



AWARENESS AND KNOWLEDGE OF RURAL WOMEN ABOUT AGRICULTURE SCHEMES: A CASE STUDY IN ODISHA

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ABSTRACT: Most of the population lives in rural area of India. Role of both the gender particularly the women have a great role in rural development in agrarian culture. Women have been kept down a & always dependent on .they always have less accessibility to different Government developmental programmes operating in their areas, thus affecting the success of that programmes. In this context, the awareness & knowledge of women regarding Government programmes have a great role. Now, the people have started seriously about the need of Integrate Women in Developmental Programmes. The women's participation is necessary in rural developmental programmes aiming development of agriculture. Therefore, the recent study has under taken to know the role of women in different agriculture programmes implemented by State Government with the objectives to find out the extent of awareness & knowledge of rural women in these programmes. The study was conducted in four villages situated in four different Gram Panchayats under *Nuapada & Komona* block of *Nuapada* district of Odisha State. Both purposive & stratified random sampling technique was used in the selection of district, blocks & samples. Sample comprises of 80 no. of respondents .a pilot study was undertaken before interview schedule preparation. Methods of data analysis were chalked out through percentage, standard deviation, Pearson's Co-efficient of correlation. It is found that most of the respondents came to know about different Agricultural programmes through BAO followed by Gram Panchayat rather than from WSHG & VAW. Radio plays great role in spreading of awareness rather than television due frequent power cut & involvement of high cost. However, printed media are the best for awareness but only 30% of respondents read newspaper daily. Only the 10% of respondent use Mobile & out of that only few have Smart Phone. Video & projected film are quite essential in spreading of awareness & knowledge but only 33% had seen this in once or twice .In the context of social participation only 40% of respondents paid their visit rarely to Gram Panchayat/Samiti. Regarding knowledge & awareness of rural women about different Agriculture Schemes viz.Soura Jananidhi Yojana (SJY), Mukhya Mantri Krishi Udyog Yojana (MMKUY), Doubling Farmers Income (DFI) scheme, it is interesting to note that 88% of the respondent have no idea regarding MMKUY & only 40% of the respondents know the DFI & SJY.36% of respondents know about the Odisha Food Security Scheme (SFSS).90% of them don't know the aim of this scheme. Regarding knowledge & awareness with some selected socio economic variables revealed that farm size, income, social participation Cosmo politeness & scientific orientation significantly related with their knowledge & awareness with correlation (r) value 0.381,0.288,0.257 & 0.404 respectively whereas in case of variables like age ,caste ,family size had no significant relation with the knowledge & awareness of the rural women.

INTRODUCTION:

Now people have started seriously to debate sincerely about the need to integrate women in development, so that the subject of women's development now itself has become the most important one in development, administration and for social research. This in itself is commendable achievement in India system against the strong backdrop of archetypal forces weighing strongly against women's equal participation in outside activities.

They have been kept down and always been dependent on father, brother and husband. The women are expected to look after the home and the health of her father's home before marriage or husband's home later. Being women, the responsibilities of motherhood, household work, maintenance of social relations, obligations and peace, socialization of children, community based practices ritual and a host of other responsibilities typically associated with them. There is a significant gap between women's potential and productivity.

India lives in village in the sense that 80% of the people live in rural areas. So the rural development through women's participation is a must. As women's participation in rural development will help the nation building. Therefore, the present study undertaken to know the importance of women in implementation of agriculture schemes with the objectives to find out the extent of awareness and knowledge of the rural women of different agriculture schemes implemented by State Government rural development activities.

Before actual investigation, efforts made to conduct a detail survey of all related aspects of women in rural development. The area of investigation, sample size and methods of analysis of data etc. were chalked out in detail keeping number of limitations in view. The study is conducted in four villages situated in four different Grampanchayat under *Nuapada Sadar* and

Komona blocks of *Nuapada* District in Orissa. Both purposive and stratified random sampling techniques were followed to select the respondents for the study. First, the districts and blocks were selected purposively. Then stratified random sampling technique was adopted to select Grampanchayat, villages and respondents. The sample consists of 80 respondents selected through satisfied random sampling. A preliminary survey of selected village was carried out at the beginning of the study and information was collected on the following aspects like location of the village and their distance from different public service centre & general farming practices, rural development and allied activities. Prior to preparation of interview schedule, a pilot study was carried out in the Rural Development programme. Basing on the information and experience gained with pilot study the interview schedule was developed. A number of standard tools developed by different scientists in the field of behavioural science have been used in the study after necessary modifications.

The data collected from all 80 respondents were manually processed. The information received from them was tabulated on a master table sheet.

MATERIALS AND METHODS:

Weightage was given to different items with regard to their relative position of the scale and scoring was done accordingly. The statistical methods like percentage, standard deviation, and Pearson's co-efficient of correlation were used in the study based on the nature of data.

RESULTS AND DISCUSSION:

Body of understood information possessed by the respondents has been termed knowledge. Moore (1963) defined knowledge as the innovation existence where he gains some understanding of how it functions.

To know the knowledge of the individual respondent about agricultural schemes a set of question were framed and answers were elicited. The sense of information implemented to gain knowledge responding the different Agricultural Schemes are as follows:

Organization: Paid more attention for spreading education in the rural area. The organization may be private or government but their sole objective is to recondition of useful and development activities to the rural mass. The organization involved and staff play important role in appraising people about agricultural programme in rural area is as follow.

Type of person/groups	f	%
WSHG	25	13
VAW	11	14
BAO	36	45
Gram Panchayat/Panchayat Samiti	18	28

With regard to the above source of information, most of the respondents came to know about different programme through BAO or Block extension agency whereas nearly 30% of the respondents knew it through Grampanchayat. However, it is interesting to note that though WSHG and VAW working in the rural areas but able to provide knowledge only to people = 13% & 14% respectively.

Radio: is the greatest mass media than any other to spread education and awareness among the illiterate people. Regarding Radio programme related to agriculture and agricultural schemes the frequency of having the respondent can be well known the below table.

Radio	f	%
Daily	42	52
Occasionally	14	18
Rarely	8	10
Never	16	20

From the above table it is revealed that 80% of the respondents keep interest in listening to radio with reference to agricultural and agricultural schemes programme out of which more than half of the respondents do listen to the radio daily. Similarly, the role of Television in disseminating knowledge is presented in table below.

Television	f	%
Daily	44	55
Occasionally	16	20
Rarely	12	15
Never	08	10

From the above table, it is revealed that nearly 55% of the respondents enjoy the programme daily. However, the frequent power cut off in rural areas enable to miss the specific programme telecasted.

Newspaper & Mobile Phone: Printed media are the best media to acquire knowledge and awareness but the village people especially the rural women hardly realize such value. Only 30% of the respondents read newspaper daily.

Film/Video Programme: Video programmes as well as projected film are quite essential for spreading knowledge among rural women. But this study revealed that half of respondents don't get such scope to enjoy film and video programme. Only 43% of respondents had seen such programme once or twice.

Social participation: Development cannot be achieved without social participation of the people for whom it is targeted. Programmes can be boost up and knowledge level of individual can be multiplied only when there is a participation of people to a greater extent. But the study revealed that

Social Participation	f	%
Frequently	8	10
Occasionally (Once in a month)	12	15
Rarely (Once in 6 months)	32	40
Never	28	35

40% of the respondent paid their visit rarely to Grampanchayat Panchayat Samiti whereas only 10% of the respondent visit frequently.

Regarding knowledge and awareness of rural women about different Agricultural programmes viz. **Soura Jananidhi Yojana (SJY)**, Mukhya Mantri Krishi Udyog Yojana (MMKUY), Doubling Farmers Income (DFI), result is presented in the following table.

Agriculture Schemes	Know		Don't Know	
	f	%	f	%
DFI	10	12	70	88
MMKUY	32	40	48	60
SJY	34	42	46	58

DFI is an important agriculture scheme targeting increase in economic activity for doubling farmer's income. This provides a lot of opportunity to unemployed youth and economically backward people also.

However, it is interesting to know that 88% of the respondents have no idea regarding the year of functioning of DFI in their village where as hardly a little percentage of respondents could correctly mention the exact year of functioning DFI.

MMKUY and SJY are the project, which provides self-employment and income to the unemployed individuals. Regarding the knowledge of such project, the study revealed that 40% of the respondents known the programme where as more than half of the respondent fail to give correct answer. The major cause may be either the lack of source of information on the other hand, lack of interest among individuals.

FOOD AND NUTRITION:

Food and nutrition are just like the 2 wheels of a chariot. If one of them fails defective then other cannot progress. I or good health, there is always requirement for quality and balanced food. But the analysis

of data reveals that 36% of the respondents know about the food and nutritional programme where nearly 80% of the respondents have no idea regarding the items included as well as the preparation of balance diet and food processing. It is interesting to note that 90% of the respondent couldn't answer correctly about the basic aim of this programme. They states that they have lack of interest among individuals and proper training must be imparted to overcome such problem.

HEALTH AND SANITATION:

Health and sanitation is an important aspect in individual's, life but this particular activity unknown to 60% of the respondent where more than half of the respondent well familiar with the prevention of various infectious diseases. Similarly, 56% of the respondents do know that children and pregnant mother are given vaccination for tetanus, Polio, B.C.G.. Measles, diphtheria and so on.

Similarly 65% and 75% of the respondents don't know about the maternal and postnatal care respectively. This is not a healthy sign although this is regularly broadcast and telecast by Radio and T.V.

MISCELLANEOUS ACTIVITY:

It is also observed that 80% of the respondents don't know whether the rural development programme able to achieve its desire target or not where as 35% of the respondent know that for any type of developmental work capacity and potentiality should taken into consideration. Again; it is interesting to note that 60% of the respondents have no idea whether the credit are available on time or not.

RELATION OF KNOWLEDGE AND AWARENESS WITH SOME SELECTED SOCIOECONOMIC VARIABLES:

Revealed that farm size, income, social participation, cosmopolites and scientific orientation significantly related with their knowledge and awareness with the correlation[®] vale 0.381, 0.288, 0.257 and 0.404 respectively whereas in case of variable like age and caste, family size had no significant relation with knowledge and awareness of the rural women.

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