

SCALE TO MEASURE ATTITUDE OF FARM WOMEN TOWARDS VALUE ADDITION IN VEGETABLE CROPS

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ABSTRACT

In Indian society, farm women have multi-dimensional role ranging from agricultural and allied activities to domestic activities. The preparation of value-added products is mostly confined to household/village or within the easy access of farm women. Because the majority of the raw materials are available in the village, it is ideal to start as a rural or village enterprise. As a result of this value addition, rural residents would have a lot of job opportunities. The under employed force in rural areas can be profitably utilized. In this context there is a greater scope to go for value added products or processed food products or ready to eat products which can take care of effective utilization of time by the women folk. A questionnaire-based simple random sampling survey was conducted on 120 farm women of Kheda districts of Gujarat state. The statistical measures, such as SPSS and Microsoft excel were used. nearly three-fifths (59.17 per cent) of the farm women had moderately favourable attitude towards value addition in vegetable crops.

Keywords: attitude, value addition, vegetable crops and farm women

INTRODUCTION

Attitude refers to the degree of positive or negative effects of an individual associated with some psychological object (Thurstone, 1946). India is the second-largest producer of vegetables in the world next to China and accounts about 15.00 per cent of the world production of vegetables. Value addition in agriculture principally offers a means to increase, rejuvenate and stabilize farm income (Ranolija *et al.*, 2022). In food processing sector participation of women is substantial particularly in upstream activities. Value addition of farm produce has made significant contribution to agriculture sector of India. The concept of value addition in agriculture, in the developing economies is widely becoming an acceptable strategy adopted by both government and non-governmental organizations towards improving the income generation of the rural communities. Usually, women's representation is significant in allied agriculture than in grain production and poor households require the considerable involvement of women in income-generating activities for become financially stable. Therefore, to enhance the income level and living standard of those farming families there is an instant need to provide their family members particularly women an occupation-based training like preservation of seasonal fruits and vegetables, which not only gives them an occupation but also develop entrepreneurial characteristics amongst them. Value addition to food has assumed vital

importance in the last one decade due to changes in socio-economic conditions, industrial growth and urbanization. It gives extra confidence to growers to stay in farming and increase agriculture production.

OBJECTIVES

- (1) To develop the scale to measure attitude of the farm women towards value addition in vegetable crops
- (2) To study the attitude of farm women towards value addition in vegetable crops

METHODOLOGY

Development of attitude scale to measure the degree of positive or negative feelings of the farm women towards value addition in vegetable crops, a scale was developed by adopting systematic methodology. Among the techniques available, researcher had selected. 'Scale product method' which combines the Thurstone's technique of equal appearing interval scale (1928) for selection of items and Likert's technique of summated rating (1932) for ascertaining the response on the scale as proposed by Eysenck and Crown (1949). Methodology was adopted as followed by Harikrishna *et al.* (2021).

Steps in development of attitude scale

Item collection

The item making up for perception scale are known as statement. According to Edwards (1957) statement may be defined as anything that is said about a psychological object. Initially, 41 items were prepared by using relevant literatures and experts opinions. On basis of the criteria suggested by Edward and Kilpatrick (1948) the ambiguity were eliminated by editing and finally 12 statements were selected as they were found to be non-ambiguous.

Judge's rating on attitudinal statements

To judge the degree of 'Strongly agree' to 'Strongly disagree' of each statement on the five-point equal appearing interval continuum, a panel of 50 judges was selected. The judges selected for the study comprised extension educationists from Anand Agricultural University and other universities. The judges were visited personally with a letter of instructions or mail for rating the statements in the desired manner.

Determination of scale and quartile values

The inter-quartile range ($Q = Q_3 - Q_1$) for each statement was also worked out. Only those statements were selected whose median values were greater than Q value. When a few statements had the same scale values, the statements having lowest Q Values were selected. Thurstone and Chave (1946) described another criterion in addition to Q as a basis for rejecting statement in scales constructed by the method of the equal appearing interval. Accordingly, when a few items had the same scale values, the item having lowest Q Values were selected. With this same manner, a scale

to measure the attitude of farm women towards value addition in vegetable crops was developed.

Reliability of scale

A scale is reliable if it consistently produces the same results when applied to the same sample. In the present study, split-half method of testing reliability was used. The 12 statements were divided into two halves with 6 odd numbered in one half and 6 even-numbered statements in the other. These were administered to 20 farm women. Each of the two sets of statements was treated as a separate scale and then these two sub-scales were correlated. The co-efficient of reliability was calculated by the Rulon's formula (Guilford, 1954), which came to be 0.84. Thus, the scale developed was found highly reliable.

Validity of scale

The validity of the scale was examined for content validity by determining how well the content of the scale represented the domain subject matter under study. Since as many items covering the area as possible were selected by discussion with experts, reviewing the literature and adherence to the judges' ratings, it was presumed that the instrument satisfied the content validity.

Scoring technique

Against each of 12 statements there were five columns, representing a five-point continuum of agreement or disagreement to the statements as followed by Likert (1932). The points on continuum were strongly agreed, agree and disagree with weight of 5, 4, 3, 2 and 1, respectively for positive statements and reverse scoring for negative statement to know level of the farm women towards value addition in vegetable crops. Score of each statement will be summed up.

Final statement for the attitude scale

Sr. No.	Statements	SA	A	UD	DA	SDA
1	I believe that value addition in vegetable crops is complicated process. (-)					
2	I think that value addition in vegetable crops is risky task. (-)					
3	Value addition in vegetable crops increases the employment opportunity in rural area. (+)					
4	I think that value addition in vegetable crops is more labour consuming. (-)					

Sr. No.	Statements	SA	A	UD	DA	SDA
5	I believe that value addition in vegetable crops means inviting the problems. (-)					
6	I think that value addition of vegetable crops gives higher income than commercial purpose. (+)					
7	I think that Value addition is wastage of vegetables. (-)					
8	I think that value addition in vegetable crops is promising enterprise. (+)					
9	Adoption of value addition is the best use of perishable vegetables. (+)					
10	I believe that value added products can be highly preferred by consumers. (+)					
11	I think that only educated farm women can adopt value addition efficiently. (-)					
12	Value addition is difficult as it requires more technical skill. (-)					

RESULTS AND DISCUSSION

Overall attitude of farmers towards value addition in vegetable crops is the degree of positive or negative feelings associated with farm women's behavior towards value addition in vegetable crops. The data regarding attitude of farm women towards value addition in vegetable crops are shown in Table 1.

Attitude of farm women towards value addition in vegetable crops

The data given in Table 1 illustrate that nearly three- fifths (59.17 per cent) of farm women had moderately favourable attitude towards value addition in vegetable crops while 25.00 per cent and 12.50 per cent of them had favourable and unfavourable attitude towards value addition in vegetable crops, respectively. There were 3.33 per cent of farm women who had strongly favourable attitude towards value addition in vegetable crops. None of the farm women was found in the category of strongly unfavourable attitude.

Table 1: Distribution of farm women according their attitude towards value addition in vegetable crops
(n = 120)

Sr. No	Category	Frequency	Per cent
1	Strongly unfavourable (Up to 12.00 score)	00	00.00
2	Unfavourable (12.01 to 24.00 score)	15	12.50
3	Moderate (24.01 to 36.00 score)	71	59.17
4	Favourable (36.01 to 48.00 score)	30	25.00
5	Strongly favourable (48.01 to 60.00 score)	04	03.33

Improved source of information that expand the access of information through various media might have made them more inclined towards value addition in vegetable crops. Moreover, increased demand for processed and value-added products on part of consumers as well as raising hygiene concepted them to favourable attitude categories. The finding is in line with the findings reported by Alam *et al.* (2018) and Patel (2016).

CONFLICT OF INTEREST

This is to declare that there is “No conflict of interest” among researcher.

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