



Analysis of Respondent's Opinion Regarding Quality of Picture and Subject Matter of Developed Cd on Income Generating Activities in Cottage Industries

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ABSTRACT

The present research entitled "Analysis of respondent's opinion regarding quality of picture and subject matter of developed compact disc (CD) on income generating activities in cottage industries" was undertaken with the objectives to collect relevant material and develop a suitable Compact Disc (CD) on education and to evaluate the effectiveness of the developed Compact Disc (CD) as instructional tool. In Compact Disc, five activities were developed, i.e. handloom weaving, bamboo basket weaving, coir door mats, banana fibre products like table mats, wall hangings and handicrafts with palmyrah leaves. The study was conducted during the year 2016 in Krishi Vigyan Kendra, Kalavacharla and Kakinada of Andhra Pradesh. Sixty respondents (20 staffs, 20 students and 20 villagers) were selected purposively for the evaluation of the developed CD. The script was written in Hindi language so that the villagers could be benefitted like other respondents (staffs and students). The shooting was done on various activities to collect the relevant video clips according to the script. The raw footage was edited and added voiceover to bring the final output. A close ended evaluation schedule was prepared to evaluate the developed CD. Data was analyzed by using suitable statistical tools like frequency, percentage and one way ANOVA table.

Key words: Compact disc, Income generating activities, Frequency, Percentage.

INTRODUCTION

Technological advances with multimedia changes the way of information, sources of information and the communication. The pace of changes in technology also changes educational approaches and offers new

opportunities to the instructional systems. A technological approach which includes multimedia application and contains text, graphics, and all other media has become increasingly important for students in schools.

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The use of the multimedia opportunities makes the instruction readily available, more affordable, and limitless accessible, easily comprehensible. The role of technology in every step of the instructional systems is the requirement of today's world¹.

The use of animations and videos are essential to promote student's motivation, as it breaks the monotony of reading texts. Therefore, including videos in the CD make it more attractive and to facilitate information retention. Further, they emphasized the combination of personal contact with multimedia features during learning. The combination of text, video, and CD-ROM seemed to bring more satisfaction to the learner².

The small scale industrial sectors have recorded significant growth and impressive performance. This study throws light on the changing dimensions in small scale industries like various policies and schemes by the Govt. to promote the industrial sectors. In the last decade, the entrepreneurial ability had much improved. Various new and advanced technologies had been adapted by the industries for the overall growth of our nation. Management of all the sectors like finance, purchase, sales, marketing advertising was more powerful in comparison to the past Malpani and Bapna³.

Rural Co-operatives and Rural Banks should be established and stabilized by the Government for advancing short-term loans on nominal interest. Lastly, adequate marketing facilities should be arranged for them, as sale of goods has now-a-days become a complicated affair as production. Hence, the artisans must be helped to get the best price of their goods. Frequent exhibitions should be organized to enable the artisans to show their art and industry and give them impetus and inspiration to create still better patterns of handicrafts⁴.

There is good scope for promotion of various income generating activities in the

rural non-farm sector. These include the following:

- a. Training of youth in masonry, carpentry, smithy, repairing of cycles and motor cycles, tractors, pump sets, electrification and winding of motors, etc. Subsequent to training, entrepreneurs need working capital and critical equipment to start their services.
- b. Rope making and mat making by using locally available agricultural by-products and grass
- c. Bamboo crafts and utility articles
- d. Production of housing materials
- e. Embroidery and tailoring
- f. Flour mills and oil seed expellers
- g. Establishment of grocery shops and food stalls.

MATERIAL AND METHODS

The present study was carried out in East Godavari district of Andhra Pradesh. East Godavari district was selected purposively and has knowledge of local dialects and socio-cultural value systems. So authentic collection of data could be facilitated. Uppada, Krishi Vigyan Kendra (KVK) under Central Tobacco Research Institute (CTRI), Kalavacharla of East Godavari were selected randomly to collect the clips as every village is engaged in different types of cottage industries. The clip made for theoretical as well as practical inputs.

For the development of CD, the basic structure of the script was developed. The next step involved in writing scene-by-scene outline for the whole CD. For the best quality media, DSLR camera and tripod was used. Technical assistance was taken for guidance in the outdoor shootings and utilization of various techniques of camera handling. Scoring procedure was adopted from likert scale to evaluate the CD. The data was analyzed by using suitable statistical tools like arithmetic mean, standard deviation and analysis of variance (ANOVA).

RESULTS AND DISCUSSION

Table: 1 Distribution of respondents according to their opinion on the clarity of Quality of Picture of the CD
{N=60}

S. No	Scale (1-5)	Staff members		Students		Villagers		F cal.	F tab.
		F	%	F	%	F	%		
1	Excellent (5)	5	25	1	5	2	10	*3.26	3.15
2	Very good (4)	11	55	9	45	9	45		
3	Good (3)	4	20	10	50	9	45		
4	Average (2)	-		-					
5	Poor (1)	-		-		-			

*Significant

The table 1 shows that maximum number of staff members (55%) opined that quality of picture is excellent followed by 25 per cent opined that it is very good and rest of the 20 per cent opined that is good. The maximum number of students (45%) opined that it is very good followed by 50 per cent are opined that it is good and rest of the 5 per cent opined that it is excellent. The maximum number of villagers i.e. 45 per cent opined that it is very

good followed by 45 per cent opined that quality of picture of CD is good and rest of the 10 per cent opined that it is excellent.

The calculated value of ANOVA was 3.26 which were more than the table value of ANOVA which is 3.15 at 2 degree of freedom at 5% level of significance. Therefore it is concluded that the opinion varies significantly due to groups.

Table: 2 Distribution of respondents according to their opinion on the relevance of Subject matter of the CD

{N=60}

S. No	Scale (1-5)	Staff members		Students		Villagers		F cal.	F tab.
		F	%	F	%	F	%		
1	Excellent (5)	9	45	1	5	7	35	*4.12	3.15
2	Very good (4)	8	40	12	60	9	45		
3	Good (3)	3	15	7	35	4	20		
4	Average (2)	-		-		-			
5	Poor (1)	-		-		-			

*Significant

The table 2 shows that maximum number of staff members (45%) opined that subject is excellent followed by 40 per cent is very good and rest of the 15 per cent opined that is good. The maximum number of students (60%) opined that it is very good followed by 35 per cent are opined that it is good and rest of the 5 per cent opined that it is excellent. The maximum number of villagers i.e. 45 per cent opined that it is very good followed by 35 per cent opined that it is excellent and rest of the 20 per cent opined that subject matter of CD is good.

The calculated value of ANOVA was 4.12 which were more than the table value of ANOVA which is 3.15 at 2 degree of freedom

at 5% level of significance. Therefore it is concluded that the opinion varies significantly due to groups.

CONCLUSION

It is concluded from the study that compact disc on income generating activities for women is a major aid that can help the target group by providing necessary knowledge and skill. CD has played a major role in education of students and villagers. This CD was developed on income generating activities like handloom and basket weaving, door mats with coir fibre, decorative items with banana fibre and palmyrah leaves.

This CD was developed to aware the rural women to utilize the natural resources to generate income by creating beautiful handicrafts.

Recommendations

The developed CD can be used by Ministry of Textiles for creating awareness and in learning classes regarding handicrafts related to bamboo weaving, handloom weaving, coir door mats and handicrafts with palmyrah leaves and banana fibre. The CD can be used during training programmes conducted by Krishi Vigyan Kendras, ATMA, MEPMA, SERP and other institutes.

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