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Extent of involvement of farm women in post-harvest activities of horticulture produce in Telangana state

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Abstract

The present study was undertaken to study the involvement of farm women in post-harvest activities of horticulture. A total sample of 120 farm women were selected through the purposive random sampling method. The Ex-post research design was used for the study. The study was conducted using a structured interview schedule. The data were analyzed using frequency, percentage, and mean percent scores. In the study, the result revealed that majority of the respondents belonged to the middle age group (65.80%), illiterates (54.20%) with farming (58.33%) as an occupation, Rs. 60,000-90,000 income group (33.30%) with small (2.5-5 acres) landholding (29.20%) with medium extension contact (53.30%). The majority of the farm women were involved in the collection of produce (77.50%), sorting (73.70%), cleaning & washing (72.20%), distribution and sale (71.90%), transportation (66.90%), grading (50.80%), packing (46.90%) and storage (11.10%).

Keywords: Farm women, marketing, horticulture

Introduction

The horticulture crops have the potential of providing more employment and income from the unit area than field crops. Apart from employment generation and income enhancement, the horticulture sector has a vast scope of value addition which not only provides employment to farm families but also to landless households, particularly women. Women play a significant and crucial role in horticultural development including production, post-harvest operation, and value addition.

Objectives

- To study the profile characteristics of farm women
- To study the extent of involvement of farm women in post-harvest activities of Horticulture produce
- To study the relationship between the profile characteristics of farm women and the extent of involvement of farm women in post-harvest activities.

Research Methodology

Ex-post facto research design was adopted to study the extent of involvement of farm women in post-harvest of horticulture. It was conducted in the Ranga Reddy and Medchal Malkajgiri districts of Telangana state. Two mandals from each district were selected. Manchal and Maheswaram from Ranga Reddy and Keesara and Medchal from Medchal Malkajgiri mandals were randomly selected for the study. The villages were selected randomly by using a random sampling method, the selected villages in Manchal Mandal were Arutla and Chennareddy gudem and the selected villages in Maheswaram Mandal were Ramachandra guda and Pandyal. The selected villages in keesara Mandal were keesara and kondanpally and the selected villages in Medchal Mandal were Railapur and Somaram

Results and Discussion

Profile characteristics of farm women

Table 1: Distribution of respondents according to their profile characteristics n=120

S. No	Category	Frequency	Percentage
Age (In years)			
1.	(20-35)	15	12.50
2.	(35-50)	79	65.80
3.	(Above 50)	26	21.70
Educational Level			
1.	Illiterate	65	54.20
2.	Read only	13	10.80
3.	Functionally literate	12	10.00
4.	Primary School	21	17.50
5.	Secondary School	09	7.50
6.	College Education	0	0
7.	Graduate and above	0	0
Occupation			
1.	Farming	87	72.50
2.	Farming + Any service	07	5.80
3.	Farming +Business	14	11.70
4.	Farming+ Daily wage earner	10	8.30
5.	Farming + Others	02	1.70
Annual income			
1.	Below 30,000	05	4.20
2.	30,000-60,000	40	33.30
3.	60,000 -90,000	26	21.70
4.	90,000 & 1,20,000	30	25.00
5.	1,20,000& above	19	15.80
Marital status			
1.	Unmarried	0	0
2.	Married	111	92.50
3.	Others (Widow, Divorced)	9	7.50
Family type			
1.	Nuclear family	96	80.0
2.	Joint family	20	16.7
3.	Extended family	4	3.3
Family size			
1	Small (Up to 3 members)	34	28.30
2	Medium (4 to 6 members)	68	56.70
3	Large (7 to 9 members)	11	9.20
4	Very Large (10 and above)	7	5.80
Landholding			
1.	Marginal holding (Up to 1hecto	35	29.20
2.	Small holding (1-2 hectares)	35	29.20
3.	Semi-medium holding (2-4 hectares)	25	20.80
4.	Medium holding (4-10 hectares)	19	15.80
5.	Large holding (10 hectares or ab	6	5.00
Farming experience			
1.	<5 years	20	16.70
2.	5-10 years	15	12.50
3.	10-15 years	42	35.00
4.	15-20 years	26	21.70
5.	>20years	17	14.20
Type of farm produce marketed			
1.	Vegetables	40	33.3
2.	Fruits	40	33.3
3.	Flowers	40	33.3
Extension contact			
1.	Low	33	27.50
2.	Medium	68	53.30
3.	High	22	19.20

Source of information available to farm women

Table 2: Distribution of respondents according to their sources of information available n=120

S. No.	Sources of marketing information	MPS	Rank
1.	Family members	85.50	I
2.	Neighbors	77.70	III
3.	Extension agents	66.30	VII
4.	Contact with farmers	68.80	VI
5.	Experienced farmers	71.90	V
6.	Middlemen	75.30	IV
7.	Advertising	61.40	IX
8.	Mobile Application	65.00	VIII
9.	Radio	13.60	XIII
10.	Television	79.70	II
11.	Newspaper	38.90	X
12.	Social media Specify	25.50	XII
13.	Voice messages Specify	0	
14.	Text messages Specify	0	
15.	Any ICT's	31.40	XI
16.	Non-Governmental Organization (NGO)	0	

Information-seeking behavior of farm women

Table 3: Distribution of respondents according to their Information seeking behavior n=120

S. No.	Information seeking behavior	MPS	Rank
1.	Husband	83.30	I
2.	Family members	81.10	II
3.	Friends	69.20	VII
4.	Relatives	71.40	V
5.	Neighbor's	79.70	IV
6.	Elderly person	64.70	X
7.	Progressive Farmers	68.60	VIII
8.	Extension functionaries	67.50	IX
9.	Radio	37.80	XII
10.	Television	80.80	III
11.	Newspaper	47.50	XII
12.	Mobile	70.20	VI
13.	New media	49.70	XI
3.	Friends	69.20	VII

Age

Table-1 indicated that the majority (65.80%) of the respondents belonged to (35-50) age group followed by (21.70%) of the respondents belonged to (35-50) age group and (20.00%) were above (above 50). The majority of the respondents belonged to the (35-50) age group due to they were physically healthy and grown-up children.

Education

The data presented in Table 1 indicated that more than half (54.20%) of farm women were illiterates followed by (17.50%) of farm women were having Primary education, (10.80%) were able Read-only (10.80%) were Functionally literate, and only (7.50%) of the respondents had secondary school education as their highest education whereas no one was having a college education, Graduate and above.

Occupation

The presented in table1 showed that the majority (72.50%) of the respondents were having farming as their main occupation followed by (11.70%) Farming along with Business, (8.30%) Farming along with Daily wage earner, (5.30%) Farming in addition to any service and (1.70%) Farming and others. Because of the availability of land in rural areas, farming was considered as the main sector. So the majority of the farm

women in the selected villages had farming as their main occupation.

Annual income

The results in Table 1 show that the majority (33.30%) of respondents had annual income between Rs. 30,000/ to Rs.60,000/ followed by (25.00%) had an annual income between Rs. 60,000/ to Rs.90,000/, (25.00%) had an annual income between Rs. 90,000/ to Rs.1,20,000/, (15.80%) of the respondents had annual income 1,20,000& above. Only (4.20%) of respondents had an annual income below 30,000. The majority of the respondents were having annual income of 30, 0000/ to Rs.60,000/ the main reason is their major occupation was agriculture and the majority of them were having small land holdings (1-2 hectares).

Marital status

Table 1 revealed that the majority (92.50%) of the respondents were married followed by 7.50 percent of the respondents who were either widows or divorced and no one belonged to the unmarried category. The reason is that married women took more responsibility to care for their livelihood and to take care of family.

Family type

Table 1 indicated that the majority (80.00%) of the respondents belonged to nuclear families followed by joint families (16.70%) and only (16.70%) belonged to extended families. Most of the respondents have belonged to nuclear families it may be because of the realization of the advantages of nuclear families in terms of running the family responsibilities and they have been practicing small family size norms.

Family size

The results in the Table 1 shows that majority 56.70 percent of respondents were belonged to medium family size (4-6 members) followed by 28.30 percent of the respondents were belonged to small families (Up to 3 members), 9.20 percent of respondents were large family size (7 to 9 members). Only 5.80 percent of respondents were belonged to Very Large families (10 and above) majority of respondents were belongs to medium family size due the reason that majority of them having two children for better standard of living.

Landholding

Table 1 Indicated that more majority (29.20%) of the respondents had marginal land holding (up to 1hector) and equal (29.20%) of the respondents had small holding (1-2 hectors) followed by 20.80 percent of the respondents had semi-medium holding (2-4 hectors), 15.80 percent of the respondents had medium holding (4-10 hectors) and only 5.00 percent of the respondents had large land (10 hectors or above).Majority of the respondents were marginal, small land holders' reason was land possessed by respondents was from hereditary lands.

Farming experience

Table 1 shows that out of 120 farm women majority 35.00 percent of the of the farm women were having farming experience of 10-15 years followed by 21.70 percent of the of the farm women were having farming experience of 15-20 years,21.70 percent of the of the farm women were having farming experience of 15-20 years. Majority percent of the of

the farm women were having farming experience due to the reason that there were married with farmer and since from marriage they were also involving in farming activities.

Type of farm produce marketed

Table 1 shows that an equal 33.3 percent of the respondents were marketing vegetables, fruits, and flowers.

Extension contact

Table 1 showed that the majority (53.30%) of the respondents had medium extension contact followed by low extension contact (27.50%) and (19.20%) of the respondents had medium-high extension contact.

Sources of marketing information available to farm women

Table 2 showed that the majority of the farm women were having family members (MPS 85.50) as sources of information on marketing followed by television (MPS 79.70), neighbors (MPS 77.70) Middlemen (MPS 75.30), experienced farmers (MPS71.90), contact with farmers (MPS 68.80), extension agents (MPS 66.30), Mobile Application (MPS 65.00), Advertising (MPS 61.40), newspaper (MPS 38.90), Any ICT's (MPS 31.40), social media (WhatsApp) (MPS 25.50), Radio (MPS 13. 60). Majority of the farm women were having family members as sources of information on marketing due the reason that they were available all the time.

Information seeking behavior of farm women

Table 3 showed that the majority of the farm women had seeking information from husband (MPS 83.30), second family members (MPS 81.10), followed by television (MPS 80.80), neighbor's (MPS 79.70), relatives (MPS 71.40), mobile (MPS 70.20), friends (MPS 69.20), progressive farmers (MPS 68.60), extension functionaries (MPS 67.50), elderly person (MPS 64.70), new media (MPS 49.70), Radio (MPS 37.80).Majority of the farm women had seeking information from husband due the reason that they were first available source for any kind information.

Role of farm women in post-harvest activities of Horticulture produce

Activities under are post-harvest activities of Horticulture are collection of produce, sorting, cleaning & washing, grading, packing, transportation, storage, further value addition, distribution, and sale.

Table 4: Extent of involvement of respondents in post-harvest activities of Horticulture produce n=120

S. No.	Name of the activity	Extent of involvement	
		MPS	Rank
1.	Collection of produce	77.50	I
2.	Sorting	73.90	II
3.	Cleaning & Washing	72.20	III
4.	Grading	50.80	VI
5.	Packing	46.90	VII
6.	Transportation	66.90	V
7.	Storage	11.10	VIII
8.	Further value addition	0	
9.	Distribution and sale	71.90	IV

Table 4 showed that the majority of the farm women were involved in the "collection of produce" (MPS 77.50) as indicated by the farm women. The second most important

activity in which more involvement of women was “sorting” (MPS 73.90), followed by “cleaning & washing” (MPS 72.20), “distribution and sale” (MPS 71.90), “transportation” (MPS 66.90), “grading” (MPS 50.80), “packing” (MPS 46.90), “storage” (MPS 11.10) which were ranked third, fourth, fifth, sixth, seventh and eighth respectively.

The results revealed that the majority of the farm women were involved in “collection produce” (MPS 77.50), which may be due to the reason that these activities were mostly carried out by the women from the past as these are the light works whereas men usually involved in the heavy activities. The

involvement of women in “packing and storage” was found to be the least involved activity due to the reason that the men were used to doing the packing and storage-related activities. The results were supported by Tripathi *et al.* (2015) [1] observed 60 to 80 percent in manure application, harvesting, cleaning, and collection of vegetables. Less than 50 percent participation of women was found in the cleaning of bunds (42%), irrigation (38%), fertilizer application (24.00%), crop watch (24.00%), application of insecticides and pesticides (28.00%) and marketing (35%).

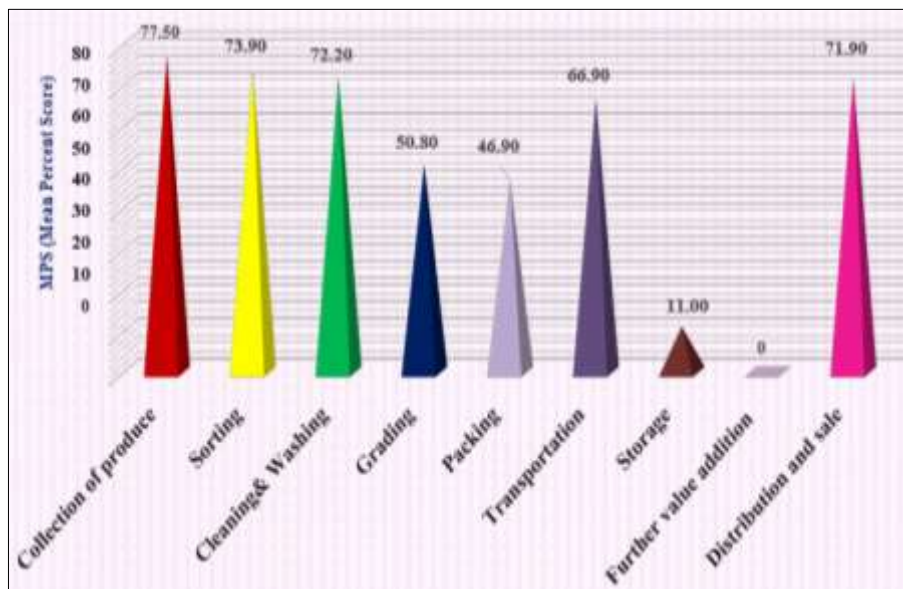


Fig 1: Extent of involvement of respondents in post-harvest activities n=120

Correlational analysis of independent variable with dependent variable-role of farm women in post-harvest activities n=120

Table 5: Correlational analysis of independent variable with dependent variable-role of farm women in post-harvest activities

S. No.	Independent variables	Role farm women in post-harvest activities 'r' value
1.	Age	0.329**
2.	Education	0.095NS
3.	Occupation	0.004NS
4.	Annual income	-0.157NS
5.	Marital status	0.233*
6.	Family type	0.034**
7.	Family size	0.034NS
8.	Land holding	0.083NS
9.	Farming experience	0.246**
10.	Type of farm produce marketed	-0.145NS
11.	Extension contact	0.165NS
12.	Information seeking behavior	0.253**
13.	Source of marketing information available	0.384**
14.	Socio-political participation	0.006NS
15.	Source of motivation	-0.087NS

* = Significant at 0.05 level of probability

** = Significant at 0.01 level of probability, NS =non-significant

Age

From table it could be observed that there was a positive and significant relationship between the age and role of farm women in post-harvest activities at the 0.01 level of probability. It indicated that as the age of farm women increases their role in post-harvest activities also increases.

This might due to the reason that the middle and old-aged farm women were prone to various ups and downs in life. Their experience enables them to perform more post-harvest activities than young women. This finding is in agreement with the results of Anitha (2014) [2].

Marital status

From the table it could be identified that there was a positive and significant relationship between the marital status and role farm women in post-harvest activities at the 0.05 level of probability. This relationship might be because of most of the farm women were married and they were involving in post-harvest activities.

Family type

From table. it could be observed that there was a positive and significant relationship between the family type and the role of farm women in post-harvest activities at the 0.01 level of probability. This relationship might be due to the reason that the majority of farm women were from nuclear families so there is no other source there to perform those activities so their role is more in post-harvest activities.

Farming experience

It could be observed that there was a positive and significant relationship between the farming experience and the role of farm women in post-harvest activities at the 0.01 level of probability. It indicated that as the farming experience of farm women increases their role in post-harvest activities also increases. This might be due to the reason that farm women having more farming experience might have better skills

which may increase their role in post-harvest activities. After obtaining a higher level of farming experience the farm would have acquired self- confidence in performing post-harvest activities which may increase their role. This finding is in agreement with the results of Anitha (2014) ^[2].

Information seeking behavior

From table. it could be observed that there was a positive and significant relationship between information- seeking and role farm women in post-harvest activities at the 0.01 level of probability. It indicated that as the information-seeking behavior increases their role in post-harvest activities also increases. This might be due to the reason that an increase in information-seeking behavior leads to an increase in their knowledge level of farm women so their role may increase in post-harvest activities. This finding is in agreement with the results of Anitha (2014) ^[2].

Sources of marketing information available to farm women

From table it could be observed that there was a positive and significant relationship between sources of marketing information available to farm women and role farm women in post-harvest activities at the 0.01 level of probability. It indicated that as sources of marketing information available to farm women increases their role in post-harvest activities also increases. This might be due to the reason that increase in information seeking behavior leads to increase in their knowledge level of farm women so their role may increase in post-harvest activities. This finding is in agreement with the results of Anitha (2014) ^[2].

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