CHAPTER 6

SUMMARY AND RECOMMENDATIONS
Women's education in general and Home-Science education in particular has assumed great proportions in India in the post-independent period. Massive technological break through both at farm and home has necessiated for re-orientation of our education meant for rural people. Home-Science education is of recent origin in the State of Orissa and has assumed special importance in the wake of a developing rural community. Innovations in the areas of Family Planning, Food and Nutrition, Craft, Rural leadership, Health and Childcare and Women's participation in Welfare activities would go a long way in modernising Villages of Orissa. It is observed that there is a differential pattern of acceptance and adoption of these innovations. It is in fitness of things that the acceptance and the reactions of women be stabilised in order that the above programmes become more meaningful. Hence, the present study has been designed to bring out the difference, if any, in the Social, psychological and personal profile of the rural and urban housewives. Provision has also been made in this study to find out the pattern of decision-making among the two groups with reference to various innovations given through the mass-media. With the above broad purposes in view, investigations were taken up with the following specific objectives.

i: To study the differential profile of rural and urban housewives with respect to Social, psychological and Communication variables.

ii: To study the differential decision-making behaviour and acceptance of certain selected home-science innovations by rural and urban housewives.
iii: To study the development perception of rural and urban housewives.

iv: To study the constraints in adoption of home-science innovation by both the groups.

v: To formulate a suitable Home-Science extension strategy based on findings of the investigation.

Based on an extensive review of literature, discussions with experts, and on the basis of a pilot study conducted in the area of investigation, some important variables were selected and a conceptual framework of the study was developed. The variables were classified into four groups such as techno-economic, socio-psychological, stimulus and communication variables.

The research design was formulated on the basis of post-facto-approach with a matching of two group-design. Parameters like Social, psychological, Personal and Communication behaviour of the two groups were taken into consideration. Home-Science innovations such as health and nutrition, family-planning, food preservation, kitchen gardening, preservation and preparation of clothings etc., were taken, to study their acceptance and adoption.

The field investigation was carried out in eight villages located in two different Community Development Blocks of Cuttack district in Orissa State. A multi-stage random sampling procedure was used to select the sample. After selection of villages twentyfive respondents from out of the housewives in each village were randomly selected by using the random number table of
Fischer and Yeats, thus making the total number of respondents to two hundred that is, hundred from urban areas and hundred from the rural areas. Apart from the housewives, twenty-five home scientists, and twenty-five home science extension workers were also selected for getting their response towards the objectives set forth for the study. The data were collected by interviewing the respondents through two sets of structured schedules; one for the housewives of both the different communities and the other for both scientists and extension workers. Standard sampling procedures were adopted to select respondents.

In the methodology chapter empirical measures were developed to quantify all the variables included in the conceptual framework, standard techniques for measurement already developed by research workers were adopted for analysis. Personal interview technique for collecting data was followed.

Statistical techniques like averages, percentage analysis, rank order and correlation analysis were used for tabulation of data. For quantification of the variables like, educational level of housewives and participation, the scoring system as used by Trivedi (1963) was followed. Trivedi’s (1963) Scale was used to measure some of independent variables, viz, education, type of family, Socio-economic status and size of land holding.

**MAJOR FINDINGS**:

The study of differential profiles of rural and urban housewives in relation to their development perception, media Orientation, family type, annual income, level of education and exposure to media was made. Besides, the motivational factors
Urban housewives in general were found to have higher development perception, higher media orientation, nuclear family system, and also possess higher level of education than their rural counterparts. The rate of Social change in urban areas was observed to be higher than that of the rural areas. The present study arrived at the conclusion that the urban housewives were more prone to change than that of their rural counterparts.

Social prestige was considered to be the biggest motivational factor and; 'parents and family members' as the biggest motivating agency for both urban and rural housewives. An attempt was also made to focus the comparative social awareness and awareness about the home science innovations between both the groups of housewives. The urban housewives were highly aware about the women's status in the society, while as the rural housewives were more conscious about untouchability. There was a differential perception about the social responsibilities by both the groups. The urban housewives possessed higher positive profile because of their level of education and exposure to media. A decreasing trend in traditionalism of the rural housewives was observed because of better communication facilities.

2. The rationality level of urban housewives was found to be significantly higher than that of the housewives of rural areas,
so far as, majority of the decisions relating to homescience innovations were concerned.

Through the study, it was revealed that decision-making among urban women was quicker because of their nuclear family structure. However, it was also observed that decision-making in case of rural housewives was delayed because of their joint family system. The rationality in decision-making was found to be higher in case of urban housewives than that of their rural counterparts. This was largely because of the higher level of education, exposure to mass media, cosmopolitan values and risk orientation.

The present study took into consideration the role of decision-making and the factors which retard and promote it. The most important among the inhibitors of change as found from the study were caste and class barriers. Our attention should be focussed on changing the values and outlook of both urban and rural women towards caste system. Education plays an important role in decision-making in case of both urban and rural housewives. Adoption of various home science innovations are dependent on sound decision-making. There were also a number of other factors inhibiting decision-making among urban and rural housewives.

3. House-wives as well as home scientists and home science extension agents perceived the following constraints with regard to the acceptance of home science innovations.
The housewives of both urban and rural areas generally experienced attributes such as economic viability, profitability, physical and cultural incompatibility, in-built technological constraints and trailability of innovations for either adoption or rejection of innovations. Besides, constraints, pertaining to service and supply, credit, information transfer, organisational and institutional constraints, have been dealt with to know their role in limiting acceptance and adoption of home science innovations.

High initial cost of innovations and low durability have been identified as factors for non acceptability, whereas low mobility and outside contact on the part of housewives were considered to be the biggest cultural factor responsible for non-acceptance and non-adoption of home science innovations.

The constraints with regard to information transfer as perceived by respondents were, low intensity of extension contact, absence of demonstrations and training programmes of improved techniques at micro level, and less effective mass media.

The organisational constraints brought out by the respondents were low efficiency of the District home science organisation, lack of linkage between public Health Centre and Block Development Organisation. Untrained and unsuitable lady village level workers and Lady Social Extension Officers were other factors responsible for slow expansion of home science educational programmes. Among
other organisational constraints, low inter and intra organisational Co-ordinations, weak technical linkage, no direct supervision of lady home science extension officers and no linkage with private and philanthropic organisations and missionaries were important.

RECOMMENDATIONS OF THE STUDY:

A system of education appropriate for women have to be devised in order to bring them to the folds of scientific living. The major part of this task falls on the housewives who need to know better techniques of home management such as Scientific childcare, nutritional management, better up-keep and preparation of clothing, home-scale gardening, interior-decoration, book keeping and accounting and family welfare practices.

1. RESEARCH IN HOME SCIENCE INNOVATIONS:

There is an immediate necessity for research in the area of family welfare technologies which are easier, appropriate and less expensive should be evolved and then only, it will be acceptable to the housewives. Similarly researches in the areas of nutrition such as preserving nutritive value of food, home scale preservation of fruits and vegetables, smokeless choolah, time saving kitchen appliances and conserving the domestic waste
products and turning them to useful things are the urgent necessity of research. Research to evolve low cost technologies should be done.

2. **HOME SCIENCE EDUCATION AND TRAINING**:

All the lady workers need to be trained in home science programmes, so that, there is co-ordination and co-operation between workers at the village level. From time to time the workers should be exposed to the latest technologies and practices relating to home science, by way of induction and inservice training. The present home economics training Centres should be well equipped with qualified teachers to train block level and district level functionaries of home science extension agency. There should be a co-ordination training programme developed for all categories of personnel engaged in home science extension programme.

3. **ADMINISTRATIVE AND ORGANISATIONAL SETUP**:

The administrative and organisational set up presently working in the State should be restructured and rejuvenated for the purpose of better co-ordination and efficiency. The present Training and visit system (T&V) of extension education conducted by the Agriculture Department should be linked with the home science extension programme at the village, Block and district levels.
4. COMMUNICATION STRATEGY FOR TRANSFER OF HOME SCIENCE TECHNOLOGY:

Some of the following microlevel activities in the village could be taken up for better transfer of home science technology.

i) Identification of lady contact agency at the village level.

ii) Development of small groups around each contact agency.

iii) A lady village level worker be attached to a few villages.

iv) Provision of visual and audio-visual kits for each Lady village level worker.

v) Linking of lady contact agencies with village level and block level functionaries at one hand and with the mass media on the other.

vi) Lady contact agency should be given special status and incentives.

vii) Regular follow-up studies and evaluation of programmes should be taken up at intervals.

SUGGESTIONS FOR FUTURE RESEARCH:

This study was undertaken with the assumption that several Socio-personal, Socio-psychological variables, along with perceived attributes of innovations would have some definite association
with adoption behaviour of the housewives of both urban and rural communities.

A follow-up study on aspects such as

a: Extent of adoption of innovations.
b: The feed-back pattern.
c: The rejection pattern.
d: Differential status and role analysis of urban and rural women.
e: Income pattern of rural and urban women in relation to adoption could be taken.

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