

**AN INVESTIGATION INTO DIFFERENTIAL ATTITUDES OF
VILLAGE WOMEN OF KERALA TOWARDS THE APPLIED
NUTRITION PROGRAMME**

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The Applied Nutrition Programme (ANP) was started in Kerala in the year 1963. An important objective of the programme is to provide nutrition education to the village women.

The effectiveness of the programme depends upon the active participation of village women in the programme and their participation in the programme, in turn, depends upon their attitude towards the programme. A study conducted by Sharma (1974) on the disposition of village women towards A. N. P. indicated that villagers' attitude towards Applied Nutrition Programme provide an insight into their likely participation in the Programme. No attempt has so far been made to determine the attitude of village women towards A. N. P. under the social conditions of Kerala. The study reported here was, therefore, conducted to determine the attitude of the village women towards the Applied Nutrition Programme and to determine the relationship between the attitude of women and independent variables.

Materials and Methods

The Applied Nutrition Programme is implemented at present in 7 C. D. Blocks in Trivandrum District, Kerala State. However all the C. D. Blocks in the District run Applied Nutrition Camps regularly. The main aim of these camps is to provide nutrition education to the village women. Participants of these camps include both beneficiaries and non-beneficiaries of A. N. programme. Data for the study were collected from 350, randomly selected women participants of the Applied Nutrition Programme camps conducted in the C. D. Blocks in Trivandrum District.

The selected sample included beneficiaries of the A. N. P. village women regularly participating in the camps conducted under the A. N. P. and also village women participating in the camp for the first time.

The attitude of the village women towards A. N. P. was measured by using a five point scale developed by the authors (1975) for the purpose. Lickert technique was followed for developing the scale. The scale was administered on the selected sample of village women and they were asked to express their reactions in terms of their agreement or disagreement with each item in the scale by selecting any one of the five response categories, namely strongly agree, agree, undecided, disagree and strongly disagree.

The general attitude of the village women towards Applied Nutrition Programme was arrived at by finding out the mean attitude scores. The scale on Applied Nutrition Programme had 20 items. The highest possible score that any respondent can make on this scale is 100 where the respondent given "Strongly agree" response to every positive item and "Strongly disagree" response to every negative item in the scale indicating a strongly positive attitude towards the specific issue covered by the single item. On the other hand the lowest individual score on this scale is 20 when the respondent selects a "Strongly disagree" response to every negative item and a "Strongly agree" response to every positive item expressing a strongly negative attitude. A neutral position or one of the indecision obtains a score of 3 on each item, the theoretical mid point or neutral score on the scale of 60. Thus scores above 60 indicate a favourable reaction towards the Applied Nutrition Programme while those below indicate unfavourable attitude.

Results and Discussion

Table 1 presents the neutral and mean attitude scores.

The mean attitude score is the sum of scores of all respondents on the scale divided by the number of respondents constituting the sample. It is evident from the neutral and mean attitude scores given in Table 1, that the mean attitude score is much above neutral score which indicates that the respondents have a very favourable attitude towards the programme.

Table I
Neutral and mean attitude scores on the scale

Scale	Neutral score	Mean score	Attitude
ANP	60	77.4	Favourable

Attitude and Independent variables

The attitude of an individual towards any object is influenced by many actors. In this study the respondents attitude towards the A. N. P. was statistically tested for significant association with the age and educational levels.

The nature of this association is presented in Table 2.

Table 2**Association with the age and educational level of the respondents**

Attitude aspect	Independent variable	
ANP	Age	Education
	0.132*	0.160**
Significant at 0.0? level	Significant at 0.01 level	

It is evident from Table 2 that the age and education are positively and significantly related to the attitude towards the programme.

Based on the level of education, the respondents were classified into 4 groups (Lower primary, Upper primary, High School and High School and above levels). Similarly, based on the age, the respondents were classified into 4 groups (below 20, 21-30, 31-40 and 41 and above) The analysis of variance technique was used to find out whether there were significant differences among these groups with regard to attitude. The analysis of variance of attitude scores of respondents classified according to the education level and age is given in Table 3.

Table 3**Analysis of variance of attitude scores classified by educational level and age**

Attitude aspect	Source	SS	df	ms	F
ANP	Total	499.67	349		
	Education	23.56	3	7.853	5.887*
	Age	12.67	3	4.223	3.166**
Significant at 0.05 level		Significant at 0.01 level			

The data presented in Table 3 reveal that the respondents belonging to different education and age groups differ significantly in their attitude towards the programme.

Analysis of variance of attitude scores of village women classified on the basis of their previous information on the ANP.

The influence of previous information about the ANP on the attitude of village women towards the programme was also investigated. The results are presented in Table 4.

Table 4

The analysis of variance of attitude scores of village women classified on the basis of their previous information of the programme

Attitude aspects	Source	SS	df	ms	F
ANP	between groups	567.00	J	567.00	6.70*

* Significant at 0.01 level Y value 2.588

Data presented in Table 4 shows that village women with previous information about the programme have favourable attitude towards the programme. However, the sources of information and the influence of these sources have not been determined. These aspects merit further investigation.

Analysis of variance of attitude scores of village women classified on the basis of their participation in ANP camps

The impact of previous participation in ANP camps on the attitude of village women towards the ANP was studied and results are presented in Table 5.

Table 5

Analysis of variance of attitude scores of village women classified on the basis of their participation in ANP camps

Attitude aspects	Source	SS	df	ms	F ratio
ANP	Between groups	935.4	1	935.4	11.19*

Significant at 0.01 level t' value 3.345

Results presented in Table 5 reveal that women who have participated in ANP camps previously have more favourable attitude towards the ANP than those who are participating in ANP camps for the first time. This finding indicates the possible influence of ANP camps in creating positive attitude towards ANP and suggests that more and more village women should be given opportunities for participation in ANP camps.

Analysis of variance of attitude scores of village women classified on the basis of their participation as beneficiaries in the programme

Village women selected from among the vulnerable section of the population form the beneficiaries of the ANP,

The influence of this aspect, on the attitude of village women towards the programme was also studied and the results are given in Table 6.

Table 6

Analysis of variance of attitude scores of village women classified on the basis of their participation as beneficiaries in the programme

Attitude aspects	Source	S. S.	df	ms	F ratio
ANP	between groups	407.51	1	407.51	4.79*

* Significant at 0.05 level 't' value 3.481

Beneficiaries of the ANP are expected to have favourable attitude towards ANP. This study also reveals that beneficiaries of the ANP have a more favourable attitude towards ANP than non-beneficiaries. This favourable attitude of beneficiaries is probably due to their deeper involvement in the programme.

Summary

An investigation in to the differential attitude of village women in Kerala towards the ANP was conducted in the N. E. S. blocks of Trivandrum District, where ANP was implemented 350 participants of the ANP camps formed the respondents of the study. The attitude was measured by using a scale specifically developed by the authors for this purpose. The analysis of the data revealed that the attitude of respondents is generally favourable towards ANP. Education, age, previous knowledge about the programme, previous participation in ANP camps etc. have positive influence on creating a favourable attitude towards the programme. It is also found that favourable attitude is a prerequisite for the effective participation in the ANP.

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സംഗ്രഹം

കേരളത്തിലെ ഗ്രാമീണ സ്ത്രീകൾക്ക് പ്രയുക്ത പോഷകാഹാര പരിപാടിയോടുള്ള ഭിന്ന അഭിഭാവം നിർണ്ണയിക്കുന്നതിനുവേണ്ടി ഈ പരിപാടി നടപ്പിലാക്കുന്ന തിരുവനന്തപുരം ജില്ലയിലെ എൻ. ഇ. എസ്. ബ്ലോക്കുകളിൽ ഒരു പഠനം നടത്തുകയുണ്ടായി. പ്രയുക്ത പോഷകാഹാര പരിപാടിയുടെ പ്രധാനപ്പെട്ട ഒരു ഇനമായി നടത്തപ്പെടുന്ന ക്ലാസുകളിൽ പങ്കെടുത്ത 350 സ്ത്രീകളിൽ നിന്നാണ് ഈ പഠനത്തിന് വേണ്ട വിവരം ശേഖരിച്ചത്. ഇതിനുവേണ്ടി തയ്യാറാക്കിയ ഒരു സ്കെയിൽ ഉപയോഗിച്ചാണ് അഭിഭാവം അളക്കുന്നത്. സ്ത്രീകൾക്ക് പെരുവേ പ്രയുക്തപോഷകാഹാര പരിപാടിയോടു് അനുകൂലമായ അഭിഭാവമാണ് കണ്ടത്. വിദ്യാഭ്യാസം, പ്രായം, പ്രയുക്തപോഷകാഹാര പരിപാടിയെക്കുറിച്ച് നേരത്തേയ്ക്കു rawoc ു പരിപാടിയിൽ നടത്തുന്ന ക്യാമ്പുകളിൽ നേരത്തേയ്ക്കുള്ള പങ്കെടുക്കൽ എന്നിവയ്ക്കു ഈ പരിപാടിയോടു് അനുകൂലമായ അഭിഭാവം ഉണ്ടാക്കുന്നതിൽ പ്രത്യക്ഷമായ സ്വാധീനം ഉണ്ടെന്നാണ് കണ്ടത്. പ്രയുക്ത പോഷകാഹാര പരിപാടിയോടുള്ള അനുകൂലമായ അഭിഭാവം ജനങ്ങൾ ഈ പരിപാടിയിൽ ഫലപ്രദമായി പങ്കെടുക്കുന്നതിനു് ആവശ്യമാണെന്നും മനസ്സിലാക്കാൻ കഴിഞ്ഞു.

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