

## FIELD TESTING OF INSTRUCTIONAL MATERIAL ON ENTREPRENEURSHIP DEVELOPMENT FOR ITS COMPREHENSION BY RURAL WOMEN

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### ABSTRACT

The study was conducted in purposively selected Mavli panchayat samiti of Udaipur district of Rajasthan state with a sample of 60 illiterate rural women (30 for each aid) to field test instructional material (multimedia CD and flipbook) for its comprehension by rural women. Findings revealed that overall comprehension of multimedia CD was found to be good with mean per cent score 95.51. The component wise comprehension in all nine components i.e. concept of entrepreneurship development, benefits of entrepreneurship development, traits of entrepreneur, realization of opportunity, obtaining training, consolidation of resources, starting production, marketing of the product and expansion of the unit mean percent scores ranged between 89.33-99.72. Overall comprehension of flipbook also was found to be very good with mean percent score 94.84. Similarly in all the components of entrepreneurship development also the comprehension scores were found to be good with mean percent scores ranged between 96.67-90. Thus, it could be concluded that comprehension of both the aids i.e. multimedia CD and flipbook was found to be good and the developed instructional material can be utilized by the various government and non government functionaries involved in TOT.

### INTRODUCTION

It is the “*Era of Women Empowerment*”, empowering them not only with credit access but also enabling them to be better entrepreneurs. To become a successful entrepreneur, a rural woman requires a lot of knowledge, managerial competencies and hard work along with the complete training of entrepreneurship. In such conditions there is dearth of appropriate instructional package especially on entrepreneurship development with the specific features suited to the requirements and understanding level of the illiterate rural women which can be used as a ready reference by the functionaries of different organizations. Therefore, the present study was planned to field test instructional material (multimedia CD and flipbook) for its comprehension by rural women.

### RESEARCH METHODOLOGY

The study was conducted in purposively selected Mavli panchayat samiti of Udaipur district

of Rajasthan state. A sample of 60 illiterate rural women (30 from each village) was taken from purposively selected two villages i.e. *Ganoli and Salera kala* of Mavli panchayat samiti. One group of 30 rural women was taken to study the comprehension of multimedia CD and another group was taken to study the comprehension of flipbook. One group post test only design was used in which the respondents were exposed to the material and immediately after exposure post test was conducted to know comprehension of the messages by the respondents. For collection of data personal interview technique was used.

### RESULTS AND DISCUSSION

#### • Background information of the respondents:

More than 40 per cent respondents were in the age group of 30-45 years and 33.33 per cent were in the age group of below 30 years. Rest of the respondents (25%) were in the age group of above 45 years. More than forty per cent respondents

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(41.67%) belonged to the scheduled tribe category, 37.50 per cent general caste, 12.5 per cent respondents were from scheduled caste and rest of the respondents (8.33%) belonged to other backward castes. Majority of the respondents (83.33%) had agriculture as their main family occupation and were engaged in subsidiary occupation along with agriculture. Radio (35%), television (16.67%), film (13.33%) and exhibition (10%) were the sources of information used by the respondents for getting information related to entrepreneurship development. One fourth of the respondents (25%) were having contact with extension personnel.

- **Comprehension of messages through instructional material by rural women:**

**A. Comprehension of messages through multimedia CD**

**Overall comprehension:** This part presents information related to overall comprehension of messages through developed multimedia CD. Mean percent scores were calculated to find out the overall comprehension of messages through multimedia CD which was found to be 95.51 (Table 1). Results presented in the table reveal that overall comprehension of messages in various components by the respondents was very good ranging between 89.33 to 100.

**Table 1. Overall comprehension of messages through multimedia CD by the respondents (n=30)**

S. No.	Components	Mean Per cent Scores
1.	Concept of entrepreneurship	89.33
2.	Benefits of entrepreneurship	93.81
3.	Traits of entrepreneur	92.08
4.	Realization of opportunity	96.67
5.	Obtaining training	100
6.	Consolidation of resources	95.15
7.	Starting production	100
8.	Marketing of the product	99.72
9.	Expansion of the unit	100
Overall Comprehension		95.51

Among all nine components the components 'obtaining training', 'starting production' and 'expansion of the unit' were comprehended by 100

per cent respondents followed by 'marketing of the product' (99.72MPS), 'realization of opportunity' (96.67MPS), 'consolidation of resources' (95.15MPS), 'benefits of entrepreneurship development' (93.81MPS), 'traits of entrepreneur' (92.08MPS) and 'concept of entrepreneurship development' (89.33MPS). Similar findings were revealed by Menaria (2006) who reported that overall comprehension of developed multimedia CD was found to be very good as more than 88.40 per cent respondents could comprehend all the six components of environmental sanitation.

The findings reflect that the comprehension of messages through multimedia CD (95.51MPS) was good. The reason for such findings could be that in case of multimedia CD the content was embedded in a story form supplemented with traditional music that made the multimedia CD very entertaining and easily understandable by the respondents. For most of them it was like watching a movie in cinema hall that they never experienced before. The visual clarity, organization and layout highlighting the rural atmosphere were other contributing aspects that made it very comprehensible. The still visuals were also appealing, preventing the rural women to divert attention on any other activity with more use of senses hence respondents were able to relate and comprehend majority of the messages in multimedia CD. Moreover, focus on still graphics with highlighting and blinking effects and possibility to rewind the movie contributed in good comprehension messages depicted through multimedia CD.

**B. Comprehension of messages through flipbook**

The designed flipbook was field tested with the clientele i.e. illiterate rural women for its comprehension so that necessary modifications could be made accordingly. The flipbook contained twenty-eight flip charts and focussed on important messages related to entrepreneurship development. The visuals selected were simple, bold and related to rural background. The respondents were exposed to developed flipbook with an instructional approach by the investigator. In this, each flip chart of the flipbook was explained to them covering every visual and message in it. Then 15 minutes were given

to recapitulate whatever the respondents understood from the flipbook. After this, the respondents were again exposed to the entire flipbook without instruction. Immediately after exposure post test was conducted to find out the extent of comprehension of messages by the respondents.

### Overall comprehension

Data presented in Table 2 reveal that the overall comprehension of messages through flipbook was very good with mean per cent score 94.84. Similarly in all the components of entrepreneurship development the comprehension was found to be good. Maximum scores were observed in the component 'marketing of the product' (96.67MPS) and 'traits of entrepreneurs (96.25MPS)' followed by 'benefits of entrepreneurship (95.71MPS)', 'realization of opportunity (95.19MPS)' and 'consolidation of resources (94.24MPS)'. In rest of the components the scores were found within the range of 90 to 93.33 per cent.

**Table 2. Overall comprehension of messages through flipbook by the respondents (n=30)**

Components	Mean Percent Score
Concept of entrepreneurship	90.00
Benefits of entrepreneurship	95.71
Traits of entrepreneurs	96.25
Realization of opportunity	95.19
Obtaining training	90.00
Consolidation of resources	94.24
Starting production	90.00
Marketing of the product	96.67
Expansion of the unit	93.33
Overall comprehension	94.84

The results are in line with the findings of Tiwari (1999) who concluded that comprehension of manages by under graduate students was found to be excellent with respect to concept of entrepreneurship (93.5%) and procedure for establishment of enterprise (91.6%), good in the component advantages of entrepreneurship (80%) and in rest of the components it was found 62.50 to 77.66 per cent. Hence, overall comprehension of slides was found to be good (MPS 72.6).

Thus, it could be concluded that in case of flipbook also the comprehension was found to be

good (94.84 MPS) as the content of the flip book was beautifully synchronized with well planned instructions. Well arranged and balanced organization and layout, understandable and self explanatory form of content, attention catching, attractive visuals with bright colours, familiar rural background, simple bold illustrations, continuity of message and tuning of visuals with commentary had facilitated the respondent's understandability of the messages. Moreover, ease to pause at the place of confusion or query made it easy for the respondents to clear the doubts at the time of exposure and facilitated better comprehension. The results are in conformity with Jain (2000) reported that the overall comprehension of messages through flipbook on vegetable in diet was found to be 96.22 per cent, which indicate good comprehension of messages by rural women.

### CONCLUSION

Thus, it could be concluded that comprehension of both the aids i.e. multimedia CD and flipbook was found to be good and the instructional material can be utilized by the various government and non government functionaries involved in TOT and more specifically can be used by the personnel of the entrepreneurship development institutes in imparting training in the field of entrepreneurship development to the illiterate rural women.

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