



# Effect of Training on knowledge and Adoption of Value addition Technology

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## ABSTRACT

Value addition in agriculture predominantly offers a means to increase, rejuvenate, and stabilize farm income. The aim of the study was to know the effect of KVK training programmes on knowledge and adoption by rural women of value addition technology. The present study was carried out at KVK, Kollam, 150 beneficiary and non beneficiary rural women were selected for the study. The present investigation was based on the experimental design of social research considering beneficiary as experimental group and non-beneficiaries as a control group. The data revealed that majority of trained women had high level of knowledge with respect to making vegetable cutlet, chicken cutlet, grape wine, lemon pickle and fish pickle than the untrained participants. It was concluded that there is significant role of KVK in promotion of improved production practices of value added products and ensuring their adoption.

**Key Words:** Value addition, Training, Knowledge level, Adoption level.

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## INTRODUCTION

Training is the process of improving the knowledge and skills, changing the attitude of an individual for doing a specific job. Along with the changing situation, the people also need to acquire new knowledge, skills and attitude to keep up with the changing environment. Rural women spend much of their time in unpaid activities like working in the family, farm and other domestic work (Sharma *et al*, 2013). Therefore, training has been considered as the most important for developing an individual and improving his/her work efficiency. One of the main tasks of Krishi Vigyan Kendra (KVK) is to provide and improve the level of knowledge of the trainees about the improved farm practices (Gupta and Verma, 2013). KVK, Kollam conducted many training programmes exclusively for rural women with the aim to make them competent in performing various activities related to home science and agricultural sciences. Hence, the present study was designed to know the effect of KVK training programmes on knowledge and adoption of value addition technology by the rural farm women.

## MATERIALS AND METHOD

The study was conducted in Kollam district of Kerala state where the Krishi Vigyan Kendra is situated. The present investigation was based on the experimental design of social research considering beneficiary as experimental group and non beneficiary as a control group. The investigation is confined to purposively selected trainees trained under State plan board project funded under the project “Establishment of Agro processing cum training centre” and KVK trainees during 2014-2016. For the selection of respondent, 100 trainees (beneficiary) for knowledge level and adoption level were selected randomly from the list of beneficiaries who participated in the training programmes on value addition of fruits and vegetables. After selecting beneficiaries 50 numbers of non beneficiaries were also selected randomly as control group to measure knowledge and adoption level. Thus in all 150 respondents constituted the sample of this study. The role of KVK was assessed in terms of gain in knowledge and adoption by the beneficiary as a result of demonstration and training imparted to them compared to non- beneficiary. The

**Table 1. Knowledge and adoption of different value added products by the respondents.**

(N=150)

Sr. No	Particulars	Knowledge		Adoption	
		Beneficiary (%)	Non- beneficiary (%)	Beneficiary (%)	Non- beneficiary (%)
<b>A</b>	<b>Syrups</b>				
1	Naruneendi	95	20	56	4
2	Banana Pseudostem	96	22	72	8
3	Mango(unripe)	98	36	86	14
4	Pine apple	97	42	81	22
5	Bilumbi	92	28	79	12
<b>B</b>	<b>Jam</b>				
1	Mixed fruit	95	8	65	2
2	Pine apple	96	22	89	14
3	Banana	99	24	82	12
<b>C</b>	<b>Cutlet</b>				
1	Banana blossom	97	22	92	14
2	Tender jack fruit	93	12	86	6
3	Vegetable	100	36	100	18
4	Chicken/ Cutlet	100	30	100	14
<b>D</b>	<b>Halwa</b>				
1	Banana	96	24	72	12
2	Carrot	91	4	56	2
3	Jack fruit	98	30	81	14
<b>E</b>	<b>Wine</b>				
1	Grapes	100	10	96	4
2	Banana	96	4	56	0
3	Pine apple	98	6	72	2
<b>F</b>	<b>Pickle</b>				
1	Banana Pseudostem	99	4	75	0
2	Lemon	100	54	100	54
3	Fish	100	30	100	30

role was measured in terms of impact index with the help of following formula

Impact index =  $\frac{[\text{MIK of beneficiary} - \text{MIK of non- beneficiary}] [\text{MIA of beneficiary} - \text{MIA of non- beneficiary}]}{2}$

MIK = Mean Index of Knowledge ; MIA = Mean Index of Adoption

Impact (%) change =  $\frac{\text{Sum of difference of index of knowledge adoption}}{2}$

2

## Adoption of Value Addition Technology

**Table 2. Effect of trainings in terms of knowledge and adoption.**

Sr. No.	Particular	Beneficiary	Non - Beneficiary	Difference
1	Mean knowledge index	97.04	22.28	74.76
2	Mean adoption index	40.30	6.14	34.16
	Total	137.42	28.42	108.92
3	Impact (per cent) = $\frac{\text{Sum of difference of index}}{2}$ $= \frac{108.92}{2} = 54.46\%$			

### RESULTS AND DISCUSSION

Knowledge about different value added products and their adoption level was measured for the beneficiary and non-beneficiary respondents using a questioner.

The data (Table 1) revealed that all the beneficiary farmers had knowledge about for making vegetable cutlet, chicken cutlet, grape wine, lemon pickle, and fish pickle whereas, the corresponding knowledge level for the same products for non beneficiaries were 36 , 30 , 10 , 54 and 30 per cent , respectively.

In case of adoption, cent percent beneficiary farmers had adopted Vegetable cutlet, chicken cutlet, grape wine, lemon pickle and fish pickle. Whereas, in case of non-beneficiary adoption was highest for lemon pickle preparation (54 %) this was followed by pseudo stem pickle (99 %), pine apple wine (98 %), Pine apple jam (98 %) and syrup of un ripe mango (98 %). For beneficiaries the least adopted product was Naruneendi syrup (56 %). In case of non- beneficiaries, banana wine and pseudo stem pickle was not adopted at all.

#### Change in term of knowledge and adoption

The effect of KVK trainings as a whole was computed as the sum total of the differences of both the indices i.e., mean index of knowledge and adoption divided by two. The data thus obtained have been presented in Table 2.

It was evident (Table 2) that there was an effect

of KVK trainings and demonstration up to 54.46 per cent over the existing knowledge and adoption by the beneficiary which was found to be substantial over the non-beneficiary farmers. Therefore, it could be stated that there was a remarkable effect of the trainings and demonstration on those respondents who attended the training programme and participated in demonstrations conducted by KVK Kollam in terms of the knowledge about value added products and its adoption by them as compared to their counterparts i.e. the respondents who did not participate in the training programmes and demonstrations.

### CONCLUSION

It was thus concluded that there is significant role of KVK in promotion of value added products of fruits and vegetables and ensuring their adoption. It was also ascertained that there was substantial effect of training and demonstrations over the existing knowledge and adoption of the beneficiary respondents than the non-beneficiary respondents.

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