

Research Paper :

Adoption feasibility of clothing related technologies

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ABSTRACT

An attempt has been made to empower women in clothing related technologies *i.e.* tie and dye, embroidery, crochet, stitching, worth out of waste and hand knitting after studying the interest of rural women of Kaimari village in Hisar district of Haryana. The knowledge was disseminated through trainings, demonstrations, lectures and the educational material was distributed to 30 women. Dissemination is of no use until and unless its adoption is studied, hence after a gap of eight months the selected women of phase-I were interviewed to assess the adoption feasibility of disseminated technologies. The adoption feasibility index of technologies on the basis of eight parameters studied on five point quantum scale were profitability, physical compatibility, cultural compatibility, simplicity, triability, usefulness confidence in use and adoption time. It was revealed that the AFI (%) of cultural compatibility was highest (85.4%) followed by profitability (83.6%), usefulness (82.6%), physical compatibility (81.6%) whereas AFI % of triability was lowest (62.0%). It clearly revealed that women were interested in earning using those techniques which have acceptance in their cultural environment and has the utility hence can be a profitable venture.

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Realizing the gravity of the unemployment, the programme designers oriented their programme to raise the status of women in society by exploring new avenues for their employments through income generating schemes. In spite of the hectic steps taken to design developmental programmes women have not been able to avail the employment opportunities due to low educational level coupled with low technical skill. Empowering women to become economically self-reliant, a need to train them in different skills through different technical trainings is felt. The training can be more effective and successful if these are imparted to women in the field of their interest. It has been found that women possess an aptitude and liking for household activities like stitching of garments, embroidery, bead work, needle work etc. hence they should be motivated to take these activities for income generation. Training is the most important input for bringing desirable changes in human behaviour in term of knowledge, attitude and skill for which trainees are encouraged, motivated and assisted by trainers in a particular direction. They are helped to acquire these qualities which they don't possess but are needed for income generation. Disseminating knowledge only does not suffice the purpose of researchers hence it was felt important to know the adoption feasibility of the

disseminated technologies. Efforts have been made in this direction in the present study.

EXPERIMENTAL PROCEDURE

Technologies were transferred through trainings, demonstrations, field days, campaign and lectures to the rural women in the identified areas *i.e.* tie and dye, embroidery, crochet, stitching, worth out of waste and hand knitting and after a gap of 8 months the women who received trainings were interviewed to assess the adoption feasibility of the disseminated technologies. The adoption feasibility index of the technologies on the basis of eight parameters studied on five point continuum scale were profitability, physical compatibility, cultural compatibility, simplicity/complexity, triability, usefulness, confidence in use and adoption time.

OBSERVATIONS AND ANALYSIS

The technologies disseminated were assessed and the adoption feasibility score of different technologies related to clothing and textiles was tested in six attributes. The general information is depicted in Table 1 and the data on adoption feasibility have been presented in Table 2.