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Knowledge Sharing through Mobile Phone to Develop a Knowledge Base: A Study on Rural Women of Bangladesh

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Knowledge Sharing through Mobile Phone to Develop a Knowledge Base: A Study on Rural Women of Bangladesh

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Abstract

The study has an aim to figure out the role of mobile communication in developing Knowledge base among rural women through knowledge sharing. Using a structured questionnaire quantitative data have been collected by survey method and qualitative data through FGDs. Data has been collected on the way of sharing knowledge, areas of expertise, sharing knowledge types, with whom sharing knowledge etc. Rural women are being interested in knowledge sharing through mobile phone because mobile phones are cheap, easier, and available medium for communication to them. Among the rural women who have completed at least secondary education, are sharing both their tacit (mostly) and explicit (moderately) knowledge. On the other hand women who are not literate they are sharing only their indigenous experiences. Both types of women have realized that they are positively being changed in their living attitude because of using mobile and now their knowledge base is somewhat better than ever before. The findings also revealed that they are getting benefit by enriching their knowledge base in different areas and its implementation in their livelihood. Moreover it is apparently clear that they will play important role in developing knowledge base society in rural area through sharing their knowledge in near future.

Keywords

Knowledge Sharing, Mobile Phone, Rural Women, Bangladesh

Introduction

From the very beginning of the civilization people are sharing their knowledge and expertise in different ways and through different media. But today with the advent of ICT we are experiencing new mode of sharing views, information and knowledge. Now there is no time and distance obstacle. The advent of ICT also creates new society called knowledge society. In this society information and knowledge are considering as the main ingredient. Knowledge sharing among them is a must for developing knowledge base of the people. Among the ICT, Mobile phone has become an easier, portable and popular medium of communication. Rather than other ICT technologies the mobile phone is considered as more accessible and less expensive mean to close the digital divide (Wade 2004 cited by Adamides & Stylianou, 2013). Through mobile phone one can easily share their knowledge and experience wherever they are and whenever they need.

Bangladesh as a developing country are trying to make their people aware of about the congeniality of ICT and using it for developing the nation as a knowledgeable one. It is a large and heavily densely populated country, has an estimated population of 168.07 million of which 50.39% are male and 49.61% are female (Bangladesh Bureau of Statistics, 2019). Among the population more than 65% live in rural areas (United Nation, 30 January 2018). So the development of Bangladesh is greatly dependent on the development of rural people. But some problems like gender inequality, lower education, unemployment, income inequality, poor communication infrastructural facilities etc. are hindering the development of the rural people as well as the development of the country. ICT can play an important role in changing social and cultural behavior towards women, help them in building their capacity to utilize their own potentials and can make knowledgeable them in various issues. At present, rural women are experiencing the use of communication technologies and sharing their knowledge and experiences through the technologies. So based on this perception the study was taken to figure out the role of mobile phone communication in developing knowledge base among rural women through knowledge sharing.

Statement of the problem

In rural Bangladesh, along with men, women are involved in a wide range of activities. They are involved in household activities, agriculture, food processing, traditional medicine, handicrafts etc. On the other hand they have to take part in different decisions making for the wellbeing of their family. So they possess different types of knowledge and experiences. In Bangladesh the relation and bonding among the rural people are very closed and tight. They are habituated in sharing their feelings, knowledge, experiences with family members, neighbors, even with relatives. This sharing mostly happens in face to face meeting. But today, mobile communication facilities have reached to the door of the rural people of Bangladesh and the rural women are also using it for their communication.

Due to Digital Bangladesh movement the mobile phone use are increasing day by day. In Bangladesh total number of Mobile Phone Subscribers has reached 159.780 Million at the end of March, 2019. Among them 86% of men use mobile phones and 30% percent are connected to the internet, where 58% of adult women own mobile phones while only 13% use the Internet (Daily Star, March8, 2019). Bangladesh government,

UNDP and several NGOs are serving the rural people with computer, Internet even smart phone based communication so that the rural people specially the rural women can eliminate their ICT illiteracy and poverty. In spite of the existence of different problems among the rural women, they are becoming use to with the mobile based communication and sharing their knowledge and expertise with each other in different sectors. On the basis of this situation we have taken an initiative to find out the types of knowledge and expertise the rural women possess and to whom they are sharing and what are the level of sharing.

Aim and Objectives

The study has an aim to figure out the role of mobile phone communication in developing Knowledge base among rural women through knowledge sharing. The objectives of the study are-

- To explore the knowledge and experiences possess by the rural women;
- To articulate the areas and agents of knowledge sharing through mobile phone

Research questions

- What knowledge and experiences do rural women possess?
- What are the prevalent areas and partners of knowledge sharing to develop a knowledge base through mobile communication?

Research Method

A mixed method approach has been followed in the study. From the 211 villages of Paba Upazila in Rajshahi district 4 villages have been selected by lottery method/randomly. Since, the total number of mobile phone users of those villages is unknown so purposive sampling has been employed to select the respondents.

Surveys have been conducted to explore the knowledge and expertise types of the rural women and modes of their sharing. A structured questionnaire has been used to collect quantitative data and for scaling the responses five point Likert scale is used. Total 250 questionnaires have been used to collect data and among these 240 proved valid. Four FGDs have been organized in four different villages in different times for collecting qualitative data and for justifying the quantitative data. After completion of survey on a village a FGD has been organized in that village headed by one or two respected and reputed older person of the village along with at least 20 participants who possess expertise, share and disseminate knowledge and who receive that knowledge and expertise and from different educational and age group. We have taken audio record by smart phone and sometimes note the speech and comments during the consultation based on unstructured questionnaire.

For analyzing quantitative data, MS-Excel and SPSS have been used. The qualitative data in favor of which sufficient supports have been found from the participants of the FGD selected for the study. The collected qualitative data have been presented here by proper transcription and with code (R1, R2, R3 etc.).

Literature Review

According to Albert Einstein, the only source of knowledge is experience. Sharing Knowledge is essentially a process with deep roots in the experiences of rural people, striving to retain dignity, self-confidence and influence over their future (Mchombu, 2004). Knowledge sharing means the exchange of one's knowledge or experiences (tacit or explicit) with others (Staples & Webster, 2008) mutually to create new knowledge.

Women are undoubtedly the main custodians of different specialized knowledge like child delivery, family planning, and health care (Olatokun & Ayanbode, 2009). Rural women also possess an enormous amount of knowledge about food production and processing, health, child rearing, breeding of food crop species, preservation of seeds, and the domestication and use of wild edible plants (Ugboma, 2014). Their contributions to the maintenance of the local economy are made possible through the use of their indigenous knowledge. According to Marcelle (2002), women empowerment can be achieved by providing adequate training on informal sectors to share the knowledge between or among them to earn more money.

According to Bhavnani, A., Chiu, R. W. W., Janakiram, S., Silarszky, P., & Bhatia, D. (2008) mobile phones plays positive role in reducing the poverty. Use of mobile phones contributes to the multi-dimensional positive development in the marginalized society. However, to the rural communities in Bangladesh, mobile phones have been becoming the popular and affordable social communication medium to many poor communities. It has been enriching the social networks while in some extent it causes some social disasters among the community (Bairagi, A. K., Roy, T., & Polin, A., 2011). In addition to the rural women in India, "the transition from powerlessness to empowerment is possible in non-formal learning settings and low-cost technologies offer means to accelerate this process in the context of social capital (Balasubramanian, K., Thamizoli, P., Umar, A., & Kanwar, A. (2010)". Michailidis *et al.* (2010 cited by Adamides & Stylianou 2013) categorizes the benefits of using mobile technology into two groups: (a) socio-economic, for example reducing the distance between individuals and institutions, thus making the sharing of information easier and more effective, and (b) rural, for example making local content available and making rural services more efficient in terms of logistics and coordination, and cost-effective.

Study area: an overview

Rajshahi is a district in north-western Bangladesh. It is an important administrative, educational, cultural center in Bangladesh. It is very much famous for silk production. The district is of 2407.01 square kilometers area comprises of 9 upazilas which have 1853 villages. Paba Upazila (339 sq. km) is one of those comprises of 2 Pauroshavas, 8 unions, 211 villages, 50,540 households and 314,196 people (1,59,452 male and 1,54,744 female), 76,622 families. The study covered four villages namely Modhupur, Muraripur, Horipur and Balia.

পবা উপজেলার মানচিত্র ৪



Figure 1: Map of Paba Upazila

Data analysis and findings

Total 250 questionnaires were used in the collection of data from the rural women and 240 found usable. The collected data have been presented here in tables or charts.

Demographic information

Respondents age, marital status, educational qualification, family types, number of family member are considered as demographic information.

Demographic Information	Percentage
Age group	
21-25	21%
26-30	25%
31-35	15%
36-40	17%
>41	22%
Marital Status	
Married	96%
Unmarried	3.50%
Widow	1.50%
Educational Qualification	
Illiterate	13.33%
Primary	32.50%
Secondary	35.83%
Higher Secondary	12.5%
Graduate	5%

Family type	
Single	30%
Joint	70%
Family Member	
>3	25%
4 to 6	50%
7 to 9	7.50%
10 and more	17.50%

Table-1: Demographic information of the respondents

Among the respondents 25% are of age group 26-30 and 22% are of >41 years old. 96% of the respondents are married and 1.5% are widow. Majority of the respondents have passed secondary level of education and second highest 32.5% have passed primary level. Most of the respondents (70%) are living in joint family and of which 17.5% and half (50%) of them comprises with 4 to 6 members and 17.5% of 10 or more members.

Occupation & Family Income

In the rural Bangladesh women are engaged in different occupation. Some are doing payment basis and some for their own. They earn different amount from different works. So there exists tremendous income variation in respect of their occupation. The chart depicts the some picture of those.

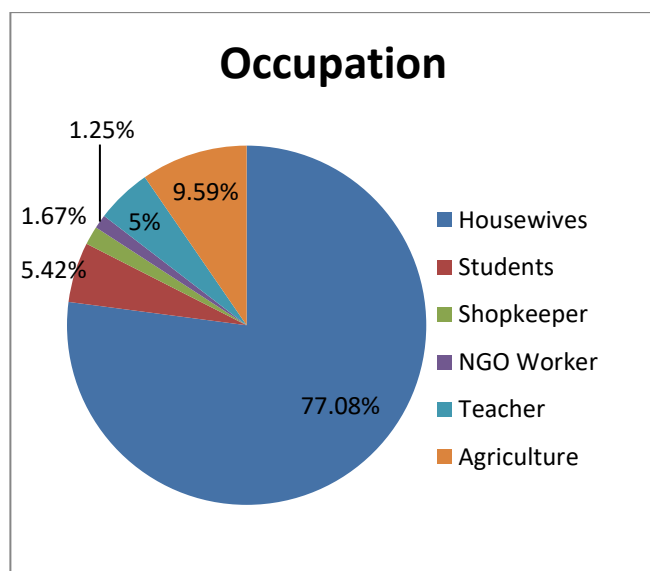


Figure-1: Occupation of the respondents

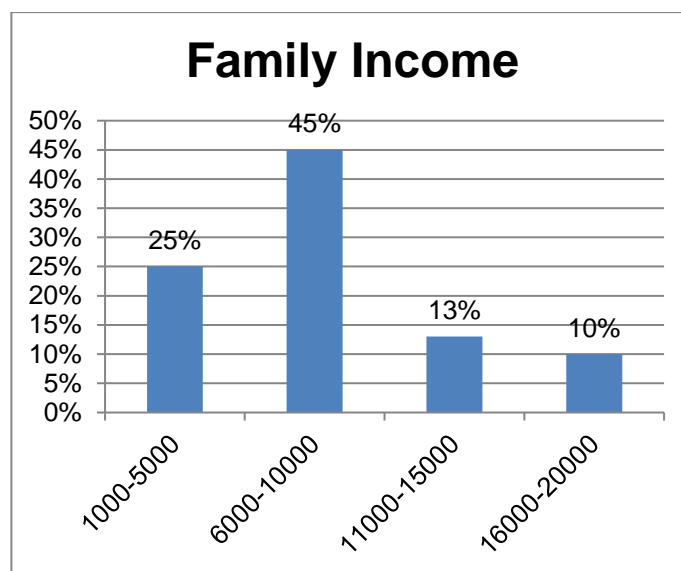


Figure-2: Family income of the respondents

It is seen that majority (77.08%) of the respondents are housewives, 9.59% are doing agriculture, 5.42% are students, 5% are teachers, 1.67% are shopkeepers and 1.25% are NGO workers. Among the respondents highest 45% of the respondent's family income is 6,000 – 10,000 taka monthly whereas 25% earn 1000-5000 taka monthly for their life living.

Uses of Internet and mobile phone types

Although most of the rural people are of lower income level but most of them have a phone only to phone call. It is hard to have a smart phone and use internet.

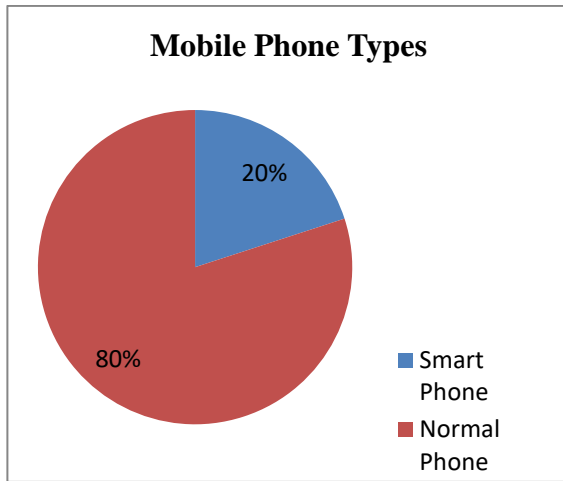


Figure-3: Mobile phone types

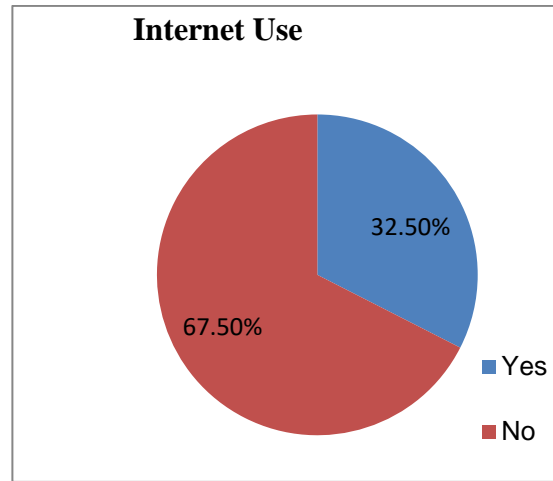


Figure-4: Internet use

The figures shows that most of the respondents (80%) use normal phone and only 20% of the respondents use smart phone and among the mobile phone users 32.5% use Internet through their mobile or computer and 67.5% don't use Internet.

Comfortable way of sharing knowledge and experiences

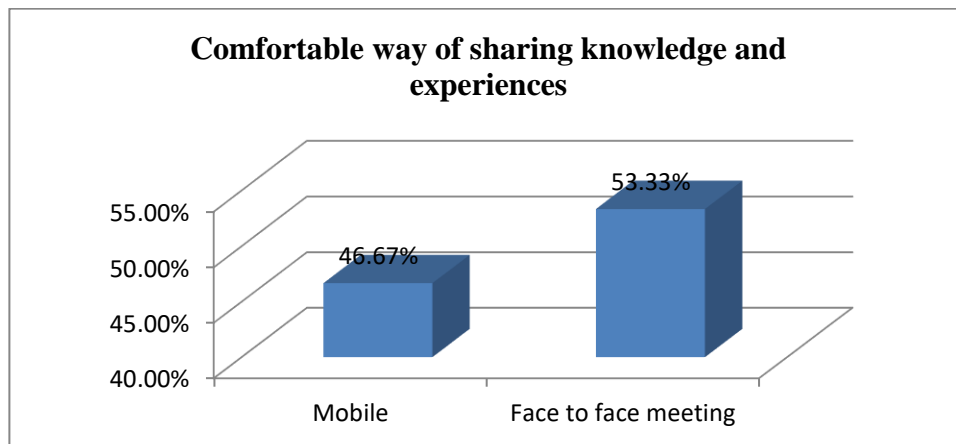


Figure-5: Ways of sharing knowledge and experiences

Although the majority percent (53.33%) of the respondents say that they are still comfortable in direct conversation for sharing their knowledge and experience but the rest portion (48.67%) are not felling discomfort with mobile. Almost half of the respondents have become usual with the mobile based sharing knowledge and experiences.

Areas of sharing knowledge that helps in gaining/enhancing skills, expertise and efficiency

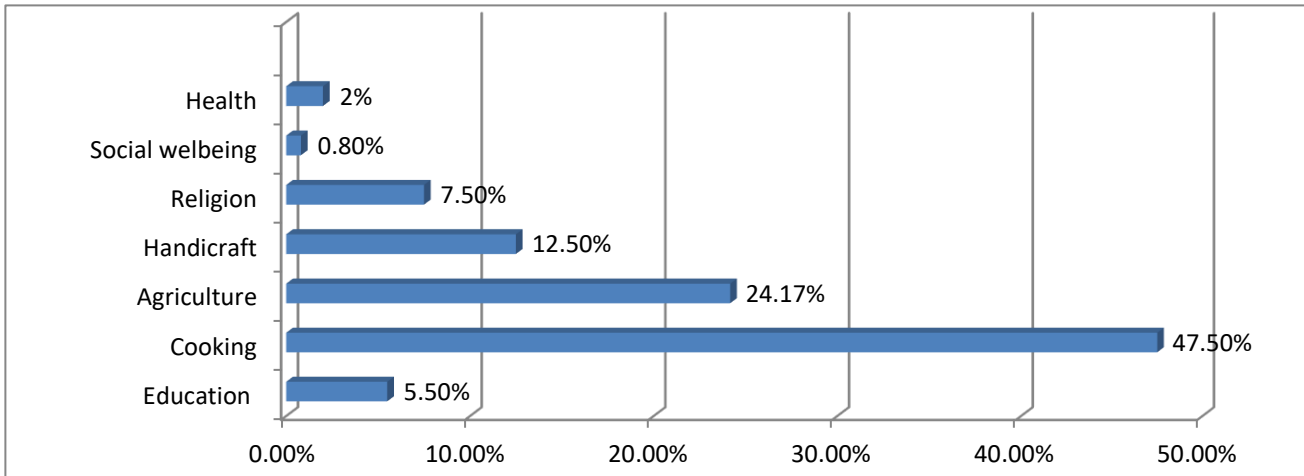


Figure-6: Areas of sharing knowledge that helps in gaining/enhancing skills, expertise and efficiency

The above chart evident that majority of the respondents (47.5%) think that they are skilled in cooking different types of traditional foods, 24.17% in agriculture and 12.5% are in handicrafts. Only 2% think that they are skilled in health related issues and 5.5% in education.

Sharing knowledge & experiences with folks

Rural women habitually share their feelings, views, knowledge and experiences with their family members, neighbors or relatives in their regular conversation. We try to know whether they share these with them through mobile and how frequently they share. (1=Very Frequently, 2=frequently, 3=Sometimes, 4=Rarely and 5=Never)

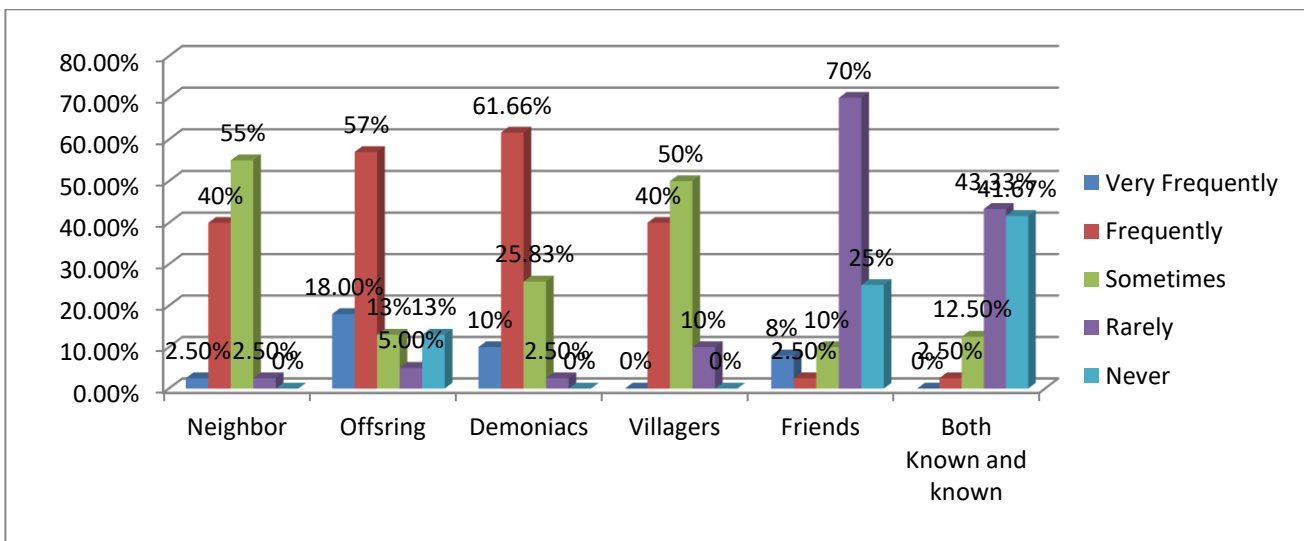


Figure-7: Frequency of Sharing knowledge & experiences with folks

The chart depicts that highest 61.66% of the respondents frequently share their knowledge with demoniacs through mobile, 57% frequently share with their offspring, 70% rarely share with their friends and only 12.50% share sometimes with irrespective of known and unknown.

Children’s education related knowledge & experiences

Women especially the educated groups are conscious about their children’s education. The tendency is also seen in the rural mothers. Since the fathers stay outside the home daylong for their working, the mothers have to manage their children for education even they communicate with their house tutors and school teachers when needed. So they learn some educational matters through this communication. Here we found some educational issues that a rural mother possesses are shown in the table below. (1=Very Frequently, 2=frequently, 3=Sometimes, 4=Rarely and 5=Never)

Issues	1	2	3	4	5
Own educational purposes	6 (2.5%)	36 (15%)	54 (22.5%)	72 (30%)	72 (30%)
Exchange views with school teachers on children’s education	30 (12.5%)	102 (42.5%)	36 (15%)	30 (12.5%)	42 (17.5%)
Exchange views with children’s classmates about their education	0 (0%)	18 (7.5%)	30 (12.5%)	84 (35%)	108 (45%)
Exchange views with children’s parents about children’s education	6 (2.5%)	18 (7.5%)	84 (35%)	84 (35%)	48 (20%)
Exchange views with the private tutor about children’s education	18 (7.5%)	114 (47.5%)	66 (27.5%)	0 (0%)	42 (17.5%)
Appoint private tutor for children	6 (2.5%)	6 (2.5%)	30 (12.5%)	72 (30%)	126 (52.5%)
Discuss with a group of knowledgeable /experienced persons	0 (0%)	30 (12.5%)	66 (27.5%)	90 (37.5%)	54 (22.5%)

Table-2: Frequency of Children’s education related knowledge & experiences sharing

The table shows that 30% women frequently use mobile phone for their own educational purposes where 2.5% women never use mobile phone for the purposes. 42.5% women rarely use mobile phone to exchange views with school teachers on children’s education whereas 12.5% women frequently use mobile phone exchange views with school teachers on children’s education. 45% of the women use mobile phone very frequently to exchange views with children’s classmates about their education while 7.5% rarely use mobile phone to exchange views with children’s classmates about their education. 35% women frequently use mobile phone to exchange views with children’s parents about children’s education where only 2.5% of the women never use mobile phone to exchange views with children’s parents about children’s education. 47.5% women rarely use mobile phone to exchange views with the private tutor about children’s education whereas 7.5% of the women never use mobile phone to exchange views with the private tutor about children’s education. 52.5% women use mobile phone for appointing private tutor for children where only 2.5 % of the women use mobile phone very frequently in case of appointing private tutor for children. 37.5%

women use mobile phone rarely to discuss with a group of knowledgeable/ experienced person while 12.5 % women frequently use mobile phone to discuss with a group of knowledgeable/ experienced person.

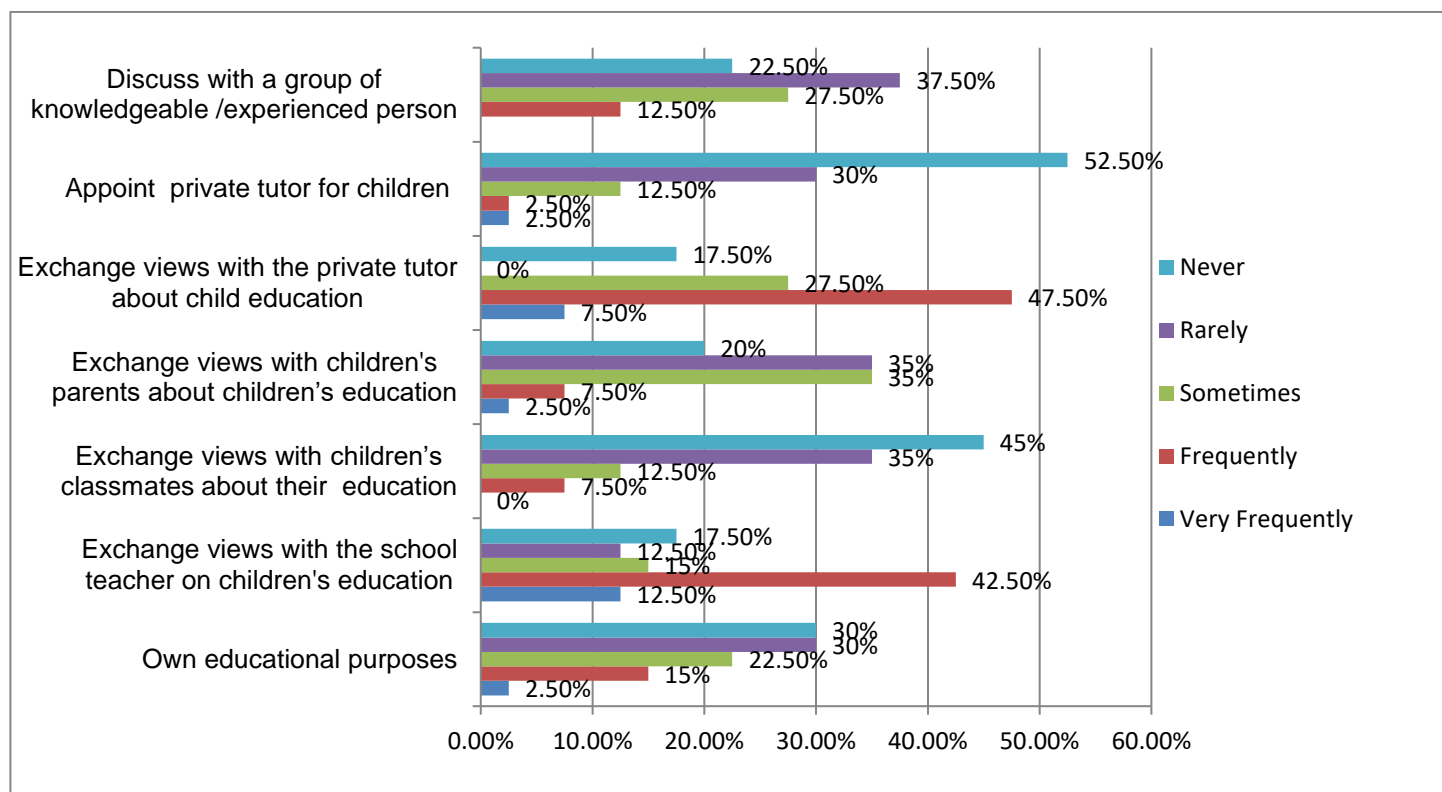


Figure-8: Frequency of Children's education related knowledge & experiences sharing

Health related knowledge & experiences

Rural people are mostly depended on paramedic treatment and in the remote area on traditional treatment (treatment based on herbal plants, homeopathic, health workers and Kobiraji). Respondents have been asked about to whom they consult with mobile phone when they feel health related problems. (1=Very Frequently, 2=frequently, 3=Sometimes, 4=Rarely and 5=Never)

Health Issues	1	2	3	4	5
Consult with doctors on own health issues	12 (5%)	90 (37.5%)	120 (50%)	18 (7.5%)	0 (0%)
Consult with knowledgeable villagers about own health issues	6 (2.5%)	84 (35%)	138 (57.5%)	12 (5%)	0 (0%)
Consult with doctors about children's health issues	42 (17.5%)	138 (57.5%)	18 (7.5%)	0 (0%)	42 (17.5%)
Consult with knowledgeable villagers about children's health issues	18 (7.5%)	102 (42.5%)	72 (30%)	6 (2.5%)	42 (17.5%)
Consult with health workers about reproductive health	12 (5%)	42 (17.5%)	102 (42.5%)	60 (25%)	24 (10%)

Table-3: Frequency of consultation and sharing knowledge on health related issues

50% women use mobile phone sometimes to consult with doctors on own health issues whereas 5% women use mobile phone very frequently to consult with doctors on own health issues. 57.5% women use mobile phone to consult with knowledgeable villagers about own health issues while only 2.5% of the women use mobile phone very frequently to consult with knowledgeable villagers about own health issues. 57.5% women use mobile phone frequently to consult with doctors about children’s health issues where 7.5% sometimes use mobile phone to consult with doctors about children’s health issues. 42.5% of the women use mobile phone frequently to consult with knowledgeable villagers about children’s health issues while 2.5% women rarely use mobile phone to consult with knowledgeable villagers about children’s health issues. 42.5% women use mobile phone sometimes to consult with health workers about reproductive health where 10% women have never used mobile phone to consult with health workers about reproductive health.

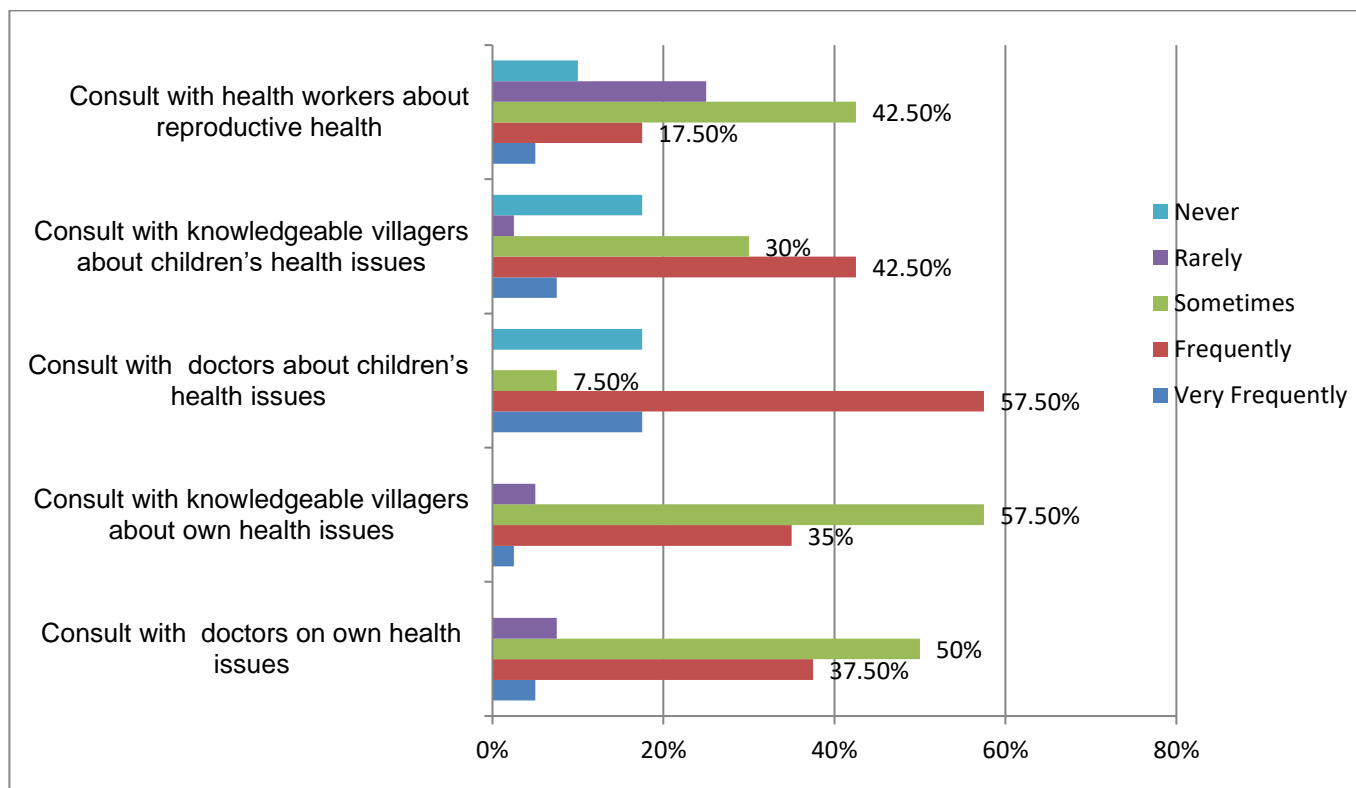


Figure-9: Frequency of consultation and sharing knowledge on health related issues

Indigenous treatment

R1

She knows how to prevent fever, cough, constipation, pain etc. using different natural plants, seeds, oil etc. She shows the interested women or men practically how to make the medicine using the ingredients perfectly. Sometimes she has to give treatment through mobile and also the medicine making procedure.

R2

She has learnt from her grandmother how to message a pregnant woman when she feels pain or uneasy. The other neighbor says that they come to her when they fell uncomfortable and take message and fell

better and relaxed. She says that very often husband or daughter of pregnant women call her over phone and she tell them the techniques of messaging.

R3, R4, R5

They are known in the village as 'Daimaa'. The poor women of the villages are dependent on them in giving birth of their baby. They think that they are very expert and handle the birthing very smoothly. Although they have some failure cases but the villagers have faith on them. They tell that though it is difficult to suggest on the issue over mobile but sometimes they have to do it.

Knowledge and experience about cooking, sewing and cleanup

In the rural areas of Bangladesh women are very interested in cooking and sewing. They cook different types of traditional foods in different seasons and the foods are different in types and test in different regions. The rural women usually sew kantha for their own specially in the rainy season when happen rainfall and they couldn't go out and have no extra work to do. The rural poor women sew kantha on payment basis. Every early in the morning they usually clean their house and yard. (1=Very Frequently, 2=frequently, 3=Sometimes, 4=Rarely and 5=Never)

Housekeeping	1	2	3	4	5
Discuss with demoniacs/ neighbors /friends about cooking	30 12.5%	126 52.5%	72 30%	12 5%	0 0%
Discuss with demoniacs/ neighbors/friends on sewing	12 5%	18 7.5%	78 32.5%	120 50%	12 5%
Discuss with demoniacs /neighbors/friends about cleanup and hygiene	18 7.5%	36 15%	36 15%	150 62.5%	0 0%

Table-4: Frequency of sharing knowledge and experience about cooking, sewing and cleanup

In case of household knowledge and experience, 52.5% women use mobile phone frequently to discuss with demoniacs/neighbors/friends about cooking while only 5% of the women rarely use mobile phone to discuss with demoniacs/neighbors/friends about cooking. 50% women use their mobile phones rarely to discuss with demoniacs/neighbors/friends on sewing whereas 5% of the women use mobile phone to discuss with demoniacs/neighbors/friends on sewing. 52.5% women use mobile phone for discussing with demoniacs/neighbors/friends about cleanup where 5% use mobile phone to discuss with demoniacs/neighbors/friends about cleanup.

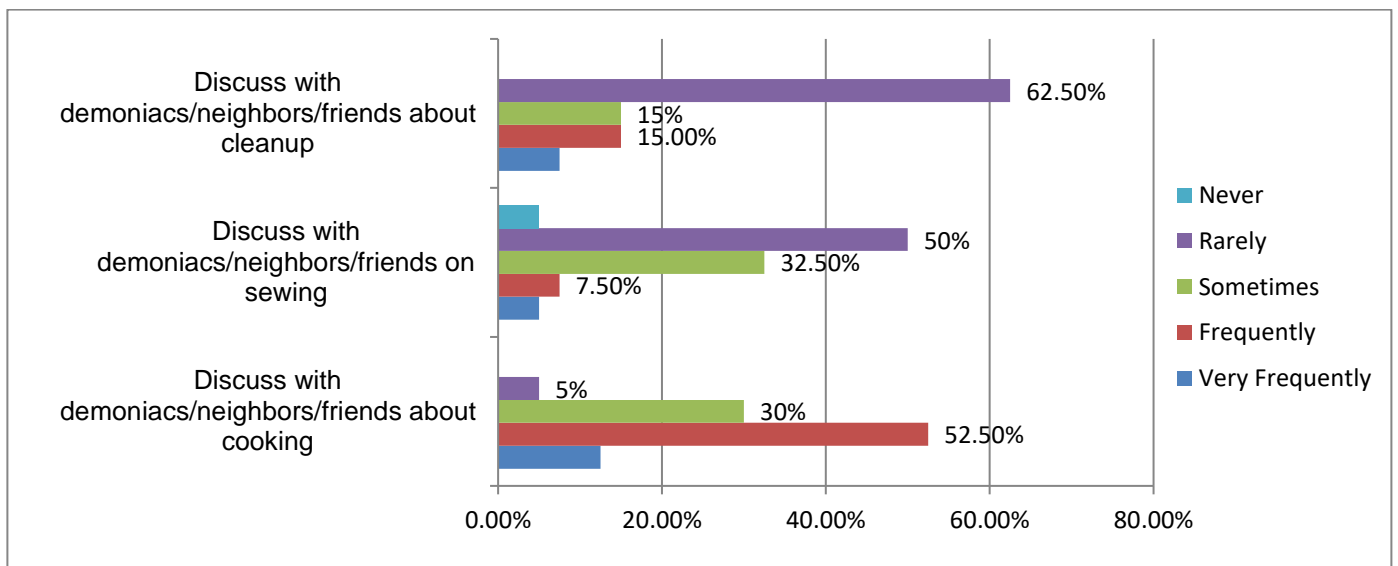


Figure-10: Frequency of sharing knowledge and experience about cooking, sewing and cleanup

Cooking and sewing

R6, R7

They are very efficient in cooking Pitha and they can cook 4 types of pitha in unique way namely Pakan, Tara, Rosh, and Saj. They often help others cooking pitha. Sometime in special occasion other women invite them at their home for making pitha because can't do like them by any means. They have to suggest the process very frequently through mobile phone.

R8, R9

*They are quit expert in sewing **Nakshi Kantha**. They can visualize different images on kantha. Once they watch any design any where they tried to do that. They provide in hand training on sewing Nakshi Kantha. Sometimes the trainees make call over mobile phone to them and they give necessary suggestions.*

Agricultural knowledge & experience

Rural women produce different seasonal green stuffs in their yard, besides the house and in the field adjacent to their home. Some elderly women are expert on vegetable production processes and indigenous procurement processes of the seeds. They also used in animal husbandry. (1=Very Frequently, 2=frequently, 3=Sometimes, 4=Rarely and 5=Never)

Issues	1	2	3	4	5
Discuss with demoniacs/ neighbors/friends about crops cultivation	12 5%	48 20%	120 50%	54 22.5 %	6 2.5 %
Discuss with demoniacs/ neighbors/friends about vegetable cultivation	12 5%	72 30%	108 50%	24 10%	12 5%

Discuss with demoniacs/ neighbors/friends/doctors about domestic animals	6 2.5 %	90 37.5 %	66 27.5 %	60 25% %	18 7.5 %
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Table-5: Frequency of sharing agricultural knowledge & experience

In case of agricultural knowledge and experience, 50% of the women use mobile phone sometimes to discuss with demoniacs/ neighbors/friends about crops cultivation where only 5% women use mobile phone to discuss with demoniacs/ neighbors/friends about crops cultivation. For discussing about vegetable cultivation with demoniacs/neighbors/friends 50% women use mobile phone sometimes while only 5% use mobile phone very frequently. 37.5% of the women use mobile phone frequently to discuss about domestic animals with demoniacs/neighbors/friends where 7.5% women have never used mobile phone to discuss about domestic animals with demoniacs/neighbors/friends.

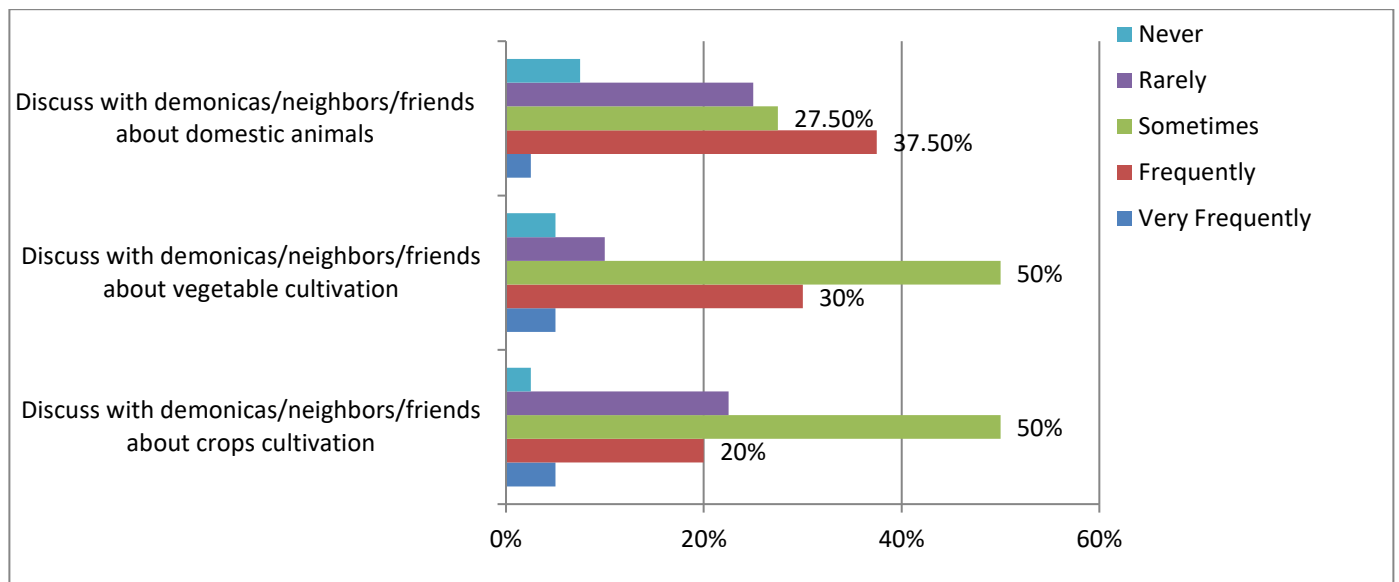


Figure-11: Frequency of sharing agricultural knowledge & experience

R10, R11, R12

They produce different types of vegetables on their yard in different seasons. They are expert in processing and sowing the seeds and taking care of plants. They take suggestions over mobile phone from the agricultural extension officers in case of plant diseases and caring methods. Sometimes they also help others over mobile phones to do the same.

R13, R14, R15, R16

They have Poultry and Goat farm. They have training on Poultry and Goat farming. They also receive suggestions from doctors and share with others regarding taking care of their domestic animals.

Miscellaneous

In the rural areas illiterate and less-literate people greatly trust and depend on the educated and knowledgeable older citizens in case of different decision making for their family wellbeing. They also share their views together on different occasions or different social matters. (1=Very Frequently, 2=frequently, 3=Sometimes, 4=Rarely and 5=Never)

Issues	1	2	3	4	5
Discuss with knowledgeable demoniacs/ neighbors/friends about the future of offspring	42 17.5 %	156 65%	0 0%	0 0%	42 17.5 %
Counseling and exchange of experiences with offspring about social relationship	6 2.5%	48 20%	132 55%	24 10%	30 12.5 %
Counseling and exchange of experiences with distant offspring about their familial issues	6 2.5%	30 12.5 %	144 60%	42 17.5 %	18 7.5%
Consultation with distant family members about family's welfare	6 2.5%	42 17.5 %	36 15%	144 60%	12 5%
Consultation demoniacs/ neighbors /friends about social welfare	0 0%	24 10%	30 12.5 %	96 40%	90 37.5 %

Table-6: Miscellaneous

The table shows that 65% use mobile phone frequently to discuss with knowledgeable demoniacs/ neighbors/friends about the future of offspring while 17.5% women have never used mobile phone to discuss with knowledgeable demoniacs/ neighbors/friends about the future of offspring. 55% of the women use mobile phone sometimes for counseling and exchange of experiences with offspring about social relationship where 2.5% women use mobile phone very frequently for counseling and exchange of experiences with offspring about social relationship. 60% women use mobile phone sometimes to counsel and exchange experiences with distant offspring about their familial issues whereas 2.5 % women use mobile phone very frequently for counseling and exchange of experiences with distant offspring about their familial issues. 60% of the women rarely use mobile phone for consultation with distant family members about family's welfare while 2.5% women use mobile phone very frequently for consultation with distant family members about family's welfare. 40% women have rarely used mobile phone for consultation demoniacs/ neighbors /friends about social welfare whereas only 10% women use mobile phone frequently for consultation demoniacs/ neighbors /friends about social welfare.

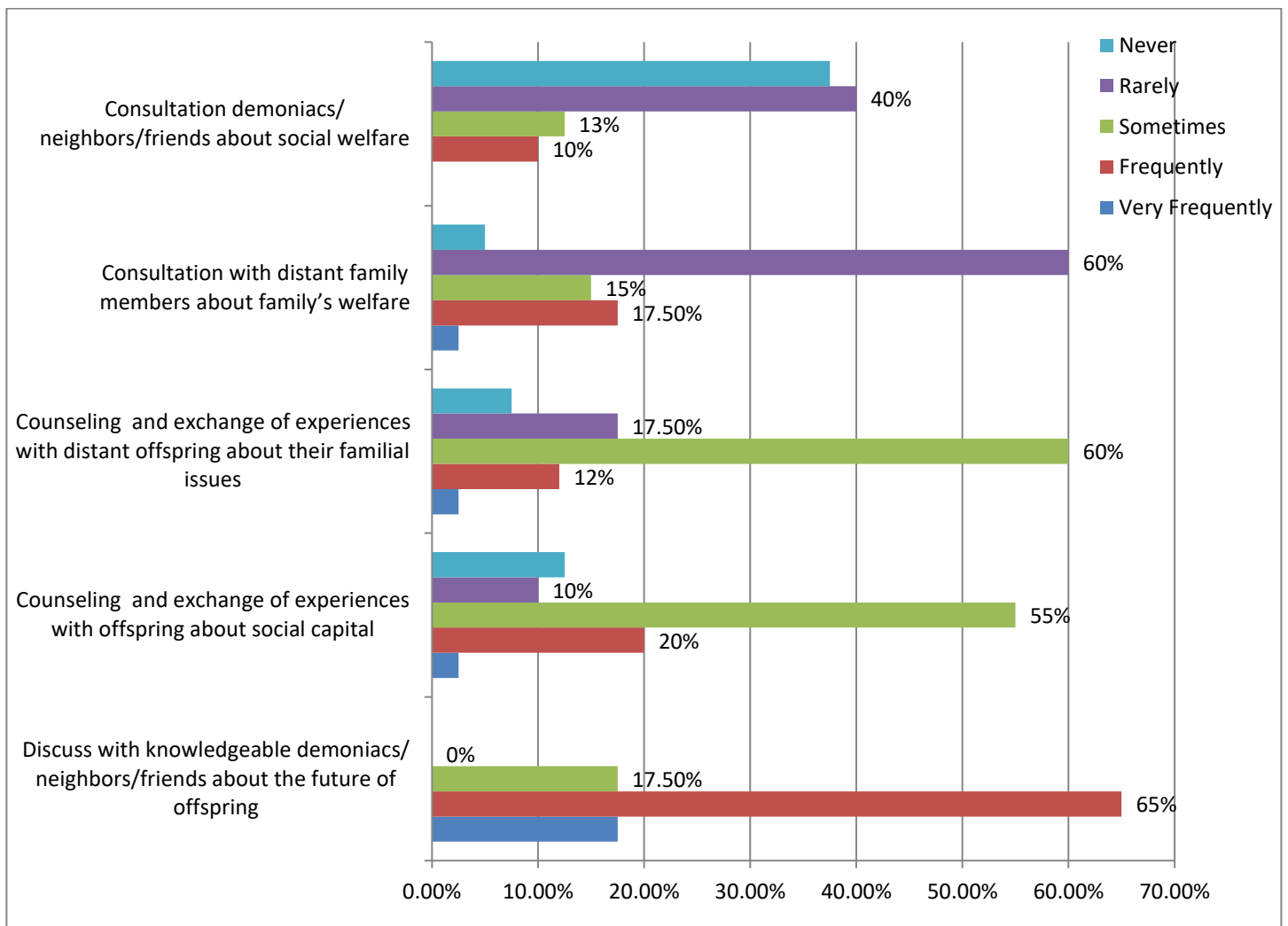


Figure-12: Miscellaneous

R17, R18, R19, R20

They are from the four different villages. They are the learned (earned bachelor degree) and knowledgeable persons in the villages. The mass people of the villages greatly depend on them in taking decision in their different livelihood matters like offspring education, treatment, marriage, social wellbeing, familial issues, future plan etc. All the people respect them, trust them and value them for their attitude, cordiality, honesty, experiences. Very often they provide advice over phone to the neighbors, villagers, relatives in taking decisions, problem solving etc.

Feelings of the rural women on mobile based knowledge sharing

The rural women were asked about their feelings after knowledge and experience sharing with each other through mobile phone.

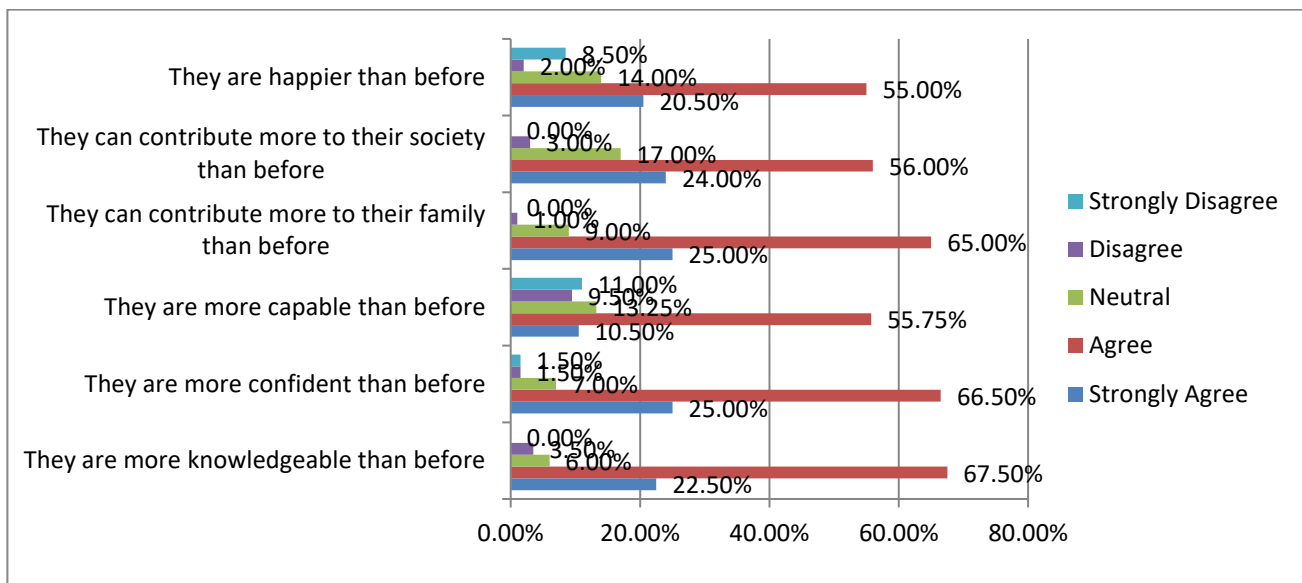


Figure-13: Level of feelings of the rural women on mobile based knowledge sharing

The chart above shows that more than half (67.5%) of the respondents agree that they are comparatively more knowledgeable, 66.5% are confident, 55.75% are capable, 65% are contributing to family, 56% are contributing to society than ever before. 55% respondents agreed that they are happier with their present status of knowledge and experiences.

Discussion and Conclusion

From the findings it is seen that rural women are becoming habituated with mobile based communication. They are sharing their knowledge through mobile phone with their family members, neighbors, relatives etc. They also receive knowledge from different rural knowledge agents like knowledgeable older citizens of the villages,

Rural women are becoming comparatively conscious about their children's education. They consult with school teachers and private teachers frequently through mobile about their children's educational matter. This way they are enriching their current state of knowledge. Even they know who better private tutors on a subject are and they advise others in appointing knowledgeable private tutors.

In health related issues maximum women consult with the doctors (allopathic and homeopathic) whom they visit last about the current condition of their children even about their own problem. They also consult with the knowledgeable persons of the village in normal/seasonal diseases. They consult with health workers about their reproductive health issues. Some people consult with Kobiraj (person who give treatment with herbal plants and or mantras) for their health problems.

Village women are traditionally expert in cooking. They share their expertise frequently in cooking special items with the neighbors, other villagers even with demoniacs. In this area some villagers are professionally engaged with sewing Nakshi kantha. They also share sometimes with others about how visualize an image on Nakshi kantha. Women sometimes share their experiences on clean up and hygiene.

Women share their knowledge with neighbors/friends on how to cultivate crops, vegetable cultivation with the known people. Women also provide suggestions to others about the health of domestic animal like goat, poultry etc. They also discuss with the knowledgeable persons in the villages about the planning of their offspring's future, their own matters, familial issues, and sometimes for social relation building. They aren't much aware of about social welfare.

So it is found from the study that most of the rural women possess a knowledge base on agricultural, household, health, food and handicraft and some of them are very expert on these. They share their knowledge with others whenever someone asked them and they are becoming habituated with mobile phone for sharing these knowledge and expertise.

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