

Extent of contribution of farm women characteristics in gain and retention of knowledge on pomegranate processing technology

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ABSTRACT

The study on extent of contribution of farm women characteristics in gain and retention of knowledge on pomegranate processing technology was conducted in Ahmednagar district of Maharashtra. 200 farm women were selected for this purpose and exposed to a single and combination of different extension teaching methods. The data revealed that 37.00 per cent respondents were in age group of 18 to 23 years, majority (61%) of them were educated in Vth and VIth standards, married (73%), having joint family (64.5%) and having medium size of family (52%). It was observed that majority of farm women respondents had medium level of extension contact, extension participation, mass media exposure, achievement motivation and scientific orientation. Education, extension contact, extension participation, mass media exposure and achievement motivation were found to have significant contribution to gain knowledge of the respondents through three treatments, whereas, the extension participation of farm women had significant contribution in retention of knowledge in four treatments.

Key words : Gain, Retention, Knowledge, Pomegranate, Technology.

The present day 'Knowledge explosion' in the world has necessitated a 'communication explosion' in its wake, because, never in the annals of human history was there a need for so many people to know so much and so quickly, as it is today. Certainly, in rural development nothing is more important than transfer of useful information from person to person. Extension methods and techniques are the means through which agricultural technologies are disseminated to the end users. There is no single media which is effective in all the situations for all the jobs, but the combination of methods has impact on people (Kothikhane, 2003). Kumar and Hansra (1999) have stated that agricultural extension, for long, has depended on traditional modes of communication, mostly face to face contacts with individuals and groups, despite the fact that number of extension workers is woefully inadequate in many parts of the world.

Kumar and Singh (2002) have stated that women play significant and crucial role in agricultural development and allied fields including crop production, livestock production, horticulture, post harvest operations and fishery. There is hardly any agricultural activity in which women are not actively involved. In view of horticulture development in Maharashtra, the processing technology of fruits, and pomegranate in particular has assumed great importance. Hence, the study was carried to know which characteristics of farm women contributed to the gain

and retention of knowledge with respect to pomegranate processing technology.

Objectives

- i. To know the personal, social and psychological characteristics of the farm women
- ii. To study the contribution of selected independent variables into the dependent variables in terms of gain and retention of knowledge by the farm women exposed to five treatments.

MATERIALS AND METHODS

In Ahmednagar district of Maharashtra is pomegranate is grown extensively. The Sangamner tahsil having an area of 1210 ha. under pomegranate cultivation was selected for the study in the year 2005-2006. The pomegranate processing technology developed and recommended by the Mahatma Phule Krishi Vidyapeeth, Rahuri was selected for the study. According, a video cassette, audio cassette and folder were prepared and these extension teaching methods were applied singly and in combination, in order to know their effectiveness in terms of gain and retention of knowledge. A sample size of 200 farm women respondents from 5 villages of Sangamner tahsil were selected for the study. The 'One Group-Before and After' experimental design was used for the study. Accordingly a knowledge test was administered to the sample groups before the treatment (pre-test), immediately after the treatment (post-test) and 15 days after the treatment (post delay test). An interview