kamala Bhasin
	4.30 p.m.	Sericulture: Visit to silk reading Centre - Vadavalli	Sri V. Ramachandran Director Shramik Vidyapeeth Coimbatore
6.2.87 Friday	8.00 a.m.	Field trip - Tamil Nadu Agricultural University	
	9.00 a.m.	Developmental programmes for farm Women	Dr. John Chandra Mohan Emeritus Scientist (ICAR), TNAU Coimbatore
	2.00 p.m.	Demonstration on Rural Home Technology	Dr. Lakshmi Santa Rajagopal Principal and Head of the Dept. Family Resource Management, Sri Avinashilingam Home Science College, Coimbatore - 43
	4.00 p.m.	Management Concepts of Development Services for Women and Children	Dr. K. Chandrasekhar Bank's staff Training College, Coimbatore

Date	Time	Topic/Activity	Speakers
7.2.87 Saturday	9.30 a.m.	How Voluntry Association can help in Development programmes for Women	Mrs. Wahabuddin Ahmed Chairman, BGMS. Hyderabad
	11.30 a.m.	Helping Rural Women in Home Garden Activities	Dr. G.R. Amrit Mahal, "Ananda" 464 West of Chord Road, Mahalakshampuram, Bangalore
	2.00 p.m	Role of Agriculture Officers in helping/Managing Women's Development through Farming.	Dr. Shankaran, S. Director Directorate of Extension Education TNAU Coimbatore
	3.30 p.m	Social Forestry	Sri Rameshan, IFS Conservator of Forest (Retd.) Coimbatore
8.2.87 Sunday	9.00 a.m.	Development and Management Concepts of Development Services for Women and Children	Sri Anantharaman Personnel Manager The Hindu, Madras
	11.30 a.m.	Study Tour	Dr. Rajammal P. Devadas

~~MINUTE~~

Date	Time	Topic/Activity	Spckers
9.2.87		Study Tour	
10.2.87	9.00 a.m.	Evaluation	
Tuesday	10.00 a.m.	Panel Discussion on Management strategies for implementing Women's programmes and the Role of media	Dr. Rajammal P. Devadas Moderator, Representative from AIR, Doordharshr and News paper media and Dr. S. Purushotham, Professor Sri Ramakrishna Mission Vidyalaya College of Education, Coimbatore
	2.00 p.m.	Linkages needed for KVKs and other Departments Represented by the participants.	Dr. Rajammal P. Devadas
	3.30 p.m.	Valedictory function	

Methods Used

Lectures, discussions, group discussions, demonstrations screening of video cassettes, display of posters, charts and paper clippings, brain storming, and field trips were used. Relevant literature, papers, books and pamphlets were distributed to the participants for effective learning and participation in discussions.

Group Work

The participants discussed statewide the following topics

1. Salient features of their work in regard to women's training and development.
2. The problems/constraints faced in executing their women's training programmes, together with suggestions for overcoming these problems.
3. What they could do towards improving the image of women in their state?
4. The Scope for Krishi Vigyan Kendra in establishing functional linkages with other organisation working for women's development.

The group discussions were useful in understanding the various field conditions in which the official-trainees were operating and the extent of their awareness about the theme of development management. The report of the group discussions is given.

Panel Discussion

A Panel discussion on the management strategies for implementing women's programmes and the role of media was conducted in which the representatives from print and electronic media drawn from Newspapers, All India Radio and Doordharshan participated among others. The panel discussion highlighted the points of view / philosophy of the media about projecting the theme of women's development and indicated the tremendous scope that existed for using them.

Study tour

A Study tour was undertaken to visit the following places from 8th to 9th February 1987:

1. UPASI - KVK to observe the extension work in tea plantations.
2. Ooty to study the ecological settings for horticulture Botanical Gardens, Mushroom cultivation and processing and forestry.
3. Kallar semi tropical fruit research farm to learn about the different fruit crops raised and
4. Vivekanandapuram. Krishi Vigyan Kendra to discuss the training of farm women undertaken in the KVK

The study tour enabled the participants to get an exposure to their various action programmes suitable for women and also yet to know each other more and more. The harmonious group living left many fond memories.

Cultural Programmes

On 9.2.1987 the participant officials presented a cultural programme with songs on women's development they had composed statewide, in the different languages, and mono-acting. The songs revealed the depth of their involvement in the training programme.

Recommendations

The following recommendations emerged from the seven day training programmes :

To Central Government

1. In the unorganised sector particularly in agriculture where for the same type of work, women are paid less than men. Women need to be organised to help themselves. Since the norms at work are determined by men, they need to be revised appropriately by women.

2. The training officers who train farm women in better farming techniques, may be appointed from among the women agricultural graduates, as it has been demonstrated that female staff members could more effectively communicate with women farmers than men.
3. At the grass root level of planning and development organisations like Mahila Mandals and Youth Clubs should be involved at all stages.
4. Political and bureaucratic will is essential for the success of any development programme.
5. All Development efforts should be participatory.
6. All Primary and Secondary schools should promote kitchen garden to help children know about the importance of Home Gardens.

To State Government

7. Efforts in horticulture appear to have moved in the direction of rich cash crops. Nutritionwise, low cost leafy vegetables are important. In the ANP programme, with the emphasis on protective foods each family was enthused to grow drumstick and papayas trees and a green leafy vegetables (தவசிக்கீரை) with the use of these foods, deficiencies like the angular stomatitis and kerato-malacia disappeared in the ANP BLOCKS. Hence, efforts to demonstrate the nutritional efficacy of these plants should be integrated in all the agriculture programmes and their acceptance ensured.
8. If women are to benefit from the programmes of development, the receiving mechanisms must be strengthened. They should be organised to become themselves the subject of development and not 'targets' since their strength lies only in their numbers. This aspect of organising women's groups for action should be the focal point of concern for all persons working in the community.

9. The infrastructure available in the elementary schools in the villages can be used for rural service programmes. Towards this end, the staff of the elementary schools should be strengthened, trained and utilised for the purpose.
10. Joint efforts are recommended for purchase of seeds and manures as also for the sale of the harvested crops. Collective action by women with competitive spirit should be promoted by institutions.
11. Other states should consider the introduction of schemes on the lines of TANWA (Tamil Nadu Women in Agriculture) where trained women agricultural graduates are engaged in training farm women.
12. The voluntary organisations' work must be recognised by officials.
13. The greatest task for the those engaged in agriculture is to ensure that adequate calories and proteins are produced in the ratio of 65:35, since this ratio constitutes the ideal combination at the household and individual levels maximising the nutritional intake.
14. The work on women's uplift must form a part of the official duties, in the Agriculture Departments. At present they are doing only agriculture development in most places. Therefore programmes for increasing agricultural production must have in-built components for better living.
15. About 60 per cent of the farming decisions are influenced by women. They have a proven capacity to disseminate information faster than men. Hence women need to be deliberately involved in training and for speeding up the dissemination process. The technical knowledge of women engaged in agriculture must be improved. The Agricultural Officers, in FTCs and KVKs should function as the change agents in improving women knowledge of technology. They should train as many women as they train men. Equal

number of contact farmers must be drawn from women. At present 90 per cent contact farmers are men. Training for women in Agriculture is effective when demonstrations at accessible places are given as part of training, when training is of short duration (one or two days) and training is institutional (in FTCs or KVKs or other institution)

16. Research in agricultural, engineering and other areas should concentrate on developing technologies that can relieve women of drudgery in such operations as weeding, fertiliser application, sowing and so on.
17. The ratio of agricultural officers to the number of families served by them (at present 1:2000/2500) needs to be reduced to 1:600/650 if effective dissemination of information and training are to take place in order to enhance food production.

Indian Council of Agricultural Research

18. The Indian Council of Agricultural Research (ICAR) should sanction immediately posts of Training Associate in Home Science in KVKs, where they do not exist or fill up the existing vacancies for effective implementation of women's programmes.
19. The ICAR must address all organisations (Public/Private/Voluntary) to send regularly their publications, posters and other and they can use them in women's development work. The postal addresses of all KVKs may be communicated to the organisations.
20. The ICAR must publish a Newsletter for the benefit of the KVKs.
21. The ICAR must provide KVKs hard and software for the video media. Every KVK must be provided with a Monitor and V.C.P. or V.C.R, to use video media in their training programmes.

Krishi Vigyan Kendras and other Training Institutes

22. Training in women's programmes must be participatory and build the self-confidence of women. It must be process oriented, rather than product oriented.
23. Having known the extent of discrimination to which women are subjected to, documentation and statistics about women are necessary to conduct relevant studies, abolish discrimination and make women visible in status.
24. Awareness of, and sensitivity to, discrimination against women must be created among women when they come to training. The curriculum should include topics on 'Constraints in women's development and how to develop leadership among Women'.
25. At present, training is imparted to farm women belonging to (1) women of high caste families owning to land and (2) Women in land owning peasant castes traditionally engaged in agriculture. The third category of women, namely, women in poorer groups comprising landless labourers, marginal farmers and those belonging to SC and STs also must be trained. Their training will go a long way in improving their image and increasing yield of crops. During the period of training landless labourers may be suitably compensated for the wages they had been deprived of the forgone wages.
26. Exchange programmes or visits of farm women in batches from one agricultural region to another for short periods need to be arranged to give them an opportunity to know the intensity and degree of variance in farming in different areas and their potential for increasing productivity.
27. The training centre/officials should document the success stories of individual farm women in the adoption of improved technology or agro-based vocations in all media - print, audio and video - as they are

more effective than lectures or other forms of communication.

28. 'One day' training programmes/non residential training programmes/off campus training programmes are recommended for women trainees, as they are more suitable to their needs than other types of training.
29. All the Krishi Vigyan Kendras and similar agencies situated in the rural areas, should identify the voluntary agencies in their areas, establish linkages and collaboration with them reaching the farmers voluntary agencies do not exist, they should motivate and promote the organisation of women's groups and register them under the BGMS - Bharatya Grameen Mahila Sangh.
30. Media-whether print, electronics or audio visual, must be used fully by feeding relevant information of successes, strategies and shortcomings in development projects.

Evaluation

The findings of the evaluation of the course by the 29 participants at the close of the Course are summarised in Table

A. Fulfilment of Objectives

Objectives	Extent of Fulfilment		
	Fully	partially	Nil
1. To provide opportunity for the participants to interact with each other and exchange their ideas, information and experiences;	29	—	—

Objectives	Extent of Pulfilment		
	Fully	Partial	Nil
2. To orient the Officials in the Departments of Agriculture, Rural Development, Krishi Vigyan Kendras, Farmers, Training Centres and Voluntary Agencies to the programmes available for the development of women and children	23	6	—
3. To help the officials apply management principles in activities planned for farm women	22	7	—
4. To understand the role women play in agriculture and food production	25	4	
5. To understand the problems and constraints of rural women, particularly those in agriculture and arrive at workable suggestions for improvement	25	4	
6. To know how to help women to do better farming	24	5	
7. To identify the role of the Officials and Voluntary Agencies in promoting development of women and children	25	4	
8. To explore how to make women's programmes and participation effective and to identify appropriate strategies for involving women in various development programmes	23	6	

Objectives	Extent of Fulfilment		
	Fully	Partial	Nil
9. To explore the passible functional linkages which Krishi Vigyan Kendras can establish with the national and international organisations working for development of women and children	22	7	—
10. To identify some appropriate technologies for rural women	15	14	—
11. To get to know the latest in farm technology and communication techniques.	9	16	4

By and large the objectives had been fulfilled mostly fully, and in a few cases partially. The only objectives which was not fully realised is to know the latest in farm technology and communication techniques. The duration of the course was too short to give intensive training in this aspect.

Information Gained/Lessons Learnt	No. stating
1. Understood the role of Agricultural Officers in women's development	13
2. Gained knowledge of management concepts, principles, and techniques relevant to the development programmes	13
3. Knew the role of Voluntary Agencies in helping women's development	13
4. Understood the need for grouping women for income generating activities	8

- | | |
|--|---|
| 5. Realized the importance of women in rural development and methods of creating awareness and motivation in rural women | 4 |
| 6. Better conduct of training programmes technologies, publications to bring about attitudinal and cultural changes in women and about women | 4 |
| 7. Learnt about the technologies that can reduce drudgery of rural women at farm and in the home | 4 |
| 8. Gained knowledge about the problems faced by women in their day to-day activities and the contribution made by them to society | 2 |

Several insights had been gained and some vital lessons learnt by the participants.

Activities to be initiated on return

- | | |
|--|----|
| 1. Organising women's groups and introducing income generating activities by establishing linkages with various agencies | 16 |
| 2. Organising more off-campus training programmes for women on health, child care and nutritional aspects. | 9 |
| 3. Introduction smokeless chulah and other appropriate technologies in the tribal and rural areas | 6 |
| 4. Strengthening the involvement of the training unit in women's programme | 3 |
| 5. Arranging cultural programmes as part of training. | 3 |
| 6. Revising the curriculum for diploma in Agriculture by incorporating women's needs and programmes | 1 |

On the whole, the participants found :

The training highly useful, informative and educative
 They expressed that the
 course was well-organised and methodology employed
 was commendable but the
 duration was very short. They advised that the course
 could be organised in two phases
 appreciated the physical facilities One important sugges-
 tion given was that such courses should be extended to all
 scientists working in agricultural universities

The unique blend of participants with immense field
 experiences gave a rich setting for the training programmes
 The officials-participants shared their time and talents in all the
 technical and social activities. They contributed much through
 their practical experiments in their own areas, chairing sessions
 and leading discussions.

The participants were ~~provided~~ fully equipped with charts,
 books, recorded cassettes and other materials for follow up of the
 training. (Annexure IX)

Acknowledgement

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It was a rich experience to have the participants who had made the training a real participatory programme. It is hoped that they would implement their learnings in their field situations.

THE SEVENTH FIVE YEAR PLAN AND WOMEN'S DEVELOPMENT

T.S. Avinashilingam

The Seventh Five Year Plan of the nation has an ambitious programme for women's development. The Plan has given highest priority to programme extending opportunities to women for gainful employment. A new scheme, namely, Women's Development Corporations would be taken up, through equal participation on a 50:50 basis between the state and the central governments for promoting employment-generating activities for women's groups organised among the weaker sections. The main functions of these Corporations include identification of the women in need, organising the women into groups, locating potential areas of employment, assistance to beneficiaries in project formulation, raising the requisite finances arranging raw materials, providing consultancy and other services which would promote economic development of women through gainful activity.

There is also the "Socio-Economic Programme for Women" in the Plan which aims at providing opportunity for 'work and wages' to needy women and disabled persons by setting up small units such as, ancillaries to large industries, handloom/handicrafts units and agro-based units. The plan proposes to make the schemes bankable in order to attract more institutional finance and for a large coverage of beneficiaries towards employment. Assistance for construction of 'Hostels for Working Women', to provide safe, suitable and healthy accommodation to women who migrate to the urban areas for employment would be extended to more areas. Training courses of short duration would be organised for rehabilitation of destitute women in various vocations and trades of non-traditional nature. The implementing agencies are expected to take up rehabilitation work also, after the completion of the training.

Rural women would be encouraged to form themselves in to a group/society to take up welfare activities in those areas where no such organizations exist and bring about an awareness of social responsibility among the women of the region.

The interventions for children below 6 years of age consist mainly of:

- i) supplementary nutrition
- ii) immunization
- iii) health check-up
- iv) referral services
- v) nutrition and health education and
- vi) nonformal education

Pregnant and nursing mothers in the most backward rural or tribal blocks and urban slums will also get help. While the programme would be expanded, emphasis will be on consolidation and improving the quality of services. The health component of the programme, namely, immunisation, health check-up, Vitamin 'A' prophylaxis, and iron and folic acid distribution, would be strengthened with stress on uninterrupted delivery of services.

The Central Social Welfare Board (CSWB) which is central organisation responsible for promoting and strengthening on voluntary effort in the country with assistance from the Government of India, undertakes welfare programmes for children, women, and the handicapped. The board would make special efforts to identify voluntary organisations all over the country and provide them the required organisational and financial assistance. Necessary training for voluntary workers is also part of the responsibilities of the CSWB.

All these constitute a very colossal work, especially when the illiteracy rate among women is very high. Statistics show that 73 per cent and 62 per cent of girls, were not enrolled in schools, in the age-groups of 6-11 and 11-14 respectively at the end of 1985-86.

Who are the people to carry out these colossal tasks. Most of the women in need are in the rural areas and engaged in agricultural operations. The Officers in the Department of Agriculture are spread over the whole country. The Block Development Officials, specially those dealing with women's welfare, the Krishi Vigyan Kendras which have been set-up in recent years all over the country under the auspices of the ICAR the Home Science Colleges and other women's institutions which are involved in service among women are the agents to take up the work child care, social forestry and economic uplift of women. The All India Village Industries Association which with the cooperation of Sarvodaya Centres is making a significant contribution to the economic uplift of villages throughout the country. Other voluntary organisations are also rendering service throughout the country.

The question which arises is, what should be done to step up the work both in intensity and extension of coverage? The following are some measures to be tried:

1. Purposeful training improves the workers to understand problems and increase the capacity to work. Therefore the existing personnel in the programme must be given training. Work for women's uplift must form as a part of the official duties, in the agriculture department. At present they are doing only agriculture development work in most places.
2. The Community Development Blocks, Rural Development Institutions and other organisations involved in this work must be given specific targets.
3. Elementary schools spread throughout the country even in the remote villages. Now they are not in any way connected with any rural service programmes. It may be examined how the teachers in rural schools can be strengthened, trained and utilised for this purpose.
4. Organisation of voluntary agencies such as Youth Clubs and Yuvathi Mandrams must be organised and motivated to serve in their own areas to make the programmes succeed,

5. How to motivate people's cooperation in this great task of uplift of women and children?

The tasks before the country are difficult. Yet, it has to be done if the nation is to survive as a prosperous nation. The efforts suggested are necessary not only from the one point of view, but also from the point of view of our own individual, family and local welfare.

WOMEN AND FARMING

Rajammal P. Devadas

Women constitute one half of the nation's populations and contribute to two thirds of all its productive activities as mothers, wives and members of the work force. Their role in the economic and social development of the nation is now being recognised gradually.

Realising the significance of the full participation of women in development activities, the Government of India has given much attention to development projects and support services to motivate rural women to become partners in socio economic development. Since a considerable number of women are engaged in agriculture in India, helping farm women to apply science and technology to increase the outputs and augment their standard of living is an important duty of the officials and functionaries involved in agriculture and extension activities in particular, and entire government in general.

How to help women in their farm activities? There are several channels but they need to be identified and deployed. The development departments - agriculture, rural development, education, social welfare, labour and law can help them through their programmes, collectively and individually. In order to optimise their efforts, management principles and techniques need to be applied with science and technology.

Place for Women in Farmers' Training

In recognition of the important role of women in agriculture, they have been included for the first time, as a target group in the Farmers' Training and Education Schemes of the Department of Agriculture. Women were included initially in 100 High Yielding Varieties (HYZ) Programme

districts with the idea of promoting consumer acceptance for the newly released HYV of cereals and millets as well as to acquaint them with the importance of the HYV programme in improving the nutritional and economic status of the families. The other programmes which recognized the economic role of women in agriculture and allied fields of activities are the IRDP, the Krishi Vigyan Kendras of the ICAR, and establishment of Home Science Colleges with Agricultural Universities.

Krishi Vigyan Kendras

The scheme of Krishi Vigyan Kendras was introduced in the year 1975-76, with the objective of bridging the gap between the knowledge of farmers and farm women and the technology available. They have functioned with good impact on women and their households in the following areas:

- a) Homestead level vegetable and fruit cultivation
- b) Family nutrition, hygiene and sanitation
- c) Pisciculture
- d) Food processing and storage techniques
- e) Homestead-level income-generating activities and
- f) Population education.

Home and Farm

The definition of 'Home' includes a large agriculture component, wherein women are involved. Since household management tasks have to be accomplished by the entire family and not necessarily only by women, it is imperative that in the training programmes for male farmers, household oriented knowledge and skills, traditionally conformed to women's chores, are integrated. There is no reason why child care, nutrition, population education, hygiene and sanitation should not be carried out by the men of the household in the same way that women learn more about modern agricultural technology.

Need for Situational analysis

Farm and household decisions are not independent of each other and both males and females are involved in decision making, although most women work at a disadvantage, a situation-by-situation analysis of women's roles and constraints in the different strata of the society must be made before designing programmes or formulating plans for women. The following variables need to be assessed in each particular situation:

- is the hierarchy by sex or by class dominant?
- is the economy labour-surplus or labour-scarce?
- is the economy land-surplus or land-scarce?
- What is the dynamics of family size and composition over time?
- what are the traditional tasks and skills of women?
- which tasks of women are essentially income-conserving?
- which tasks of women are potentially income-producing
- which tasks of women carry high status?
- which tasks of women carry low or negative status?
- how many women are managing the day-to-day needs of their households? Farm?
- how much access do women have to rural labour markets, credit, inputs, technical assistance and extension services? and other allied aspects.

The specific influence of these variables, singly or combined must be studied in each situation, and policy implications drawn from such an analysis: For example, societies where the class hierarchy is not pronounced, the constraints and needs of women may not differ significantly by class, but gender issues may assume priority over class issues.

in societies where the class hierarchy is pronounced, the constraints and needs of women will most likely to differ by class issues which may take priority over gender issues.

In economics where labour is scarce, the introduction of labour - saving devices may be welcomed.

for tasks which women perform primarily to conserve income and which are routinely burdensome and time consuming, the introduction of labour - saving devices will be urgent (particularly if women's labour and time can be released to some productive end such as child care).

in economics where there is a surplus of labour, the introduction of capital intensive devices may have very negative effects particularly on women who perform the invisible labour who most often get displaced)

in societies where all women do not necessarily face the same degree or type of problems, it is important to decide which group of women the programme must benefit and in what ways.

in situations where the differences between women are pronounced it is better to organize women into economically homogeneous cooperative groups (to forestall latent conflicts) in situations of significant change (planned or unplanned), it is important to monitor the impact of changes of women's traditional work, on women's access to wage labour and on women's access to public goods and services, particularly, primary health care and education. The following questions are pertinent in this context.

is modernisation helping women (or not) in their traditional role in agriculture? whether modern technology has displaced women labour force or has it generated more job opportunities for them?

whether a conscious effort has been made to evolve improved technology, specially suited to women?

whether there is adequate participation of women in the agricultural research system, and

how to involve women in transfer of technology programmes?

What is pivotal in any farming system is the farmer's, (man or women) understanding 'of his immediate environment' both natural and socio-economic, that results in his farming system. If the farmer is interpreted to mean "farm household" and if the *referencer farmer* or *farm worker* can be thought of either as male or female, a more accurate representation of reality will be obtained in the farming systems.

The farmers, commitments, aspirations, application of technology, management skills, labour and capital which are responsible for productivity and income from plants, animals, land, water and other inputs, in the particular socio-economic milieu. *But the farmer is never alone.* He is part of the agricultural household, which in the final analysis is the basic decision-making unit for work and management roles in production and consumption. The household suffers or benefits from whatever happens in their immediate or even remote physical or development environment.

So far the farm and household have been compartmentalized with the farmer as the only visible and operationally recognized "man at the helm". But there are vital connections between the farm and the household. Our research programmes on women show the following facets of these connections.

Farming system gives setting to the home and vice versa. The size of household is related to the type of farming and topography. There are proportionately more small families in the hill areas, whereas in the lowlands more large families are farmers.

Educational attainment of the members of the family, particularly women is also connected with topography with the hilly/mountainous areas exhibiting the highest proportion with no schooling.

Labour force participation rates is also very moderate. Agricultural labourers tend to be concentrated in certain zones. Tenancy tends to be concentrated in the irrigated areas.

Cropping patterns are clearly related to topography and climate.

Both total income and agricultural income are highest for irrigated areas, next comes the rainfed areas, and are lowest in the uplands, wherein poverty is widespread. Their lower education makes them ineligible for highly-earning occupations.

Water and the need for food appear to be the determining factors in the choice of cropping pattern, regardless of whether high or low yield is obtained. Family labour is predominantly applied to the different labour-intensive enterprise.

Except for the heavy work like plowing the female members of the family and children perform all the operations. With tobacco and other cash crops, there is not much time left for management of the home and care of the children. But despite the wife's heavy involvement in farming operations, the husbands still expect them to be responsible for household chores and care of children.

A very graphic presentation of the association between the farming system, food consumption and household behaviours is provided by studies reported on the Kosi Hill Area in Eastern Nepal by David Naba PRO. His findings show the following:

Families experiencing deficits spend much time and energy on obtaining food. They manage their deficit by earning cash income by wage labour, obtaining income in kind, selling assets (disinvestment) and obtaining loans. The results of such deficit managements are:

- reduction in the consumption of staple foods during the months of food shortage

- extremely low consumption of high-energy-density foods during the months of food shortage,

- commitment of all labour potential in the family (men and women) in income-earning activities during the

months of shortage; depriving children opportunity to go to school.

a tendency to seasonal migration in search of work if none is available locally,

a trend toward net disinvestment of assets,
 an increasing risk of permanent indebtedness,
 adults, especially women become thinner,
 higher prevalence of wasting and stunting among small farmers' children

Household Management in the Farming System

Whether a farm household hires or uses family labour to perform the different production, processing and marketing tasks, who does what, when and where are decisions made mostly by members of the household. A breakdown of the specific tasks by gender and type of labour employed (operator, family, hired etc.) needs to be done. Who makes managerial decisions such as, which livestock to raise or which crops to grow, how much and when, which technologies to adopt and adapt, what inputs to apply, where to obtain them etc.

Who makes decisions on the many aspects such as land preparation (who and when), selection of planting materials (what and where to purchase, weeding the farm (which tools to use and when), fertilization of the farm and application of chemical fertilizers (use kind, amount and when to apply), harvesting of produce (when, who to hire and how share arrangements), arrangements for transportation of farm produce (place, cost person to hire), and marketing of produce (where contact outlets and price) are all important to farm management. A considerable proportion of women do take part in these decisions. But are they sufficiently knowledgeable to contribute effectively to these decisions? Have they been trained in these aspects?

Women are often involved in production decisions (such, as purchase of inputs, purchase of equipment, use of capital

hired labour recruitment, sale of produce, method of sale, and in a significant number of cases, they are the dominant influence in these decisions.

Women participate in labour force in response to economic needs. Both economic need and responsibility for child care affect women's work, but in somewhat different ways.

Gender differences in household and Human Capital Development

In the over-all scheme of agriculturally-relevant human resource development at the farmer, extension worker and researcher, women are not deliberate target group, despite their obvious but "culturally invisible" participation both as labour and managerial input into the decisions, of the farming systems.

Education is bound to make a substantial contribution to agricultural productivity, in a rapidly changing environment. Education increases a woman's/men's awareness of their environment and of their ability to acquire and process information about the environment and to detect and bring about changes in it. Other things being equal, education will enhance the probability of adopting new, superior technology.

Since farm women have by and large been left out of extension exposure and education, and do not even have the same opportunities as men to go to school, the question arises: Are they interested in new opportunities to learn?

There are gender differences in farm production activities. Women are usually allotted the care of grain and cattle, raising vegetables such as beans and cowpeas while men take care of marketing. However they complement each other.

Pulling seedlings, transplanting and weeding are also mostly done by women while land preparation, fertilizer application, spraying, harvesting, threshing and hauling are done mostly by men.

Men are generally responsible for large animals (cattle and camels). Women and children help in activities such as feeding, gathering forage, cleaning the animal, taking the animals to the fields and collecting and disposing their excreta. Putting up shelters and buying and selling of large animals are done mainly by men.

In food production activities, women earn their income by working as hired labourer in activities such as pulling seedlings. There is no standard wage rate for pulling seedlings per day but the income earned depends greatly on the skill and speed of the work, since quality is the criterion for payment.

Women earn additional income by selling vegetables such as tomatoe squash and legumes harvested from small plots.

Gender differences in Access to Productive Resources

Training classes tend to be gender specific, for example classes for men are mostly on crops and livestock while classes in nutrition, child care, and food preservation are mostly for women. In income generating activities, which would provide additional knowledge and skills both men and women must be involved.

Access to Household Technology

Women's access to improved household technology will enhance their productivity. Labour and time reducing technologies such as sewing machines, better ovens, coolers, and water driving from pumps. will help to remove drudgery.

Tasks Ahead

In view of the scientific break through achieved in recent years agriculture in India has over short the targetted

production, namely, 151 million tonnes (1983-'84). While the production potential of major food crops is high, is the distribution of food to those who are in dire is also equitable? Are our farmers particularly, women farmers, aware of the nutritional consideration in agriculture. Are the extension functionaries fulfilling a vital role in giving rural women exposure to new technology? Answers to the questions raised in this chapter and other vexing problems are crucial to planning development management in the future.

TRUST ON HUMAN RESOURCE DEVELOPMENT

Rajammal P. Devadas

The National Policy on Education (NPE), which was launched in 1986, after a national debate, has given special attention, in its Plan of Action to improve the status of women in such a way, that in the near future they would not ask for special reservations but would be able to stand on their own merits, with equal opportunities in all walks of life. In order to tackle the problem of poverty, the Prime Minister, Hon'ble Sri Rajiv Gandhi, like other leaders, who considered population as a drag on development and hence advocated and promoted family planning programmes, held the people (population) the greatest asset of the nation. Hence he redesignated the erstwhile Ministry of Education and Culture, as the Ministry of Human Resource Development. Under this umbrella the Minister of State and Secretary were brought on. The Department of Women and Child Development functions as a nodal department for all programmes concerning women and children, regardless of the fact which Ministry/department is holding the responsibility. All Departments are doing something for women. Department of Education, Ministry of Welfare, Department of Rural Development with its innovated Rural Development programme (IRDP) wherein 30 per cent of the beneficiaries must be women, Anganwadi Workers Panchayats. Ministry of Health, which is responsible for Maternal and Child Health programmes, family planning efforts, nutrition activities, health education and environment sanitation, Department of Food and Civil Supplies, Department of Science and Technology with its special committee for Women, which urges scientists, universities, colleges and research institutions to take science to the rural and urban areas, and Ministry of Law which makes laws to protect and facilitate women's life. All these are now co-ordinated by the Nodal Department, namely Women and Child Development.

Besides the Ministries and Departments these are various Councils in the Central Government which deal with many

programmes for women and children. The ICAR (Indian Council of Agricultural Research) under whose auspices the Krishi Vigyan Kendras function and train farm women and men, the Agricultural Universities with Colleges of Home Science to cater to women, the ICMR-Indian Council of Medical Research which is the main organisation financing research and Child Health and Nutrition. This council has published officially, the 'Nutritional Requirements, of India's, the CSIR - Council of Scientific and Industrial Research, the ICSSR - Indian Council of Social Science Research and others. These are also coordinated by the Department of women and Children.

All departments have a national policy of their own developed from the finding of studies and research pertaining to their subjects. How much food the nation needs to produce depends on what the people need. The ICMR promotes research along these lines. For example, our home institution, conducted several studies under the auspices of ICMR, on the behavioural aspects of mothers in child-rearing and child-feeding, nutrition education, supplementary feeding-Nutrition and cancer and young women's health and developed fund that in the same cohort, some children are healthier and better nourished. While others are malnourished. What are the reasons? There are doubts of food and nutrition have anything to do with cancer. Therefore we are trying to find the nutritional profile of the cancer patients in order to find that relationship to the diseases.

In 10 villages in Karamadai block, the Coimbatore District, we have promoted development of scientific temper among women, and reduced their drudgery by helping them to accept and use some new ideas like introduction of smokeless chulas. We are planning to evaluate the extent to which they are used after two years. Even the ordinary sickle they use could be improved. Such projects are necessary to make women's work easy. The council of Scientific and Industrial Research, has a chain of national laboratories in the country, We are associated with one of them, the Central Food Technological Research Institute - CFTRI. The CFTRI gives training

in food preservation and suitable formulations of food for various age groups. Amul was patented by CFTRI, so also FAREX. The energy food supplied in the feeding programmes have much to do with women and children.

The Human Resource Development Ministry has commissioned the Department of Women and Child Development to bring all these groups together to discuss and plan programmes to reach the villages. They have planned a series of Development Management and Training (DMT) Programmes. To carry the country into the 21st century with vigour. The Seventh Five Year Plan estimated that 40 to 50 per cent of the people are living below the Poverty Line. This needs to be reduced to 10% by 2000 A.D. The Infant Mortality Rate (IMR) will also be reduced to 60 per 1000 in 2000 A.D. The IMR, Infant morbidity rate, Birth rate, Death rate, Per Capita GMP are development indicators. If development is to be brought about the techniques of management must be used. With the ever increasing growth of population, transportation, industrialisation and education, new areas have emerged, and each area is becoming more and more complicated. Twenty years ago there was just one Bachelor Degree in Physics. But today Nuclear Physics, Optical Physics, Biophysics and ever so many other branches offer degrees in physics. Similar is the situation with all other disciplines. Systems Approach to management is the need of the hour. Therefore management specialists will address the group on the principles of management science.

The concept of development also needs to be clarified and understood. Development is not only the increasing per capita income. It is something more beyond the creation of wealth and its distribution. It denotes an improvement in the quality of living of people, embracing all aspects, education, health, housing sanitation, equality protection, security and social justice. All these concern women and children,

So far, the Community Development Programme has been evaluated in terms of physical targets and achievements.

The human component has been ignored. Whatever the programme, governmental, voluntary, or educational, the human factor must be kept in focus. True Development has the human factor in focus. It is to improve the quality of human beings that development is needed. Therefore Development touches all aspects-physical, material, economic, sociological, psychological, mental and spiritual.

The countries of the world have been classified as Developed, Under developed and Developing or First, second and Third World or North and South, no country has realized this goal of development fully. Some countries even in the first world are still primitive. The task of development is to develop all group and all areas. Our task in development is to raise all the people above the poverty line; give them the minimum, and preserve the native culture and values. If this type of development is to take place, the entire machinery of the government and voluntary agencies must understand what the people, programmes, budget and the resources and work hard to bring about development. In this efforts the present trends of violence and resistance to work must be overcome.

The Human Resource Development Ministry is sponsoring training programmes in different parts of the country to create awareness about the management of development of women. For the southern Region Sri Avinashilingam Home Science College has been given the responsibility, which has given a unique opportunity of meeting officials and sharing with them some views and arriving at certain workable suggestions. The earlier three courses concentrated in Rural Development, Social Welfare, Social Forestry and NSS. This fourth one is concentrating on agriculture.

The institution has been imparting different types of development training during the last 25 years. From very beginning the Founder President, Mr. T.S. Avinashilingam who had participated in the Freedom Struggle with Mahatma Gandhi, had geared the courses to the needs of the country and was the

first Education Minister of Tamil Nadu. His family was one of the wealthiest families in Coimbatore district. He used all his property for creating the Sri Avinashilingam Education Trust. On a Vijaya Dasami day in 1952 the Trust was instituted and registered. There after every year a new venture followed. The Home Science College came into existence in 1957. From the very beginning, the Founder President had visualised that this college should not be a mere producer of degree holder, and that it should relate our courses and education to the needs of the downtrodden and poor. Therefore Community Service is a component of the curricula for the Under Graduate and Post Graduate courses. A big proportion of the effort, time and courses is devoted to meet the needs of the people. In 1978, the college became autonomous and remained so till 1988, then the University Status was conferred on the Institution. There is now greater scope for strengthening the service component. Besides the academic programmes, the college has been training functionaries for the Community Development Programme, ANP programme, Anganwadi and Child welfare functionaries, Panchayat Official and non official members. When the Hon'ble Chief Minister of Tamil Nadu wanted to launch the Nutritious Meal Programme, we were privileged to give advice. Eighty five lakhs of children two to fourteen years of age receive a hot meal every noon. The school cooks have been trained to cook with the recipes given for the programme all these contributions, the Government of India selected the college for offering DMT Courses.

INDIAN WOMEN AND THEIR DEVELOPMENT

*Kamala Bhasin **

After 40 years of independence, we are still talking of women as a separate group which needs extra attention. Even the Backward Classes Commission included women, presumably as Dalit groups requiring special efforts to enhance their place and status in the society.

This clearly shows that women are under-developed; they are perceptibly behind their men; they are second class citizens. After 40 years of independence this is how far we have come as women in this country. As an Indian I feel ashamed of this, though the condition of women is not very much better in many other parts of the world.

What are the indicators of women's backwardness. The following is a random collection of indicators thrown up during the discussion :

- Lack of awareness of their rights. Sometimes, even of their backwardness and second class status.
- Poverty and illiteracy
- Malnutrition, especially among rural farm women, even in a politically advanced state like Kerala
- Greater over-all work load.
- Less participation in decision making at home and in society and politics.
- High birth - rate; load of frequent pregnancies and leading to ill - health and poverty
- More school drop-outs
- Alcoholic husbands.

- Lack of control over their own earnings - thus lack of economic power.
- Anti-women folk and literacy traditions. "Good women should keep their mouth shut" - Tamil saying.
- In most religions, women have been treated as second to men. Ritual and custom usually require women to fast for the welfare of their husbands. There are other customs like Rakshabandhan, which emphasise the duty of men to protect their women not vice-versa.
- Lack of mobility leading to socially enforced seclusion in various degrees. Inadequate security, even physical security.
- Projecting ideas that women must be pure and not men. Women's sins are not washable. Double standards of morality. Women subjected to more punishment for 'errant' social behaviour.
- Social/cultural conditioning makes men and women believe that women are physically weaker, the question arises why they are subjected to a greater work load.
- Sense of oppression leads to submission, and sometimes resistance.
- Dowry system causes feeling of inferiority. Also leads to prostitution
- SEX RATIO : 1981-976/1000 } 2nd worst ratio in the
1986-944/1000 } world
- Research on intra household differences over the last 30 years.
 - * 0 - 6 months (more boys die)
 - * 0 - 6 months on (more girls die for cultural reasons,
- All over the world women work in the least paid jobs,
- Women are the last to be hired, and the first to be fired.

Media and Women

The media, electronic and print, has caused much damage to the image, identity and role of women. This has happened because they have been portrayed and projected according to certain stereotypes. Women are shown either as mothers and housewives or as objects and play-things. The government media is perhaps more guilty of this crime.

Women are seldom shown as farmers or practitioner of other productive activities, besides their traditional roles

There is also a disturbing trend, particularly in films, to glorify and dramatise violence. And women are often the main objects of such violence, both physically and sexually.

THE GROUP APPROACH TO TRAINING WOMEN

Kamala Bhasin

Learning from each other's experiences to the gainful outcome of the group approach in training the organisers of a training programme can do is to select good participants. This has been done in this workshop. People are here from some of innovative organisations of the country, assembled at a historical, the most pioneering institution. All that needs to be done is to where you are, learn from each other. One Krishi Vigyan Kendra learn from might have tried out a new idea, they might have succeeded or failed. So learn from that experience.

This gathering has hundreds of years of experience. Pool it all together. Create a Bank of knowledge, information and experience. Deposit as much as you have, draw as much as you need.

Since one hears much these days about organising the poor, forming women's groups etc, the need for organisations of the rural (poor including women) for their own development. Why are even planners and bureaucrats talking about special programmes for the poor, special programmes for poor women? The main reason seems to be the recognition and realisation that "development" has not eradicated poverty. We have managed to triple our food production since independence but almost 50% of the population still lives below the poverty line. Millions of people have no access to the food being produced. We now realise that increased production alone is not enough.

Earlier we believed in the harmony model of development. We expected the "trickle down" theory to work. But now we realise that benefits of development did not really trickle down. The better-off benefitted, they appropriated their own share as

well as of others. The Government improved the delivery of services. The poor did not have that the "receiving mechanisms" to benefit from the services.

We realised that instead of harmony there was conflict in the society. We can no more ignore the fact that a small minority owns a very large proportion of land and other means of production. They also control all decision-making. It is this unequal distribution of resources and power which does not allow the poor to develop. We have been forced to see that one class of people exploits the others, the poverty of one is related to the affluence of the other. Landlords, middlemen, etc., thrived by exploiting the others.

Till recently our development programmes ignored this reality because the status - no suited every one except the poor, we kept **delivering** services, without checking who was receiving them.

The economy of a poor family can be compared to a water pitcher which has many holes, we had to block the holes - but we did not because that would **displease the rich**,

Now it is realised that the structure must change, That development is a **political process**. You cannot be **neutral**, You cannot be **non-political**, You have to take sides - either of the rich or of the poor. It is realised that development is not just a **technical** matter.

Development does not mean only **increasing production** it means **developing human beings** - developing their capacities, it means **increasing their control over their own lives**.

Social justice and development must go together otherwise can be no real development.

we were betting on the rich, the **progressive farmers**- we must **bet** on the poor. Actually the poor are more **progressive** their to productivity is more.

Genuine development must **start from below** like a tree.

It must **believe in people** in their capabilities in their wisdom Gandiji said "There go my people. I must follow them because I am their leader".

To evident what we need are '**Listening Agents**' not '**Extension Agents**'. People who listen and build on what the people already know are the real experience workers.

People must decide their own **Priorities** and their programmes. They should be the subjects of their own development and not its objects.

The poor must realised that **alone** they are vulnerable too weak. Their strength is in their numbers.

The receiving **mechanism of the poor** needs to be built

As a group-they feel stronger. They become a pressure group. They become viable. They use their time and resources in a more productive way.

I will give you examples of two programmes based on the group approach. The small farmers Development project in Nepal - started by Agriculture Development Bank, and the Women's Development Project, started by the Government to Rajasthan.

Both of these are innovative projects. Both have shown the effectiveness of the group Approach. They have shown that the poor are interested in and capable of changing their own lives, of making their own destinies.

A new kind of workers or activists, we are required to start the process of participatory development. They need special training. The participatory method of training has been open several examples of innovative and participatory programmes.

Relevant documents on training and communication in development work are important experiences in using posters, songs, street theatre and Audio visual aids in training programmes, and in organisational work show the need for discriminative.

NUTRITIONAL CONSIDERATIONS IN AGRICULTURE

P.K. Kymal

There is now a widespread awareness of the pivotal role of Nutrition in Agriculture. Agriculture is concerned with food production and involves the application of Genetics, Botany, Agronomy, Chemistry, Entomology and other scientific disciplines. Nutritional considerations are important in various aspects of crops, Horticulture, Animal Husbandary, Fisheries, Poultry, development, Dairying and other areas of production and farm activities such as planting, harvesting and post harvest handling, storage, preservation, drying, processing, refrigeration, containerising are other aspects of post harvest conservation relevant to nutrition.

Human nutrition deals with supplying the organism with those essential materials called nutrients which the body cannot synthesize. There are about 45 such nutrients comprising carbohydrate, of glucose protein (nine essential amino acids), fat (Linolic acid) minerals and 21 micronutrients, vitamins (four fat soluble and 12 water soluble) and water are involved in the maintenance of health and life processes. But man does not ingest nutrients as such but food which contains nutrients, these have also psychological, social, spritual and other implications to man. The trigh amount and proper combination of the foods like cereals, pulses, oil seeds fruits, milk products and flesh foods in the diet provide the nutrients when digested, absorbed, metabolized and physiologically utilised in the system. The requirements of the body for various nutrients depend on age, sex physiological condition like pregnancy and location and physical activity. No single food is a source of all the needed nutrients. We need to include a variety of foods in our daily diet so as to obtain all the needed nutrients in required amounts. Insufficient intake of nutrients leads to malnutrition and to failure of health. Therefore good health depends on consumption of good food which provides adequate nutrition. Thus nutrition is fundamental to human life, performance and well being, and health, food and nutrition are interrelated.

The main task of agriculture should be to supply sufficient quantity of food of adequate quality to meet the energy and protein needs of the country's population. The energy requirement of an individual is the level of energy intake from food that will balance energy expenditure. The energy will be such that will allow for the maintenance of economically necessary and socially desirable physical activity. The protein requirement is likewise the lowest level of dietary protein intake that will balance the losses of nitrogen from the body in persons maintaining energy balances at modest levels of physical activity. If the energy is either above or below the nutritional requirement a change in body stores may occur. When adults do not meet their energy requirement, the body adjusts by reducing activities to some extent and ultimately use body tissue to make up the deficit and lose weight. The energy stores mainly in the form of adipose tissue increase when intake exceeds requirement and decrease when it is below requirement. The body has no comparable mechanism for protein deficiency. There has been a difference in emphasis of the requirement of energy and protein in scientific circles. The current position is summarised by Scrimshaw (1977) when he says:

“There is no doubt that good nutrition requires a balanced complement of protein and calories and neither can be neglected in the diets of the under privileged and vulnerable. To the extent that the pendulum swing too far in emphasising protein in the 1960s and too far in emphasising calories in 1970s it must come to a more appropriate intermediate position for the 1980s and beyond”.

After adjusting for protein quality 11-12 per cent of of calories from protein are considered adequate for predominantly cereal diets:

Nutritionally cereals and pulses are complementary, generally deficient in certain essential amino acids like lysine and are relatively good source of sulphur containing

amino acids, where as pulses contain twice as much protein as do cereals and are a rich source of lysine although low in sulphur amino acids. Nutritional considerations such as a higher protein content and protein yield per hectare and amino acid balances improve quality of diet. Variety fertilizer treatment and agroclimatic environmental factors influence nutritive value of food stuffs and these nutritional considerations can have application in agriculture provided sufficient attention is paid to the selection of genotypes that meet consumer acceptance in terms of size, colour, texture processing and cooking characteristics. Application of mixed cropping, intercropping and other aspects of agricultural technology increasing the production and productivity of food and development of better cropping systems have all have nutritional implications which necessitate the working together of Agricultural scientists, nutrition scientists and economists,

Agriculture is the main occupation of about 70% of the country's population who are peasants living in country wide spread over 576000 village under the influence of tradition, habit and customs. There is a major problem of motivating the large number to produce and consume more. It is widely recognised that the worst sufferers of poverty, malnutrition and hunger are the landless labourer and the small and marginal farmers and rural artisans who form as much as 40 per cent of the population in most rural areas. Food and Nutrition activity involving agriculture and post harvest, food conservation and village industries based on simple, low cost, appropriate technology can improve rural income. A properly designed industrial development should be integrated with Agricultural development for efficient handling of the agricultural produce, providing services for efficient distribution will generate more employment and increases in growth of national income. Less rewarding farming areas where the twin problems of poverty and low productivity co-exist could be developed to direct the income to the nutritionally deprived. Agro industrial complexes, consolidating fragmented holdings can co-ordinate production processing and marketing and generate income and employment and improve production and consumption and nutrition.

The agricultural production should meet the nutritional requirements of the population. The consumption at household and individual levels should also meet the nutritional requirements. However the prevailing mass poverty is a hurdle for consumption and the poor meeting nutritional requirements. Eventhough the successive five year plans have stripped food production over three times since independence and great strides have been made in increasing gross national product the poor producers have not shared the gains in developed and the poor have only become poorer. So the planning should be such that the benefits should be directed to the nutritionally deprived toiling masses. The government have evolved elaborate systems of public distribution in food-grains comprising of rationing in particular areas, opening of fair price shops and regulation of private trade including take over of wholesale trade with its inevitable accompaniment of procurement by government, building up of buffer stocks, regulation of prices and subsidized distribution to the public. The programmes are aimed at securing equitable distribution of food grains to various sections of the population.

In addition to Food grains there is a need also of diversifying the production developing simultaneously vegetables, tuber-crops and other subsidiary foods that help to lower the consumption of cereals where consumption is high and at the same time make the diet more balanced and nutritious. These programmes supply the much needed vitamins, minerals and micronutrients to improve nutrition.

Increasing purchasing power of the poor and making available food can improve consumption. However the high incidence of diarrhoea, infection, parasitism and environmental pollution drains the nutrients and leads to malnutrition. Therefore the biological utilization of food has to be promoted by providing safe drinking water supply, disposal of waste and promotion of sanitation and hygiene.

Nutrition has linkages with agriculture, rural development, household consumption, health, industry, social development,

education and other relevant sectors. The government had attempted to develop a methodology for integrated intersectoral nutrition planning with planned and synchronised inputs from sectors involved in a study known as Tamil Nadu Nutrition study which has yielded a deal of information on the approach.

One of the more recent efforts made by the FAO promoting food handling at village and household level.

The Government of India have also taken up a pilot study at village level to develop appropriate technology with local skill and local resources to conserve food and raise income and consumption at rural level.

FAO has produced a Manual giving a "methodology" for Integrating Nutrition into Agricultural and Rural Development projects, Nutrition in Agriculture series No. I, 1982 which explain some aspects of the problems involved.

Nutrition programmes should be directed to the nutritionally deprived poor so as to improve their share income and consumption with security of access to food at all seasons and with the improvement of hygiene in the environment to reduce nutrition leakage and disease. Well-planned development in Agriculture offers great potential directly or indirectly in ameliorating the sufferings of the nutritionally deprived and improve ment in thier nutritional status.

DEVELOPMENT PROGRAMMES FOR FARM WOMEN

J. Chandra Mohan.

“In order to awaken the people, it is the Women who have to be awakened. Once they are on the move, the household moves, the village moves and the country moves”

— *Pandit Jawharlal Nehru*

“Just as a bird could not fly with one wing only, a nation would not march forward if the women are left behind”

— *Swami Vivekananda*

Introduction

Women in India have had a high and glorious tradition. In the vedic and Sangam periods women were free and many of them were very learned. But things changed with Mugal invasion, when conditions became unsafe and restrictions were placed on the freedom and educations of women. There was ban on their study along with the lower caste and women were confined in their homes and converted into servants at home and child-bearing machines. The situation changed later due to the work of great social reformers like Raja Ram Mohan Roy, Mahatma Gandhi and others and since Independence the status of women has tremendously improved recapturing the position that they held in the early vadic period. (3)

Indian civilisation has given the Indian women a place in society of tolerance, self sacrifice, and acceptance of roles by them have sustained a certain amount of harmony and beauty in Indian life. Many lofty and worthwhile legislations have been passed and equality of rights and status has been

guaranteed by the constitution of India. When these legislative provisions are fully implemented and concrete measures in these regards are effectively carried out and when women become more and more conscious of their own rights, we can look forward to enter 2000 AD with a just society of women and men with equality of status, opportunity and development.

A world profile on women using selected economic and social indications, reveals that women constitute one half of the world population and one third of the official labour force; perform nearly two thirds of work hours; but receive only one tenth of world property. (5). Women contribute 49% of the total population of India. (16). In India rural women constitute 80.92 per cent of the female population and 38.98 per cent of the total population (17).

2. Women in Agricultural Development

From time immemorial women have played a pivotal role in our Agriculture. Agriculture is the largest industry in India contributing the source of livelihood for over 70 per cent of the population. An overwhelmingly large majority of women in rural India are associated directly or indirectly with farming and are engaged in Agricultural Production, processing and distribution. Farm and house are inseparable especially in India and in the family the closest associate of the farmer is his wife (12). About two thirds of the manual labour in farming is constituted by rural women either in their own land or as hired labourers in other's lands. All women irrespective of the degree of affluence in the rural area provide 14 to 18 hours of productive physical labour in a wide variety of activities directly connected with domestic chores, agriculture and farm based, traditional professions.

(a) Farm activities: Among the agricultural activities performed by women may be listed (i) preparing and carrying meals for men folk working in the field and also for hired labourers, (3) grain sowing, (4) Rice transplanting. (5) vegetable

sowing and sowing of other crops (6) weeding, (7) caring irrigation (8) Harvesting various field crops and transporting, (9) Threshing of cereal crops like rice wheat etc, (10) application of fertilizers; (11) helping in spraying and dusting for plant protection of crops, (12) supervision of farming operations, (13) doing post harvest operations like cleaning, processing and storage and many others.

(b) Dairy activities: Farm and household dairying activities have always been a major concern for rural women (2) cleaning the cattle shed and throwing cowdung on the dung heap preparing cowdung cakes, setting them to dry and carrying them back home to use as fuel, grinding cattle feed concentrates for cattle, mixing the fodder for the cattle, bathing them and in most cases milking are the various activities performed by women.

(c) Household activities: Cooking food for the family members and also for the hired labour on the farm, cleaning the house and farm yard, scrubbing utensils, bringing vegetables from the farm or buying them from the vendor/farm, bathing and dressing children and sending them to school, churning the curd and purification of butter to prepare fat, purchase of household articles taking a sick child to the doctor and many other and similar chores are the ubiquitous functions of the rural house wife and these have been specific to the role of female sex for the past many decades and these are always linked with farming in the village and cannot be separated. Many more productive activities of the farm women in the village can be added to the above mentioned list which is by no means complete.

(d) Decision making process: The involvement of women in farm operations is matched only by their participation in decision making not only in the domestic activities but also in the farm business. Women's participation in decision making process gives her the imagination, creativity, initiative, drive towards rational thinking and a

say in the matter of her concern which will result in self-confidence and self recognition of her capabilities (8). Investigations carried with regard to farm worker's participation in decision making indicated that women participated fully in farm operations as well as in decision making along with the other farmers. Women having no formal education participated in farm operations but women irrespective of education level, participated in decision making (11). In another study in Coimbatore District it was found that 72 to 88% of small farm women and 72 to 90% of big farm women actually participated in decision making on the use of farm practices (7). The analysis of reasons for non-participation revealed that lack of adequate knowledge of the farm operations was the foremost. And also, education had significant relationship with their participation in decision making.

3. Lack of recognition of the role of farm women

Of course women perform all these roles as a natural process in the family farm and their contributions are not fully perceived by themselves or by the men as a particular feature of the household economy or the national economy. But, because their activities and functions are confined to the non-monetized household sector their contribution remained invisible. As a result, the development planners, policymakers and programmers fail to see the link between the women's problems and larger problems of unemployment, hunger and poverty (9). The failure to understand women's role in rural areas comes from various factors. In the first place it is the urban bias in development, planning and administration. Secondly the middle or upper class bias in the perception of women's roles in society and the adoption of models of economic analysis with their influence on collection of data created an invisibility barrier hiding women's contribution to rural production. They were primarily viewed as only homemakers with little or no role in economic or productive activities. And earlier development strategies until the end of the third five year plan emphasised only provision of social service for farm women including training in home economics,

child care, nutrition and later family planning services. Even while admitting their 'little' role in farm production the involvement of women in agriculture was seen as characteristic of "backward type of Agriculture" which if possible should be replaced by modern agriculture which utilised male labour (6).

4. Categories of farm women

The committee on the status of women in India recognising the variation in roles, rights and responsibilities, levels of socio-economic inequality and consequent limitations of operation has classified women into three broad categories (a) those below subsistence level and (b) those between subsistence and security levels and (c) above the security level which is applicable to farm women also. But the dominant influence which characterises farm women are two other powerful factors which determine their status in rural area viz., land and caste. As such a more appropriate classification would be as follows (i) women of high caste belonging to land-owning families. This group traditionally is not permitted to engage in any visible economic activity outside their home. Their roles were confined to processing and storage of agricultural products i.e. post harvest operations and performing management and supervising functions in running the farm and the family. (ii) Women in land owning present castes who are traditionally engaged in field agriculture. These women participate in all farm operations even though they own land: As a result of economic prosperity due to development, there is sometimes a tendency for these women to withdraw from visible economic activity outside the home and take part in processing and supervisory activities as in the case of the previous group. (iii) women in the poorer groups comprising landless labourers and marginal farmers whose characteristics are poverty and virtual lack of assets insecurity and under-employment. They are often victims of wage discrimination.

5. Programmes for the uplift of farm women

The diverse and important roles that farm women play in the economic life of the nation particularly in agricultural

production and rural economy have to be recognised. And development programmes and other supportive services planning to benefit the millions of farm women should aim at the economic development of women which can only be achieved by having an integrated development plan for the village and not exclusively for women alone. Farm women's development can not be viewed separately. The objectives therefore will be (1) Increased agricultural production (2) Diversification of the rural economy. (3) Reduction of poverty inequality and unemployment in rural life to achieve social and economic justice. (4) improving quality of life for the rural life for the rural population in general.

However for the economic development of women the view point that women are only target groups for free social services having been featured largely as beneficiaries in the 'dole' programmes for health, nutrition, adult education and family welfare, should change. And in view of the women's significant role in agricultural production and rural economy they should be considered as equal partners in development with men. There has been a welcome change in the attitude of men in this regard in the recent past the world over. The declaration of the year 1975 as the "international women year" and the period 1976-1985 as the decade for women by the United Nations is only just a global recognition of women's role, highlighting the necessity to integrate women with their maximum participation in the socio-economic development. In India a national seminar on the theme "Indian Women's Forward looking strategies" was held in New Delhi in commemoration of the 40th (Anniversary of United) Nations in October 19, 1985 and one of the major recommendations was the need for creating awareness and giving special attention to rural (farm) Women for development. Srimathi Indira Gandhi had great concern for rural women as reflected in the renowned 20 point programme and many other development programmes undertaken by Government of India from time to time. Our young and dynamic Prime Minister Rajiv Gandhi has created for the first time a department for youth, sports and women and child development headed by a Minister of

State Smt. Margaret Alva in coordination with the Ministry of Human Resources development. This will help in the involvement of women as partners in the development efforts of the nation which is naturally going to have an impact on the farm women as well. (4)

6. Development programmes for farm women

Three major aspects may be conceived for the development of farm women over and above the innumerable many welfare and anti poverty schemes sponsored by the Government of India, State Governments and voluntary organisations.

a) Training of Farm women in modern improved agricultural technology and other skills.

b) Follow up action in providing subsidies, credit, other inputs, marketing produce etc for the above skills.

c) Increasing employment prospects for farm women through development of small scale agro-based cottage industries

a) Training of farm women in Agricultural technology and other skills

(i) Training Programmes

The need for training farm women has been felt since long but not much attention was paid in this direction till the launching of the centrally sponsored and carefully conceived scheme of "Farmers training and education programme" at the beginning of the fourth Five Year Plan. The Krishi Vigyan Kendra (87 Farm Science centres) of the ICAR spread all over India, the Agricultural Universities, Home Science Colleges, Rural Institutes and other training Centres of Voluntary Organisations have programmes for providing facilities for training farm women and young girls in modern improved agricultural technology and other skills. These include besides major subject matter areas in Agriculture, such as method of sowing, transplanting, manuring, weeding, irrigation, plant protection, storage and marketing of various crops, cropping

pattern, kitchen gardening, livestock keeping, dairy and poultry piggery, rabbit rearing, goat rearing, sericulture, bee-keeping farm fish culture, coir making, palm leaf, stationery, candle making, etc., aspects of better living such as nutrition, child care, health and housing. Intensive training of farm women naturally will enhance the operational efficiency many times thereby bringing improvement and additional profit to the farm women.

The Tamil Nadu Agriculture University recently ^{has} programmes for farm women in the age group of 19-40 years in sericulture; apiculture, dairying and the novel venture of engaging women in the production of bio-control agents to fight pests and diseases in crops so that in addition to agriculture in which the farm women were engaged, they could take up work in the allied fields to bring in an overall development in the rural economy. The objective was to use these trainees as models in the rural areas to motivate others to take up such profitable ventures so as to augment their family income. In sericulture the farm women were trained in mulberry cultivation, plant protection, silk worm rearing and marketing of cocoons. They were taken on a tour to sericulture areas in Tamil Nadu and Karnataka to study the management of sericulture in different places. In dairying the trainees were given latest information on the technical and managerial aspects of dairy enterprises such as genetic improvement of animals, selection of good dairy animals, nutrition, feed and fodder development, artificial insemination, techniques of calf rearing, housing of milk, co-operatives, procurement, processing and marketing of milk, better utilization of animal waste and biogas production. The farm women trainees were taken to District Veterinary Hospital where they could see the facilities available for treatment and the prophylactic measures adopted against disease. They were also taken to the District Milk Producers Co-operative Union to know the process involved in procurement of milk, chilling, pasturisation, standardisation, packing of milk in polythene bags, manufacture of cream, ghee, khoa and marketing of milk products. An objective assessment of the impact of these training programmes indicated

an increase in area, productively and production in the study region from where the training programmes indicated an increase in area, productively and production in the study region from where the trainees were drawn. Smt. Kamalam of Maniakarampalayam says that the training programme had been commendable and she is now able to get a net profit of Rs. 15,000 per acre through sericulture besides providing employment to a number of poor farm women in the village (14).

From an investigation on the training needs of farm women in Coimbatore district (8) it was found that 76.67 percent possessed medium level knowledge about improved technology of Maize and other crops, 97.5 percent about varieties; 82.5 per cent duration of crops; 66.69 per cent about sowing seasons; 62.5 percent about seed rate, 63.13 percent about weeding 69.89 training is required for farm women in all the important cultivation practices. With regard to the type of training preferred by farm women it was found that 86.67 per cent preferred peripathetic training or training conducted in their own farms or in farm or rural setting and 85 per cent wanted demonstration and group discussions rather than lectures. In respect of duration of the course 70.83 per cent preferred one or two days or a maximum of three days training programmes. It was also seen that the younger the farm women the greater was the degree of training required.

The Krishi Vigyan Kendra of the Tamil Nadu Agricultural University Coimbatore had been conducting different types of training for farm women for the past many years such as on campus training and off campus training. It was found that (1) off - campus training or on-the-farm-training with the help of owner cultivator was more useful although a visit to University research farms by the farm women always provided a welcome exposure to the innovative scientific farming in different aspects.

(2) One day training programme was popular. If the duration of training is more than one day farm women prefer to

return to their homes every evening and come back next day morning so as to fulfil the domestic obligation and attend to the normal home chores. Staying overnight has always been a problem.

(3) The amount of Rupee ten per day provided to meet food charges was in-adequate.

(4) Incentives to trainees, like prizes on the successful completion of training were liked by farm women.

(5) Presentation of case studies viz. success stories of individual farm women in the adoption of improved technology or Profitable agro-based vocation was most impressive and useful to trainees.

(6) Leadership training conducted in the villages for the convenors of women farmer's discussion groups proved to be effective as technology to other farm women.

(7) Female staff members of KVK could more actively communicate to the women participants than men (15).

(ii) Pre-requisites for successful training :

Functional literacy among farm women, health and social awareness are important pre requisites for effectively imparting training to farm women.

(a) Literacy : The female literacy in India is only 25 percent and it would be much less among women. The programmes undertaken for adult education, functional literacy and non - formal education for women require to be intensified at the implementation level.

(b) Health: The decline in the sex ratio in India to 935 females per 1000 males in 1981 is attributed to maternal mortality. The nutritional and health standards for farm women need to be raised by activating the many useful programmes of the Government and other agencies such as applied nutrition programme, special nutrition programme, composite programme for women and pre-school children.

(c) Social awareness and participation: "The greatest revolution in a country is the one that affects the status and living conditions of its women" said Jawaharlal Nehru. The revolution has reached only the take off stage even after four decades of freedom. Still "the condition of womanhood is at its lowest point of literacy, health, social status, individuality, initiative, freedom of movement, economic status and powers". It is more so among the farm women, The development efforts of Government of India, Tamil Nadu Government and voluntary organisations in the uplift of the status of women are laudable. The Mahilar mandrams (Women's Clubs) organised throughout India and the State Social Welfare Board, Directorate of Women's Welfare and the Corporation for Development to Women' formed in Tamil Nadu (similar organisations have been found in different states of India) to promote the development of women in different fields- Women's upliftment is a multi-dimensional problem comprising social, economic political, educational psychological and literary-cultural aspects (13)- As a result of the combined efforts of the Government and Voluntary Women's organisations the status of women has improved and a tremendous awareness has also been created regarding the problems of women's uplift. The present generation of women enjoy to a great extent (1) economic freedom - options to gain employment, 2) educational freedom - seeking education of their choice and interest. (3) social freedom- participation in social freedom - participation in socio economic political group activities, (4) political freedom and (5) recreational facilities. But these benefits should percolate down to the farm women in the rural set up.

(iii) Suggestions for improvement in training programme:

(1) At present the training is imparted to farm women belonging to the first two categories viz., (1) women of high caste belonging to land owning families and (2) women in land owning peasant castes traditionally engaged in agriculture but the third category viz., women in poorer groups comprising landless labourers and marginal farmers who form the

majority has been totally left out. Training in improved agricultural operations to this category will go a long way in increasing yield of crops. Transplanting of rice with optimum spacing to maintain adequate population may be mentioned as an important example.

(2) The landless labour (farm women) may find it difficult to leave the work and come for the training for which suitable arrangements have to be made to compensate the loss.

(3) Exchange programme of visit of farm women in batches from one agricultural area to another for short periods may be arranged so that they will have an opportunity to get to know the intensity and degree of variance in farming of different areas.

(4) Cultural programmes may also be arranged with the participation of the trainees themselves for making the training programmes more interesting.

(5) As far as possible women trainers preferably lady agricultural graduates may be drafted for such training.

(b) Follow up action in providing subsidies credits, inputs etc

The impact of the training will be fully felt in terms of concrete achievement only if the follow up action is effective. The most important instrument for any rural development is the provision of subsidies and credit through bank and cooperatives for the inputs and small equipments that may be necessary in the case of many skills. Farm women's access to these facilities has been the poorest and a re-orientation of credit system may be required. Preferential treatment for women in access to credit may be helpful but the danger of misuse by economically powerful groups to monopolise these resources by using individual women as screens should be avoided. Further technical assistance, help in procuring inputs and marketing of produce may be necessary. A suitable official machinery has to be provided to pursue followup action in a meaningful and purposeful manner.

(c) Increasing employment prospects for farm women through development of small scale agro-based cottage industries

Creating employment opportunities for farm women through agro-based industries and small scale cottage industries will no doubt improve the rural economy. The green revolution has not deprived women of their traditional jobs like transplanting, thrashing etc. When the per capita income of every family increased, there were ample opportunities for the women to resort to subsidiary and allied occupation (10). The working group on women's employment made the following statement. "A policy of promotion of women's participatory role and their ability to exercise their rights with autonomy and dignity. Unless supportive services like creches, child care centres, lighter house work is ensured, the increased employability of women will only further increase their load and reduce them to mere beasts of burden".

Dairy development, fisheries, sericulture and other agro based industries would offer immediate possibilities for promoting farm women's employment. But it is important to ensure that women have a fair chance of controlling their income and share in the decision making process (1). Participation of women in occupation should such that they can be more than or as productive as men to ensure equality of status. Numerous attempts have been made at employment of farm women through different programmes by the Government of India and State Governments. To cite a few of them, rural employment (1971), pilot intensive Rural Employment Project (1972) Employment guarantee scheme (1971), Food for work programme (1977), Employment generation under IRDP (1978), employment generation under rural industrialisation, peoples action for development in India etc. (4) Among the most successful, mention may be made about the 'Hon'ble Chief Minister's Nutritious Meal Programme for children" which is unique in Tamil Nadu and has not only provided employment for nearly two lakhs of women (both urban and rural) in the state but also reduced the work burden of the mothers-

Annexure I contains the list of various Central Government development schemes for rural women.

7. Conclusion

The crucial and significant role that the farm women play in the household economy and national economy cannot be over emphasised. We shall profoundly hope that the belated recognition should compel the powers that be viz., The Central Government, State Governments, Universities, other agencies and voluntary organisations to intensify, accelerate and expedite the development programmes for farm women for the betterment of the nation and to achieve the goal of equitable status of women with men in society.

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ANNEXURE — I

SCHEMES FOR RURAL DEVELOPMENT SCOPE FOR FARM WOMEN

Ministry/Department	Title of Scheme	Facility offered	Channel for flow of fund
Ministry of Rural Development	1. Assistance to Horticulturists	Credit	Block Development office
	2. Purchase of Agricultural implements under IRDP	Credit	Block Development Office
	3. Farm Forestry under the DPAP and DDP	Supply of free seedlings	Forest Range Office
	4. Setting up of Poultry Units under IRDP	Credit	Block Development Office
	5. Individual Minor Irrigation works under IRDP	Credit	Block Development Office
	6. Subsidy for Purchase of storage Bins under IRDP	Credit	Block Development Office

Ministry/Department	Title of Scheme	Facility offered	Channel for follow fund
Ministry of Rural Development	7. National Rural Development Programme	Employment	Block Development Office
	8. Subsidy for inputs under the IRDP	Credit	Block Development Office
	9. Assistance to Bee-keepers under	Credit	Block Development Office
	10. Sericulturists under the credit IRDP	Credit	Block Development Office
	11. Purchase of Milch animals sheep goats and pigs under the IRDP	Credit	Block Development Office
	12. Subsidy for Fisheries Development on Individuals under the IRDP	Credit	Block Development Office
	13. Growing of fuel and other Timber species on private Lands in Drought Prone Areas	Credit	Social Forestry Project Office
	14. Pasture, Fodder and Total Fuel Development on subsidy Private Lands	Total	Block Development Office
	15. Training of Rural Youth for Self-Employment (TRYSEM)	Training	Block Development Office

Ministry/Department	Title of Scheme	Facility offered	Channel for follow fund
Ministry of health and Family Welfare	1. Training of dais	Training	Primary Health Centre
	2. Health guide	Training	Primary Health Centre
	3. Training of Auxillary Nurse Midwife/Health worker female	Training linked to employment	State Health Department
Ministry of Industry	1. Rural artisans programme	Training	District Industries Centres
	2. Composite loan	Credit	District Industries Centres
	3. Individuals for manufacture of cane, gur and Khandsari	Credit	KVI Board
	4. Individuals involved in Fibre industry	Credit	KVI Board
	5. Individuals for setting up ghani processing unit of edible oil seeds	Credit	KVI Board
	6. Individual artisans involved in manufacture of Bamboo and cane products	Credit	KVI Board

Ministry/Department	Title of Scheme	Facility offered	Channel for follow fund
The Central Social Welfare Board	1. Training of rural women in public cooperatives	Training	Voluntary agencies
	2. Condensed courses of Education for adult women	Training	Voluntary agencies
	3. Assistance to voluntary organisation for creches for working and ailing women's children	Work facility	Voluntary agencies
	4. Dairy scheme under the socio-economic Programme	Credit	Voluntary agencies
	5. Socio-economic programme for women	Employment	Voluntary agencies
	6. Vocational training of adult women	Training	Voluntary agencies
Ministry of Social Welfare	1. Setting up women's training centers or institutes for rehabilitation of women in distress	Training linked to employment	Voluntary agencies
	2. Functional literacy for adult women	Training	ICDS Project office

Ministry/Department	Title of Scheme	Faculty offered	Channel for flow of fund
Ministry of Commerce	2. Loan for purchase of shares in co-operatives	Credit	Handloom co-operatives
	3. Assistance for purchase, modernization and renovation of looms and accessories	Credit	Handloom
	4. Short term training course	Training	Handloom co-operatives
	5. Diploma in handloom Technology	Training	Training Institutes
	6. Massive training programme in hand printed textiles	Training	Training Centres (Handicraft)
	7. Scheme for training in artmetal wares	Training	Training Centres Handicraft
	8. Training Scheme in carpert weaving		Training Centres (Handicraft)
	9. Training programme in cane and bamboo	Training	Training Centres (Handicrafts)
	10. Interstate Tasar Project	Land and Credit	Zonal Deputy Project Officer

Ministry/Department	Title of scheme	Facility offered	Channel for flow of funds
Ministry of Industry	7. Individuals to set up units of production in the lime manufacturing industry	Credit	KVI Board
	8. Individuals for manufacture of leather goods	Credit	KVI Board
	9. Individuals for processing of cereals	Credit	KVI Board
	10. Individuals taking up fruit processing and fruit preservation activities	Credit	KVI Board
	12. Individual carpenter and blacksmith	Credit	KVI Board
	11. Individuals associated with village pottery industry	Credit	KVI Board
	13. Assistance to individual bee-keepers to expand their activities	Credit	KVI Board
	14. Individuals for setting up credit palm gur industry	Credit	KVI Board
Ministry of Commerce	1. Organisation of industrial type cooperative societies	Credit	Handloom Sarees

RURAL HOME TECHNOLOGY

*Lakshmi Santa Rajagopal**

The participants of the course were explained about the use of solar energy for domestic purpose. Different designs of solar cookers such as Box type solar basket, solar oven with reflectors were shown to them and the advantages and limitations of these devices were explained to them. They were demonstrated the method of cooking rice by using solar cooker: Another feasibility of using solar energy is through the solar drier. The different parts of the solar drier, and the mechanism of operation and the popularity of this device among the villagers were explained. The solar still was the next unit through which water is obtained from the salt water. The solar water heater which was installed in 1966 in the college campus was shown and explained to the participants

The other low cost devices such as hay box, hot case, mud storage device, smokeless chulah, and the hand operated washing machines were shown to the participants and the use of these devices in the village households were clearly explained to them.

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Sri Avinashilingam Home Science College for Women
Coimbatore - 641 043

Ministry/Department	Title of Scheme	Facility offered	Channel for flow fund
Ministry of Education and Culture	1. Scheme for national scholarship at secondary stage for talented children from Rural areas	Stipened	Heads of village schools
	2. Scheme for setting up rural functional literacy projects	Training	Functional Literacy (Project Officers)
Ministry of Agriculture and Cooperation	1. Scheme for farmers training and education	Training	District Training Centres
	2. Scheme for training farmers in KVKs	Training	KVK
Ministry of Works and Housing	1. Scheme for provision of house sites-construction assistance to Landless workers in rural areas	Land and credit	BDD or Tahsilder

Ref: Scheme for Rural Development, Scope for Women, a handbook UNICEF 1982, pp. 8—11. (4).

Therefore, the development programmes should make a special provision to elevate the status of women: For example in providing houses to weaker sections & minorities they should be registered in the names of women only.

Voluntary agencies are the correct sources to advise the planners as well as those who implement the programmes. Government should rely more & more on voluntary agencies for the implementation of the development programmes because they know the pulse of the people at grass root level, their needs and aspirations.

Apart from the traditional programmes such as farming, dairy, poultry, pisciculture, immunization, family planning, health care, voluntary agencies involved in development programmes should try to provide supplementary, income to women folk in rural areas by introducing practical small and village industries into their homes. While choosing the industry one has to make sure that the raw materials are locally available, the machinery does not require frequent replacement of spare parts (for which one has to depend upon towns and cities and that the finished goods find ready markets. The technology used should be such that it does not encourage migration to urban areas or too much dependence upon mechanics or repairmen who are not available in the villages.

A second look is also required at our educational system which encourages our young folk from villages to go to towns for pursuing still higher education & creating educated unemployed. Can't we have schools in villages which can teach a vocation useful to improve village life besides teaching 3 Rs? It is common knowledge that although there is compulsory primary education in our country, hardly 30% of the children attend schools and most of them dropout at one stage or the other to join the rural unemployed. This section of boys & girls who neither pursue higher education nor join their parents in their traditional professions create imbalance in the rural social life and sometimes contribute to rural delinquency & crime.

DEVELOPMENT PROGRAMMES THROUGH VOLUNTARY AGENCIES

A. Wahabuddin Ahmed

The purpose of development is to relieve human suffering and improve the quality of life. Most of our development programmes are aimed at providing basic human necessities i.e., ties etc. At the same, improper planning and defective implementation of the programmes are creating more human problems. For example, large scale industrialisation and urbanisation is resulting in migration of rural population to industrial belts & cities thus creating slums, ill - health, juvenile delinquency, crime, bootlegging etc.,

It has to be admitted that inspite of our best efforts through the implmentation of various 5 year plans the rural areas and especially the women&children of these areas remain almost untouched. Studies have revealed that it is mostly men who migrate leaving behind their women&children to mend for themselves. In most of the programme implemented in rural areas through I.R.D.P. Trysem etc., maximum advantage is taken by men and those who are influential and assertive. The weak among the men and the women children who deserve the help most are relegated to back benches. Even in those families who are benefitted by the development programme the women & the children tend to remain neglected.

Women form half of the population and their contribution is sizeable when reckoned in terms of hours of work cooking food, bearing children & their care, besides their participation in agriculture, diary, poultry, and carrying food to men folk in the fields. But their status remains almost unchanged and perhaps in some cases it is deteriorating. In many families economic prosperity is resulting in alchoholism among men& neglect & ill - treatment of women folk,

The voluntary agencies working in rural areas have to design programmes to draw this volatile section into useful and productive activity. Imparting them new skills in crafts or new vocation may channelise their energies into some constructive activity.

These are some of my random thoughts which I like to share with the participants.

In the last I must say that the Govt. of India under the able leadership of our Prime Minister is giving adequate priorities to voluntary agencies for implementation of various welfare programmes. But I am sorry to say that there has been a mushroom growth of new voluntary agencies which have neither standing nor sufficient experience. I suggest that while choosing the voluntary agency to implement a programme, those who had experience and standing alone may be selected instead of entrusting the programmes to Association which were registered a few months or few days ago. One block may be given to a voluntary organisation for the total development of that area, I am not against mushroom growth of new organisations but I want that the organisation of standing and experience should not be neglected.

HELPING RURAL WOMEN IN HOME GARDEN ACTIVITIES

G.R. Amirt Mahal

OBJECTIVE

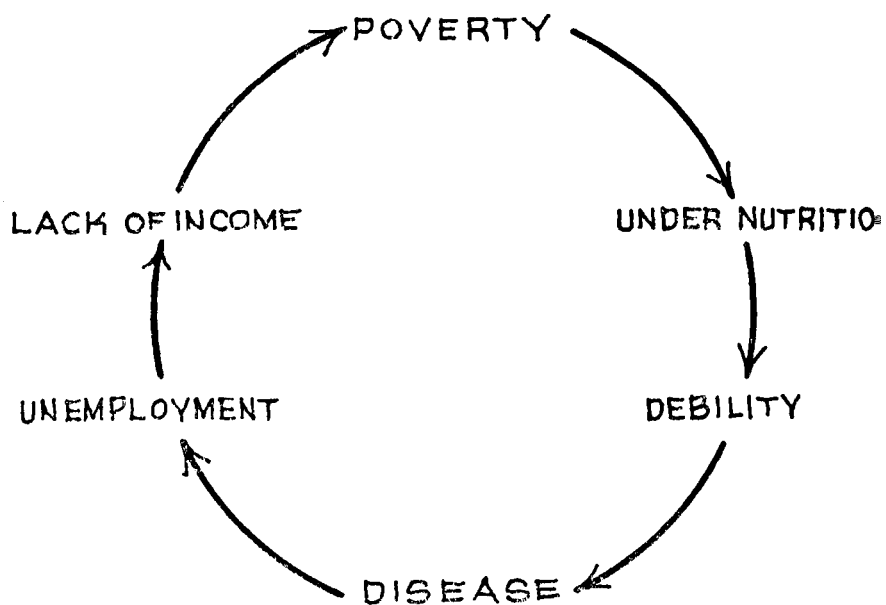
Helping rural women to develop (themselves).

What is Development?

It is improving the quality of life of the people.
(Not only for herself, but, as she is the home maker,
for the entire family)

Quality of life pervades all aspects of life.

Improved income, income-generating activities, alternative
avenues of employment, better health and nutrition,
smaller families, more education - formal and non-formal
adequate housing, availability and acceptance of modern
technology, improved environment, self-reliance.



Problems of Rural Women

- = Bias against rural areas in general.

IMR

- Higher IMR in rural area than in urban - ratio from low of 1.44 in Gujarat to high of 2.13 in Rajasthan with an all India ratio of 1.91.
- = Bias against women in particular - right from infancy.
- Higher female IMR than male IMR in the rural areas All India, Gujarat, Haryana, HP, NE Region, Orissa, Rajasthan and UP.
- Surprisingly in states which have lowered IMR substantially in urban areas female IMR is higher than male IMR but in rural areas it is the same or the other way round.
- Care during illness - male Vs. female
- Rural neo-natal mortality consistently higher than post neo-natal in all states except in Tamil Nadu (from a low of 42.5% in Tamil Nadu through 50_s (2) and 60_s (4) to a high of 74 in AF).
The All India figure is 59%
- Even in Kerala which has the lowest IMR in the country and lower the target for HAF/2000 (53) neo-natal is 64% of total IMR for state.
- Karnataka and Maharashtra which have relatively lower IMR than other states, percentages of rural neo-natal mortality of total IMR for the states are 62 and 69 respectively.
- Higher neo-natal mortality reflects poor ante-natal care and intra-natal care, poor nutrition of the mother.
- Marked inter-relationship between percentage under poverty line and high IMR and MMR except in Sri Lanka.

- Inter-relationship between low female literacy rate and IMR and MMR.
- BD-high percentage under poverty line, very low female literacy, alarmingly high MMR and high IMR.
- Indian MMR varies from 4.0 to a high of 13.4 per 1000 live births
- Malaysia
- Maldives
- Recent figure 500,000 maternal deaths in the developing world.
- = Infanticide - more among female infants - China
- = Less education for female children-girls used for household chores - looking after younger siblings.
- = Low literacy-less education-low level of skills.
- = Women most hard worked - no compensation - home, field everywhere, leisure.
- = Cultural norms - inferior status.

Needs of Rural Women

- = Gainful employment-income generation activities-economic independence-not an appendage of a man - someone in her own rights - enriched personality.
- = Health protection (maternal) - health promotion
- = Child survival - Child care, development, nutrition
- = Family Planning
- = Education - formal and informal
- = Home making
- = Skill training
- = Self-evolved institutions of women
- = Participation in the development process
- = Participation in governing themselves-Zilla and mandal Panchayats, Karnataka 20%, Gujarat, 9% reservation for women.

Nature of the Needs

- = Interdependent - vicious circle
- = Cannot be met totally by government-peoples' participation essential.

Strategy to meet those needs

- = Bottom-up planning
- = Inter-sectoral approach - community organization - self evolved institutions - Planning - implementation - evaluation
- = Developing self-reliance
- = Increasing employment opportunities - non-farm employment
- = Education - formal and non-farmal
- = Skill training
- Influencing Social norms
- = Involvement of men
- = Effective and efficient service delivery system
- = Illustration-Bangladesh : Women's co-operatives, Women' clubs-Malaysia :
Family Development programme - Korea : Women's club

Inter - sectoral Approach

- = It has also been established that Health services can go cally upto a point in improving the health status of a community. Beyond that, one has to think of non-health factors that insluence, the health of a community. One the to think in the spirit of the now classical "Beyond family planning" approach to providing health care.
- = WHO-UNICEF study on alternative approaches to health care in developing countries (1973-1975)
 - Ten studies in nine countries ranging from innovative approaches covering limited areas (Bangladesh, India

Niger, Nigeria, Venezuela, and Yugoslavia) to completely new health systems because of radical changes in the political and social system (China, Cuba and Tanzania)

- Health services only one factor contributing to the health of a population.
- Community participation and community self-reliance.
- = The International Conference on primary health care (1978)

“The Conference considered the close inter-relationship and inter-dependence of health and social and economic development, with health leading to, and, at the same time depending on a progressive improvement in conditions and quality of life. It stressed that primary health care is an integral part of the socio economic development process. Hence activities of the health sector must be co-ordinated at the National, intermediate and community or local levels with those of other social and economic sectors, including education, public works communications, and industry. Health activities should be undertaken concurrently with measures such as those for the improvement of nutrition particularly of children and mothers increase in production and employment a more equitable distribution of personal income; anti-poverty measures; and protection and improvement of the environment.
- = The Alma-ata declaration itself stated.

All governments should formulate national policies, strategies and plans of action to launch and sustain primary health care as part of a comprehensive national health system and in co-ordination with other sectors”.
- = The recent (1986) SAARC Conference on South Asian Children recommended “Policies and programmes for the development of children, have to outgrow the conventional compartmental approach and, form an integrated strategy”.
- = At a recent conference the regional Director of WHO-SEARO stated “Health development is possible only when

there is effective political will and strong support from social and economic organisations, as well as, intelligent and enthusiastic community involvement. MCH should be integrated with the primary health care approach. Since we place emphasis on promotive, preventive, curative and rehabilitative actions, the approach we choose must be integrated, holistic, multi-sectoral & multi-disciplinary”.

- = This is as far as health professionals are concerned. Let us take a look at the other end of the spectrum, and that is the view point of those who are interested in improving the quality of life of the people - especially those in the rural areas
- ≈ In this context let us look at the approach of the United Nations.
 - Landmark resolution of UN-ESCAP in 1976 on IRD
 - The commission noted that increasing attention was being given to rural development by member governments of ESCAP and by International Agencies. but activities in that field remained sectoral and fragmented, thereby, having only a marginal impact on the problem. It expressed its conviction in the need to adopt an integrated and multi-disciplinary approach to rural development and requested the ES of ESCAP to draw up a detailed programme of work in partnership with the concerned United Nations bodies and specialized agencies.
- ≈ The inter-agency co-ordinated plan of action of IRD in the ESCAP region.
 - General principles
 - = Giving particular attention to the problems of the poorest of the poor and other socially disadvantaged groups.
 - + Improving their economic conditions and purchasing power
 - + Developing their collective (not individual) self-reliance, not welfare oriented - No charity

- = Strategy
 - + Promotion of collective self-reliance
 - + Developing and working with their self-evolved institutions
 - + Evolving programmes based on the expressed needs of the people
 - + Promoting community participation in planning, implementing and evaluating the programmes
 - + Mobilizing local resources
 - + Opening up socially productive occupations - non farm employment
 - + Improving productivity
 - + Adopting a multi-sectoral approach
 - + Evolving an effective service delivery system
 - + Providing co-ordinated United Nations assistance to governments
- = Area based integrated rural developments are:
- Increasing concern with this kind of planning in member countries
 - People do not perceive development in the neat compartmentalized manner in which sectoral agencies and organized in governments but are concerned with the totality of the impact on them of the various programmes and the extent to which those contribute to improving their quality of life.
 - Incorporates the basic principles of the co-ordinated plan
 - + Problems of the poorest of the poor
 - + Emphasizes their participation
 - + Develops their self-reliance
 - Adopts the strategy envisaged in the plan

- = Area-based IRD covers the entire gamunt of community life-Therefore, inter-sectoral approach becomes very important-Not only important but essential
 - Sectors included
 - + Agriculture
 - + Fishery, poultry, dairy, piggery etc.
 - + Generation of non-farm employment
 - Rural Industrialization
 - Rural electrification - mini hydel, dendro-thermal etc.
 - Social Forestry
 - + Health and Family Planning
 - + Nutrition
 - + Education including non-formal education
 - + Co-operatives
 - + Protection of the environment
 - Plan for area-based development based upon a process of consultation with the people - the beneficiaries
 - = Area-based and inter-sectoral approach
 - Synergistic effects
 - + development of sub-areas on the development of the area as a whole
 - + Impact made by one sector on that of the others
 - Decentralised decision making
 - Breaking the vicious chain of poverty - malnutrition, debility, disease, unemployment, lack of income, poverty
- ≅ Basic to inter-sectoral approach is inter-sectoral co-ordination
 - At the point of convergence
 - Supporting mechanism for co-ordination right upto the national level

= Problems of co-ordination

- who should co-ordinate ?
- Sense of self-importance of each sector,
- Disinclination to yield one's self
- Feeling of subordination,
- Coordination is inescapable to meet long-term development
- For too long we have worked in isolation of each other,
- Half-hearted measures tried without any tangible results
- Committed towards improving quality of life of people
- who co-ordinate ? - IRD ?

Only objective is to improve the quality of life of the Rural poor

Point of convergence of all sectoral activities

Not obsessed with any one sector

= Participatory Vs Paternalist approach

= Paternalising approach

- Examples: Supplementary feeding Loans to cross poverty line
- Does not result in attaining objective to eradicate poverty
 - ± Creates pockets of affluence
 - + Does not benefit the entire community
 - + Enervates emasculate people-perpetuates dependency
 - + Does not stimulate initiative enterprise
 - + Does not develop self-reliance
 - + Prolongs poverty

= However, participatory approach is a double-edged weapon

- = What is needed?
 - + Professed
 - + Practised
 - + Political and Bureaucratic will

Home Gardens

- = Education
 - Why home gardens?
 - How home gardens?
- = Organization (of the women)
 - Learning from each other
 - Competitive spirit
 - Support from the men - folk
- = Co-ordination
 - For growing - among agriculturists, nutritionists, home economists, marketing facilities/specialists.
 - For utilisation-nutritionists, home economists, marketing.
- = Logistics
 - Supply of seeds and manure, water
 - Marketing.

ROLE OF AGRICULTURAL OFFICERS IN MANAGING WOMEN'S DEVELOPMENT THROUGH FARMING

S. Sankaran

Introduction

In the agrarian dominant country like India, women have to play a pivotal role in agriculture, Indian farm is a family farm. It is the working place as well as the dwelling place for the family. In a family, wife is the closest associate of the farmer. The largest number of women in India are engaged in farming operation either as cultivators (or) as agricultural labourers. As per 1981 censuses, among the 14.5 per cent of the female working population, 33.0 per cent are engaged as cultivators and another 45.0 per cent as agricultural labourers. Since women are the farmers and growers of food they are born and bread in the field. But cultural norms do affect women's participation in agriculture. In the earlier days because of ignorance and superstition, the society regarded her as inferior to man. She was expected to respect and serve the members of her husband's family. She was neither consulted nor her involvement was sought in the management of farm (or) home. Due to the impact of modernization, the social attitude and society's prejudices have changed. At present, the women are facing the most challenging situation of performing their role both in and out of home.

Importance of women in farming

Activities such as transplanting or sowing behind the plough, weeding crops, scaring birds, reaping, winnowing, threshing, storage of seeds and food grains, preparation of compost and manure pits and most of other farm operations are mainly carried out by women. In many places the entire management of livestock starting, from cutting, collection and

carrying and chaffing of fodder to feeding milking, preparation of cowdung cakes and their storage are done by women. Kitchen gardening and poultry keeping are also the jobs of farm women. Apart from participation in actual cultivation, women also participate in various forms of processing and marketing of agricultural products. Besides, she also attends to preparing and cooking of food, looking after children and husband, and general house work. To effect changes in their participation in different spheres and to bring about more and more involvement of women in development programmes, the role of agricultural officers in the management of women's development is an important aspect which needs greater attention.

Involvement of Agricultural Officers for women development

Before actually getting into the main theme, the need and purpose of involving the agricultural officers for women development in farming is analysed.

The study conducted that farm women indicated that farm women possessed only medium level of knowledge in agriculture. This indirectly imply that agricultural officers' role in increasing the medium level of knowledge to higher level in agricultural practices. Further, the study revealed that the mass media exposure and knowledge level of farm women showed a positive association with the degree of training needs of farm women. This indicates that extension educators working as farm radio officers, television subject matter specialists and as a journalists, talking multiple roles, they can better improve the women folk in farming

The study on the participation of women in farm and home activities by Sautha Govind (1984) indicated that the farm women participated in social organisations like co-operative societies, co-operative milk societies and women farmers discussion group. The media behaviour of farm women indicated that radio and leaflets were utilized by farm women

followed by magazines and newspapers. The farm women's contact with extension agency showed that nearly 70 per cent of the farm women did have contact with institutional source like Agricultural Officer. Further, the social participation behaviour had direct relation with farm and home activities. The extension officer taking the role of change agent and promoter of effecting such changes. The major problem identified in the study was 'lack of knowledge in farming' as revealed by 50.00 per cent of the women. Again this calls for an increased effort on the part of agricultural officers in disseminating appropriate technology to the farm men of at the right time.

The study by Jane Sujatha (1986) on the decision-making pattern of farm women in accepting biogas technology revealed that the extension agency contact played an important role in the perception of the users of biogas plants. More than 70 per cent of farm women had frequent contact with extension agency. Hence, this contact behaviour may be well utilized in promoting the describe changes among the rural women.

Factors influencing the women's participation in agriculture

Demographic features like female population, age composition, age at marriage, rural and urban composition of population and nature of migration, health and caste determine the potential women force which can be utilized for productive purposes. Social status, religious beliefs also affects the volume of women's participation in the society. Educational standard influences the nature of occupation for women. It is found that spread of education among females in Indian has contributed to a decline in the total number of female workers in agriculture and household industry.

Strategies to be considered by Agricultural Officer while Organizing the programmes or women development

It includes the following considerations :

1. In districts like Coimbatore, 60 per cent of farm decisions are influenced by farm women and hence the women

- farmers need to be deliberately contacted for dissemination of farm practices.
2. Women folk has ability to spread the message with rapidity. To curtail the time lag in the process of dissemination, they are to be involved.
 3. Based on the realistic field conditions, the women farmers must also be chosen as the contact farmers under Training and Visit System.
 4. Most of the farm operations like sowing, weeding, trans-planting and harvesting are performed by the women folk. Keeping this in mind, the women farmers/labourers need to be developed with proficiency in carrying out these practices on scientific basis.
 5. Only 5 per cent of the proceedings of the training programme are reported to be conveyed by men trainees to their women members of the family. So, separate training is required to be organised for women farmers.
 6. Peripatetic training is the type of training preferred mostly for participation of women and hence such as on-the-farm and in the village training type will have to be organised for training farm women.
 7. Short duration training is mostly suitable for women participants, if it is to be institutional training.
 8. Realising the prevailing low literacy (or) illiteracy among women folk in the rural areas, appropriate information management techniques will have to be followed by Agricultural Officer.
 9. The publication designed for women farmer must have less of words and more of pictures so as to suit their less comprehensive nature.
 10. Agricultural Officer can organize the women folk into women clubs (or) Rural Radio Forums for women and thereby contact them in group rather than individually.
 11. Illustrated talk-cum-discussion should be followed in the T&V programme for influencing the women farmers.

12. Small plot concept advocated for the spread of innovations should be practiced for influencing the women farmers.
13. Agricultural Officer has to provide concrete experiences rather than abstract experiences for women.
14. Agricultural Officer has to resort to neighbourhood meeting rather than village meeting for influencing the women.
15. Agricultural Officer has to gear up the field level worker to bestow interest on women farmers and attempt to involve them in their routine contacts.
16. Agricultural Officer has to specifically organize pre-season mass campaigns involving women farmers

Conclusion

Women cannot be under estimated in any attempts to raise the standard of living which is the standard of home. Pandit Jawharlal Nehru has said :

“If a house wife moves the house moves ;
when the house moves, the viillage moves ;
when the village moves, the country moves”.

With the advent of mechanisation, women's contribution to agriculture has been on the decline, as they are unable to cope up with innovations in agriculture. This is partly due to negligence on the part of the extension personnel in offering training programmes and partly on account of the conventional opinion that women and machines do not match, and hence it is high time for planners, policy makers and extension workers to think of the immense potential available with the women folk of rural India. They have to design and develop appropriate strategies like those spelt out in the course of discussion in order to develop the competency and capabilities of rural women. Extension workers like agricultura

officers who are the base level workers in bringing about desirable changes of the rural social system should take stock of the available women force and execute suitable approved programmes with greater involvement of farm women. This will definitely envisage the desired goal of helping the rural women and their development through agriculture.

SOCIAL FORESTRY

M. Rameshan

Forests

Forest has come to be defined as an area set aside or maintained under vegetation for any indirect benefits, namely climatic, protective or environmental and/or for production of wood and non-wood products. In the legal sense, a forest can be defined as an area of land notified to be a forest under a forest law

Forests of India

In the absence of reliable records, it is difficult to visualise a comprehensive forestry scene of India. India had a great spread of forest in the Vedic and Puranic Era. The population was small and there was no pressure on products, the people needed from them. Forests were also valued for the calm and invigorating atmosphere they provided for meditation. The best in Indian thought was born and nurtured under the trees and in the ashrams deep in the forests where the noblest went to learn at the feet of the gurus.

British Administration in India was initially not alive to the need for careful husbanding of forest resources. The British themselves were new to the ideas of systematic forestry, as they had no developed forest in Britain. As supplies of first class oak timber from other areas became short in England, large quantities of teak from India were used for the British Admiralty's fleet.

The world wars was a period of great devastations of Indian forests. Timber, firewood and charcoal were needed in large quantities and at short notice for meeting various war needs. Forests were cut recklessly to meet the increased

demand. Government forests were cut regardless of the sequence of fellings laid down in the working plans and, those under private ownership also suffered, as sky-rocketing prices were too tempting to be resisted. Large stretches of forest lands were cleared to lay railway lines and the best timber from adjoining areas were converted into sleepers for railway tracks. Sizeable quantity of good timber also went into the building of railway coaches.

Forest influences

The treeless expanse of land provides an environment, least conducive to healthy living. Tree leaves recharge the atmosphere with life giving oxygen, take away excess carbon-dioxide and transmit moisture to the atmosphere by way of transpiration. It is estimated that one ha. of woodland consumes 3.7 tonnes of carbon dioxide and gives out 2 tonnes of oxygen per year. Denied these beneficial processes, life becomes lead heavy. A tree covered environment is much healthier to live and work in. Amongst the immediately perceptible effects of loss of vegetative protection are soil erosion, floods and droughts. If trees and other vegetation are present, they bear the burnt of winds, heat, cold and rain water first in their crowns and foliage. The soil remains covered by humus, decomposing litter and freshly fallen leaves which protect it from direct action of the adverse natural force. In a wooded area, the flow of rain water gets regulated through the leaves and the spongy material overlying the soil. But in a barren, unprotected surface the rain drops hit the soil directly and the water flows torrentially, dislodging and carrying with it the soil particles which have taken hundreds of years to form. This results in disastrous floods in lower areas causing damage to life and property. Fast running water also causes landslides and other calamities en route. With all the rain water having run away in the form of floods, the land surface loses its resilience to drier spells and severe droughts are caused. The removal of soil by water reduces fertility and the productive capacity of the uplands to a considerable degree.

It is estimated that nearly 6,000 million tonnes of soil is washed away every year in floods. With that go 6.0 million tonnes of nutrients, more than the amount that is applied in the form of fertilisers. The average annual damage caused by floods over a period of 25 years (1953-71) has been estimated as follows :

i) Area affected	8.2 m. ha.
ii) Cropped area affected	3.5 m. ha.
iii) No. of houses damaged	9.25 lakhs
iv) Population affected	24.6 million
v) No. of cattle lost	77,000
vi) No. of human lives lost	1,240

The total damage for the period was estimated at Rs. 539.9 crores at 1952-53 prices. The area damaged by floods during the period has shown a steadily increasing trend from 1972 onwards. The average annual area affected by floods during 1970 - 78 was 11.9 m. ha and the cropped area 5.4 m. ha. The total damage due to floods during 1982 was assessed at Rs. 1,410 crores. As there had been a lot of deforestation during the fifties and sixties, it would not be difficult to connect the increasing damage to increased forest denudation.

How changes in forest vegetation can increase or decrease the run-off from a water shed has been studied by Soviet experts in the USSR. It has been found that a change of 10 per cent in forest cover has altered the volume of precipitation in an area by 4 per cent. In the rainy season, increase in precipitation due to the presence of forests and the consequent condensation of vapour in the air is as much as 10 per cent. In the non-wooded areas, 60 to 80 per cent of the precipitation runs off on the surface. In thin forest areas, (forest cover 20 per cent) the corresponding figure is 25 per cent and in thick forest areas (cover 60-80 per cent) it is only 7 per cent. In addition to water conservation functions, the role of forests in preventing water and wind erosions was

also studied. Soil loss per hectare of arable land was found to be 2.1 tonnes at a distance of 100 metres from forested area, 14.6 tonnes at 300 metres and 38.4 tonnes at 600 metres. Wind velocity in agricultural fields protected by forest belts was as much as 3 to 40 per cent lower than in the open areas, evaporation 40 to 50 per cent less and air humidity 3 to 5 per cent higher. These figures may not be of universal application, but are indicative enough of the important role that trees and forests play in moderating extreme conditions of soil and climate.

The effect of wind breaks and shelter belts on production of food and forage crops has been studied in Denmark. It is reported that wind velocity is reduced as much as 75 per cent in case of a well built shelter belt. At a distance of ten times the height of a three yard high hedge, the trials showed an increase in yield between 12 to 25 per cent of clover and grass, 5 to 16 per cent of cereals and 8 to 15 per cent of beetroot and potato. It was found that the shelter not only increased the yield of strawberry, but also promoted ripening. The influence of shelter in the yield of fruit trees was tested in West Jutland, where 8000 kg. was harvested at a distance of 10 yards from the wind break, whereas only 1500 kg. was harvested at 60 yards. Flowering, pollination and fruit setting are considerably better when wind breaks are present. The quality of fruits and vegetables is also much better when the crops are wind protected.

Loss of vegetation also leads to droughts which cause heavy damage to agriculture and forest crops and to livestock in many parts of the country almost every year. In fact, soil erosion, floods and droughts along with other associated factors like salinity, alkalinity, water-logging etc. have plagued more than half of the total land area of the country. The estimate of Ministry of Agriculture is that nearly 175 m. ha. area out of the total 329 m. ha. area of the country is so affected. These areas suffer from ecological imbalance, which result in impoverished environment.

Forest area

The total recorded area of forests in India, at present, is 75.06 million hectares which works out to 22.8% of the total land area of the country. The forest policy lays that one third of the land area of the country should be under forests. This would mean that nearly 100 m. hectares should be under forests against the present 75.06 m. ha. Some states viz Gujarat, Haryana, J&K, Punjab and Rajasthan have very low forest cover - 10 per cent or less. The per capita forest area is 0.11 ha. for the country and as low as 0.04 in Bihar, 0.06 in Gujarat, 0.01 in Haryana, 0.04 in Kerala and 0.05 in Tamil Nadu and 0.02 in West Bengal.

The forest area of the country does not compare favourably with that of most of the industrialised and advanced countries like Canada, Sweden, Japan and U.S.A. which have higher percentage of area under forests than India. Japan, the best example of a populous and industrialised country has 67.6% of its area under forests, while the world average is 30.40%.

Evolution of Concerns for Social Forestry

The gradual disappearance of small village forests, which dotted all over the country side a few decades ago, has made the condition of the landless and the poor farmers worse. The report of Dr. Voelcker "On the improvement of Indian Agriculture" submitted during 1893 to the Govt. of India states that unless the villages are self sufficient for firewood, green fodder, fruits, seeds, bark, leaves, small timber etc. for cottage Industries, their condition cannot be improved. It is emphasised that investment in heavy industries alone, however big may it be, cannot solve the problem of poverty in our country. It is therefore, suggested that a massive afforestation programme of tree species should be launched at once in culturable waste land, and along the vacant strips of land lying on either side of the roads, canals, and rail tracks as well as on the small plots of land of the

village pond, grazing land etc. and also in the degraded reserved forests situated in the vicinity of villages.

“The National Commission on Agriculture” therefore, strongly recommended a broad based programme on social forestry, extension forestry and reforestation of degraded forests as means of meeting the community requirements.

The concept of Social Forestry has generated enough curiosity among policy makers and academicians not only in our country but, also in other developing countries. Besides creating conditions for physical and environmental improvement. The concept of Social Forestry ensured better land - use planning, local self-sufficiency in terms of fuel and increased non-agricultural sources of employment.

Financial Support for Social Forestry Project

Financial supports for different activities under Social Forestry Project are :

1. Centrally sponsored schemes under Five Year Plans
2. Developmental programmes like:
 - i) Drought Prone Area Programme (DPAP)
 - ii) Integrated Rural Development Programme (IRDP)
 - iii) National Rural Employment Programme (NAEP) including Employment Guarantee Scheme
 - iv) Tribal Development Programme
 - v) River Valley Project
 - vi) Soil and Water Conservation Programme

Many international funding agencies such as the Ford Foundation, the World Bank, the USAID, Swedish International Development Agency have also sponsored major Social Forestry Projects in different states. Tamil Nadu has an amazing capacity of retaining the old world charm and faith. The

country side of Tamil Nadu still exudes the ethos of the ancient past, despite the tremendous impact made by modern development.

The cultural heritage of Tamil Nadu with its varieties of customs, traditions, practices and costumes has maintained a steady flow from the past into the present, becoming richer in the process and synthesising into a more versatile way of life.

Social Forestry in Tamil Nadu is a part of this heritage, the culture of farming which existed in ancient times. This heritage of tree husbandry continued over centuries and trees maintained a close living relationship with man's work and leisure, his daily necessities and contemplations. The enormous demands for fuelwood generated in the urban areas by the increasing population coupled with shortages of food has resulted in the clearance of trees practically from every bit of communal lands, which could no longer serve the purpose of catering to the needs of the village for grazing, green manure, leaf and small timber and distortions surfaced in community life and environmental health.

During the year 1961, "Farm Forestry, Programme" was ushered which aimed at systematically establishing a tree crop on every patch of barren land, coupled with other programmes such as "Village Forestry" and 'Extension Forestry". Later on, this pioneer work blossomed into a large scale operation and extended all over the state government. Lands at the disposal of the tree were brought under tree crops.

The growing population however put all these efforts to nought and so, the aberrations and shortages have continued with greater intensity and wider repercussions. Recognising the seriousness of the situation, all the on-going tree farming schemes under various nomenclatures were synthesised and a massive project under the new generic term Social Forestry

was introduced in the State in the year 1981. with the aid from "The Swedish International Development Authority (SIDA)".

Objectives of the Social Forestry in Tamil Nadu

i) The general objectives of the Social Forestry Project in Tamil Nadu is to create services and goods for the primary consumption of the rural sector with the active participation and involvement of villages who are the ultimate beneficiaries. The role of the Forest Department is to gradually change from that of an executor to that of an extension agent and a catalyst.

ii) To help economically weaker sections to raise plantation in their land holdings which are unsuitable for agriculture.

iii) To increase supplies of fuelwood in rural areas and to provide poles, bamboo, small timber, fodder, grass, fruits, oil seeds and other minor produce.

iv) To establish plantations, where possible, in such a way that villagers will be in a position to get their wood requirements for a number of years at the maturity of the plantations raised and also that employment opportunities like establishing, maintaining and felling.

1. Project Component

Community responsibility will be gradually developed in the components "Tank Foreshore Plantations" "Poramboke Plains" and "Poramboke Hills Plantations" and in "Linear Plantations" (Road/River/Canal/Railway strip plantations).

2. Tree Cultivation Incentive Programme

Individual participation will be ensured and marginal farmers and landless are distributed seedlings free of cost up to 500.

Tree Cultivation Extension Programme for catering the needs of large land owners by supplying seedlings of tree species on a no-profit - no loss basis.

- | | |
|---|---|
| i) Tree Cultivation Incentive Programme | } Distribution of 12.6 million seedlings to 100,000 families (20,000 Families/Year) |
| ii) Plantations on Poramboke plains and Hills | } 1,4700 hectares of Plain plantation
} 24,500 hectares of hill plantations |
| iii) Tank foreshore | : 1,32,000 hectares |
| iv) Strip plantations | : 6,075 kms |
| v) Tree Cultivation Extension Programmes | : 37.5 million seedlings |
| vi) Fodder plantations | : 5250 hectares. |

An innovation of the project is the "Village Social Forestry Worker" who is employed and trained to work in village level and serve the local community and individuals and be the link between Forest Department and the village.

MANAGING STRATEGIES FOR IMPLEMENTING PROGRAMMES AND THE ROLE OF MEDIA

S. Purushothaman

Overview

Experts have acknowledged that a strategy for implementing any good programme has to be scientifically planned and managed. The successful management of a strategy has many facets.

The dimensions of a multifaceted strategy are linked to the criteria which have a bearing on the objectives and availability of resources for its planning and implementation. Two of the major resources are the manpower and the equipment which are ultimately responsible for the success of a programme. When the right equipment is combined with an adequately planned man power, the combination becomes the right medium for achieving the objectives of a strategy.

The media and communication

What is a 'medium'? It is a means of communication. More cryptically 'the medium is the message'. The theory of communication is a very general and rigorously derived branch of modern mathematics, a branch of probability theory. The theory introduces the notion of an information source and a message, which is transmitted by any of the many possible means, to a receiver that picks up the message.

The message may be coded or it may be sent in language that itself requires to be interpreted with respect to its meaning. Codes and language are essentially the same.

The sequences of symbols that characterises any sort of language or any set of events have certain statistical properties. Indeed, our ability to decipher languages or language

codes depends upon its repetitiveness, what statisticians call its statistical homogeneity.

“Model of Communication — A Paradigm”

Is music a language and does it communicate information? In the performance of Beethoven's fifth symphony, for example, where is the source, the transmitter and the receiver?

A servo - mechanism and feed back

A device which acts continually on the basis of information to attain a specified goal in the face of changes is called a servo - mechanism. For example, the radar data measures the position of the enemy plane with respect to our plane, and the radar data are used in determining how the position of our plane is to be changed. The radar data are a feed-back.

Effectiveness of a medium

Whether we call it a medium or a means of communication, the message is a go-between in a two way process, incomplete until processed by the receiver. Even the most refined medium is not used effectively, as it might be, because teachers lack imagination. Could this be because channels of communication between producers and consumers i.e. between manufacturers of hardware and software, are not as open as they might be? Or is the failure to exploit the equipment to best advantage due to teachers' inability to act as linkmen between producers and pupils?

The video medium - a criticism

A television is different from the video as far as the viewer is concerned. The viewer has at his command the choice of the information, the duration and the time for his viewing in the case of a video programme, while everything about

the television is out of his control. The viewer's control becomes more strong when the video programme itself is produced by him to meet a set of precise objectives.

A common criticism is that, viewing a TV/Video programme is often too passive an occupation when learning should be active. And the criticism is sometimes supplemented by a request that programmes should include direct instruction for action by the viewers. Is this criticism valid?

In any case, the stimulus is expected to precede the response. The classroom teacher should be able to guide and encourage the pupils' active response to stimulus of the programme. A follow-up discussion is also desirable.

Versatility of the video medium

Of the latest emergences in the field of educational technology, the video medium has much better potential than any other current media. The video medium has the special facilities like spontaneous recording, erasing and recording with provision for immediate replay. This enhances the potential & scope of the medium concerned, in terms of planning, production and management of video programmes for any developmental activities. Let us have a glance at the various additional features and facilities

Planning for effective utilisation of the video-medium

a) Learner's role in the production :

When the learner himself is trained to plan and present programmes, it is better understood by the other co-learners. The learner's role as a presenter of programmes for recording offers immense advantages to the programme itself. What could be the advantages and shortcomings in offering roles to learners themselves in presenting programmes for video-recording?

b) Internal Criticism for "on the spot improvement"

As soon as a video programme is recorded, it can be replayed for spot criticism, improvements, and re-recording.

The consumers themselves can be asked to make suggestions directly to the presenter so that the direct interaction between the producer and consumer would enhance the quality of the production

Self evaluation

The roles played by the presenter and the others in the production of video programme can be subjected to an external criticism from a panel of experts and the suggestions could be incorporated immediately.

d) Improving individual roles

On-the-spot replay serves as a spontaneous feed back to the producer as well as the consumer from the point of view of fulfilling the objectives of the concerned programme.

e) Spontaneous Dual feed - back

Since the video equipment can erase and rerecord immediately, the individual presentations could be improved, edited and rerecorded without interfering with the earlier rerecordings. Thus each individual could be helped to present his best.

Multi - media approach

As the number of media available in the market is adequate, a package programme combining the different media could be planned. Combining the tape-slide programmes, with OHP transparencies in collaboration with the video recording when rendered to any audience, helps to carry their spirits with the programme during presentation.

A good video programme is

1. Well planned in advance
2. Realistic
3. Logically sequenced
4. Provided with opportunity for interaction by the audience
5. Suited to the level of listeners
6. Made with specific objectives
7. Made in the natural situations
8. Good enough in the audio and video levels of recording

The role of media

Every medium, be it a mass medium or a class-room medium or an individual medium, has its own merits. A programme could be produced for any level of consumers, provided, adequate advance planning and preparation are taken care of. The very essence of production and implementation of programmes has direct links with the choice of the medium and its versatility, the presenter and his expertise and the learners and their levels.

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ROLE OF THE MEDIA IN THE MANAGEMENT STRATEGY FOR IMPLEMENTING WOMEN'S PROGRAMMES

V. Padmanabhan

Ours is a vast country with 700 million people and the biggest democracy in the world.

As a nation we must be proud of our strength and also of the political system which other than India only an advanced country like America can successfully practice. At the same time these two features seem to act as a handicap to our progress economically.

It is well known, that the rapid increase in our population has negated the impact of all our developing plans. Like the technologies which become obsolete with the passage of time in a highly developed economy, the rate of obsolescence of our plans drawn up even for a short period has been rather high in view of the explosion of population. Thus we find today that despite incurring an expenditure of several thousands of crores on the five year plans, we still find more than half the population below the poverty line.

We could perceive the impact of economic progress only in the urban areas to some extent where sky-rise buildings have sprung up industries have been established and a birth economic activity is in evidence. Yet even here we see poverty and squalour in the slums where the majority of the work-force survive in conditions not too flattering to our prestige as an Independent nation. We find the atmosphere of jealousy and exploitation of the poor by the rich and influential sections. Having achieved a considerable amount of success in industrialisation and self-sufficiency in agriculture in the last forty years, we have come to grips with the situation

only now to admit rather meekly that our achievements have been tardy and have created imbalance in our economy with the rich becoming richer and the poor becoming poorer.

This is not to deny the fact our achievement over the years has been substantial or underestimate our potential for growth as a nation. We find today more money with the people. I am talking about the situation prevalent in urban areas and cities. We see the sign of affluence and better living standards with the workers in the organised sector and the middle classes. We see more motor cars, buses, and lorries, two wheelers and cycles on the roads. More hotels, cinema theatres and restaurants were people crowd at all hours to seek relief from the drudgery of their routine.

In sharp contrast, rural scene where 75% of the country's population live presents a rather dismal picture. The suffering is such that the exodus to cities still continues unabated even forty years after we attained independence. The reason is that rural India which forms the backbone of our economy still remains backward and neglected. The farmers who helped our country perform the much talked about Green Revolution are still in want & distress. They remain an exploited lot at the hands of the prospering traders and are steeped in debts. Unemployment and underemployment still remain a stark reality that stare gloomily at the millions who are undernourished and have their souls sticking to their frail frames in the hope of seeing a better tomorrow which seems to be eluding them ever.

Apart from wrong judgement and improper planning the chief reason for this lop-sided development is the staggering illiteracy and ignorance among the rural masses. In the absence of literacy, these people have not been able to join the national mainstream to take part in the process of economic development. Among the rural people, the women remain the most neglected class. Not even ten per cent of

them are literate although efforts are now being made to provide education to the girls in villages. Yet our social customs and sentiments have stood in the way of our women getting their due share in education and employment. In the rural areas, women are used as chattels to fulfil the needs of their menfolk and are being exploited

With neither education nor property rights, the women especially in the rural areas live in serfdom and perish. This is also the chief reason why our country remains backward despite implementing six five year plans. The population of the country, although has come in for derisive comments as a dead liability, could be made into a very valuable asset if both men and women are educated and given equal opportunities for training to work and earn. It was the Father of the Nation, Mahatma Gandhi who realised that the freedom would never become a reality, if, women, who formed fifty per cent of the population were left behind. We do not seem to have learnt the lesson yet in this matter.

It is the high percentage of literacy among women and their active involvement in economic activity that have enabled nations to progress and become economically strong. Take the case of Japan, Korea and China, not to speak of the situation in the developed countries of the Western World. These countries of Asia have emerged as economic giants only because of the high literacy among their women and their participation in economic development. Having realised the importance of human resources, for economic and social progress, the present Government at the Centre has created the new department of human resources development which lays strong emphasis on women's development. New schemes have been formulated to improve the status of women especially in the rural areas and orders have been issued to the States which are entrusted with the responsibility of implementing schemes to ensure that at least thirty per cent of the allocations reach the women beneficiaries.

It is no doubt a heartening development. In a controlled society, such orders could be expected to be carried out faithfully and results achieved as planned. But in a democratic society like ours, this will not work. Anything that is sought to be imposed by law would only produce negative results. Therefore in a situation like this, successful implementation of plans and schemes with desired results could be achieved only through persuasion and enlightenment.

Ours is a vast country and we know already that the benefit of development schemes has not reached all sections of society, especially the people in the far flung and remote areas. It is because, our extension machinery is neither adequate nor efficient. Besides there is a lack of national will to uplift the poor and the downtrodden. This explains why our programmes of educating the masses to spread literacy have not succeeded. They remain only on paper and funds deployed for such schemes go down the drains. Those at the helm of the affairs, barring a few exceptions, have developed a vested interest in keeping the people ignorant and illiterate so when they could continue in power and feather their nests. That generation of venerable men who got us our political freedom and who toiled for the economic emancipation of the masses selflessly is fast disappearing. There is no gainsaying to the fact that in their place we have today opportunists and self-seekers who have started practising politics as a way of life to amass wealth for themselves and their families neglecting the interest of both of the country and its people.

In such a situation, it is the media that has a crucial role to play to mobilise enlightened public opinion in favour of sincere implementation of development programmes. It is the only instrument that can reach out to people living even in the remotest corners of this great country. While on the one hand it has to develop a sense of commitment and involvement among the extension workers, it has to educate the people on the other on the significance of the develop-

ment programmes and their rights to reap the benefits of schemes. Communication is fast developing with the progress of technology. We have to adopt latest technologies to take the message of development to the people so that an awareness could be created among them to work hard to progress and with dignity. We have to plan how this powerful instrument could be put to maximum advantage.

**MANAGEMENT STRATEGY FOR DEVELOPMENT OF
WOMEN'S PROGRAMMES ROLE OF MEDIA-
SCOPE AND LIMITATIONS**

P.S. Gopalan.

1. Media : Message or Messenger?

Should media become the 'Message' or the 'Messenger'? This is a controversial question among social scientists and media men, especially in a democracy. In non-democratic societies the media's role is easy. It has just to convey the 'message' of its rulers, or ruling party or ruling clique or coterie. But in democratic societies, where rulers are liable to be changed periodically, where development strategies are liable to be politically interpreted, contested or debated, it will not be possible for all sections of the media, especially non-government media to propagate the development strategies, which are politically promoted or politically exploited. It is well-known that in India, the All India Radio and the Door-Darshan, the government - owned media, are doing their best to promote development themes, but it should not be forgotten that there is criticism that these organs are thus indirectly boosting the image of the ruling party or the government. If the non-government media, like press, also follows suit, then we cannot escape the same criticism.

This dilemma for the non-government media can be avoided if there is political consensus among all political parties the development strategies, with all the contending parties agreeing not to exploit the development problems as political issues. This is a problem, peculiar to India alone; which can be developed within the framework of parliamentary democracy. Other countries of Asia and Africa have more or less ditched democracy in the name of development.

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Assuming there is national consensus on development strategies the development managers should decide what type of media is best suited to the task.

The print media, like newspapers, has to be ruled out because it can function effectively only in a literate society. With about sixty to seventy percent of the population illiterate the print media cannot reach bulk of the society, who need the development programmes most. Even among illiterates female illiterates outnumber men and hence women and child programmes cannot depend upon the print media.

A cursory glance of the newspaper readership in India would reveal that nearly seventy to eighty percent of the readership is confined to urban or semi-urban areas. It is not only because of the urban bias of the media, but also due to other factors like illiteracy, poor purchasing power and lack of distribution facilities in the rural areas. Newspapers go, where buses and trains go. Even in a highly developed state like Tamil Nadu with its excellent network of roads, there are large number of habitations or hamlets, which are untouched by modern transport and hence newspapers. Recently some attempts have been made in Uttar Pradesh and Karnataka to start rural newspapers, but it is too early to assess their impact.

It has also been our experience that only people, with a medium of high-school education and assured monthly income buy and read, daily newspapers. Hence it is obvious that the media cannot reach bulk of the small farmers or marginal farmers, agricultural workers or casual labourers.

Next we come to the electronic media: Radio and Television. Of the two, I feel, the radio has definitely better reach than the television. Despite the claim of doordarshan authorities, they can reach seventy percent of the population, the stark fact remained that only thirty to forty percent of

the country has rural electrification, forty percent of the country population lives below the poverty line. Even Tamil Nadu, which has ninety-nine percent rural electrification, the power situations in the rural area is deteriorating day by day. It is suggested by many that 'community, T.V viewing sets' can solve the problem. This is a 'myth', if we learn from our past experience in Tamil Nadu, which had a large net-work of community radios. At every meeting of the district development councils the complaint from panchayat union chiefs used to be that these sets are eternally in disrepair or it is locked up in the residence of some political chiefs. It is the 'transistor' revolution that has expanded the accessibility of radio to vast sections of the society, since transistors are portable, cheap and can be operated by cell battery. The television on the other hand, is very expensive to own to maintain. production of T.V. programmes are very expensive and hence they are bound to be centralised. We have only one T.V. studio at Madras. How can it serve a vast population with its varied cultural tastes, varied agro-climatic conditions varied types of soils and varied seasonal conditions? A programme suited for paddy farmer of Thanjavur District would not be received well by a dryland farmer of Coimbatore, Dharmapuri or Ramanathapuram District. The only alternative is to have independent T.V. studios in each and every district to produce programmes suited to local population. But it will remain a pipe dream for decades to come, when the Government of India is unable to commission even a national second channel. On the other hand, the radio, with its net work of studios even in district centres like Coimbatore, or Madurai or Tirunelveli or Tiruchi can produce and broadcast programmes, suited to local needs:

While radio is useful in promoting general themes or concepts like public health, or importance of fertilisation or cattle - care, it cannot be used to demonstrate the efficacy new labour - saving device or new cultural practice or a new techniques of sterilisation like laparoscopy. Because, seeing is believing and believing is the first stage for adoption or acceptance. Here the audio-visual media has good potential.

In Tamil Nadu, during the last general elections, the V.C.R. were used very effectively by the political parties to reach even inaccessible places, with good impact. They always attracted good crowd. A mobile van, fitted with V.C.R. can reach several hamlets on a single day. The video - tapes suited to the area or group can be prepared by Home Science Colleges or Agricultural Universities or voluntary agencies in the District and distributed to Block Development offices for screening among various habitations. If an agricultural extension worker or Mukhya-Sevika or Bal-Sevika or other extension personnel can also accompany the V.C.R. they can clarify any doubts of the people on the spot. Each district can prepare and produce 'programmes' for its own areas and these 'tapes' can be exchanged between districts, if need be. Unlike community television sets, which need audience to be brought to them these V.C.R can be taken right into every lane or settlement.