

Impact of Media on Indigenous Post-harvest Technology in Haryana

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INTRODUCTION

The storage management which includes scientific as well indigenous storage of foodgrains, fruits and vegetables processing are capturing the attention of all concerned. Scientific methods of post-harvest technology have been developed very rapidly in the present era and contributed very significantly to solve the serious problem of post-harvest losses.

Verma (1989) reported that sun drying was found to be superior to protect grain from insect infestation.

Kavita (1991) evaluated maximum number of people use neem leaves with wheat to protect grains from infestation. All edible oils work as protectants for six months at 5 ml/kg but loss occurs in foodgrain in nine months due to insects (Singhal 1992).

Differential media exposures could be used to educate them about the relevance of post-harvest technology. In the recent era several researches have established the effectiveness of audio-visual media for imparting technical know-how to neoliterate/illiterate clientele.

In order to draw the maximum advantage of traditional wisdom media support has its significant role to educate clientele for achieving better results. Therefore, the present study was considered imperative to undertake with the specific objective.

To study the gain in knowledge through media exposure on farm women regarding post-harvest technology.

METHODOLOGY

The present study was conducted in Haryana State. Fatehabad Block and Bawani Khera Block of Hisar and Bhiwani districts, respectively were purposely selected for present investigation.

Four villages were selected viz., Milkpur and Sikandarpur from Bawani Khera and Gillenkhera and Karnauli from Fatehabad Block of Hisar district. Sikandarpur and Karnauli were taken as control group. In all 180 women respondents (60 from each experimental group and 30 from Control Group) owning 2.5 to 5.0 acres of land constituted the sample for present investigation.

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The experimental research design followed as pretest, post-test and control group design.

All four selected groups were given pre-test and each experimental group was given treatment (exposure to slide story.) Just after the treatment, all the groups were given post-test. Gain in knowledge and change in attitude were taken to assess the information input and were measured by close ended knowledge inventory prepared separately for two selected messages. The investigation was conducted through personal interview schedule which was designed specially for the study.

RESULTS AND DISCUSSION

Gain in knowledge of experimental group for post-harvest technology : wheat, rice pulse (indigenous)

The pre and post exposure mean scores and *t* values were computed for all the sub-components of post-harvest technology, wheat, rice and pulse (indigenous) which have been presented in Table 1. It is evident from Table that respondents succeeded in acquiring knowledge regarding post-harvest technology wheat, rice pulse indigenous was recorded for the components viz causes of spoilage, procedure of using indigenous methods, advantages, disadvantages and precautions. The overall knowledge showed sufficient increase in knowledge regarding post-harvest technology of wheat, rice and pulse (Indigenous) through slides.

Thus, it may be inferred that exposure to slides-cum-synchronized tape recorder had increased the knowledge of experimental group regarding all the subcomponents of post-harvest technology of wheat, rice and pulse (indigenous).

Gain in knowledge of experimental group for post harvest technology fruits and vegetables (Indigenous)

The pre and post exposure mean scores of post-harvest technology along with *t* values has been presented in Table 2. It is evident from the data in Table 2 that there is significant difference between pre and post exposure knowledge of respondents for post-harvest technology fruits and vegetables (indigenous). Sufficient gain in knowledge regarding indigenous method of post-harvest technology of fruits and vegetables were recorded for overall knowledge as well as all sub-components viz. indigenous methods, importance, tips for preserving vegetables, fruits, vegetables/fruit grown, procedure, ingredients used, advantages, disadvantages and precautions.

Thus, it may be concluded that media exposure had increased the knowledge of respondents regarding all sub-components of post-harvest technology fruits and vegetables (indigenous).

Impact of media exposure on Post-harvest technology of foodgrains, fruits and vegetables (indigenous)

For determining the actual impact of media, indices were prepared and

Table 1 : Gain in knowledge of experimental group for post-harvest Technology- Wheat, Rice and Pulse (Indigenous)

	Wheat			Rice			Pulse		
	Indigenous			Indigenous			Indigenous		
	Pre-Exp.	Post-Exp.	't' value	Pre-Exp.	Post-Exp.	't' value	Pre-Exp.	Post-Exp.	't' value
Importance	2.71	3.68	6.91**	2.23	3.80	13.69**	2.56	3.96	8.30**
Different Post harvest technology Operations	3.10	4.35	6.26**	2.81	4.50	7.68**	2.53	4.38	11.40**
Indigenous methods	5.48	7.43	7.03**	4.31	6.76	11.05**	3.23	5.03	12.07
Procedure of using Indigenous Methods	2.46	4.01	11.53**	0.71	1.61	7.00**	0.43	0.91	4.70**
Advantages of Indigenous Methods	1.48	2.21	4.56**	1.68	2.60	5.88**	1.75	2.75	8.91**
Disadvantages of Indigenous Methods	1.56	2.46	6.50**	1.16	2.23	8.71**	1.31	2.40	7.23**
Precautions of Indigenous Methods	4.05	6.41	11.01**	1.50	2.31	5.18**	3.48	5.26	12.72**

** Significant at 1 per cent level of significant

Table 2 : Gain in knowledge of experimental group for post-harvest Technology - Fruits & Vegetables(Indigenous)

	Vegetables			Fruits		
	Indigenous			Indigenous		
	Pre-Exp.	Post-Exp.	't' value	Pre-Exp.	Post-Exp.	't' value
Indigenous methods	3.16	4.61	9.99**	3.23	4.50	8.89**
Importance	2.40	3.33	7.30**	2.33	3.31	8.08**
Tips for preserving vegetables/fruits	1.28	2.43	10.44**	1.43	2.36	8.12**
Vegetables/Fruits grown	3.41	4.66	6.28**	3.75	4.83	11.12**
Procedure	11.28	15.91	11.10**	4.10	6.11	7.91**
Ingredients used	8.18	10.48	5.53	1.90	3.01	9.00**
Advantages	1.26	2.16	8.91**	1.15	2.16	10.37**
Disadvantages	1.60	2.38	6.42**	1.01	2.13	15.69**
Precautions	2.80	4.76	11.00**	5.83	7.43	7.01

** Significant at 1 per cent level of significance

Table 3 : Impact of slides exposure on post-harvest technology

Sr. No.	Components	Impact Indices (Attitude/Knowledge) (Indigenous) per cent
1.	Wheat	42.77
2.	Rice	42.77
3.	Pulse	47.96
4.	Vegetable	36.48
5.	Fruits	34.44

obtained results have been presented in Table 3. The impact percentages of the respondents have been divided into three categories viz. below 33 low impact, 33-66 moderate impact, 66 and above high impact. The impact assessment of slide exposure regarding post-harvest technology wheat, rice, pulse, fruits and vegetables (Indigenous) on rural women was found to be of moderate level which raises before 34 to 47 per cent. This speaks of the fact that farm women succeeded in acquiring knowledge and change their attitude to the extent of moderate level.

IMPLICATIONS

1. It is quite encouraging to record that majority of the respondents were illiterate yet succeeded in gaining sufficient level of knowledge and change in attitude after the exposure and, if tried, the impact on the other set of literate audience could have

been more. This highlights the importance of synchronized tape-cum-slide projector. This could be tried on other messages for the transfer of technology in home development programmes.

2. Colloquial language should be used so that the loss of information is minimized.
3. Message should be repeated in brief through simple discussion or question-answer session so as to ensure that audience have understood what was exposed through the projected material.
4. Along with multiple exposure, it is suggested that there should be a short interval between the exposures where the respondents can be given a chance to develop their reasoning and clarify their doubts.

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