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Impact of Training Programme on Farm Women Involved in Food Enterprise in Hassan District of Karnataka

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ABSTRACT

Agriculture and Food processing sector is the backbone of India's economy in terms of income, employment generation and ensuring food and nutritional security. The strength of Indian food industry lies in the availability of raw materials, flexibility of product mix, consumer awareness for safe and nutritious foods and well trained technical power. With economic liberalization, there are opportunities as well as challenges ahead, for this growing sector. Indian food industry can step forward through entrepreneurship, innovative approaches on technological and marketing aspects. In the process of entrepreneurship women face various problems associated with entrepreneurship and these problems get doubled because of her dual role as a wage earner and a home maker. Multiple roles of women entrepreneurs, Knowledge are operationally defined as the body of understood information about recommended nutrition practices by the respondents. Formulated 20 statements related to basic health and nutrition concepts. After the nutrition education programme for one month, the post test on health and nutrition knowledge and practices was conducted to the women (n=60) in sample group by using the same questionnaire developed to assess the health and nutrition knowledge and practices. Overall knowledge level of the farm women respondents about the nutritional aspects depicted in the more than half of the respondents (53.33 per cent) were having low knowledge on nutritional aspects. Nearly one third of the respondents had medium knowledge on nutritional practices. More than ten per cent (16.67 per cent) of the farm women respondents had high knowledge on nutritional practices after training programme more than half of the respondents (farm women) had medium knowledge followed by one fifth of the farm women (23 per cent) had low and high (21.67 per cent) knowledge on nutritional practices

Key words: *Entrepreneurship, Nutritional practices, Economic liberalization*

INTRODUCTION

A nation's development depends on the health and well-being of the people who live in the country. Among the people, good health of woman is very important as women are not only the carriers of coming generation, but civilization and sustainable development rest on them[4].

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They are the best upholders of environment, ecological and social balances and because of these factors it is of great importance that women should get adequate care and attention in the matter of health, nutrition, education or matters related to their social and economic development.

Good nutrition is the cornerstone for survival, health and development for current and succeeding generation[6]. Good nutrition or nutritional status is the outcome of many complex and interrelated determinants such as access to adequate, safe, affordable and nutritious food, care and health services.

Agriculture and Food processing sector is the backbone of India's economy in terms of income, employment generation and ensuring food and nutritional security. The strength of Indian food industry lies in the availability of raw materials, flexibility of product mix, consumer awareness for safe and nutritious foods and well trained technical power. With economic liberalization, there are opportunities as well as challenges ahead, for this growing sector. Indian food industry can step forward through entrepreneurship, innovative approaches on technological and marketing aspects.

In the process of entrepreneurship women face various problems associated with entrepreneurship and these problems get doubled because of her dual role as a wage earner and a home maker. Multiple roles of women entrepreneurs, lack of experience in planning, lack of training in enterprise, followed by inadequate working capital, lack of adequate infrastructure, either no and less access to skilled laborers, lack of advertising and branding of the products, competition from branded products and lack of skills in sales promotion are the major planning, production and marketing problems faced by women entrepreneurs[3]. Women entrepreneurs are no different from men in terms of their personality, cognition, achievement, motivation, dependency and other related attitudes. The gap in women's participation to world's income is due to various social and personal constraints.

Hence an attempt was made to analyze the extent of involvement of Farm women's, their knowledge and perception of Health and Nutrition in Hassan district. A Study in Hassan District of Karnataka" was undertaken with the following objectives: To study the impact of Farm women Entrepreneurs for food processing.

MATERIAL AND METHODS

Imparting Nutrition Education

Knowledge is operationally defined as the body of understood information about recommended nutrition practices by the respondents. Formulated 20 statements related to basic health and nutrition concepts in assessing the knowledge of Farm women Entrepreneurwhich was pre-tested and standardized. Positive and negative statements that deal with either yes or no.

Assessing the Impact of Nutrition Education

After the nutrition education programme for one month, the post test on health and nutrition knowledge and practices was conducted to the women (n=60) in sample group by using the same questionnaire developed to assess the health and nutrition knowledge and practices.

Nutrition knowledge of farm women entrepreneur

Formulated 20 statements related to basic nutrition and health concepts in assessing the knowledge of rural women through schedule by interview method before the training programme.

Experts made test was developed to measure the knowledge of the workers about the selected nutrition and health practices. Knowledge of the respondents regarding recommended nutrition practices was measured by using 20 simple questions eliciting information on knowledge of nutrition practices. Each practice was given a score of 'zero' and 'one' for no knowledge and complete knowledge respectively. The total possible score was 30. An individual's knowledge index was calculated by the following formula.

Thus, after computing the knowledge scores, the respondents were grouped into high, medium and low categories by taking the mean and standard deviation as a measure of check.

Thus, after computing the knowledge scores, the respondents were grouped into high, medium and low categories by taking the mean and standard deviation as a measure of check.

$$\text{Knowledge index} = \frac{\text{Score obtained}}{\text{Maximum obtained score}} \times 100$$

Category	Score
Low	Less than (Mean - SD)
Medium	Between (Mean ± SD)
High	More than (Mean + SD)

The percentage increase in knowledge was calculated on the basis of difference between knowledge after nutrition and health and knowledge before nutrition health.

The percentage increase in knowledge was calculated as follows

$$\% \text{ of increase} = \frac{\text{Knowledge after education} - \text{knowledge before education}}{\text{Total number of respondents}} \times 100$$

Training on value added products to farm women entrepreneur

The training programmes were conducted on processing and value addition of finger millet, processing of tomato based products, utilization of baby corn/maize in the diet, cultivation and utilization of mushroom and fruits and vegetable processing. All together 200 SHG members were trained of which 50 women were willing to take up entrepreneurship activities in processing of finger millet value added products. Secondly intensive training on value added product trails both on and off the campus was conducted to select the suitable products having commercial potential income generation activities and facilitate enterprise building by the rural women. Training programs were conducted in the villages and agro –processing unit was set up in common facility center at the villages and were provided with the basic equipment's like milling unit, weighing balance, standard cups and spoons, sealing machine, handy gas, dryer, scientific severs and utensils.

RESULTS AND DISCUSSION

Knowledge of the respondents about nutrition practices depicted in Table 1. The existence of knowledge on nutritional aspects of food items and related practices are very important concern for women in the family. From the Table 18, it is very much clear that there is significant impact of training on the knowledge level of farm women. More than ninety per cent of the farm women respondents' knowledge was enhanced after attending training programme. More than half of the farm women respondents agreed that cooking rice without discharge of 'Ganjee' is good for health. The knowledge on balanced food was came to known for 90 per cent of farm women respondents. Farm women also came to knew about night blindness cannot be cured after attending training programme. Nearly 95 per cent of the farm women respondents confirmed that boiled water is safe for drinking. Overall knowledge of the farm women respondents was significantly differentiated before and after training

programme. Nutritional training programme organized for farm women enhances their cognitive levels which in turn have direct influence on the health status of the family members in general.

Table 1: Knowledge of the respondents about nutrition practices

(n= 60)

Statements	Before		After		Percentage of Enhancement
	No.	%	No.	%	
Nutrition					
Health is related to the food we eat	15	25.00	52	86.67	61.67
Rice is more nutrition and good for health	39	65.00	56	93.33	28.33
Many ill effects of health are due to ill balanced diet	23	38.33	55	91.67	53.33
Older children do not need to drink milk daily	29	48.33	49	81.67	33.33
Eating papaya during pregnancy lead to abortions	52	86.67	59	98.33	11.67
Cooking rice without straining/discarding Ganjee is good	17	28.33	43	71.67	43.33
Vegetables should be washed before cutting	48	80.00	58	96.67	16.67
Frequent consumption of GLVs is good for health	49	81.67	59	98.33	16.67
New born baby cannot digest milk therefore it is better to give sugar water	21	35.00	58	96.67	61.67
Mothers Consuming more food during pregnancy will have difficult delivery	31	51.67	55	91.67	40.00
Night blindness cannot be cured	16	26.67	57	95.00	68.33
Immunization protects against polio	46	76.67	58	96.67	20.00
Cleanliness prevent many diseases	25	41.67	52	86.67	45.00
Are you aware of balanced food	31	51.67	54	90.00	38.33
Are you aware of vitamins and minerals	21	35.00	58	96.67	61.67
Do you think having kitchen garden provides fresh fruits and vegetables	29	48.33	59	98.33	50.00
Boiled water is safe for drinking	33	55.00	57	95.00	40.00
People may get contamination through food and water	27	45.00	54	90.00	45.00
Washing hands before consuming food is hygienic	29	48.33	56	93.33	45.00
Do you think attending nutrition education activities is beneficial	29	48.33	59	98.33	50.00

@ Multiple responses

Table 2: Overall knowledge level of the respondent about the nutritional practices

(n=60)

Categories	Before		After		X^2 value
	No.	%	No.	%	
Low (Mean-SD)	13	53.33	32	21.667	41.87**
Medium (Mean±SD)	18	30.00	33	55.000	
High (Mean+SD)	10	16.67	14	23.333	

Mean before- (14.48 ± 5.73)

Mean after- (18.37 ± 3.05)

Overall knowledge level of the farm women respondents about the nutritional aspects depicted in Table 2. From the table, it can be seen that more than half of the respondents (53.33 per cent) were having low knowledge on nutritional aspects. Nearly one third of the respondents had medium knowledge on nutritional practices. More than ten per cent (16.67 per cent) of the farm women respondents had high knowledge on nutritional practices after training programme was seen from the table. More than half of the

respondents (farm women) had medium knowledge followed by one fifth of the farm women (23 per cent) had low and high (21.67 per cent) knowledge on nutritional practices. The findings are in line with the findings of Maruthesh[5], and Chandrakala[1].

Table 3: Training programmes conducted to women entrepreneurs

(n=120)

Training programmes	**Number**	**Per cent**
Processing of finger millet for value addition	28	23.33
Processing of tomato based products	27	22.50
Value addition in maize	30	25.00
Cultivation and value addition in mushroom	35	29.17

Table 3 shows training programmers conducted on different entrepreneurial activities. Nearly one third of the women entrepreneurs were attended training programme on cultivation and value addition in mushroom followed by training on value added products in the local markets/cities, women entrepreneurs wishes to capitalise this. Therefore, majority of women entrepreneurs attended this training programme. One fourth of the women entrepreneurs also participated in value addition in maize training programme since, maize is also one of the important commercial crop grown in the study. Women entrepreneurs shown interest towards these training programmes. Nearly one fourth of the women entrepreneurs (23.33 percent) attended training programme on processing of finger millet (Ragi), since Ragi is grown in the study area. These is also added products like malt, hurihittu, papad etc. Another grown area of training is processing of tomato based value added products. Nearly (22.50 percent) were participated in tomato value added products training programme. Since raw material (tomato) is locally available at cheaper cost the women entrepreneurs interested in value added products entrepreneursual activities.

Table 4: Impact of training programme on awareness and empowerment of Farm women Entrepreneur

(n=60)

Awareness about finger millet products	**Before**		**After**		**X^2 test**
	No.	**Per cent**	**No.**	**Per cent**	
Processing	21	35.00	49	81.67	**8.268****
Quality control practices	7	11.67	51	85.00	
Packaging, branding& labeling	9	15.00	55	91.67	
Marketing	11	18.33	42	70.00	
Empowerment					
Labour employment	9	15.00	33	55.00	**7.582****
Financial independence	3	5.00	36	60.00	
Improvement in self confidence	12	20.00	45	75.00	
Realizing importance of education	11	18.33	30	50.00	
Overall personality development	12	20.00	49	81.67	

Impact of training programme on awareness and empowerment of rural women is depicted in Table 4. It was evident from the table that there is significant difference in the awareness level of women entrepreneurs about finger millets products entrepreneurial activities before and after training programme with respect to women empowerment also, there

found to be significant different between n before and after training programme. Entrepreneurial activities like processing, quality control practices, packaging, branding, labeling and marketing awareness among women entrepreneurs was increased after attending training programme. With respect to women empowerment namely labour employment, financial independence, improvement in self-confidence, realizing importance of education and overall personality development were found significant difference before and after training programme.

CONCLUSION

The study provided information on existing status of awareness and adoption of nutritional aspects in food processing entrepreneurial activities by farm women entrepreneurs. Awareness and technical knowledge on health and nutritional aspects of the farm women entrepreneurs helps in developing successful entrepreneurship. From the study, The skill training of farm women entrepreneurs by the state and central government entrepreneurial institutes and loan availed through SHGs inspires them to take up value added entrepreneurial activities. Overall knowledge of the farm women respondents was significantly differentiated before and after training programme. Nutritional training programme organized for farm women enhances their cognitive levels which in turn have direct influence on the health status of the family members in general.

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