



Research Article

Comparison of selected extension methods in developing awareness

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SUMMARY : The objective of the present study was to compare the effectiveness of selected extension methods in developing awareness. The study was conducted in Kanpur district. The sample consisted of 120 rural women from four villages. Personal interview technique used for data collection. Comparison of selected extension methods, Puppet show ranked at the first position followed by Nukkad natak at second, Exhibition method was quiet satisfactory and Rally method was least effective.

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Extension methods,
Nukkad natak,
Puppet,
Exhibition

BACKGROUND AND OBJECTIVES

Although we are living with the 21st century, women occupy a secondary position in relation to men. In Indian agriculture, women continue to share a number of family and farm operations with man. Despite multiple roles of women in agricultural operation and household chores, the health and nutritional status of rural women in general is much lower than their male counterparts. There is a dire need to empower women to make desirable change in her values and make them nutritionally wiser which in turn can improve the health and nutritional status of the family. Extension is a type of education that is functional rather than formal and its main task is to convey meaningful information to the rural people. It is a major source to make rural people aware of alternatives from where they can choose the most desirable one. Extension methods play a significant role in diffusion of an innovation but effectiveness of these methods in terms of awareness generation differs from method to method and practice to practice. The effectiveness of extension methods is measured by their ability to change a static situation to dynamic one. The extension agent can not create

awareness without employing the right extension methods. Thus, it is necessary to identify effective extension methods that help in generating awareness among women. Thus, the present study was undertaken with an objective to compare the effectiveness of selected extension methods in developing awareness.

RESOURCES AND METHODS

The study was conducted in purposively selected Kalayanpur Panchayat Samiti of Kanpur district of U.P., Out of 100 villages of Kalayanpur Samiti, four villages which were 30 km. away from city area were selected purposively. From each village a sample of 30 women was drawn randomly to form a total sample of 120 women. After discussion with subject matter specialists and GO and NGO officials, four messages related to health and nutrition *i.e.* balanced diet, safe drinking water, immunization and anemia were selected and these were disseminated among the sample respondents by using four extension methods *i.e.* exhibition, nukkad natak, rally and puppet show. Personal interview technique was used to collect data from the respondent. The interview schedule consisted of two sections *i.e.*

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background information and awareness test. Mean per cent scores, paired 't' test used for statistical analysis.

OBSERVATIONS AND ANALYSIS

Comparison of selected extension methods *i.e.* exhibition, nukkad natak, rally and puppet show was done in developing awareness about selected components of health and nutrition. The findings related to this section have been reported as under.

Perusal of Table 1 highlights that there was significant gain in awareness about balanced diet in all the extension methods as the t value was significant at 0.5 per cent level of significance. Data further reveal that incase of exhibition, the initial awareness of the respondents regarding balanced diet was only 11.37 per cent which was increased to 55.29 per cent with a gain of 43.92 per cent. Similarly the gain in awareness was observed to be 41.57 per cent and 45.88 per cent in case of nukkad natak and puppet show, respectively. With regard to rally the initial awareness of the respondents was recorded to be 12.94 per cent only. However, after exposure to rally, the awareness level of the respondents increased to 35.10 per cent with the gain of 22.16 per cent.

Method wise comparison of the awareness gain scores clearly reveal that highest gain was observed in puppet show (45.88%) followed by exhibition (43.92%) and nukkad natak (41.57%). The least gain in awareness was in rally (22.16%)

for the component of balanced diet. The finding of the study get decisive support by the study Intodia and Upadhyay (1991) who reported that traditional media have remarkable impact on the rural society because of their acceptable idioms, functional significance, emotional touch and entertainment component.

The gain in awareness of respondents in the components of safe drinking water through selected extension methods is presented in Table 2. The table reveals the fact that there was significant gain in awareness about different messages of safe drinking water, as the 't' values were significant at 0.5 per cent level of significant.

In-depth study of the table shows that in case of puppet show, the initial awareness of the respondents regarding safe drinking water was only 16.04 per cent which was increased to 70.00 per cent with highest level of gain in awareness as indicated by MPS (53.96%). Similarly the gain in awareness was observed to be quite satisfactory in nukkad natak and exhibition as indicated by MPS of gain in awareness *i.e.* 50.21 per cent and 42.29 per cent. With regard to rally the gain was not good as compared to other extension methods.

Method wise comparison of the awareness gain scores show that highest gain was observed in puppet show followed by nukkad natak, exhibition and rally for safe drinking water. Further puppet show was found effective for the component of safe drinking water.

Perusal of Table 3 highlights that there was also

Table 1: Gain in awareness about balanced diet through selected extension methods (n=30)

Sr. No.	Teaching methods	Mean per cent score			't' value
		Pre	Post	Gain	
1.	Exhibition	11.37	55.29	43.92	20.860*
2.	Nukkad natak	14.12	55.69	41.57	19.364*
3.	Rally	12.94	35.10	22.16	19.837*
4.	Puppet show	12.16	58.04	45.88	18.25*

* Indicate significane of value at P=0.05

Table 2: Gain in awareness about safe drinking water through selected extension methods (n = 30)

Sr.No.	Teaching methods	Mean per cent score			't' value
		Pre	Post	Gain	
1.	Exhibition	12.50	54.79	42.29	23.964*
2.	Nukkad natak	13.96	64.17	50.21	30.857*
3.	Rally	13.33	40.83	27.50	19.746*
4.	Puppet show	16.04	70.00	53.96	30.228*

* Indicate significance of value at P=0.05

Table 3: Gain in awareness about immunisation through selected extension methods (n=30)

Sr. No.	Teaching methods	Mean per cent score			't' value
		Pre	Post	Gain	
1.	Exhibition	16.00	66.00	50.00	18.730*
2.	Nukkad natak	11.33	63.00	51.67	24.668*
3.	Rally	13.00	39.33	26.33	12.443*
4.	Puppet show	16.67	66.67	50.00	20.857*

* Indicate significance of value at P=0.05

significant gain in awareness about immunisation through all four extension methods as the 't' values were significant at 0.5 per cent level of significant.

Data further reveal that nukkad natak, puppet show and exhibition were equally effective in creating awareness among respondent about immunization component, as gain in awareness ranged from 50.00 to 51.67 per cent. Detail study of the table shows that with regard to nukkad natak the initial awareness of the respondents was only 11.33 per cent which was increased to 63 per cent with gain in awareness of 51.67 per cent. Similarly in exhibition and puppet show initial awareness score was nearly 16 per cent which was increased to 66 per cent. Further least gain in awareness was observed in case of rally (26.63%).

Method wise comparison of the awareness gain scores clearly reveals that there was a slight difference in effectiveness of nukkad natak (51.67%), puppet show (50.00%) and exhibition (50.00%). Least gain in awareness was observed (26.33%) in Rally for the immunization.

Information pertaining to gain in awareness about iron deficiency anaemia through selected extension methods is presented in Table 4. The findings portrays that there was significant difference in all selected extension methods in awareness generation. Detail study of the table shows that the initial awareness scores of the respondents was 15 to 17 per cent which was increased up 44 to 74 per cent.

Method wise comparison of the awareness gain scores clearly reveal that highest gain was observed in nukkad natak (57.33%) followed by puppet show (54.33%) and exhibition (51.33%). The finding of the study is supported by Panwar (2002), who reported that nukkad natak is such medium in which illiterate people not only enjoyed but also understood the messages. The least gain in awareness was observed in rally.

On the basis of findings it can be concluded that there was significant gain in all the four extension methods in generating awareness about different messages of health and nutrition. For balanced diet and safe drinking water, puppet show was found most effective, where as nukkad natak was recorded most effective for immunisation. Exhibition was quiet satisfactory for all components of health and nutrition. rally was found least effective for awareness generation in all messages.

An effort was further made to compare effectiveness of selected extension methods in developing awareness regarding health and nutrition. Data obtained in Table 5, portray rank order of selected extension methods in awareness generation. The overall awareness level of the respondents was calculated before and after exposure to subject matter through selected extension methods. It is clearly depicted from the table that puppet show was found most effective methods and ranked first in the ranking category, as its gain in awareness was 51.04 per cent. The least gain 25.58 per cent was found in rally method and ranked as fourth position. However, next to puppet show, nukkad natak and exhibition ranked at the second and third position, as gain in awareness was 50.19 per cent and 46.83 per cent, respectively.

Conclusion :

On the basis of major out comes of the study, it can be concluded that puppet show, nukkad natak and exhibition play a significant role in generating awareness among rural women about health and nutrition, and rally was considered least effective. It indicates that appropriate selection of extension method is important in extension teaching. Therefore, it is necessary to use suitable extension methods, which help extension worker to get desired outcomes.

Table 4: Gain in awareness about iron deficiency anaemia through selected extension methods (n=30)

Sr. No.	Teaching methods	Mean per cent score			't' value
		Pre	Post	Gain	
1.	Exhibition	15.33	66.67	51.33	32.680*
2.	Nukkad natak	16.67	74.00	57.33	22.231*
3.	Rally	17.67	44.00	26.33	8.632*
4.	Puppet show	16.00	70.00	54.33	24.917*

* Indicate significance of value at P=0.05

Table 5 : Comparison of effectiveness of selected extension methods in developing awareness regarding health and nutrition (n=120)

Sr. No.	Teaching methods	Mean per cent score			Rank
		Before exposure the messages	After exposure the messages	Gain in awareness	
1.	Exhibition	13.85	60.68	46.83	III
2.	Nukkad natak	14.02	64.215	50.19	II
3.	Rally	14.24	39.815	25.58	IV
4.	Puppet show	15.28	66.26	51.04	I

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