

Bioaesthetics and Functionality of Houseplants: Information Empowerment of Urban Women

Bhawana Asnani* and Seema Dwivedi

*Department of Family Resource Management, College of Home Science, Maharana Pratap
University of Agriculture and Technology, Udaipur 313001, Rajasthan, India*

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ABSTRACT A group of 30 women from urban areas of Udaipur district were selected randomly with the age group of 25-40 years, having good educational level. The specific objectives of the present investigation were to study the existing knowledge of urban women regarding bioaesthetical and functional role of houseplants; development of educational aid (booklet) on selection, care and maintenance of houseplants; and to study the impact of developed package in information empowerment in terms of knowledge gain. Data was collected just before the exposure to the aid (for pre-test) and again after the exposure of 24 hours (post test), to assess the impact of package in terms of knowledge gain, through the semi-structured interview schedule. Collected data was analyzed by using frequency, percentage, MPS (Mean Percent Scores), and pre and post knowledge gap was calculated through paired – ‘t’ test, in order to assess the significant difference in knowledge. Before exposure to the aid overall knowledge of urban women was found poor to average in all the aspects, i.e., knowledge regarding houseplants, their arrangements, selection criteria of houseplants and related accessories, and care and maintenance aspect of houseplants with MPS ranging between 20.64 to 37.42 percent. After exposure to the booklet the gain in knowledge was found to be average to good with MPS ranging between 63.79 to 73.93 percent. Knowledge gain was found significant at the 1% level of significance – overall knowledge gain regarding all about necessities of houseplants (19.76-‘t’value).