ADOPTION LEVEL OF HOME SCIENCE INNOVATIONS IN NAINITAL DISTRICT

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Significant Economic growth with social justice is national commitment. Advances have been made and considerable progress achieved in the country but majority of our rural population lives on uneconomic size of holding and continues to live below the poverty line. This is more in case of women in general and farm women in particular.

There is need for massive transfer of scientific knowledge to women in general and farm women in particular. The success or failure of any technology depends on its adoption level. Hence, the present investigation was done to see the adoption level of Home Science innovations with the following objectives-

1. To ascertain the adoption level of Home Science innovations
2. To study the relationship of demographic, socio-economic and communication characteristics on adoption level of Home Science innovations.

METHODOLOGY

Danpur village of Rudrapur block, District Nainital in Udham singh Nagar was purposively selected, being a lab to land project area, as a locale of the study. Seventy five respondents were selected on the basis of random sampling technique. The data were collected with the help of interview schedule, which was developed with the help of different standards, reliable and Valid scales. The exploratory research design was used to conduct the study. After collecting the data, it was compiled, tabulated and then analysed with the help of various statistical methods keeping in view the objectives set-forth for the study.

The level of adoption is operationalized as the extent to which the respondent adopts the recommended practices in her daily life. In this study degree of adoption was measured on a four point scale developed by Singh (1982).

Degree of adoption	Scores assigned
1. Correctly adopted	4
2. Somewhat adopted	3
3. Complete deviation	2
4. Not adopted	1

RESULTS AND DISCUSSION

Table 1 indicates that no practice was correctly adopted by any of the respondent. The highest adoption was of 'Nutritive value of green leafy vegetable' (68 percent), followed by 'Methods of cooking vegetables' (65.3 percent). The table further indicates that 'Preparation of tomato chutney' was the lowest(17.3 percent) in this category. However, complete deviation was found about 'Preparation of tomato chutney', 'Use of germinated fermented and mixed food', 'Embroidery' (patch work) and 'Methods of food preservation' among 54.6 per cent, 48 per cent, 46.6 per cent and 45.3 percent respectively. It is also clear from the table that the practices like 'Use of smokeless chulha' 'Methods of food preservation' and 'Use of germinated and mixed food' were not adopted by the majority of respondents. The practices like 'Nutritive value of green leafy vegetables' and 'Methods of cooking vegetables' were not adopted by any respondent.

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Table 1. Distribution of respondents according to degree of adoption

SL.	Practices	Degree of Adoption			
		Correctly adopted	Somewhat adopted	Complete deviation	Not adopted
1.	Nutritive value of green leafy vegetables	- (0)	51 (68.0)	24 (32.0)	- (0)
2.	Methods of cooking vegetables	- (0)	49 (65.3)	26 (34.6)	- (0)
3.	Preparation of tomato chutney	- (0)	13 (17.3)	41 (54.6)	21 (28.0)
4.	Use of smokeless chulha	- (0)	- (0)	13 (17.3)	62 (82.6)
5.	Methods of food preservation	- (0)	- (0)	34 (45.3)	41 (54.6)
6.	Use of germinated fermented and mixed food	- (0)	- (0)	36 (48.0)	39 (52.0)
7.	Rug Weaving	- (0)	18 (24.0)	34 (45.3)	23 (30.6)
8.	Embroidery (patch work)	- (0)	19 (25.3)	35 (46.6)	21 (28.0)

Note : Figures in parenthesis indicates the percentage.

Relationship of Demographic and Social Economic Variable with Adoption :

The association of different demographic and social economic variable with adoption was studied by computing the zero order correlation and data are presented in Table 2.

Table 2. Relationship of demographic and socio-economic variables with adoption

S. No.	Demographic and Socio-economic variables	Adoption
1.	Age	-.128
2.	Caste	.177
3.	Occupation	-.093
4.	Education	.116
5.	Social participation	-.026
6.	Land	.024
7.	House	. 180
8.	Farm power	-.049
9.	Material possession	.205
10.	Family type	-.036
11.	Family size	-.086
12.	Socio- economic status	.158

In the case of adoption age, caste, occupation, education, social participation, land, house, farm power, material possession, family type, family size and socio-economic status were found to have no significant relationship among all the respondents. Identical results have also been found by Bhatia and Deshpande (1967) that selected independent variables-caste, age, education, urban contact and socio-economic status showed no definite relationship with the discontinuance or non-acceptance of the practice.

Relationship of Communication Variables with Adoption :

Table 3. further reveals that training and change agency contacts were significantly associated with adoption of selected practices. Mass media exposure and information source utilization was not significantly associated with adoption of any practice.

Table 3. Relationship of communication variables with adoption

S.No.	Communication variables	Adoption
1.	Training	.302*
2.	Change agency contact	.310*
3.	Mass media exposure	.036
4.	Information source utilization	.049

*Significant at 5 percent level of significance

Relationship of Perceived Characteristics of the Innovation with Adoption :

Table 4. highlights that simplicity complexity and cultural compatibility was found significantly associated with the adoption of the innovation among all the respondents. Jamal

Table 4. Relationship of Perceived characteristics of the innovation with adoption

S.No.	Characteristics of Innovation	Adoption
1.	Simplicity - complexity	.257*
2.	Cost of innovation	.179
3.	Physical compatibility	.216
4.	Cultural compatibility	.344*

*Significant at 5 percent level of significance

and Singh (1984) also reported that adoption was significantly associated with cultural compatibility among all the farm women.

CONCLUSION

The study indicates that no practice was correctly adopted by any of the respondent. Demographic and socio-economic variables have no significant relationship with adoption among all the respondents. The study further reveals that training was significantly associated with the adoption of the selected innovations. So, it is suggested that a literacy programme should be started to educate the farm women for home science innovations.

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