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RESEARCH ARTICLE

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## RELATIONSHIP BETWEEN PROFILE AND 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. India is the second-largest producer of vegetables in the world next only to China and accounts for about 15 per cent of the world production of vegetables. At present, less than 2 per cent of fruits and vegetables are processed, even as our country ranks second in the world in terms of production. The preparation of value-added products is mostly confined to household/village or with in the easy access of farm women. Because most 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- fifth (59.17 per cent) of the farm women had moderately favourable attitude towards value addition in vegetable crops. Variables like education (0.499\*\*), scientific orientation (0.446\*\*), economic motivation (0.283\*\*) and risk orientation (0.450\*\*) of the farm women had positive and highly significant correlation with their attitude towards value addition in vegetable crops.

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## INTRODUCTION

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. India ranks first in the world in terms of production of ginger, okra and second-largest producer of potatoes, green peas, tomatoes, cabbage and cauliflower. At present less than 2.00 per cent of fruits and vegetables are processed, even as our country ranks second in the world in terms of production. This approximately very low when compared to other countries like, Malaysia (82.00 per cent), USA (70.00 per cent) and Brazil (30.00 per cent). The processed form of vegetables may be harmonizing increase of total consumption as well as enabling regular intake throughout the year in place of fresh vegetable. Also, through processing and value addition we can minimize the wastage of vegetables. There is vast opportunity unexplored underlying in the vegetable processing in the country viz., primary processing (Cleaning, grading, sorting, Cutting), secondary processing (Pulp, flakes, paste, frozen, diced, canned) and Tertiary processing (Jams, jellies, chips, ready to serve drinks, Indian ethnic products). Primary processing still accounts for 80.00 per cent of the value added in Indian vegetable processing.

The multiple roles played and the productive inputs made by women in terms of working hours contributed in the family are neither attended nor recorded. The preparation of value-added products is mostly confined to house hold/village or with in the easy access of farm women. Because most 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. At family level women are the main decision maker with respect to food preparation hence the study was planned to conduct on farm women. Although some efforts were made to promote value added products and food processing.

### Objective

1. To ascertain the relationship between profile of farm women and their attitude towards value addition in vegetable crops.

## METHODOLOGY

The present study was carried out in Kheda district of Gujarat state. Out of ten talukas of Kheda district, four talukas were purposively selected based on highest vegetable cultivation. From each selected talukas, three villages were selected randomly. Thus, total four talukas were selected from kheda district. Three villages from each selected taluka were randomly selected for the study. Thus, twelve villages were selected from the four selected talukas for the study. From each village ten farm women were randomly selected as respondents for the study. Thus, total 120 respondents were selected for the study. Ex-post-Facto research design was used in the present study (Kerlinger, 1976). The data were collected through pre-tested Gujarati interview schedule and investigator contacted all the data personally. The data were gathered, processed and analyzed to draw the meaningful conclusion. The statistical tools used for the analysis of the data were percentage, mean, standard deviation, correlation coefficient.

## RESULT AND DISCUSSION

The data presented in the Table 1 indicates that out of sixteen independent variables, the variables viz. education, scientific orientation, economic motivation and risk orientation of the farm women had positive and highly significant correlation with their attitude towards value addition in vegetable crops.

### Relationship between profile of farm women and their attitude towards value addition in vegetable crops

**Table 1. Relationship between profile of farm women and their attitude towards value addition in vegetable crops**

Sr. No.	Name of variables	Correlation coefficients ('r' value)
	Personal characters	
1	Age	-0.217*
2	Education	0.499**
3	Farming experience	-0.185*
	Economic characters	
4	Size of land holding	0.167 NS
5	Annual income	0.125 NS
	Social characters	
6	Size of family	-0.099 NS
7	Social participation	0.184*
	Psychological characters	
8	Scientific orientation	0.446**
9	Economic motivation	0.283**
10	Risk orientation	0.450**
11	Market orientation	0.224*
12	Knowledge about value addition in vegetable crops	0.223*
13	Decision making ability	0.188*
	Communicational characters	
14	Farm mass media exposure	0.219*
15	Extension participation	0.228*
16	Training received	0.180*

\*\*\*\*\*

Social participation, market orientation, knowledge, decision making ability, farm mass media exposure, extension participation and training received had positive and significant correlation with their attitude towards value addition in vegetable crops. Whereas, variables like age and farming experience of the farm women had negative and significant correlation with their attitude towards value addition in vegetable crops. Moreover, the variables like land holding, annual income and size of family had non-significant relationship with attitude of farm women towards value addition in vegetable crops. The finding was in conformity with the research findings reported by Kowsalya (2016).

## CONCLUSION

Attitude towards value addition in vegetable crops of farm women reveals key demographic trends. The study investigated the correlation between various independent variables and the attitude of farm women towards value addition in vegetable crops. Positive and highly significant associations were found between education, scientific orientation, economic motivation and risk orientation. Additionally, Social participation, market orientation, knowledge, decision making ability, farm mass media exposure, extension participation and training received showed positive and significant relationships with attitude towards value addition in vegetable crops. Whereas, variables like age and farming experience of the farm women had negative and significant correlation with their attitude towards value addition in vegetable crops. Moreover, the variables like land holding, annual income and size of family had non-significant relationship with attitude of farm women towards value addition in vegetable crops.

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