

Opinion and Adoption of Value Added Products of Finger Millet by Farm Women

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Abstract

Majority of trained farm women adopted finger millet malt and pakoda and also reported enterprise can also be started on these value added products. Majority of them perceived that value added products of finger millet provides more nutrients, value added products at low cost, good for diabetes patients, adds variety to consumption pattern, increased demand to finger millet, proper utilization of leisure time, helps in development of bones, availability of ingredients at village level, longer storage value and reduces expenditure on consumption of bakery products were advantages of consumption of value added products of finger millet.

Key words : Value added products, Finger millet, Trained farm women.

Finger millet is the cheapest source of nutrients which is affordable by even the economically suppressed work force. It serves as a ideal food by the working class as it is digested slowly (due to high fiber content) and there by supplies energy throughout the day (1). In recent years several value added products of finger millet have been developed. A consistent effort to popularize such products will go a long way in increasing the demand for these products (2). Popularizing the value added products of finger millet through extension education demonstrations and training programs is important. Keeping this in mind a study was undertaken to findout adoption of value added products of finger millet by the trained farm women, to know the opinion of trained farm women for starting an enterprise on value added products of finger millet and to identify the advantages of consumption of value added products of finger millet

Table 1. Adoption of value added products of finger millet by the trained farm women.

	Name of the product	No.	Per cent
1	Finger millet malt	65	65.00
2	Finger millet pakoda	52	52.00
3	Finger millet papad	32	32.00
4	Finger millet chakli	26	26.00
5	Finger millet dosa	21	21.00
6	Finger millet banana halwa	20	20.00
7	Finger millet idli	15	15.00
8	Finger millet sankarpoli	6	6.00

as perceived by trained farm women.

Methods

Krishi Vigyan Kendra, VC Farm, Mandya, Karnataka conducted more than 60 training programs on value added products of finger millet for the benefit of farm women. The list of farm women who attended on campus training programs was prepared. From such a list 100 farm women were personally in-

Table 2. Advantages of consumption of value added products of finger millet as perceived as trained farm women.

	Name of the product	No.	Per cent
1	Provides more nutrients	90	90.00
2	Value added products at low cost	85	85.00
3	Good food for diabetes patients	75	75.00
4	Adds variety to the food consumption pattern	72	72.00
5	Increased demand to finger millet	71	71.00
6	Proper utilization of leisure time	68	68.00
7	Helps in developments of bones	67	67.00
8	Availability of ingredients at village level	66	66.00
9	Longer storage value	64	64.00
10	Reduces expenditure on consumption of bakery products	63	63.00
11	Can over comes problems of constipation	48	48.00
12	More profitable as an enterprise	27	27.00

Table 3. Opinion of trained farm women on starting an enterprise in value added products of finger millet.

	Name of the product	No.	Per cent
1	Finger millet malt	72	72.00
2	Finger millet papad	53	53.00
3	Finger millet chakli	29	29.00
4	Finger millet sankarpoli	27	27.00
5	Finger millet pakoda	12	12.00
6	Finger millet banana halwa	04	4.00

terviewed using pre-tested interview schedule. The data were tabulated, analyzed and the results are presented below.

Results and Discussion

Table 1 indicates that 65% of trained farm women adopted finger millet malt and finger millet pakoda was adopted by 52% of trained farm women. These findings are in line with those reported by Shivashankar (3). The finger millet malt can be consumed as a beverage and pakoda can be consumed while taking malt can be attributed to the findings of present study.

Table 2 shows that majority of trained farm women perceived that value added products of finger millet provides more nutrients, value added products at low cost, good food for diabetes patients, adds variety to the food consumption pattern, increased demand to finger millet, proper utilization of leisure time, helps in development of bones, availability of ingredients at village level, longer storage value and reduces expenditure on consumption of bakery prod-

Table 4. Selected aspects relating to consumption of finger millet malt by the family members of trained farm women.

	Name of the product	No.	Per cent
1	Reduction in the frequency of consumption of coffee/tea	13	13.00
2	Reduction in the frequency of consumption of coffee/tea and substituting with finger millet malt	28	28.00
3	Consumption of finger millet malt in addition to usual consumption of coffee/tea	15	15.00
4	Stopped taking coffee/tea	5	5.00
5	No change	39	39.00
	Total	100	100.00

Table 5. Reasons for liking / disliking of finger millet malt by the family members of trained farm women.

	Name of the product	No.	Per cent
Reasons for Liking			
1	Good for health	81	81.00
2	Cheaper drink	78	78.00
3	More nutritious	69	69.00
4	More tasty	57	57.00
5	Liked by children	51	51.00
6	No problem of acidity	39	39.00
Reasons for Disliking			
1	Less stimulating beverage	89	89.00

ucts were the advantages of consumption of value added products of finger millet.

Table 3 reveals that 72 and 53% of trained farm women opined that on finger millet malt and papad respectively the enterprise can be started since there is demand for them at the local market.

Table 4 shows that 61% of the trained farm women reported that after attending to the training programs, they have modified the consumption of coffee/tea. Among them 13% reduced the frequency of consumption of coffee / tea, 28% reduced the frequency of consumption of coffee / tea and substituted with malt, 15% started consuming finger millet malt in addition to usual consumption of coffee and tea and 5% completely stopped taking coffee/tea.

Table 5 shows that majority of trained farm women reported that finger millet malt is good for health, cheaper drink, more nutritious, more tasty and liked by children were the major reasons for liking malt by the family members of trained farm women and also finger millet malt is less stimulating beverage for disliking it by the family members of trained farm women.

Conclusion

Majority of trained farm women adopted finger millet malt and pakoda and also reported enterprise can also be started on these value added products. Therefore, while conducting training programs on value added products of finger millet more emphasis can be given to these products and also help trained farm women to get financial assistance from financial

institutions and marketing facility. In addition, 61% of trained farm women reported that after attending to the training programs their family members have modified the consumption of coffee/tea. Therefore, there is a need to organize more training programs on value added products of finger millet at village level by highlighting the advantages of value added products of finger millet. Further, 89% of trained farm women reported that since finger millet malt is a less stimulating beverage it was disliked by their family members. Therefore, research efforts are to be carried

out to make finger millet as a more stimulating beverage like that of coffee/tea.

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