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NUTRITIONAL AWARENESS ABOUT ORGANIC CEREALS AND MILLETS AMONG WORKING WOMEN IN TIRUCHIRAPPALLI TOWN

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ABSTRACT:

This research paper deals with nutritional awareness about organic cereals and millets in Tiruchirappalli town. The objectives of the study are to know the factors influencing Nutritional awareness of organic cereals and millets and to find out the relationship between personal profile and nutritional awareness of organic cereals and millets. Data are

collected through both primary and secondary sources. Primary data is collected through questionnaire method and secondary data is collected through magazine, journal, website and text books. Sampling size consist of 50 respondents. Simple Random sampling method is used. Data are analysed through SPSS version 20 and tools like percentage analysis, chi- square test, t-test, and one way ANOVA are used to test the hypothesis framed for the purpose of the study. Out of four hypotheses framed three is accepted and one is rejected. Result shows that there is a significant difference between age, nature of family, educational qualification and Nutritional awareness. There is no significant difference between marital status and nutritional awareness.

KEYWORDS: *Nutritional Awareness, Organic Cereals and Millets.*

INTRODUCTION:

Organic farming is a system which avoids or largely excludes the use of synthetic inputs (such as fertilizers, pesticides, hormones, feed additives etc.) and to the maximum extent feasible rely upon crop rotations, crop residues, animal manures, off-farm organic waste, mineral grade rock additives and biological system of nutrient mobilization and plant protection". The aim of Organic

Farming is to produce crop with a high nutritional value and to maintain long term fertility and sustainability of farm land. Cereals remain a fundamental part of the dietary pattern, providing energy and fiber, and a range of nutrients, such as carbohydrate, protein, B vitamins, vitamin E, iron, magnesium and zinc. Fortified cereal products such as white bread and breakfast cereals are important sources of nutrients for both children and adults. Millets are staple food source that is not only providing major nutrients like protein, carbohydrate, fat etc. but also

provide ample of vitamins and minerals. In developing country, occurrence of malnutrition and various health problems like obesity, diabetes, cardiovascular disease, skin problems, cancer, celiac disease etc. are most prominent because of inadequate supply of nutrition. This is mainly due to the little utilized agricultural crops as food and unawareness of people and lack of knowledge to people. Due to heavy chemical fertilizer and environmental pollution, people are prone to many diseases .Doctors recommended cereals and millets to reduce the problems of malnutrition and

other health problems. Hence an attempt is made to study the nutritional value of consumer.

STATEMENT OF THE PROBLEM

Organic industry is new in India in an unorganized manner hence the awareness level of the people are quite low. With the changing life style, knowledge and income people are becoming more conscious about the organic concept and have started associating this with their status. However, the information available to people is less and incomplete. With growing awareness towards healthy lifestyle, rising income levels, and shifts in consumer behavior, the countries organic market is fast transforming into the world’s fastest growing organic market. Women play a multi tasking in their life, they look after the family also. They have to strike a balance between both official and personal life. So it is important to study about nutritional awareness about organic cereals and millets among women college teachers in Tiruchirappalli

OBJECTIVES OF THE STUDY

- To study the factors influencing Nutritional awareness of organic Cereals and millets.
- To find out the relationship between profile and Awareness of organic Cereals and millets.

HYPOTHESIS

Based on the objectives of the study the hypothesis is framed.

- Age has an impact on nutritional awareness.
- Marital status has an impact on nutritional awareness.
- Nature of Family has an impact on nutritional awareness.
- Educational Qualification has an impact on nutritional awareness.

METHODOLOGY

Pilot Study: Pilot study is conducted with 10 respondents.

Reliability Coefficients

Table 1: Reliability Value

Dimension	Items	Alpha value
Nutritional awareness	7	.6093

Source: Primary data

Table-1 shows that Cronbach value of Nutritional awareness is 0.6093 which shows that the questionnaire is reliable. Questionnaire are collected through likert-5 point scale ranging from strongly agree to strongly disagree. Both primary data and secondary data are collected. Primary data are collected through questionnaire method and secondary data are collected through books, magazines, journals and internet. Simple Random Sampling method is used. Sampling size consists of 50 respondents. Data collected are analysed through SPSS package. SPSS tools like chi-square and t- test, one way ANOVA are used.

RESULTS AND DISCUSSIONS

Table -2: Chi-square test showing the Significant Association between Age and Health Awareness

Nutritional awareness	Age in years										Statistical inference
	Below 30yrs		31 to 40yrs		41 to 50yrs		51yrs & above		Total		
	N	%	N	%	N	%	N	%	N	%	
Low	12	80.0%	12	70.6%	3	23.1%	0	.0%	27	54.0%	X ² =16.839 Df=3 .001<0.05 Significant
High	3	20.0%	5	29.4%	10	76.9%	5	100.0%	23	46.0%	

Source: Primary data

Table-2 depicts that there is a significant association between age and Nutritional awareness because $p=.001$ which is less than 0.05. All the respondents who are in the age group of above 51 years are aware of Nutritional awareness of organic cereals and millets.

Table -3: t-test showing the Significant Difference between Marital Status and Nutritional Awareness

Nutritional Awareness	N	Mean	SD	Statistical inference
Married	36	27.11	3.786	$t=-.120$ Df=48
Unmarried	14	27.29	6.342	$.905 > 0.05$ Not Significant

Source: Primary data

Table -3 reveals that there is no significant difference between marital status and Nutritional Awareness as $p=0.905$ which is more than 0.05. Table also shows that nutritional awareness is slightly high for the respondents who are unmarried (mean=27.29).

Table -4: t-test showing the Significant Difference between Nature of Family and Nutritional Awareness

Nutritional Awareness	N	Mean	SD	Statistical inference
Joint	22	25.32	4.064	$t=-2.679$ Df=48
Nuclear	28	28.61	4.491	$.010 < 0.05$ Significant

Source: Primary data

Table -4 shows that there is a significant difference between Nature of Family and Nutritional Awareness as $p=0.010$ which is less than 0.05. Table also shows that nutritional awareness is high for the nuclear family respondents (mean=28.61).

Table 5: One-way ANOVA showing the Significant Difference between Educational Qualification and Nutritional Awareness

Nutritional Awareness	N	Mean	SD	SS	DF	MS	Statistical inference
Between Groups				309.653	4	77.413	$F=4.872$ $.002 < 0.05$ Significant
PG with M.Phil.	15	27.93	4.008				
PG M.Phil. with NTE/SET	5	27.40	3.286				
PG M.Phil NET/SET, Ph.D.	15	29.27	3.348				
PG & Ph.D	9	26.33	4.924				
PG with NET/SET	6	21.00	4.382				
Within Groups				715.067	45	15.890	

Source: Primary data

Table-5 indicates that there is a significant difference between Educational Qualification and Nutritional Awareness as $p=0.002$ which is less than 0.05. It also shows that nutritional awareness is high for the respondents whose educational qualification is PG, M.Phil., NET/SET & Ph.D. (mean=29.27).

FINDINGS

- There is a significant association between age and nutritional awareness
- Nutritional awareness is high for the respondents who are in the age group of above 51 years.
- There is no significant difference between marital status and Nutritional Awareness.
- Nutritional awareness is high for the respondents who are unmarried.
- There is a significant difference between Nature of Family and Nutritional Awareness.
- Nutritional awareness is high for the nuclear family respondents.
- There is a significant difference between Educational Qualification and Nutritional Awareness.

- Nutritional awareness is high for the respondents whose educational qualification is PG, M.Phil., NET/SET, Ph.D.

SUGGESTIONS

- More Nutritional awareness can be given about the organic cereals and millets.
- Awareness can be created through word of mouth communication.

CONCLUSION

The most important factor influencing nutritional awareness about Organic cereals and millets is "Excellent source of Calcium and Iron& Vitamins". The least important factors influencing nutritional awareness about Organic cereals and millets is "High amount of Mineral salts" Nutritional awareness is high for the respondents whose educational qualification is PG, M.Phil., NET/SET, Ph.D. and who are in nuclear family system. Out of four hypotheses framed three hypotheses are accepted and one hypothesis is rejected. There is a significant association between age, nature of family, Educational Qualification and nutritional awareness. There is no significant difference between marital status and Nutritional Awareness.

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