

Impact of transfer of Employment generating technologies on empowerment of village women

P. SANTHI*, A. KARTHIAYANI** AND SATHYAVATHI MUTHU***

* UHTC, Tamil Nadu Agricultural University, Chennai

** Dept. of Food & Agri.Process Engg, Tamil Nadu Agricultural University, Coimbatore

*** Dept. of Family Resource Management, Avinashilingam Deemed University

Abstract: Various employment generating technologies like mushroom cultivation, fruits and vegetable preservation and preparation of home made products were taught to the 300 village women during the training conducted by Krishi Vigyan Kendra Training Centre, Kattupakkam, Kanchipuram District and its impact on their empowerment were studied. Eightythree per cent of the women trainees who are trained in all the three employment-generating technologies were able to earn an income of Rs.750/- and above. This analysis further indicated that the women who adopt preparing masala powders, cleaning powders and other items earn less, compared to other women. Sales at public gatherings, markets, house to house, sales were adopted as the marketing strategies for selling the products.

Key words: Krishi Vigyan Kendra, training, preservation and empowerment

Introduction

The position of women in society is an index of its civilization. Women, as human beings, have as much right to full development as men have and so emancipation of women is an essential pre-requisite for economic development and social progress (Vohra and Sen, 1986; Devadas, 1988).

While women are responsible for 68 percent of the food production and are the driving force behind 70 per cent of the small enterprises with nearly 35 per cent of the families dependent on them, they constitute 70 per cent of the world's poor. In India, of the total 30 per cent of the people who are below poverty line, 70 per cent are women.

Therefore, eradication of poverty of women in India cannot be accomplished through anti-poverty programmes alone but will require their democratic participation and changes in

the economic structure in order to ensure their access to resources. Rama Kumari (2000) states that emancipation of women does not stop with economic independence alone. The rural women who toil with household chores should be made free by reducing the drudgery. As a citizen, worker and mother the contribution of a woman to the economic and social development is multifaceted. Hence emancipation of women should be considered on the generation of economic development and social progress (Verma and Velulla, 1991).

The performance and productivity of any person depends upon several factors. Very important among them is the technical knowledge for performing a particular job. This holds good even for women in agriculture. To ensure better participation, such training should be conducted at village level since women are engaged equally in domestic sector also (Ravishanker, 2001).

Table 1. The various training given are as follows.

Mushroom cultivation	i. Mushroom growing and cultivation procedures ii. Preparation of mushroom recipies.
Fruit and vegetable preservation	i. Preparation of Jam, Jelly, fruit syrups and squashes, tutty fruity and dehydration technique. ii. Mango products and other pickles.
Home made products	i. Preparation of masala powders, snacks, detergent and cleaning powders, phenyl, incense sticks, school bags, toys and woolen garments.

Table 2. Adoption of employment generating technologies by classes.

Money invested in Rs.	Mushroom cultivation		Preservation of fruits		Preparation of home made products	
	N=154	%	N=258	%	N=208	%
<100	10	6.49	229	88.76	81	38.94
101-200	62	40.27	22	8.53	69	33.17
201-500	79	51.29	6	2.33	42	20.29
>500	3	1.95	1	0.38	16	7.69

Table 3. Income earned through technology transfer (Rs.)

Employment generating Technologies	<500		501-750		>750	
	No	%	No	%	No	%
i. Fruits and vegetables preservation (70)	5	7.14	30	42.9	35	50.0
Mushroom cultivation (10)	-	-	3	30.0	7	70.0
Home made products (20)	2	10.0	10	50.0	8	40.0
ii. Mushroom and Fruits and Vegetables preservation (12)	-	-	2	16.7	10	83.3
Mushroom and home made products (12)	2	16.7	4	33.3	6	50.0
Home made products Fruits and vegetables preservation (56)	10	17.9	10	17.9	36	64.3
iii. Fruits and vegetables preservation	-	-	20	16.7	100	83.3
Mushroom & Home made products (56)						

The role of Krishi Vigyan Kendra in transfer of technology is launched with the aim of reducing the time lag between generation of technologies and their transfer to the farm women for application for bringing about production breakthroughs in agriculture and allied sciences. Another milestone in this direction is the establishment of Home Science wings in the Krishi Vigyan Kendras of the ICAR and of Home Science Colleges in the Agricultural Universities. The present study focuses on employment generation technology, which includes the mushroom cultivation, fruits and vegetable preservation and preparation of home made products.

Materials and methods

Kanchipuram District has been considered as the locale for the study which has already established linkage for the conduct of the study. Out of 649 villages in Kanchipuram District, 15 villages were selected based on the geographic location that showed direct access to the village from the Krishi Vigyan Kendra Training Centre. Krishi Vigyan Kendra which offers training to the women is located at close proximity to Kanchipuram. The various technologies for employment generation transferred to the trainees are listed in the table 1.

Field trips were arranged for the women trainees to different Mushroom farming units. Mobile food and nutrition board and Department of AGMARK and packing section to enlighten them the actual practical situation. Also the trainees were made to exhibit their preparation.

The data analyzed in the study relate to the 300 sample respondents, interviewed using the pre-tested schedule of questions, which was administered both orally and free associationally to the selected samples. The data so gathered related to as many as 70 variables, of which a large number was qualitative. Likert type of scaling was used

in the case of 10 variables that relate primarily to the attitudes of the women trainees. The schedules of questions filled-in by the sample women trainees were edited for consistency and coded, before having been transferred to a master table. This master table was then fed into the computer to create the database that could be analysed using simple statistical means. Statistically using F test and t test as per applicability and Chi square test were made using the Statistical Package for Social Sciences (SPSS).

Results and Discussion

The percentage of women trainees who adopted different employment generating technologies are indicated in Table 2. The money invested by the trainees was between less than hundred and more than Five hundred. A majority (86 per cent) of the selected sample adopted fruits and vegetable preservation technology. Preparing homemade food products was the technology pursued by 69 percent of the selected samples.

It is obvious that the trainees who pursue the income generating activities are not willing to invest more, since there is no permanent and growing market for the products in their vicinity. The buyers are often apprehensive of the quality as packaging of the products is not proper and attractive. Quality control and packaging need to be taken care of in the training module if the products are to be sold at an affordable price. The practice of mushroom cultivation is a little bit difficult for the women trainees. Spawn preparation, preparation of mushroom bed, watching of spawning, care during the growing period and the waiting for harvesting make this endeavor a bit difficult to follow. Hence, 98 per cent of the practitioners have invested up to Rs.500 while a meager per cent of them, invested more than Rs.500. Moreover, there is the possibility of the presence of

Table 4. Percentage of sales at different Marketing arrangements.

Arrangements	N=99	Percentage
Sales at public gatherings	49	49.5
Markets	29	29.3
Home sales	18	18.2
Sales at public places	2	2.03
House - to - house sales	1	1.01

Table 5. Future plans of employment generating programme

Plan	N=300	Percentage
Establishing stall	140	46.67
Sharing the learned technologies	73	24.33
Expanding the unit	48	16.00
Given 48g employment to others	37	12.33
Membership of co operative society	2	0.67

Table 6. Expectations of the trainees from the KVK

Expectations	N=300	Percentage
Marketing opportunities	97	32.5
Frequent field visit	77	25.7
Inputs from KVK	70	23.1
Need based training	26	8.7
Financial assistance	16	5.3
Expert Advice	14	4.7

poisonous fungi refrain many women from adoption of this technology.

The Chi-square analysis of data revealed that, the age did not influence the type of employment generating technologies adopted by the women trainees. The educational level had a significant impact on fruit preservation

at 5% level of significance where as the impact on mushroom cultivation and home made products was at 1% level of significance. The family income had direct influence on the different technologies at 5% level for fruits and vegetable preservation, mushroom cultivation and 1% level for home made products.

Income earned through technology transfer:

The data was analysed to study the income earned from the adopted technologies (Table 3). Eighty three per cent of the women trainees who adopted all the three employment generating technologies were able to earn an income of Rs.750 and above. A considerable number of women who advocated mushroom cultivation and fruits and vegetable preservation were able to fetch an income of Rs.750 and above. Seventy per cent of the women had cultivated mushroom and earned Rs.750 per month. The data in Table 3 further indicates that the women who engaged in manufacturing of home made products earned less compared to the other women. This may be due to lack of market facility.

Marketing arrangements for employment generating technologies:

Though 300 women were trained in the employment generating technologies only 99 women started micro enterprises and rest of them utilized the products for their personal consumption. As most women trainees enter into entrepreneurial ventures for the sake of their own, home consumption, it is evident that only a third of them enter in to the venture of marketing the products. Table 4. Shows the kinds of marketing arrangements made by the women trainees for the sale of their produce.

Nearly half of them (50 per cent) sell their produce in public gatherings such as meetings, rallies and crowded venues, while less than 30 per cent of them sell in the markets. Eighteen per cent of them sell their produce from their homes, while negligible per cent adopt door-to-door method. About 2 per cent of them sell their produce at the public places, like temple, church, post office and schools where people gather for a variety of purposes.

Future plans of employment generating programme:

From Table 5, it is inferred that forty seven percent of women expressed that they would like to establish stalls/shops where the products could be sold, for the benefit of their local community. One fourth of the women trainees (24 per cent) would like to share the learnt technologies with the other women and people in the society to bring awareness. Forty-eight women (16%) would like to extend the units which they have established already, while 12 per cent would like to give employment to others. A minuscule of the trainees wishes to become members of co-operative society. Thus, the women trainees had conceived positive ideas for their future endeavors.

It is revealed from the table 6 that the women undergo training at the KVK realize the potential of KVK. Hence 33 per cent had stated that they require help in marketing their products. Nearly 26 per cent expect the KVK to allow their personnel to make frequent visits so that they may be of use in communicating the latest innovations.

A meager percent of them expect the KVK to provide need-based training to women, arrange for financial assistance and provide expert advice to them. The latter is a very important as they are sure that the KVK is capable of providing more such advice to potential women entrepreneurs. The KVK being their training institute their expectation are numerous in that the women would like the KVK to provide necessary inputs.

Conclusions

The findings of the study are summarized below:

- Mushroom cultivation involves a lot of time for harvesting and demands special care during the processing period compare

to the other technologies. Hence this is being adopted by 58 per cent of the women trainees only.

Marketing and economic problems are the major constraints to adopt mushroom cultivation, fruits and vegetable preservation and home made products stated by more than 80 per cent of the women trainees.

Eighty Three per cent of the women trainees who advocate all the three employment-generating technologies were able to earn an income of Rs.750 and above. This analysis further indicated that the women who adopt, who engaged themselves in preparing masala powders, cleaning powders and other items earn less compared to other women. Sales at public gatherings, markets, house to house, sales were adopted as the marketing strategies for selling the products.

The women trainees are aware of the need to improve the product quality and they have suggested hygienic preparation and attractive packing as measures to boost their sales. As a future plan 47 per cent of women expressed that they would like to establish stalls and shops where the products could be sold for the benefit of their local community. Facilitating marketing arrangements and the frequent visit of the personnel from KVK will help these women to take up the employment generating technologies at a higher percentage level.

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