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Surveying the Effective Educational and Extension of Needs on the Development Handicrafts of Semnan Province

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ABSTRACT

The study was conducted to Surveying the effective educational and extension of needs on the development handicrafts of Semnan province from the perspective of rural women. The present study, in terms of the purpose is applied And In terms of method, causal- Communication and also in terms of data- collection is field. The research Statistical populations were all rural women who are employed in handicrafts of Semnan province (N=732);that 350 individuals of this number were working full time and have a birth certificate(ID) according to the Extension Management of province, the research instrument was a questionnaire to validate and the preliminary test which were distributed 20 questionnaires between the similar statistical populations to the statistical community (rural women of Qom city) and the Cronbach's alpha questionnaire was calculated through software SPSS (0.897). The results of the Spearman correlation coefficient showed that there is relationship between development of handicrafts and the age of rural women, the banking Facilities reception by rural women, the History of rural women's employment and there is no family experience in the field of handicrafts. The results of Spearman correlation coefficient showed that significant relationship between the development of handicrafts and income levels, characteristics of Social rural women, Educational- promoting factors of rural women, Law and politics of rural women, attitude of rural women towards Handicraft of rural women, the skills of rural women in the field of Handicraft and there is amount of capital of rural women. Results of the regression of effective training and promoting needs on the development Handicraft of Semnan province emphasizes the attitude of rural women in the field of Handicraft and the skills of rural women in the field of Handicraft and the changing education and promotion about 0.77% of variable changes explained the related development of handicrafts and 0.23 % of the rest changes are estimated by variables which have not been addressed in this study.

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INTRODUCTION

Handicrafts play a role as a serious messenger of Iranian and Islamic culture and civilization of our country in the world According to the characteristics and indexes, three elements of art, culture and industry were hidden in essence of handicraft. If today, we rely on oil revenues and other its products can not use the desirable capabilities of non -oil and never indicates the absence or low value of the capabilities in the country and the day that the country's oil reserves will be depleted, the only thing that can be get to Iran and promoted and supported this great civilization handicraft has roots in the culture of the nation. The potential value of handicrafts is such that if these industries are organized and strengthened and made the necessary investment in production, can be sufficient of oil exports by exporting them to other countries. The village always plays an important role as production environment in the economy and the rural women play a major role in productive activities who are the half of population in rural, In Iran about eight million rural women 10 years and older are active in agriculture and natural resources. Women participate in the many affairs of rural communities and play an important role in the process of production, the level of national economy, and the family, So that they can be

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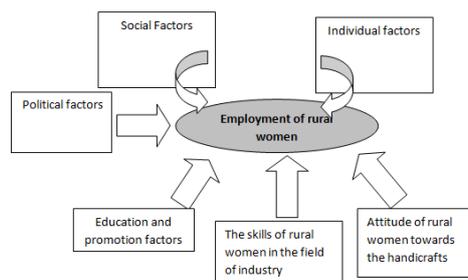
taken as the key of researches in relation to the achievement of food security [5]. Women has an important economical role

In rural communities and in the meantime, cannot ignore their role in flourishing of handicrafts In fact, rural women play a more important role in flourishing of handicrafts. Accordingly, it should be noted that the result of rural women's labor goods including rugs, hand woven carpets, Jajim and other handicrafts; in regard to the education and promotion of handicraft production and improve the quality of them, can be used as a source of income for rural women to improve their lives. Semnan province is the notable centers of handicrafts in the country. In this province there are the varieties of handicrafts such as carpet weaving, Jajim weaving, felting, ceramics that each of them is considered as a valuable souvenir for visitors of province. The most important handicrafts of province include: carpet weaving and rug and manufacturing has long been considered one of the most important products in Semnan province. Previously, this area has the experienced professors in carpet maker and in designing the carpet and worthy rugs and carpets was taken of their scaffolds. Mahdi city, Sorkheh city and Shahroud city are centers of production of carpets and rugs in Semnan province. Villages of Garmsar, city of Semnan and Villages of kendo, , Semnan and Rezaabad, Khij, Shahroud are the main centers production of rugs in Semnan province [1]. One of the handicrafts which have a long history in Semnan province is felting. The current status of wad production in Semnan province in terms of quantity and quality is very desirable and the wad production centers in the province are the city of Semnan, Damghan, Shahroud and Abarsij village [1]. The most important of engraved printing Center is located in the city of Damghan that produced the kinds of curtain, desktops and tablecloths and other goods production of engraved and prepared for export to abroad. Pottery industry have authentic backgrounds in Semnan province So that doctor Erich Ashmid hopes to discover the legendary city or HOKTAM police town or hundred gates, when digging around Damghan , but be achieved the best collection of products about artisans which belong to two or three thousand years before Christ. These products include the large jars in geometric shapes and glazes that were light brown and cream. In recent years, setting up the educational departments in pottery and ceramics in the city of Semnan and Shahroud Permitted a revival and growth of the industry in the province. Currently, potters of Semnan province In the pottery workshops and Ceramic in the provincial level are involved to make a valuable Pottery species. Hand waving, Including the production of traditional curtains, artistic towels ,ascot , the infrastructure of fabrics and the engraved Which is common in the province. In addition; Jajim, wrapper, Plass, CHOga(Chvkha) mainly by the villagers and nomads, the main problem of this study is to analyze and identify the training needs and the effective promotional handicrafts on the developed of Semnan province from the perspective of rural women; thereby, identifying the needs of the education and promotion and ways to increase the quality and quantity of educational classes caused the growth and innovation in this context, development of handicrafts in Semnan province and consider the views and opinions of rural women; so can provided the necessary conditions for the development of handicrafts in rural areas. In fact, the main research about the issue, how the promotion and education needs are effective on the development of handicrafts and in what ways can provide the development of handicrafts in rural of Semnan province? Thiago *et al* [9] found in their study to this conclusion that government supports in the field of handicrafts can affect

On the Attitude and participation of rural women in handicrafts, Keritzinger and verster [2] in their study concluded the most important factors that influence on the perspectives of rural women in compared to employment in handicrafts, get a proper training in this field and large numbers of children and age have adversely affect on the women's attitudes toward the handicrafts. Bozorgmehri and colleagues [6] found in their study concluded the most important factors that influence on the perspectives of rural women in compared to employment in handicrafts, get a proper training in this field and large numbers of children and age have adversely affect on the women's attitudes toward the handicrafts.

Research theoretical model:

Finally, in this study, after reviewing the theoretical foundations of education and promotion needs on the development handicrafts of rural women were extracted from the perspective of Semnan province, And theoretical models was prepared according to the charts (2-2).



MATERIALS AND METHODS

This study is the type of applied research that based on the variables control, causal-relationship and also will be field in terms of collection data. The statistical population study of rural women are employed in handicrafts of Semnan province (N =732) that According to the Department of province, of which 350 were promoted to full-time. Of this number 350 individuals were full-time according to the Department of promotion province and have an operating certificate. Due to the lack of statistical population is used the census method. The main instrument used in this study was a questionnaire. The questions design by using of theoretical foundations and research and hypothesis of the research, after determining the validity and reliability of the necessary reforms which were carried out on it. And was used and fill the field method to complement it. To determine the validity of the survey instrument were distributed 20 questionnaires randomly. After collecting the questionnaires, were calculated the value of Cronbach's alpha by using software SPSS 19 for different parts of the questionnaire and the alpha coefficient was 0.897.

Discussion and conclusions:

Describe the frequency of specimens under investigation indicates that the most frequent studied subjects were placed in the age group of 28 to 37 years and the lowest frequency were place in the age group between 48 and 57 years, and the average of age is 36 years, with a standard deviation 22.23 in age range of 28 to 37 years, The distribution of the studied sample indicates that the 298 (85.15%) of the respondents were married and 52 (14.85%) are single. The information obtained in the field of educational level of respondents indicated that the 31.43% of the studied population with the highest frequency are in level education of associate Degree, Information Table (1) shows that 104 (29.72%) with their experienced family is too high in the field of handicrafts and the lowest frequency of 30 (8.57%) stated that the level experience of family is very low. In Table 1, the distribution of the respondents tends to activities in the field Handicrafts; So that the range of each item located in 5 Average, as it is considered from very low to very high. The lowest score for each case, 1 tend to activities in the field Handicrafts is too low and the highest score for each case, 5 order to tend to work in the field of handicrafts is considered very high and considering that 10 questions to determine the willingness of work, The score range for determining the tend to activities in the field of agricultural handicrafts is from 10 to 50. This range is divided into five equal parts, stated the majority of respondents 98 (28%) That willingness to activities in the field of farming handicrafts measured very high and only 35 (10%) of respondents stated that the level of willingness to activities in the field of agricultural handicrafts is in the very least. Information obtained in work experience of the studied samples Showed that 20.57% of the subjects is the highest frequency, with their work experience consists of 16 to 20 years old. Table 1 shows the distribution.

Table 1: Frequency distribution about the personal characteristics of respondents.

Individual characteristics	Layers	Frequency (n)	Percentage of valid	Percentage of total
Age: n = 350 Minimum = 18 Highest = 63 Standard deviation = 23.23 Average = 36.2	18 to 28 years	59	16.85	16.85
	27-29	74	21.14	37.99
	28. 37	86	24.57	62.56
	38-47	96	19.71	82.27
	48-57	30	8.58	90.58
	57 and above	32	9.15	100
Marital status n=350	Married	298	85.14	
	Single	52		
Family experience in the field of handicrafts: n=350	Very low	75	21.42	
	Low	30	8.57	
	Average	57	16.29	
	High	84	24	
	Very much	104	29.72	
	Total	47	100	
Level of Education: n=350	Illiterate	64	18.28	
	Primary	100	28.58	
	Diploma	110	31.43	
	Advanced Diploma	66	18.85	
	BA to Top	10	2.86	
Willingness to activities in the field of handicrafts: n=350	Very low	35	10	
	Low	91	26	
	Average	78	22.28	
	High	48	13.72	
	Very much	98	28	
	Total	350	100	
Work Experience: n=350 Minimum = 1 Maximum = 32 Standard deviation = 7.31 Average = 19.31	1-5	38	10.85	10.85
	6-10	46	13.15	24
	11-15	59	16.85	40.85
	16-20	72	20.57	61.42
	21 to 25 year	60	17.14	78.56
	26 to 30 year	41	11.73	90.29
	30 and older	34	9.71	100
				100

Statistical indicators are calculated for items of handicrafts in Table (2) shows that respondents placed the most important growing of handicrafts items in order of preference to (whether have grown handicrafts in rural

areas? has willing increased to employment of handicrafts among rural women? Whether has been improving the culture for shopping the handicrafts products in the people? And other growths of handicraft factors have been less of a priority.

Table 2: prioritize the growth of handicraft based on the opinions of respondents (n=350).

Priority	Coefficient of variation	Standard deviation	Average	Items
1	0.301	0.761	2.52	The rate growth of handicrafts products in rural areas
2	0.302	0.740	2.45	increasing the desire to employment handicraft among rural women
3	0.310	0.841	2.71	improving the culture for shopping the handicrafts products in the people
4	0.347	0.799	2.30	Expanding market for handicraft products
5	0.363	0.792	2.18	Increase the number of craft workshops in rural areas
Scale: 1 = very low, 2 = low, 3 = medium, 4 = high, 5 = very high				

The results (Table 3) showed a significant correlation between the development of handicraft and the age of rural women, Getting the banking facilities by rural women, career history of rural woman and experience of Family, there is no in the field of handicrafts. And also a significant correlation between the development of handicrafts and the level of income, social characteristics of rural women, educational promoting factors of rural women, law and politics factors of rural women, rural women's attitudes toward the handicrafts of rural women, skills of rural women in the field of handicrafts and there is in the amount of capital rural women.

Table 3: The results of the variables on the Spearman correlation coefficient.

Dependent variable	Independent variable	Spearman correlation coefficient	Significant level
Development of handicrafts	the age of rural women	0.453	0.231
	The level income of rural women	0.367**	0.000
	Social features	0.789	0.476
	Training-promotion factors	0.976**	0.009
	Policy and legal factors	0.745**	0.001
	Rural women's attitudes toward handicrafts	0.551**	0.006
	Skills of rural women in the field handicrafts	0.401**	0.000
	The amount of capital rural women	0.267	0.112
	Getting the banking facilities by rural women	0.591	0.087
	career history of rural woman	0.480	0.017
experience of Family	0.815	0.026	

In this study, have been used the handicrafts on the development of multiple regression equation to determine the role of independent variables in the present study, by using the stepwise method, the variables were entered in multiple regression equation that the results are shown below.

Table 4: the characteristics of regression model in development of handicrafts.

Step	Variables	R	R square	Adj R square	Std	The calculated F	Significance level of F	Watson camera
1	Attitude of rural women towards handicrafts	0.820	0.674	0.632	3.431	57.748**	0.000	2.3
2	The skills of rural women in the field of handicrafts	0.832	0.690	0.672	4.563	67.436**	0.000	2.3
3	Training-promotion factors	0.885	0.783	0.776	3.342	77.689**	0.000	2.3

First step:

In this process, the first variable was entered into the regression equation, is the rural women's attitudes toward the handicrafts, this means that the variables have the greatest impact, that in this stage, correlation coefficient is calculated $R=0.71$, The coefficient of determination is calculated $R\text{ square} = 0.67$ The coefficient of adjusted determination is calculated to $\text{Adj } R\text{ square}=0.63$ And on the other hand, F-value obtained from the analysis of variance, that is meaningful in the level $P=0.000$; So can be said the changing attitudes of rural women towards handicrafts explained approximately alone 57% of Changes in the dependent development of variable handicrafts.

Second step:

In this stage, the skills of rural women in the field of handicrafts after the changing attitude of rural women in the field of handicrafts, at this stage, correlation coefficient is equal to $r = 0.73$, the coefficient of determination $R\text{ square}=0.69$, adjusted determination of coefficient is equal to $\text{Adj } R\text{ square}=0.67$. In addition to, the F-value obtained from the analysis of variance, that is meaningful in the level $P=0.000$; so can be said the

skills of rural women in the field of handicrafts explained approximately alone 67% of Changes in the dependent development of variable handicrafts.

Step Three:

In this stage, after the attitude of rural women to handicrafts and the skills of rural women in the field of handicrafts, training-promotion factors were entered in the equation, in this stage correlation coefficient is equal to $r = 0.82$, the coefficient of determination $R^2 = 0.78$, adjusted determination coefficient equal to $Adj R^2 = 0.77$. In addition, the F-value obtained from the analysis of variance, that is meaningful in the level $P = 0.001$; so can be said the attitude of rural women to handicrafts and the skills of rural women in the field of handicrafts, training-promotion factors explained about 0.77 percent changes in the variable dependent on the development of handicraft and 0.23 remaining of changes are estimated by the variables which have not been title in this study. The results showed that there is a relationship between the development of handicrafts and income levels, social characteristics of rural women, education-promoting factors for rural women, rural women's legal and political factors, rural women's attitudes toward the handicrafts, the skills of rural women in the field of handicrafts and the capital of rural women. The findings of the investigation are consistent to Ferdowsi [3], PISH Ghaffari *et al*, Valizadeh *et al* [7]. Correlation coefficient between social features with the development of handicrafts showed there is not a significant correlation between the developments of handicrafts and the age of rural women. Before Ghaffari *et al*, in the study concluded that there are meaningful relationships between the social features with the development of handicrafts that is unlike the result of this present study. This finding of the research the result of research Kuhsariyan, Kalzai and Nazari is not aligned that based on the significant relationship between ages with growth of handicrafts and welcoming to holding educational classes in the field of handicrafts.

Suggestion:

- to holding the training- extension courses in the village which act by trained female coaches ;So affected to the attitude of rural women about the sector employment of handicrafts. Holding the festivals and conferences in the field of handicrafts and broadcast programs in this area and encouraging women and girls in Section of handicrafts can be as successful models in the view of rural women and girls to have positively affected to engage in the profession and pay attention to this point in the planning of future.
- The government implemented specific program to create jobs and skills of handicrafts .This have particularly significance, especially in rural areas; because employment opportunities for rural women in the these areas is less and hence financial independence is less and crafts can be created employment for women and girls in rural areas, employment to handicrafts for rural women can cause income and it can also serve as part of the cost of rural households. This caused that rural women pay more attention to handicrafts and their willingness to work in this profession.
- in training programs should pay more attention to the carpet and rug weaving and carpet weaving and are further considered Practical training in the this section
- pay more attention to organize the training courses and workshops in the field of handicrafts and holding these workshops and training courses leading to motivate rural women And can have a positive impact in the development and promotion of handicrafts in rural areas and increases the number of people who have used of this training, Obviously accurate and timely information has a basic role that can attract more students to participate in these courses and workshops, The point is important that the relevance of training programs that need to be considered to the needs of learners.

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