

ACCEPTABILITY OF PEARL MILLET PRODUCTS AMONG RURAL WOMEN

PREETI MALIK¹, SEEMA RANI² & VINITA JAIN³

Research Scholar, Department of Extension Education and Communication Management,
CCS Haryana Agricultural University, Hisar, Haryana, India

Professor, Department of Extension Education and Communication Management,
CCS Haryana Agricultural University, Hisar, Haryana, India

Principal Extension Specialist, Department of Extension Education and Communication Management,
CCS Haryana Agricultural University, Hisar, Haryana, India

ABSTRACT

Pearl millet is the most important millet crop in India, in terms of area and production share, after rice and wheat. Pearl millet grain contains 27% to 32% more protein, higher concentration of essential amino acids, twice the extract (fat) and higher gross energy than maize. The present study was conducted in Haryana state. Forty rural women from each *Balsamand* and *Banda Hari* villages were selected randomly. Results indicated that perceived feasibility of value added products of pearl millet measured in terms of relative advantage, physical compatibility, cultural compatibility, simplicity and triability. The overall acceptability of value added products of pearl millet was of medium level. Less than half of the respondents (42.50%) had medium skill acquisition and were willing to adopt value added products of pearl millet as an economic activity with somewhat difficulty (47.50%).

KEY WORDS: Rural women, Training, Feasibility, skill acquisition, Pearl millet products