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Gitasree Goswami
MSC Student, Department of
Home Science Extension and
Communication Management,
Ethelind School of Home
Science, SHIATS, Allahabad,
Uttar Pradesh, India

Sanghamitra Mohapatra
Assistant Professor (Sr. Sc.),
Department of Home Science
Extension and Communication
Management, Ethelind School of
Home Science, SHIATS,
Allahabad, Uttar Pradesh, India

Anita Singh
Teacher, Department of Home
Science Extension and
Communication Management,
Ethelind School of Home
Science, SHIATS, Allahabad,
Uttar Pradesh, India

Correspondence
Gitasree Goswami
MSC Student, Department of
Home Science Extension and
Communication Management,
Ethelind School of Home
Science, SHIATS, Allahabad,
Uttar Pradesh, India

Food preservation as economic improvement of rural women

Gitasree Goswami, Sanghamitra Mohapatra, and Anita Singh

Abstract

The present research entitled “food preservation as economic improvement of rural women” was undertaken with the objectives to collect relevant material and develop a CD on food preservation and to assess the effectiveness of the developed CD. A CD (Compact Disc) consisting of documentary about food preservation is easily available, low cost, easy to run, easy to carry and can demonstrate easily in very remote areas where electricity is not yet available. It is easy to handle and most importantly now a days in India almost every person knows how to use a television and CD. It is the best way to convey messages of various methods and technologies of subject matter whenever it is needed. In India, it is the best media of communication to disseminate knowledge.

The script of the documentary on food preservation was written in Hindi language so that villagers could be benefited like other respondents (staffs and students). According to the story board clippings for the CD were shoot. Voiceover on food preservation was done in studio after the shooting process and *Cyber Link Power Director* Software was used during the editing process of documentary. The study was conducted during the year 2016 in Allahabad district of Uttar Pradesh. A close ended evaluation schedule was prepared to evaluate the developed compact disc. Sixty respondents were selected purposively for the evaluation of the developed compact disc. Data was analyzed by using suitable statistical tools like frequency, percentage and one way ANOVA. One way ANOVA was used to find out the effectiveness of the CD. Ninety percents of staffs and students were aware about the parameters of the CD and less by the villagers (70%). The CD parameters were divided into six numbers, title of the CD, duration, quality of voice, quality of picture, digital effects and subject matter of the CD. From the tabulated value (3.162), overall results for six parameters were found. The first parameter, title of the CD found significant result with calculated value 10.92. Likewise for duration and digital effect parameters, results were found non-significant with calculated values 0.64 and 1.19 respectively, which were lower than tabulated value of f (3.162). For parameters quality of voice and quality of picture, results were found significant with calculated values 6.45 and 14.35 respectively. The last parameter was subject matter, in which result was found significant with calculated value 3.88. The cost of the compact disc on food preservation is Rs. 135.00 per CD.

Keywords: Compact Disc, food preservation, evaluation, rural development, interactive video

1. Introduction

The most important use of any media is that it is an opportunity for an action group to learn to tell its story in a progressively building way. Some uses of media are to achieve the communication objectives at the first stage. An action group will probably use meetings, telephone, letters and perhaps email in an informal way to connect with the people immediately.

New techniques of food preservation became available to the home chef from the dawn of agriculture until the industrial revolution. Now a day's technology has changed the world. There are various ways to show the methods of food preservation to the people. But still in India a lot of people are unable to take the advantages of technologies. Compact Disc is a medium that takes a vital role in spreading awareness and knowledge to the society. It is the best way to convey these methods or techniques of food preservation to the society as it is easily available in low cost.

The term food preservation refers to any one of a number of techniques used to prevent food from spoiling. It includes methods such as canning, pickling, drying and freeze-drying, irradiation, pasteurization, smoking and the addition of chemical additives. Food preservation

has become an increasingly important component of the food industry as fewer people eat foods produced on their own lands and as consumers expect to be able to purchase and consume foods that are out of season.

Food preservation usually involves preventing the growth of bacteria, fungi (such as yeasts) or other micro-organisms as well as retarding the oxidation of fats that cause rancidity. Food preservation may also include processes that inhibit visual deterioration, such as the enzymatic browning reaction in apples after they are cut during food preparation (Brian, 2002) [7].

Compact disc on food preservation is the major aid that can help the target group by providing necessary information whenever they want to learn about food and its preservation. Food has the nature that begins to spoil the moment after it is harvested. Food preservation enables human to make roots and live in one place and form a community. Food no longer had to consume or harvest immediately, but could preserve some for later use. Each culture preserved their local food sources using the same basic methods of food preservation.

2. Methodology

The study was conducted in Allahabad District of Uttar

Pradesh which was purposively selected. One industry named Poorva Pratishthan, Tagore Town, Department of Horticulture, SHIATS, Industrial area, Mahewa, Naini, Civil lines, Rambagh of Allahabad district of Uttar Pradesh were selected for shooting. The places were selected purposively. The respondents were selected purposively as they had knowledge about Compact Disc. There are a total of 60 respondents were selected for present study. The first part of the evaluation schedule was formulated for collecting the general data of the respondents about food preservation CD and the quality of CD in various observations. Second part of evaluation schedule was formulated for assessing the knowledge and attitude of the respondents towards food preservation technique and marketing. As per the requirement of the data, frequency, percentage, one way ANOVA and other appropriate statistical techniques was used. The collected data from the respondents were edited, scored, tabulated and analyzed using following statistical tools. Scoring procedure was adopted to evaluate the CD. A five point scale procedure was used to get the effectiveness of the CD.

3. Results and Discussion

Table 1: Distribution of respondents according to their opinion regarding evaluation of the CD {N=60}

S.NO	Variables	Categories	Mean	Standard deviation
1.	Title (Bill Nichols, 2010)	Staffs	4.4	0.82
		Students	4.65	0.67
		Villagers	3.5	0.94
		Total	12.55	2.43
2	Duration (Bill Nichols, 2010)	Staffs	3.85	0.81
		Students	4.15	0.81
		Villagers	4.05	0.94
		Total	12.05	2.56
3	Quality of voice (Bill Nichols, 2010)	Staffs	3.55	0.94
		Students	4.5	0.60
		Villagers	4	0.91
		Total	12.05	2.45
4	Quality of picture (Bill Nichols, 2010)	Staffs	3.6	0.88
		Students	4.9	0.30
		Villagers	4.2	0.95
		Total	12.7	2.13
5	Digital effects (Bill Nichols, 2010)	Staffs	4.25	0.91
		Students	4.35	0.67
		Villagers	4.65	0.67
		Total	13.05	2.25
6	Subject matter (Bill Nichols, 2010)	Staffs	4.15	0.67
		Students	4.25	0.63
		Villagers	4.65	0.48
		Total	13.05	1.78

The table-1 shows the different parameters of the compact disc on food preservation and the three different groups (staffs, students and villagers) with scores obtained regarding evaluation of the CD. The first parameter title shows that the total arithmetic mean of title is 12.55 and standard deviation is 2.43. The arithmetic mean of students is 4.65. Since the students category (C2) were having greater score than the average scores of staffs and villagers as students had found the title of the CD “food preservation” more appropriate for the CD, So there was a greater effect of this parameter on the students compared to the two groups (staffs and villagers). The second parameter duration shows that the total arithmetic mean of duration is 12.05 and standard deviation is 2.56. The duration is more effective on students than staffs and villagers. The arithmetic mean of students is 4.15. This

parameter shows the non- significant difference between the three groups which was found in the result. In the third parameter quality of voice, total arithmetic mean of quality of voice is 12.05 and standard deviation is 2.45. The quality of voice is more effective on students than staffs and villagers. The arithmetic mean of students is 4.5. Since the students category (C2) were having greater scores than the average scores of staffs and villagers. So there can be greater effect of this parameter on students compared to the two groups (staffs and villagers). Different scores from the fourth parameter quality of picture were 12.7 and standard deviation is 2.13. The quality of picture is more effective on students than the staffs and villagers. The arithmetic mean of students is 4.9. Since the students category (C2) were having greater scores than the average scores of staffs and villagers. So there can be

greater effect of this parameter on students compared to the two groups (staff and villagers). Digital effect is the fifth parameter that shows the total arithmetic mean of digital effects is 13.5 and standard deviation is 2.25. The digital effects are more effective on villagers than the staff and students. The arithmetic mean of the villagers is 4.65. This parameter shows the non-significant difference between the three groups. The last parameter is subject matter which shows the total arithmetic mean of subject matter is 13.05 and standard deviation is 1.78. The subject matter is more effective on villagers than the staffs and students. The arithmetic mean of the villagers is 4.65. Since the category (C3) villagers were having greater score than the average scores of staffs and villagers. Thus, the table-1 shows the different parameter of CD on food preservation and scores obtained by three respective categories staffs, students and villagers.

4. Conclusion

It is concluded from the study that the parameters of the CD had significant difference among the three groups. CD has played a major role in education of students and villagers. This CD was developed on food preservation.

There were significant results for title, quality of voice, quality of the picture and subject matter. The students were having high level of responses to title, duration, quality of voice and quality of the picture than staff members and villagers. The main objective of the CD was fulfilled as all the three respective groups gained the required information of importance and need through the CD on food preservation.

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