ACKNOWLEDGEMENTS

The investigator feels greatly indebted and wishes to express her sincere gratitude to Dr. (Ms) A. Chandra, Professor and Head, Department of Home Science Education and Extension for her brilliant guidance, constant encouragement and inspiration throughout the study. The rich experience and benevolent nature of Dr. Chandra have been liberally drawn upon to complete the research work.

Grateful acknowledgements are due to Professor (Mrs) Tara Gopal Das, Dean, Faculty of Home Science, Dr. A. Phatak, Professor, Department of Statistics, Dr. (Mrs) A. Shah, Reader, Dr. (Mrs) K. Parlikar, Reader, Department of Home Science Education and Extension, Dr. (Miss) S. Gujaral, Professor, Foods and Nutrition, Dr. (Mrs) Ankelshwaria Minaz T., Lecturer, Foods and Nutrition, Dr. R.V. Ehatt, Head of Gynaecology, S.S.G. Hospital, Dr. C.U. Joshi, Retd. Civil Surgeon, Dr. B.C. Agarwal, Scientist, SAC, Ahmedabad, Mr. S.R. Joshi, Scientist, SAC, Ahmedabad, Mr. B.S. Ehatia, Manager, KCP, SAC, Ahmedabad for their intellectual and academic advice, keen interest in the study and jury opinion in finalising the research instrument.

I feel indebted to Mr. U. Nanavathy, Lecturer, Department of English for translating the scripts from Gujarati to English. The investigator's special thanks are due to Mr. D. Avarisha, Incharge of Education Media Research Centre, Ahmedabad the staff in the production team, EMRC for the assistance in doing the content analysis.

I also express deepest gratitude to Mr. Biswas, Computer Centre, GBPUAT, for the assistance in computerising the data.

I express deepest gratitude to all the villagers who spared their valuable time in responding to the questionnaire.

Mr. V.K. Prabhakaran, Steno to the Dean, College of Agriculture, G.B.P.U.A. & T., Pantnagar, needs special mention and thanks for typing the thesis.

My thanks are due to the authorities of GEPUAT, Pantnagar, for granting the study leave for higher education.

Lastly, I express my thanks and gratitude to Dr. (Mrs) S. Oja, my friend and family members who inspired me throughout the period of the study.

(A. CHERIAN)