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## Relationship between socio-personal and communication characteristics of mushroom trainees and selected impact indicators

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### Abstract

Mushroom Research and Training Centre (MRTC) of G.B. Pant University of Agriculture and Technology Pantnagar conducts various training programmes for various demographic segments including BPL people (Below Poverty Line) to promote mushroom as an agripreneurship. The present research study was undertaken to evaluate the relationship between socio- personal and communication characteristics of trainees and selected impact indicators. The ex- post- facto research design was used to meet out the objectives set forth for the study. Census method was used to collect relevant data from respondents trained by MRTC, Pantnagar from three villages. The correlation among most of the profile variables and selected impact variable which includes adoption, perceived usefulness of training content, application and level of learning were significant.

**Keywords:** Mushroom production, MRTC, Pantnagar, training programme

### 1. Introduction

India has varied agro-climate, abundance of agricultural residues and plenty of manpower making it suitable for cultivating different mushrooms. Mushroom production is an enterprise in which requirement of land is not a big issue so even landless farmers can get additional income through mushroom cultivation (Kavitha K. *et al.*, 2019) <sup>[3]</sup>. It is one of the high value crops that can be grown alongside other crops as a diversification option for both small holder and large scale farmers. Mushroom cultivation is environment-friendly and they biosynthesize their food from agricultural crop residues, which are readily available in rural areas. Moreover, mushroom production can often be recommended to a situation where large scale capital-intensive operations are not possible (Dalmia and Kumar, 2018) <sup>[2]</sup>. It is a well established fact that the rural unemployed individuals can be developed, as entrepreneurs through organizing vocational training programmers on regular basis (Pradhan *et al.*, 2016) <sup>[5]</sup>. Nagraj *et al.*, (2017) <sup>[5]</sup> and Arora R.K. (2017) <sup>[1]</sup> found that professional training had extended the information on farmers, farm women, and rural youth in regards to all the subcomponents of mushroom cultivation. There was considerable gain in knowledge of the respondents after the training programmes (Kumar *et al.*, 2023) <sup>[4]</sup>. Present study was conducted to analyse Relationship between socio- personal and communication characteristics of mushroom trainees and selected impact indicators.

### 2. Methodology

The study was conducted in Uttarakhand state of India, where Mushroom Research and Training Centre (MRTC) of G. B. Pant University of Agriculture and Technology, Pantnagar is located. This MRTC centre in the state which has been engaged in imparting mushroom cultivation training of seven days in collaboration with development department of the state to BPL families under Swarnjayanti Gram Swarajgar Yojna (SGSY). The ex- post- facto research design was used to meet out the objectives set forth for the study. Out of several training programmes on mushroom cultivation organized by MRTC, training programme for BPL beneficiaries were selected purposely as the frequency of these training programmes were higher as compared to other training programmes. Three villages namely Shimla Pistaar, Bhurarani and Chhatarpur of Udham Singh Nagar district were selected purposively.

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Three villages namely *Shimla Pistaar*, *Bhurarani* and *Chhatarpur* of Udhm Singh Nagar district were selected purposively. Trainees trained by MRTC, Pantnagar from Rudrapur block were selected as respondents through census method.

### 3. Results and Discussion

The relationship between socio- personal and communication

characteristics of trainees such as age, education, SES, achievement motivation, risk orientation etc and selected impact indicators have been presented in this section. An attempt was made to see whether personal characteristics have any relationship with selected impact indicators or not and have analyzed and presented in Table 1. The significance of correlation coefficient was tested at 5 percent and 1 percent levels of significance using 't' test.

**Table 1:** Relationship of selected socio- personal characteristics with selected impact indicators

Sl. No.	Profile variables	Adoption	Perceive usefulness	Application	Level of learning
1	Age	0.08298 (0.564745)	-0.04919 (0.334027)	0.135091 0.924705	0.08298 (0.564745)
2	Caste	-0.22657 (1.577701)	-0.15543 (1.067147)	-0.07294 (-0.49606)	-0.22657 (1.577701)
3	Education	0.080385 (0.546968)	0.120876 (0.825877)	0.23006 (1.603348)	0.080385 (0.546968)
4	SES	0.568628 (4.688363)**	0.423875 (3.174113)**	0.82534 (9.913867)**	0.568628 (4.688363)**
5	Income	0.478385 (3.694772)**	0.366642 (2.672816)*	0.867581 (11.83244)**	0.478385 (3.694772)**
6	Achievement motivation	0.28588 (2.023377)*	0.111022 (0.757672)	0.572707 (4.738328)**	0.28588 (2.023377)*
7	Risk orientation	0.221249 (1.538717)	0.218575 (1.519181)	0.443206 (3.353302)**	0.221249 (1.538717)
8	Scientism- fatalism	-0.221249 (-3.600659)**	-0.203113 (-1.406906)	-0.029857 (-0.202591)	-0.468906 (-3.600659)**
9	Extension agency contact	0.329021 (2.3631)*	0.169699 (1.167894)	0.760187 (7.935659)**	0.329021 (2.3631)*
10	Media exposure	0.387555 (2.85137)*	0.161149 (1.10744)	-0.06703 (-0.45567)	0.387555 (2.85137)*
11	Information seeking behaviour	0.377975 (2.768965)*	0.199267 (1.379153)	0.874222 (12.21202)**	0.377975 (2.768965)*

\*0.01% level of significance at df (n-2), \*\* 0.05 % level of significance at df (n-2)

Data presented in Table 1 reveals that age of the trainees was found to be positively and non-significantly correlated with the adoption, application and level of learning. Age is negatively correlated with relevance of the topic covered. It implies that as age of trainees increases, the adoption, application and level of learning also move to higher side. It also implies that old age of trainees perceive content of training less useful.

Caste had negative relationship with adoption, perceived usefulness, application and level of learning that indicates that trainee belonging to higher caste adopts the practice less perceives the lower utility of content and learn and apply less the things from training.

Education also has positive and non-significant relationship with adoption, perceived usefulness, application and level of learning. It shows that as the education level of trainees' increases the level of adoption, perceived usefulness, application and learning also increases.

Socio economic status, over all material possession and income was found to be positively and significantly correlated with adoption; perceived usefulness, application and level of learning. It shows that trainees who had higher socio-economic status and income of trainees increase the level of adoption; perceived usefulness, application and learning also increases.

Achievement motivation of the trainees had positive and significant relationship with adoption, application and level of learning whereas has positive but non-significant relationship with perceived usefulness. It implies that as achievement motivation of the trainees' increases level of adoption, application and learning also increases.

Risk orientation was found to be having positive and non-significant relationship with adoption, perceived usefulness and level of learning whereas it has positive but significant

relationship with application. It shows that as risk orientation and ability of the trainees increases, the level of adoption, perceived usefulness, application and learning also increases. Fatalism was found negatively and significantly correlated with adoption and level of learning, perceived usefulness and application. It shows that as fatalism of the trainees increases, level of adoption; perceived usefulness, application and learning decreases.

Contact with extension agents/agencies had positive and significant relation with adoption, application and level of learning whereas it has positive and non-significant relation with perceived usefulness. It implies that as trainees who had more contact with extension agent/agency they adopt the things easily, perceived higher usefulness of content and learn and apply more things.

Mass media exposure was positively and significantly correlated with adoption and level of learning; and positive but non-significant relation with perceived usefulness. Table also shows that mass media exposure has negative relationship with application. It implies that as the degree of mass media exposure of individual increases the level of adoption; perceived usefulness and learning but level of application of the learnt things decreases.

Information seeking behaviour was found positively and significantly related with adoption, application and level of learning whereas has positive but non-significant relationship with perceived usefulness. It shows that as information seeking behaviour of the trainee increases the level of adoption, perceived usefulness application learning also increases.

### 4. Conclusion

Training for self-employment which is a powerful tool to catalyse human development by bringing out desirable change

among people is an important component of self-employment programmes. Mushroom Research and Training Centre of G. B. Pant University of Agriculture and Technology, Pantnagar in collaboration with state government is providing mushroom cultivation training to the people to promote mushroom cultivation as an avenue for self-employment and upliftment of poor in the state. Present study revealed that the correlation among most of the profile variables and selected impact variable namely adoption, perceived usefulness of training content, application and level of learning were significant. Therefore, it is suggested that effort should be made to consider the socio- personal and communication characteristics of mushroom trainees while designing the training to maximize the training effect.

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