



Designing and Evaluation of Flipbook on Improved Cattle Rearing Practices

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Abstract: This paper aims to design and evaluation of flipbook on improved cattle rearing practices including five components i.e., Breeding, Feeding, Health care, Management and Clean Milk Practices by the investigator. The flipbook was evaluated by 20 experts. The aid was rated very good by the experts on six criteria with mean scores ranged between 2.7-3. Therefore, designed flipbook can be utilized by Extension workers for imparting training to rural women in the field of improved cattle rearing practices.

Key Words: Designing, Flipbook, Evaluation, Cattle

Introduction:

Flipbooks as an Instructional material creates a high degree of interest and make learning more permanent. It provides facts and information and supporting, concepts through use of multimedia including images and interactive games. It contributes to growth, depth and a variety to learning. Flipbook plays a significant role in effective teaching and learning. For rural women, as they are illiterate, the usefulness of audio-visual content in teaching is manifold. The learning process of developing new behaviour through experience (attitude, understanding, ability). Owing to the lack of concrete, direct and first-time experience, direct experience with the original object is typically not possible. In the absence of this, the learner or the instructor must return more to direct sensory encounters of representations. In the form of illustrations, diagrams or models, the representations can be. The majority of people in rural areas are illiterate. While verbal symbols are rather abstract and unreliable, written symbols cannot be read. There is also a need for the efficient use of teaching materials for educating rural women.

Methods and Materials:

A. Designing of Flipbook

The flipbook titled as *Gau Palan ki Unnat Vidhiyan* on improved cattle rearing practices, was prepared. For this purpose, subject matter information was gathered on five major components – Breeding, Feeding, Health care, Management, Clean milk practices and finalized in consulted with the experts. A script was developed for designing of flipbook. 28 flips were designed in Adobe Photoshop. Each Flip contains messages with suitable images.



Fig. 1 Procedure of Development of Flipbook



Fig 2. Coverage and Back Cover of Designed Flipbook

B. Evaluation of Flip Book

The same panel of 20 experts was taken for evaluation of the flipbook. The developed flipbook was evaluated using three-point continuum of good, average and poor with score 3,2 and 1 respectively.

Results and Discussion:

B. Evaluation of Flip Book

The flip book was subjected to evaluation by same panel of 20 experts considered for evaluation of multimedia CD. The flipbook was evaluated on a three-point continuum i.e. good, average, and poor for clarity of visuals, content coverage, organization and continuity, colour combination, appropriateness of size and overall presentation.

n =20

S.No.	Criteria of Evaluation	Mean Weighted Score
1.	Clarity of Visuals	2.95
2.	Content	2.80
3.	Colour Combination	2.85
4.	Organization	2.95
5.	Appropriateness of size	2.80
6.	Overall Presentation	2.87

Table 1. Overall Evaluation of Flipbook by Experts

Perusal of table 2 indicated that mean scores of the flipbook ranged between 2.80 to 2.95 out of maximum score 3 which indicated that flipbook was evaluated good for all six criteria.

S.No.	Criteria of Evaluation	Different Aspects of Flipbook (Mean Weighted Scores)						
		Cover page	Breeding	Feeding	Health Care	Management	Clean Milk Production	Back cover
1.	Clarity of visuals	3	2.97	2.95	2.90	3	2.90	3
2.	Content coverage	3	2.95	2.90	2.85	2.95	2.90	2.97
3.	Organisation and continuity in messages	2.97	2.90	2.97	2.82	2.90	3	3
4.	Colour combination	3	3	3	2.90	3	2.97	2.90
5.	Appropriateness of size	3	2.80	2.80	3	2.95	2.87	2.95
6.	Overall presentation	2.87	2.95	2.87	2.90	2.97	2.92	3

Table 2. Component wise evaluation of different aspects of flip book by experts

Component wise evaluation of different aspects of flip book by experts shown in Table 2 define that the aspects of flip book were rated good by experts in terms of clarity of visuals, subject matter, organisation and continuity, colours combination, appropriateness of size and overall presentation. The mean scores ranged between 2.80 to 3 in all the components. The component Management Was rated best by the expert with highest MWS 2.97, followed by Breeding (MWS 2.95), Clean milk production (MWS 2.92) and Feeding (MWS 2.87).

The results are in line with the finding of Jain (2017) who, in a study on the production of flipbook field research, was evaluated by experts as good to excellent for various aspects such as visual clarity, subject matter, organization and consistency, colour combination, size appropriateness and overall presentation.

Similarly, a study on the development of a media mix kit package on fuel conservation for rural women was carried out by Bhatt (2018). Flip books, slides and booklets are the relevant instructional resources. The results showed that all the instructional materials included in the media mix kit, i.e., booklet, slides, were rated highly successful by the majority of the judges.

Conclusion: It could be asserted that developed flipbook on improved cattle rearing practices for rural women was perfectly designed. Thus, it can be used by extension personnel of KVKs and other organization for knowledge management of rural women on subject of improved cattle rearing practices.

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