

bibliography of books, and of Indian and foreign articles (yearwise from 1970) enhances the value of the book.

But even this book is by and large an introspective analysis of the corporate planning process. Although written in India, for Indian managers, the macro-economic, legislative and industrial policy provisions impinging directly on corporate planning have been wholly omitted. Four pages devoted to environmental analysis (pp.44-48) is only a general analytical framework, without substantive content. But then the authors may have taken a conscious decision to omit this.

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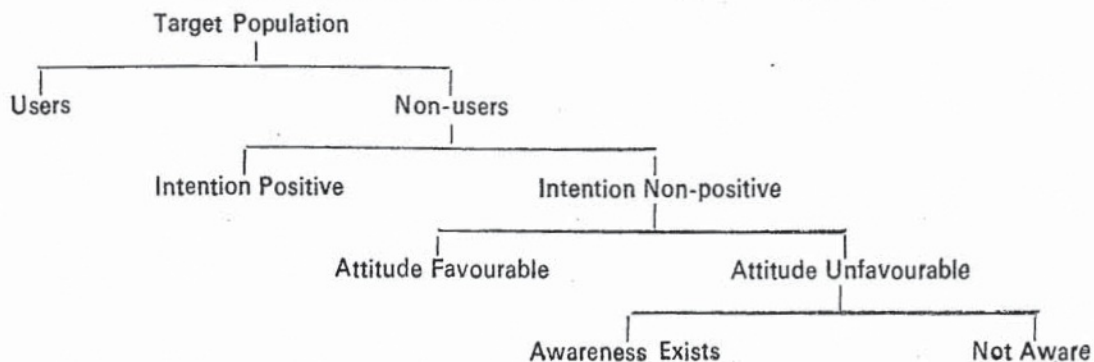
Communications for Social Marketing—A Study in Family Planning. Labdhi Bhandari, Delhi, Macmillan, 1978. 193 p. Rs. 35.00.

Government of India was the first amongst the few governments in the world who decided to adopt, in 1952, family planning as a national policy and as an integral part of its socio economic development plans. As a part of the national policy the Government has sponsored several research projects in different parts of the country to ascertain the knowledge, attitude and practice of family planning (commonly abbreviated as KAP study) from time to time. This book is based on one such study (although it was not spon-

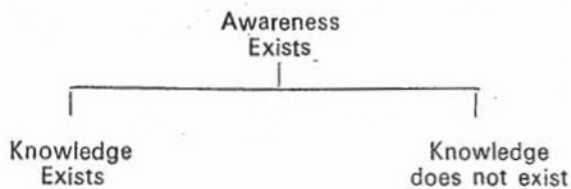
sored by Govt. of India) in Jodhpur city of Rajasthan and in a number of neighbouring villages. The primary point of view which the author has adopted in this book is to consider the propagation of family planning as a problem of social marketing. Through the research reported in the book the author has tried to identify the different types of target groups and the process of communication methodology most suitable for successful implementation of family planning programme.

In Chapter 1 there is a brief introduction about social marketing. The author has also tried to indicate the objective of the research. In the problem of social marketing the marketing man must realise the basic value and belief of the target population in order to influence their behaviour. In this process the various causes of offering resistance to the adoption of family planning methods should be identified to develop appropriate communication strategies.

The author has discussed a number of models of communication in Chapter 2. The broad structure of these models indicate that the entire target population should be segmented in an appropriate manner so as to use different methods of communication to the different segments. In particular the author has suggested the following segmentation of the target population for the propagation of family planning programme :



It is the opinion of the reviewer on the basis of actual study of family planning that so far as Indian target population is concerned there is an awareness about the availability of family planning methodologies even in deep rural areas. However, there is a wide gap between awareness of the family planning techniques and actual knowledge about them. This has raised doubt in the minds of many potential users of family planning. Thus a further segmentation should also be introduced to obtain a clearer picture of this gap on the following lines :



The author has mentioned in this Chapter another direction of research. The attitude of an individual towards acceptance of family planning is related with certain basic values present in his/her mind. Thus, in order to develop successful communication strategy one should try to identify these basic values. This chapter has been written lucidly and recommended not only for researchers in the area of family planning but other areas of social sciences.

Chapter 3 deals with the methodology of the study. The various behavioural and socio demographic variables of the target population on which information were to be collected have been listed down. While the type of information listed is fairly typical for a KAP Study such as awareness, attitude, intention, socio-economic segmentation and so on there is some novelty in the methodology. The reviewer, however, feels that there was considerable scope for the author to make an in-depth study of the problem considering

the small size of the sample and the limited amount of travelling he had to do in course of data collection. This comment will be elaborated at a later stage of the review. The chapter has, however, a very lucid description of ECHO method of survey technique which in a modified form has been used by the author in the present study. In this method general questions of the form : (a) what is a good/bad thing that a person like you could do and who would approve/disapprove of it or (b) what is a good/bad thing that could happen to a person like you and what or who is likely to cause this to happen are asked to the target group. These questions are relatively unstructured and therefore reflect the various dimensions of the respondents values. The responses obtained are commonly known as ECHO data. After the ECHO data and the actual data have been collected the respondents are asked to relate the responses. When we consider the study of an intimate subject like family planning in an underdeveloped country like India probing through ECHO method is certainly an worthwhile idea. This is, however, a very sophisticated technique of collecting information and thus its success depends considerably upon the skill of the investigators.

In Chapter 4, the author presents a general description of the study. The location of the study was in Jodhpur district of Rajasthan. According to the author the overriding consideration in the choice of location was the familiarity of the principal researcher with the region, language and the local culture. Six wards were selected *purposively* in Jodhpur City for urban interviews while seven villages from two sub-divisions were chosen also in a *purposive* manner. In the chosen wards and villages the sample was randomly selec-

ted from the list of eligible couples compiled by the family planning department. In some cases voter lists were used when the former was not available. The author also states that while in urban areas it was possible to follow the sample lists in villages it became necessary to choose households randomly on the spot rather than follow the lists. The purposive sampling limits the scope of this study considerably. It is not possible to estimate some basic characteristics of the target population such as level of awareness, level of family planning acceptance, differential preference pattern towards different methods of family planning and so on and to compare these estimates obtained in similar KAP study. As far as the sampling frame is concerned the reviewer feels on the basis of his own experience that neither the list of eligible couples compiled by family planning bureau nor the information provided by the voters' list is quite accurate. Considering the fact that there were only seven villages and six wards a more scientific procedure would have been to prepare an actual list of the eligible couples of the wards and villages selected for survey. The Chapter also includes the various characteristics of the target population included in the study such as awareness of the availability of various family planning methodology, the attitude variables such as approval disapproval, beliefs, intention, practice and the various stimuli applied to ascertain the value system of the target population. The various demographic and socio-economic information collected in course of the project have also been listed. The list is quite comprehensive although the reviewer cannot help feeling that in view of the small sample and the intensive training imparted to the investigators more indepth

study about the different aspects of family planning would have been possible. To illustrate acceptability of family planning ideas is related with the spacing of children. No effort has been made to study this aspect of the problem. There has been no attempt to study the different methods more elaborately to ascertain the common as well as specific motivating/demotivating reasons for practising/non-practising family planning.

The detailed analysis of the data is presented in Chapter 5. The relationship between different criteria variables : usage, awareness, attitude, intention and desire for children have been studied quantitatively converting the responses into binary 0—1 variables ; various correlation co-efficients have been computed. Although the numerical value of the various correlation co-efficients are not very high almost all of them are found to be statistically significant. The analysis has apparently satisfied the author. Statistical analysis has been in the form of contingency X^2 test to ascertain the relationship between attitude and users/non-users attitude and intention. The result in each of these cases, as can be expected, is statistically significant. The contingency X^2 test performed on the basis of data given in Table 16 (Part B) and Table 17 (Part B) are incorrect since contingency X^2 test cannot be applied with such small frequencies in individual cells. Similar contingency X^2 tests have been performed between various criteria and various socio-demographic variables. Almost all the socio-demographic variables except family size have some degree of interdependence with the criteria variable. Similar analysis with media variables shows that exposure to various mass media has also a relationship with usage, awareness and attitude. Similar analy-

sis has been carried out between criteria variables about family planning. While the analysis of the data has been quite thorough the results more or less reaffirm the conclusion of other studies on KAP. Some of the results requires a little clarification. In Table 20, page 68 correlation co-efficient between family income and usage is significant at 0.1% level, correlation co-efficient between family income and attitude is significant at 5% level while the correlation between family income, awareness and family income, intention are insignificant. Will it not be a good idea to include a little explanation for the benefit of the readers ?

Towards the end of this chapter the author has made an effort to carry out factor analysis of the data representing the beliefs about family planning. The pattern indicates, that there are two factors representing the 'family size' and 'birth control' aspects of the belief. According to the opinion of the author the factor analysis has been of limited use. The diagnosis as has been very rightly made by the author is the use of binary variables to quantify qualitative data. Another very interesting analysis of the data has been made in this chapter — namely measurement of values of the various types of responses based on the frequency of responses. A system of value hierarchies has been developed on this basis of this analysis.

Chapter 6 discusses the communication strategies for different target population segments while chapter 7 presents the general conclusions of the study. The reviewer broadly agrees with the measures suggested by the author. Because the sample is purposive some of the figures included do not convey any meaning and indeed could be quite misleading to a lay reader. In page

114, Figure 3 the percentage of users of family planning has been given as 48.5%. The reviewer has the figures for the year 1970-71 readily available. The percentage of couples of protected by any one of the family planning methods in the entire state of Rajasthan is 5.6%. Again in page 151, Table 52 it is given that amongst the users 20.0% have been vasectomised, 28.4% have been tubectomised, 32.9% uses condom, 8.9% uses I. U. D. and 9.8% uses other methods. For the years 1970-71 the breakdown of acceptors of family planning in the entire state of Rajasthan are : Conventional contraceptive users 58%, vasectomy 21%, IUCD 15% and tubectomy 6%.

The book will be useful to the students of social marketing and to the social scientists who are interested in new techniques of questionnaire methodology and their applicability under Indian conditions.

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Management of Personnel in Indian Enterprises — Concepts, Practices and Emerging Trends. N. N. Chatterjee, Calcutta, Allied Book Agency, 1978. 590 p, Rs. 75.00.

The book under review is a systematic and comprehensive treatise on the subject of personnel management and industrial relations in the Indian context. The author is not only a first rate academic but also has a very close and intimate knowledge of Indian industry and labour. He discusses extensively the various practices as they obtain in this field in Indian enterprises and also the major