



Effectiveness of campaign on health and environmental sanitation

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ARTICLE INFO:

Received : 02.09.2013
Revised : 00.00.2013
Accepted : 00.00.2013

KEY WORDS:

Rural women, Health and environmental sanitation, Knowledge gain

HOW TO CITE THIS ARTICLE :

Antwal, Prabha and Bellurkar, Chitra (2013). Effectiveness of campaign on health and environmental sanitation, *Adv. Res. J. Soc. Sci.*, 4 (2) : 175-177.

ABSTRACT

Present investigation was carried out in Marathwada region of Maharashtra State to find out the effectiveness of awareness campaign on health and environmental sanitation. All India Co-ordinated Research Project on Home Science was in operation in five villages of Parbhani district namely, Erandeshwar, Ukhalad, Asola, Bharaswada and Tamaswadi under the jurisdiction of Vasantnao Naik Marathwada Krishi Vidyapeeth, Parbhani. For the empowerment of rural women, women Self Help Groups were initiated in all the operational villages. Totally 14 self help groups of the rural women were established under AICRP (H.Sc.) extension component. With the help of SHG members, awareness campaign related to health and environmental sanitation was organized in each village, comprising of rally, street play, exhibition, lecture and demonstration related to importance of organic farming, use of medicinal plants on household level, importance of vermicompost, use of farm and animal waste etc. Before the awareness campaign, 30 women from each village were pre-tested for their knowledge regarding vermicompost, Jeevamrut and Beejamrut and other health and environmental sanitation issues. After the awareness campaign, post knowledge scores of the selected 30 rural women were recorded. Calculated 't' values were found significant at 0.01 per cent level of significance for all the villages implying that there was significant knowledge gain as a result of awareness campaign on health and environmental sanitation.