

# Usefulness and Utilization of Articles Related to Homestead Technology by Readers of Farm Magazine

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## ABSTRACT

One of the major criteria for the success of a publication is readiness of the target group to use the information provided by it. There for the present study an effort has been made to know the usefulness and extent of utilization of the content of the articles related to homestead technology of Rajasthan Kheti Pratap. The study was conducted in Bhinder panchayat samiti of Udaipur district, Rajasthan. The sample consisted of selected 100 readers from four villages of Bhinder i.e. vallabh nagar, Bhinder, Bhatevar and Vana. Personal interview technique was used for collecting data from the respondents. Frequency distribution, percentage, mean percent score were used for analysis of data. Majority of the respondents had a favourable opinion towards the usefulness of articles related to homestead technology and utilization was very low.

**Keywords:** Usefulness, Utilization and farm magazine.

## I. INTRODUCTION

Farm magazines are published by academic institution engaged in agriculture, research and education, agriculture department and other developmental organisations to cater the information needs of farming community. The ultimate purpose of any farm magazine is to convey ideas and make the farmers to adopt the recommendations in their field practices. An Effectiveness of farm magazine depends on its ability to disseminate the message properly so that it is understood, readily accepted and facilitated in adoption of the practices. Looking into the present situation there is a growing realization to improve the content and format of farm magazines used as an effective media in transfer of technology. Farm women play a significant role in agriculture and predominantly performs the household activities. They have the responsibility of preparing and

processing the food, nurturing and caring of family children and utilization of available resources, care and storage of their clothes and to increase socio economic status of their family. There is a need to provide the information related to homestead technology for women. Rajasthan Kheti-Pratap is a farm magazine published by Maharana Pratap University of Agriculture and Technology, Udaipur. The objective of present study was to know the usefulness and utilization of articles related to homestead technology of farm magazine Rajasthan Kheti-Pratap.

## II. METHODOLOGY

The study was conducted in Bhinder panchayat samiti of Udaipur district, Rajasthan. The sample consisted of selected 100 readers from four villages of Bhinder i.e. vallabh nagar, Bhinder, Bhatevar and Vana. Personal interview technique was used for collecting data from

the respondents. To judge the opinion of respondents towards usefulness of articles related to homestead technology were measured on a three point continuum i.e. “great extent”, “some extent” and “not at all” with the score of 2, 1 and 0. For assessing the extent of utilization of information by the readers, the responses were recorded on a three point continuum i.e. “always” “sometimes” and “never” and assigned 2, 1 and 0 scores respectively. For the extent of utilization scores obtained into three categories low,

medium and high and mean percent score were used for analysis of data.

### III. RESULTS

In the present study the efforts have been made to know the opinion of the respondents towards usefulness of information on home science related articles. The pertinent information is presented in Table 1

**Table 1.** Opinion of the respondents towards utility of articles on Homestead Technologies

| n=100 |  |                        |                       |                      |      |
|-------|--|------------------------|-----------------------|----------------------|------|
| S.NO. | Articles                                       | great extent<br>(f/ %) | Some extent<br>(f/ %) | Not at all<br>(f/ %) | MPS  |
| 1.    | Diet counselling                               | 15                     | 45                    | 40                   | 37.5 |
| 2.    | Cooking methods                                | 40                     | 40                    | 20                   | 60.0 |
| 3.    | Preservation techniques                        | 60                     | 32                    | 8                    | 76.0 |
| 4.    | Food hygiene                                   | 28                     | 44                    | 28                   | 50.0 |
| 5.    | Water sanitation                               | 40                     | 32                    | 28                   | 56.0 |
| 6.    | Recipes  | 26                     | 34                    | 40                   | 43.0 |
| 7.    | Financial management                           | 20                     | 40                    | 40                   | 40.0 |
| 8.    | Consumer awareness                             | 36                     | 40                    | 24                   | 56.0 |
| 9.    | Environmental sanitation                       | 26                     | 20                    | 54                   | 36.0 |
| 10.   | Drudgery reducing technology                   | 22                     | 50                    | 28                   | 47.0 |
| 11.   | Information technology                         | 49                     | 30                    | 21                   | 64.0 |
| 12.   | Entrepreneurship development                   | 30                     | 56                    | 14                   | 58.0 |
| 13.   | Women empowerment                              | 52                     | 40                    | 8                    | 72.0 |
| 14.   | Girls education                                | 26                     | 54                    | 20                   | 53.0 |
| 15.   | Parenting                                      | 46                     | 45                    | 9                    | 68.5 |
| 16.   | Gender sensitivity and Rights of women & child | 28                     | 40                    | 32                   | 48.0 |
| 17.   | Personality development                        | 10                     | 38                    | 52                   | 29.0 |
| 18.   | Home furnishing techniques                     | 0                      | 46                    | 54                   | 23.0 |
| 19.   | Textiles and their care                        | 0                      | 32                    | 68                   | 16.0 |
| 20.   | Stitching & embroidery Techniques              | 45                     | 55                    | 0                    | 72.3 |
| 21.   | Printing techniques                            | 37                     | 63                    | 0                    | 37.0 |
| 22.   | Use of waste material                          | 12                     | 46                    | 42                   | 35.0 |

**Table 2.** Extent of utilization of articles on Homestead technologies by the readers

| n=100 |  |                  |                     |                 |     |
|-------|--|------------------|---------------------|-----------------|-----|
| S.NO. | Articles                                       | Always<br>(f/ %) | Sometimes<br>(f/ %) | Never<br>(f/ %) | MPS |
| 1.    | <b>Home Science</b>                            |                  |                     |                 |     |
| 1.    | Diet counselling                               | 0                | 13                  | 87              | 6.5 |
| 2.    | Cooking methods                                | 0                | 0                   | 100             | 0   |
| 3.    | Preservation techniques                        | 0                | 26                  | 74              | 13  |
| 4.    | Food hygiene                                   | 0                | 15                  | 89              | 7.5 |
| 5.    | Water sanitation                               | 0                | 9                   | 91              | 4.5 |
| 6.    | Recipes  | 0                | 0                   | 100             | 0   |
| 7.    | Financial management                           | 0                | 0                   | 100             | 0   |
| 8.    | Consumer awareness                             | 5                | 15                  | 89              | 7.5 |
| 9.    | Environmental sanitation                       | 0                | 0                   | 100             | 0   |
| 10.   | Drudgery reducing technology                   | 0                | 0                   | 100             | 0   |
| 11.   | Information technology                         | 15               | 30                  | 55              | 30  |
| 12.   | Entrepreneurship development                   | 18               | 36                  | 51              | 25  |
| 13.   | Women empowerment                              | 15               | 20                  | 65              | 0   |
| 14.   | Girls education                                | 0                | 0                   | 100             | 0   |
| 15.   | Parenting                                      | 0                | 0                   | 100             | 0   |
| 16.   | Gender sensitivity and Rights of women & child | 0                | 0                   | 100             | 0   |
| 17.   | Personality development                        | 0                | 0                   | 100             | 0   |
| 18.   | Home furnishing techniques                     | 0                | 0                   | 100             | 0   |
| 19.   | Textiles and their care                        | 0                | 0                   | 100             | 0   |
| 20.   | Stitching & embroidery Techniques              | 0                | 0                   | 100             | 0   |
| 21.   | Printing techniques                            | 0                | 0                   | 100             | 0   |
| 22.   | Use of waste material                          | 0                | 0                   | 100             | 0   |

#### IV. DISCUSSION

Scrutiny of Table1 reflects that majority of the respondents (60%) perceived that information related to food preservation as drying, pickling and fermentation (60%), women empowerment (52%), information and communication technology i.e. use of computer, internet etc. (49 %), stitching and embroidery (45%), parenting(46%)was useful for them to a great extent. Content on entrepreneurship development, girl's education, parenting, home furnishing techniques, food hygiene, diet counseling, consumer awareness, drudgery reducing technology, financial management was useful for them to some extent as opined by 40-56 per cent respondents. Opinion of the respondents towards articles on management of finance, drudgery reducing technology, consumer awareness and environmental sanitation have been reveals that nearly 40 per cent respondents felt that articles on banking and loan schemes and use of eco-friendly products were not useful for them. The reading of articles do not give better understanding of banking & loan schemes so that generally they visit bank to get information. Data further reveals that 40-50 per cent of respondents were in view that articles on consumer's awareness, banking loan schemes & drudgery reducing technology were useful for them to some extent. Opinion of respondents towards content related to textiles reveals that more than half of the respondents reported that articles on stitching techniques for family garments, fundamental techniques of hand embroidery like chain stitch, buttonhole or blanket stitch, running stitch, satin stitch, cross stitch remain embroidery with patch worker were useful for them to some extent and 42-60 per cent respondents opined that removal of stains, home furnishing techniques, care of clothes were not at all useful for them. A detail study of the table shows that 20 per cent respondents opined that articles on information technology, entrepreneurship development and girl's education

were not at all useful for them. The information about opinion of the respondents towards utility of content related to parenting which includes nurturing, caring and guidance to family members and care of old aged persons presented in the table, indicates that articles on child rearing including promoting & supporting, overall development of child from infancy to adulthood is useful to great extent & to some extent on reported by nearly one third of the respondents. The mean per cent scores indicated that respondents had unfavorable to favourable opinion towards usefulness of content on homestead technology.

The results are in line with the results of study conducted by Vatta et.al (2010) concluded that majority of the articles appeared in magazine belonged to crop production techniques followed by animal health care management, vegetable production, plant protection and soil health management. Articles related to cultivation of fruit and medicinal plant and post-harvest management and value addition, women health and family nutrition aspects were given less coverage and were undoubtedly very less with regard to their importance in economic building up of farmers.

Information pertaining to the utilization of information on homestead technologies related articles of Rajasthan Kheti-Pratap in Table 2 reveals that none of respondents utilized information on different aspects of home science including foods & nutrition, health and hygiene, management of resources, information technology, women empowerment, family and personality development and textiles & their care were never utilized by them. Nearly one third of respondents reported that information related to enterprise development(self-help group) and information technology i.e. use of ICT tools (computer, internet, mobile etc.) was utilized by them to some extent and 15-18 per cent

respondents always utilized the pertaining information.

An over view of figures in the table 2 depicts that majority of the respondents were in low category of utilization as reflected by MPS ranging from 0-30. Further, data reveal that none of the respondents reported that they utilized information related to home furnishing, textiles and their care, techniques of stitching, embroidery, printing and use of waste material. Utilization of information related to home science area was very poor. The reasons might be less of information related to homestead technologies in Rajasthan Kheti -Pratap and it was also observed by the investigator that most of the issues of the magazine were having limited articles on home science

## V. CONCLUSION

From the results it can be concluded that majority of the respondents had favourable opinion towards usefulness of the content on homestead but due to the less of number of articles the utilization was low.

## VI. RECOMMENDATION

There is a need to provide information related to homestead technology in the articles of farm magazine Rajasthan Kheti Pratap for more utilization of the information by the women in rural areas.

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