

Media package on fabric surface enrichment for women empowerment.

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Abstract: The present study was conducted in Haryana state. Fifty rural and fifty urban women through each Krishi Vigyan Kendra (KVK) of Bhiwani and Rohtak districts. Hence, 200 respondents were selected purposively for assessing training needs of women regarding fabric surface enrichment techniques for media preparation. On the basis of overall mean scores and ranks, 'Tie and dye' technique got 1st rank, 'Block printing' technique got 2nd rank selected for media preparation. 'Embellishment using different materials' technique got 3rd rank was taken as value addition to tie and dyed and block printed fabrics. Standard procedures for development of media (printed and electronic) were followed and assessed on several parameters by 30 experts for its effectiveness in terms of validity, reliability and field applicability. Overall mean scores revealed that accuracy, coverage, objectivity, writing style, content presentation, illustration and compatibility was perceived to be high for both the techniques. Effectiveness of video in terms of audio quality, video quality, presentation of message, content importance, content suitability and text was rated as high. The content validity ratio for all the attributes of printed manuals and video was found to be significant. Inter consistency reliability for printed manuals and video was found to be statistically significant at 5 per cent level of significance. Field applicability was also found to be high for both the techniques. The prepared media was exposed to the respondents for imparting trainings. The impact of media package was found to be significant for gain in knowledge, change in attitude and skill acquisition. The impact assessment index of media package on rural respondents of both the selected districts was found to be 50.59 per cent and on urban respondents, it was 52.22% which is of moderate level. Therefore, it can be concluded that the prepared media package on the two selected fabric surface enrichment techniques i.e. 'Tie and dye' and 'Block printing' value added with embellishment using different materials was effective in terms of improving knowledge, attitude and skills of the beneficiaries. Hence, it can be inferred that the prepared media package served the purpose well for which it was prepared.

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