



IMPACT OF RAWE PROGRAMME ON AWARENESS AND ADOPTION LEVEL OF RURAL HOMEMAKERS ABOUT SELECTED MANAGERIAL PRACTICES

Satwik Sahay Bisarya¹, Priyansh Rahangdale² and Maya Bisen³

¹Associate Professor, Faculty of Agriculture Science, SAM Global University,

Gram Adampur Chawni, Raisen Rd, Kolua Khurd, Raisen, Madhya Pradesh 462021

²Assistant Professor, Faculty of Agriculture Science, SAM Global University, Gram Adampur Chawni, Raisen Rd, Kolua Khurd, Raisen, Madhya Pradesh 462021

³Assistant Professor, Faculty of Agriculture Science, APJ Abdul Kalam University, Village, Post, Indore Bypass Rd, Arandia, Jhalariya, Indore, Madhya Pradesh 452016

ABSTRACT

The Rural Awareness Work Experience (RAWEP) programme, an integral part of the B.Sc (Hons) Community Science curriculum, aims to enhance the proficiency and confidence of rural families by providing knowledge in various Home Science fields through extension methodologies. This programme is designed to improve the quality of life for rural families and foster a close-knit interaction, contributing to their holistic development (Kaur and Mann, 2020). RAWEP's objective is to develop a deeper understanding of rural life and the diverse household activities in villages (Mann and Sachan, 2017).

For the study "Impact of RAWEP Programme on awareness and Adoption level of Rural Homemakers about selected Managerial practices," one hundred homemakers from Raisen District were chosen at random. In order to gauge the understanding and adoption of appropriate managerial practices pertaining to time, money, and energy, validated inventories comprising these activities were given to a pre- and post-training sample. Pre- and post-informal training outcomes were contrasted. The "Z" test was used to evaluate how training affected rural homemakers' knowledge of and adoption of managerial abilities. Results showed that following participatory training under RAWEP, rural homemakers' awareness of and adoption of managerial skills pertaining to time, money, and energy greatly enhanced.

KEYWORDS: RAWEP programme, rural homemakers, managerial practices, home management, awareness, adoption, time management, financial management, energy management, participatory training, rural development, extension methodologies.

INTRODUCTION

The Rural Awareness Work Experience (RAWEP) programme is an integral component of the B.Sc (Hons) Community Science curriculum, designed to build proficiency and confidence among students. Its primary aim is to enhance the quality of life for rural families by imparting knowledge across various fields of Home Science through effective extension methodologies. This programme serves as a timely intervention, promoting the holistic development of rural families and fostering close-knit interactions (Kaur and Mann, 2020).

The RAWEP programme was introduced to help students develop a comprehensive understanding of rural life and the diverse situations encountered in villages, with a particular focus on household activities (Mann and Sachan, 2017).

Home management is a crucial aspect of achieving personal and family goals. Effective use of both human and material family resources requires careful planning and control. Homemakers play a pivotal role in addressing various problems and making decisions throughout their lives. Therefore, management is a significant responsibility for today's homemakers.

Time management is crucial as it can significantly impact an individual's overall performance and achievements. Effective time management influences how individuals organize their daily activities to meet their goals (Garad et al., 2018). Similarly, human energy is a vital resource that affects a person's capacity to work. Unlike time, the amount of energy available varies widely among individuals. Managing this resource effectively requires careful planning and thoughtful consideration.



Utilizing mechanical and electrical appliances in the home can undoubtedly lead to savings. Money plays a crucial role in society, and individuals' money management habits directly impact their future lives and attitudes. Therefore, it is essential to provide effective money management education (Garad & Kulkarni, 2018).

Managerial skills are essential for performing tasks effectively and can be evaluated based on difficulty level, energy input, and overall satisfaction. A person with strong managerial skills can complete tasks with minimal difficulty, lower energy expenditure, and high satisfaction, while producing quality outcomes. While some homemakers may have innate managerial abilities, others can develop these skills through observation and training. Gaining knowledge helps homemakers differentiate between effective and ineffective practices, enhancing their overall management capabilities.

There is a lack of information on the managerial skills of homemakers. Therefore, this study was conducted with the specific objectives of assessing the level of awareness and adoption of selected managerial practices related to time, money, and energy among rural homemakers before and after the implementation of the RAWE programme.

MATERIALS AND METHODS

Sampling Procedure and Locale of the Study

The study, titled "Impact of RAWE Programme on Awareness and Adoption Level of Rural Homemakers About Selected Managerial Practices," involved randomly selecting 100 homemakers. The research was conducted among rural homemakers residing in villages of Raisen. Data collection was carried out using participatory observation and interview methods to gather comprehensive information on the impact of the RAWE programme.

Customized Inventory

Customized teacher-made inventories were developed, consisting of 25 statements each on managerial practices related to time, money, and energy. These inventories were validated by experts for content accuracy. A two-point and three-point continuum scale was employed to gather responses:

- **Knowledge Assessment:** Responses were recorded as knowing completely (1) or not knowing (0).
- **Adoption Assessment:** Responses were recorded as completely adopting (2), partially adopting (1), or not adopting (0).

The inventories were administered to the selected sample before the training to evaluate the existing levels of awareness and adoption of managerial practices related to time, money, and energy.

Informal Training through RAWE Programme

Managerial tips on time, money, and energy management were provided through booklets, lectures, and on-the-spot demonstrations conducted by RAWE students. Following this informal training, the customized inventories were re-administered to the same group of homemakers to assess changes in their awareness and adoption levels regarding these managerial practices.

Knowledge Score Regarding Managerial Practices

The level of knowledge among homemakers was measured using responses from a customized teacher-made inventory. Responses were recorded on a two-point scale, with a score of 1 assigned for complete knowledge of the practices and a score of 0 for a total lack of knowledge. The total score for each homemaker was then calculated based on their responses.

Adoption Scores Regarding Managerial Practices

The level of adoption of managerial practices related to time, money, and energy among selected homemakers was assessed using their responses to the administered inventory. Responses were recorded on a three-point continuum scale, with scores assigned as follows:

- No adoption: 0 score
- Partial adoption: 1 score
- Complete adoption: 2 scores

Statistical Analysis

After data collection, the information was carefully tabulated and processed. The results from before and after the informal training were compared. A 'Z' test (Sharma, 2005) was conducted to assess the impact of the training on the awareness and adoption levels of rural homemakers regarding selected managerial skills.



RESULTS AND DISCUSSION

General information of the selected homemakers is presented in Table 1. It is evident that an equal percentage of homemakers (50%) were between the ages of 25-35 and 35-45. The majority of homemakers were educated up to primary school (52%), followed by matriculation (48%). Most homemakers belonged to joint families (68%) and had 5 to 8 members in their family (58%). The occupation of the majority of the family heads was farming (64%), with service and business occupations making up 18% of the families. Ninety percent of the homemakers reported a monthly income between Rs. 5,000 and Rs. 10,000, with only 10% reporting a monthly family income between Rs. 10,000 and Rs. 15,000.

Information about the awareness level of homemakers regarding managerial practices related to time, money, and energy before and after training is presented in Table 2. It is clear that a higher percentage of homemakers were aware of only 1-8 practices related to time (72%), money (80%), and energy (88%) before receiving the training. The percentage of homemakers who were aware of 9-16 practices before training was 20%, 14%, and 12% for time, money, and energy respectively. The training program on managerial practices related to time, money, and energy increased the awareness level of more than 90% of homemakers to 17-25 practices related to time (92%), money (96%), and energy (96%). Statistical analysis using the Z test indicated a significant increase in the percentage of homemakers aware of more managerial practices related to time, money, and energy.

Information on the adoption level of homemakers regarding managerial practices related to time, money, and energy before and after training is presented in Table 3. It is evident that an equal percentage of homemakers (40%) were adopting 1-8 and 9-16 managerial practices related to time before training. The corresponding percentage of homemakers adopting money-related managerial practices was 32% and 48% respectively. In the case of energy management practices, 68% of homemakers were adopting 1-8 practices, followed by 9-16 practices related to energy (20%) before training. After the managerial skill training, the percentage of homemakers adopting 17 to 25 practices increased in the areas of time (80%), money (68%), and energy (84%). Statistical analysis indicated a significant increase in the adoption of more managerial practices among rural women after receiving the training.

Table 1. General Information of Selected Rural Homemakers

Attributes	Frequency and Percentage of Homemakers
Age (years)	
25-35	50%
35-45	50%
Education	
Primary	52%
Matriculates	48%
Type of family	
Nuclear	32%
Joint	68%
Size of family	
Small (1-4)	42%
Large (5-8)	58%
Occupation of head	
Farming	64%
Service	18%
Business	18%
Monthly income (Rs)	
5,000-10,000	90%
10,000-15,000	10%

Table 2. Impact of Training on Awareness Level of Rural Homemakers Regarding Managerial Practices Related to Time, Money, and Energy

No. of Practices and Level of Awareness	Time	Money	Energy
	Pre	Post	Z Value
1-8 (Low)	72%	-	16.03**
9-16 (Medium)	20%	08%	2.48*
17-25 (High)	08%	92%	21.89**

* Significant at 5% level

** Significant at 1% level



Table 3. Impact of Training on Adoption Level of Rural Homemakers Regarding Managerial Practices Related to Time, Money, and Energy

No. of Practices & Level of Adoption	Percentage & Frequency of Rural Homemakers			
	Time	Z Value	Money	Z Value
	Pre	Post	Pre	Post
1-8 (Low)	40%	12%	14.36**	32%
9-16 (Medium)	40%	08%	16.41**	48%
17-25 (High)	20%	80%	30.77**	20%

***Significant at 1% level*

Table 4. Mean Awareness and Adoption Scores of Rural Homemakers Regarding Managerial Practices Related to Time, Money, and Energy

No. of Practices and Level of Awareness	Mean ± SD Awareness Score	Z Value	Mean ± SD Adoption Score	Z Value
	Pre	Post	Pre	Post
Time	35.00 ± 8.00	65.00 ± 10.00	23.42**	28.00 ± 8.00
Money	28.00 ± 8.00	68.00 ± 11.00	29.41**	25.00 ± 8.00
Energy	22.00 ± 9.00	72.00 ± 11.00	35.18**	22.00 ± 9.00

Significant at 1% level

Table 5. Constraints Expressed by Rural Women in Adoption of Managerial Practices

Constraints in Adoption of Managerial Practices	Frequency	Percentage
Scarcity of resources	65	65%
Inability to maintain written records	95	95%
Inability to tackle emergency situations	58	58%
Inability to tackle stressful conditions	62	62%
Lack of convincing power	45	45%
Self-rigidity	48	48%
Inability to evaluate	56	56%
Lack in leadership qualities	54	54%
Too much workload	35	35%
Joint family structure	58	58%
Rigidity of family members	72	72%

The study demonstrates the effectiveness of the RAWE program in enhancing both awareness and adoption of managerial practices among rural homemakers. The increase in knowledge and practical implementation reflects the program's success. However, constraints such as limited resources, inability to maintain records, and personal and familial rigidity highlight areas that need further attention to improve the overall effectiveness of managerial practices in rural settings.

Mean Awareness and Adoption Scores

The results from Table 4 highlight significant improvements in both awareness and adoption of managerial practices related to time, money, and energy among rural homemakers after receiving training.

- **Awareness Scores**
 - **Time Management:** Awareness increased by 30 points, reflecting a substantial improvement in understanding time management practices.
 - **Money Management:** Awareness improved by 40 points, indicating enhanced knowledge about financial management.
 - **Energy Management:** Awareness rose by 50 points, showing a significant gain in knowledge regarding energy management.
- **Adoption Scores**
 - **Time Management:** Adoption levels increased by 34 points, illustrating a greater implementation of time management practices.
 - **Money Management:** Adoption improved by 25 points, signifying more effective financial management.



- **Energy Management:** Adoption rose by 44 points, indicating a higher level of adoption of energy management practices.

The substantial increases in both awareness and adoption scores underscore the effectiveness of the RAWE training program in enhancing managerial skills among rural homemakers. The training not only increased theoretical knowledge but also led to practical improvements in the application of these practices.

Constraints Expressed by Homemakers (Table 5)

Table 5 presents the constraints experienced by homemakers in adopting managerial practices. These constraints offer insights into the challenges faced in managing time, money, and energy effectively.

- **Major Constraints**
 - **Inability to Maintain Written Records (95%):** This is a significant barrier, affecting the ability to track and manage time and money efficiently.
 - **Rigidity of Family Members (72%):** Resistance from family members can hinder the adoption of new practices and adjustments in household management.
 - **Scarcity of Resources (65%):** Limited resources pose a major challenge in implementing effective managerial practices.
 - **Inability to Tackle Stressful Conditions (62%):** Stress and pressure can impact the homemaker's ability to manage household tasks effectively.
- **Other Notable Constraints**
 - **Inability to Tackle Emergency Situations (58%):** Difficulty in handling emergencies indicates a need for better preparedness and management strategies.
 - **Inability to Evaluate (56%):** Challenges in evaluating the effectiveness of practices can limit improvements and adaptations.
 - **Lack in Leadership Qualities (54%):** Leadership skills are crucial for effective household management and influence the successful implementation of practices.
 - **Joint Family Structure (58%):** The dynamics of living in a joint family can complicate the management of household resources and responsibilities.
- **Less Common Constraints**
 - **Self-Rigidity (48%):** Personal inflexibility can be a barrier to adopting new practices.
 - **Lack of Convincing Power (45%):** Difficulty in persuading others can impact the implementation of new managerial practices.
 - **Too Much Workload (35%):** A high workload may limit the time and energy available for adopting new practices.

Overall, while the RAWE program effectively enhanced awareness and adoption of managerial practices, these constraints highlight areas where additional support and strategies could further improve the effectiveness of household management. Addressing these barriers through targeted interventions could lead to more successful implementation of managerial practices among rural homemakers.

CONCLUSION

The study demonstrates that the RAWE program significantly improved both the awareness and adoption of managerial practices related to time, money, and energy among rural homemakers. The following key conclusions can be drawn from the results:

1. **Enhanced Awareness and Adoption:**
 - The training program led to a substantial increase in homemakers' awareness of and adoption of effective practices. Specifically, there was a notable rise in knowledge and practical application related to time management (30-point increase in awareness, 34-point increase in adoption), money management (40-point increase in awareness, 25-point increase in adoption), and energy management (50-point increase in awareness, 44-point increase in adoption).
2. **Effectiveness of RAWE Training:**
 - The RAWE program's approach—utilizing booklets, lectures, and demonstrations—proved effective in enhancing homemakers' skills. This suggests that a structured training program can significantly impact the practical abilities of individuals in managing household resources.
3. **Identification of Constraints:**
 - Despite the positive outcomes, several constraints hindered the full adoption of managerial practices. Major issues included the inability to maintain written records, family rigidity, scarcity of resources, and difficulty in managing stressful conditions. Addressing these constraints through additional support, resources, and strategies could further improve the effectiveness of managerial practices.



4. Recommendations for Future Interventions:

- To build on the success of the RAWE program, future interventions should focus on:
 - Providing tools and resources to assist with record-keeping and evaluation.
 - Offering strategies for overcoming family resistance and managing stress.
 - Enhancing leadership and persuasive skills among homemakers.
 - Tailoring programs to address the specific challenges posed by joint family structures and resource limitations.

In summary, the study underscores the value of targeted training programs in improving managerial skills among rural homemakers. By addressing the identified constraints and building on the program's strengths, future efforts can lead to even greater improvements in household management practices and overall quality of life for rural communities.

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