CHAPTER 1

INTRODUCTION
In the modern World, the role of woman goes much beyond the home and bringing up children. She has to play her role as an individual, a citizen and as a member of the society. As the saying goes, "When you teach a man, you teach an individual, but when you teach a woman you teach a family". A woman has to read, write and understand in order to keep pace with developments around her. She cannot live in isolation.

Women are the starting point for all the social development ventures. Since they play the key role in shaping our young generations without the participation of women folk on national activities, such as social, economic, or political, the country's progress will be hampered. Therefore they need to be educated and thus a process of social change need to start, which brings about change in values, attitudes, habits, customs and practices. This is particularly so among rural women who are deeply embedded in superstitions.

Women's education in general and home science education in particular would go a long way in achieving these objectives. Homescience as a subject has been introduced in schools and colleges to impart training on matters of scientific home making.

The home and the family are the yardsticks of measuring the progress of any nation. It is the home that caters to the physical, spiritual and emotional needs of its members. It
provides a suitable environment for children to grow up, and for adults to lead a useful life. By building the character of its members and ensuring their happiness, the home influences the individual and the community in better living. Citizenship, respect for others, contentment, health, character and efficiency in work are all obtained through sound home-living. Since life in the home affects the very foundation of an individual's future, education for home-living i.e. home science, should be made available to all people - men and women, at all stages of life.

Home-Science is an education for home and community for better living. Its goals are abundant happiness, health and fulfilment of the aspirations of the family. Home science deals with the daily activities in the home such as food, clothing, shelter, finance, health, child-care, home-beautification and family relationships, and also community services.

The study of this subject enables women to establish sound homes, bringing up children in an atmosphere congenial to their growth and development. However, the home does not mean only the four walls of the house. It extends into the community and the nation. Inspiring the home-makers and to create a desire in them to serve the nation and to promote international goodwill and understanding is yet another function of this discipline.

The target set by the Nation for attaining agricultural production in the various plans may be reached and even exceeded,
but how far this increased agricultural production is properly utilised for improving the health of the people and for removing their poverty depends on how effectively they are educated in the science of nutrition. Poverty and ignorance are the twin factors responsible for making life miserable because of avoidable sickness. Home Science, by spreading the knowledge of better nutrition, housing, hygiene, environmental sanitation, home nursing mother-craft, infant-care and health habits, contributes towards making the nation healthy and strong.

Clothing is an important item of expenditure in the home. A considerable portion of the family budget is spent on the purchase of fabrics and the making of garments. Due to improper selection, poor care and storage, fabrics do not last as long as they should. The cloth gets thread bare before long, colours fade, and fabrics shrink. Many times, money which should have been spent on education, health and recreation is spent on unnecessary items of clothing and jewellery. Home science imparts the essential knowledge about clothing, and thus avoids all waste.

The appreciation of music, art and beauty in the home lifts the soul above the humdrum of everyday life. Through expressions of art, a better social relationship is developed. No individual ever lives alone. He or she has to live with other people; this is specially true in India, where the joint family system still exists in many areas. Family relationships are at the core of
all human problems. People must learn to respect and live happily with each other. Home Science helps towards achieving sound family, social and human relationships and teaches the appreciation of art and music. The contribution of home science to intangible human values can not be measured by an external yard-stick. Its influence is inestimable in developing citizenship and qualities essential for democratic living. Thus the status of the homes and families reflect the progress of the country. In this context the contribution of women as well as mothers, citizens, consumers, leaders and scholars determines the strength and priority of the nation. In order to fulfil their multifarious roles, women need education, based on all that is best in the Indian culture, Science and technology.

Keeping in view the crucial needs, the present study entitled "A study of differential profiles of urban and rural housewives in relation to decision making and acceptance of homescience innovations in Cuttack district of Orissa." was undertaken with an overall objective to understand the rationality in decision making of the housewives for six-varying innovations, and their acceptance and adoption. The specific objectives of the study were:

1. To study the differential profile of rural and urban housewives with respect to social, psychological and communication behaviour.

2. To study the differential decision making patterns and acceptance of certain selected Home-science innovations among rural and urban housewives.
3. To study the development perception of rural and urban housewives.

4. To study the constraints in adoption of certain selected Home science innovations in relation to urban and rural housewives.

5. To formulate a suitable homescience extension strategy based on the findings of investigation.

Limitations of the Study:

The present investigation has obvious limitations as regards time, study area, sample and other research facilities, usually faced by a single student investigator handling the research. However, considerable care and thought have been exercised in making variables as objective and systematic as possible by constructing several measuring instruments like scales and indices, suiting the requirement of the study.

It may also be recognised that the investigation was conducted in a limited geographic area of two development blocks. Under a particular environmental situation, obviously, the findings emanating from the study would be readily applicable on areas which offer similar conditions while the general conclusion arrived at, may be of value in other spheres, subject to local variability.
Future line of work:

The present investigation entitled "A study of differential profiles of urban and rural housewives in relation to decision-making and adoption of homescience innovations in Cuttack district of Orissa" has within its scope studies the rationality in decision making, social, psychological and personal profiles, media orientation and adoption behaviour of urban and rural housewives.

However, this study could be followed with further investigation relating to work and time analysis of urban and rural housewives. Another potent area of study would be the patterns of homescience extension education among tribals, Harijans and economically weaker sections of housewives and their responses. Further studies on dowry, personal and family maladjustment, status and role of women, and problems of working women both in rural and urban areas could be taken up. One more important area relating to special problems of women such as social and legal awareness, value orientation, belief structure, religion orientation, etc. could be taken up.

Although constraints analysis forms a part of this study, this work could be taken up in-depth by future workers.