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Correlates of awareness and consumption of millets in Marathwada region

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Abstract
The present investigation was carried out to study relationship between profile of the respondents and their awareness and consumption of millets in Marathwada region. The study was conducted in the eight districts of Marathwada region. The data revealed that majority (47.87%) of the respondents were middle age group (i.e. between 30 to 49 years), 37.43 per cent of the respondents were having education upto graduation level, 14.97 per cent of them were diploma holders, 49.73 per cent of the respondents were having agriculture as a main occupation. Data reported that the majority of the respondents (35.03%) were having family annual income below Rs. 1 lakh, 74.06 per cent of them received information about millets from their relatives/friends. The result indicated that the independent variables *viz*., age, main occupation, family background and source of information about millets have positively significant relationship with awareness of millets among the respondents. Whereas education, gender, family size, and family annual income do not have any relationship with the awareness about millets. The data further indicated that the independent variables *viz*., age, family background and source of information about millets have highly positive and significant relationship with consumption score of millets among the respondents. Whereas main occupation of the respondents has positively significant relationship with consumption score of millets. Table 3 further reported that variables *viz*., education, gender, family size, and family annual income do not have any significant relationship with their consumption score of millets.

Keywords: Awareness, millets, consumption pattern, correlation coefficient

Introduction
Millet is one of the oldest foods known to mankind. They are nutrient-dense and rich in plant-based nutrients (phytonutrients). The phytonutrient lignans in millet can help reduce the risk of heart disease. Millets are nutritious foods with little energy. Millet foods are classified as potential prebiotics and increase the viability or activity of probiotics with significant health benefits. Pearl millet can be recommended in the treatment of cervical diseases, constipation and many non-infectious diseases. Millet is rich in phenolic compounds, especially folic acid and catechins. Millet grains are rich in phytochemicals, especially phenolic compounds. These molecules act as antioxidants to protect your body from harmful oxidative stress. Millet is rich in fiber and non-starchy polysaccharides, two types of digestible carbohydrates that help regulate blood sugar levels. This cereal also has a low glycaemic index. Millet contains soluble fiber, which produces a viscous substance in your gut. In turn, it traps fats and helps lower cholesterol levels. Millet is a gluten-free grain, a viable option for those with celiac disease or those who follow a gluten-free diet. Millets are nutritious and occupy an important place in the diet of people in many parts of the world. Although millets are nutritionally superior to cereals, their consumption as food is still largely limited to traditional consumers and the population of lower economic groups. However, in many Asian and African countries, millet is the staple food of the people in the millet producing areas and is used to make various traditional foods and beverages such as idli, dosa, papad, chukli, breads, baby and snack foods. Millets have the ability to include type in our diet and have healthy promotional properties, especially antioxidant action. Significant innovations have been made in the development of millet processing technology and food production.

Millets have been an integral part of our diet for centuries. In addition to a plethora of health benefits, millets are also good for the environment with low water and input requirement. With the aim to create awareness and increase production and consumption of millets, United Nations, at the behest of the Government of India, declared 2023 the International Year Millets. To commemorate this, the Government of India is hosting various interactive

activities around Millets.

The present investigation was conducted with following specific objectives;

1. To study profile of the respondents
2. To delineate relationship between profile of the respondents and their awareness and consumption of millet.

Methodology

The present investigation was carried out to study relationship between profile of the respondents and their awareness and consumption of millets in Marathwada region. The study was conducted in the eight districts of Marathwada region. Ex-post facto research design was used for the study. The questionnaire was used as a tool for collection of requisite data. The questionnaire was framed in Google form and the link was sent directly to the people SMS of KVKs were also help to the people to fill this Google form. Total 402 responses were received through Google form, out of which 28 incomplete responses were excluded from the study. Total 374 responses from the Marathwada region were considered as a respondent sample for the study. The received responses were analysed with suitable statistical tools. The independent variables such as age, education, gender, main occupation, family background, family size, family annual income, and source of information about millets were undertaken in the study. Whereas Awareness and Consumption of millets among the people were taken as dependent variables. The statistical tools used for the study were frequencies, percentages, arithmetic mean, standard deviation, and correlation coefficient.

Results

1. Profile of the respondents

Table 1 indicates the profile of respondents. The data revealed that majority (47.87%) of the respondents were middle age group (i.e. between 30 to 49 years), followed by 38.23 per cent of them were young and 13.90 per cent of them were old age group (i.e.50 years & above). As per the education of the respondents, 37.43 per cent of the respondents were having education upto graduation level, followed by 27.81 per cent of them educated upto PG level and higher level. Whereas 14.97 per cent of them were diploma holder and 11.50 per cent of them were educated upto higher secondary school. While 4.54 per cent and 3.74 per cent of them were educated upto secondary school level and primary school level, respectively. In case of gender, 89.84 per cent of the respondent were male while 10.16 per cent of the respondents were female.

Regarding main occupation of the respondents, 49.73 per cent of the respondents were having agriculture as a main occupation, followed by 17.65 per cent of the respondents were students, 16.58 per cent of them were government employee, 10.16 per cent of them were having private job. While 3.74 per cent of the respondents were having their own business or enterprise and only 2.14 per cent of them were housewife. In case of family background, 78.34 per cent of the respondents were having rural background while 21.66 per cent of them were having urban background. Data further revealed that near about similar percentage of family size of the respondents, which means 33.86 per cent of the respondents were from small family size, 33.47 per cent of them were from medium family size and 32.27 per cent of them were from large family size.

Regarding family annual income, data reported that majority of the respondents (35.03%) were having family annual income below Rs. 1 lakh, followed by 26.20 per cent of them having family annual income above Rs. 4 lakh, 18.98 per cent of them having annual income between Rs. 1 lakh to Rs. 2 lakh and only 7.49 per cent of them having family annual income between Rs. 2 lakh to Rs. 3 lakh. Regarding source of information about millets, it was observed that majority of the respondents (74.06%) were received the information about millets from their relatives/friends while 54.01 per cent of them were received the information from the shopkeeper, followed by scientists from the agricultural university and extension worker/officer (52.94%), newspaper (41.44%), social media (32.62%), Television (30.21%), magazine (14.97%), doctors/dietician (6.95%).

2. Relationship of the profile of the respondents with their awareness and consumption of millets

2.1 Relationship between the profile of the respondents with their awareness of millets

Table 2 indicated that the independent variables *viz*., age, main occupation, family background and source of information about millets have positively significant relationship with awareness of millets among the respondents. Whereas education, gender, family size, and family annual income do not have any relationship with the awareness about millets.

2.2 Relationship between the profile of the respondents with their consumption score of millets

Table 3 indicated that the independent variables *viz*., age, family background and source of information about millets have highly positive and significant relationship with consumption score of millets among the respondents. Whereas main occupation of the respondents have positively significant relationship with consumption score of millets. Table 3 further reported that variables *viz*., education, gender, family size, and family annual income do not have any significant relationship with their consumption score of millets.

Profile of the respondents

Table 1: Distribution of the respondents according to their profile (N=374)

Sr. No.	Profile / Characteristics	Frequency	Percentage
1	**Age**		
	Young (Upto 29 yrs)	143	38.23
	Middle (30 to 49 yrs)	179	47.87
	Old (50 & Above)	52	13.90
2	**Education**		
	Illiterate	00	00.00
	Primary school	14	03.74
	Secondary school	17	04.54

	Higher Secondary	43	11.50
	Diploma level	56	14.97
	Graduate level	140	37.43
	PG level & Above	104	27.81
3	**Gender**		
	Male	336	89.84
	Female	38	10.16
4	**Main occupation**		
	Agriculture	186	49.73
	Business / Entrepreneur	14	03.74
	Government Job	62	16.58
	Private Job	38	10.16
	House wife	08	02.14
	Students	66	17.65
5	**Family background**		
	Rural	293	78.34
	Urban	81	21.66
6	**Family Size**		
	Small (Upto 4 members)	127	33.86
	Medium (5 to 6 members)	125	33.47
	Large (7 & Above)	122	32.27
7	**Family Annual Income**		
	Upto Rs. 1,00,000 /-	131	35.03
	Rs. 1,00,001 to 2,00,000/-	71	18.98
	Rs. 2,00,001 to 3,00,000/-	28	07.49
	Rs. 3,00,001 to 4,00,000/-	46	12.30
	Rs.4,00,001 & Above	98	26.20
8	**Source of Information about millets ***		
	Radio	49	13.10
	Television	113	30.21
	News paper	155	41.44
	Magazine	56	14.97
	Social Media	122	32.62
	Relatives / Friends	277	74.06
	Doctors / Dietician	26	06.95
	Agril. University's Scientist / Extension Worker	198	52.94
	Shop keeper / Retailer of millet products	202	54.01

* Multiple responses

Relationship between profile of the respondent with their awareness and consumption of millets

Table 2: Relationship between profile of the respondents with their awareness about millets (N=374)

Sr. No.	Profile of the respondents	'r' value
1	Age	0.099**
2	Education	0.062
3	Gender	0.077
4	Main occupation	0.091**
5	Family background	0.101**
6	Family size	0.045
7	Family annual income	0.071
8	Source of information about millets	0.104**

** Significant at 0.01%
* Significant at 0.05%

Table 3: Relationship between profile of the respondents with their consumption score of millets (N=374)

Sr. No.	Profile of the respondents	'r' value
1	Age	0.105**
2	Education	0.057
3	Gender	0.061
4	Main occupation	0.084*
5	Family background	0.105**
6	Family size	0.051
7	Family annual income	0.53*
8	Source of information about millets	0.113**

** Significant at 0.01%
* Significant at 0.05%

Conclusions

The study revealed that majority of the respondents were middle aged, educated upto graduation level, having farming as a main occupation, similar family size, having annual family income below Rs. 1,00,000 /-. Majority of them were received information about millets from their relatives/friends followed by shop keeper. The study further reported that out of eight independent variables selected for the study, age, main occupation, family background and source of information about millet showed significantly positive relationship with awareness and consumption of millet among the respondents.

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