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Topic of Research: Effectiveness of E-Booklet on Knowledge of Rural and Urban Slum Women about Healthy Dietary aspects in Punjab State of Northern India

Findings

The present study was conducted in five agro-climatic zones of Punjab state of northern India. Total 250 respondents were selected for the measurement of existing knowledge. Young women were taken as the respondents. The six healthy dietary aspects i.e., Food and related practices, Nutrients, Salt and sugar, Selection of Food items for every day's diet, Obesity and Nutrition for pregnant, lactating mother and infant (above 6 months) were taken for the study. Data was collected through personal interview technique with the help of developed knowledge schedule. The e-booklet was prepared which was based on the existing knowledge of the respondents regarding healthy dietary aspects. The e-booklet entitled "Aahar ke swasthya vardhak pahloo" was developed. The content validity of the prepared e-booklet was measured by taking the opinion of 30 judges regarding the content of the e-booklet. To measure readability and comprehension of the e-booklet, field testing was done. The final e-booklet was consisted of 19 pages and 349 knowledge items grouped in 22 titles and sub-titles with relevant information and related pictures and illustrations. The experimental research design was used to study the effects of the e-booklet. Total 100 respondents constitute the sample size for measurement of knowledge before and after exposure of e-booklet. Knowledge was studied as the dependent variable.

The knowledge of the respondents on all the six aspects i.e., Food and related practices, Nutrients, Salt and sugar, Selection of Food items for every day's diet, Obesity and Nutrition for pregnant, lactating mother and infant (above 6 months) was extremely poor as the mean percentage score did not exceed 45 per cent for any of the aspects. The mean percentage knowledge score of the respondents of Western Plain Zone for Food and related practices, Nutrients, Salt and sugar, Selection of food items for every day's diet, Obesity and Nutrition for pregnant, lactating mother and infant (above 6 months) was found to be slightly higher than the respondents of other 4 zones. The sample was characterized by the respondents who were in the age group of 18-35 years (69%), belonged to schedule caste/ schedule tribes (48%), Sikh (54%), married (85%), and engaged in (labour/helper/housewife/student) (83%). The majority of respondents belonged to nuclear families (74%), had very high mass media exposure (62%) and had upper lower socio-economic status (48%). The majority of the families of the respondents were having a monthly family income of lower middle, i.e. Rs. 10001-25000 (64%), had middle school level of family education status (23%).

The mean percentage before-intervention knowledge score of the respondents of rural group was found to be higher than that of the respondents of urban slum group about the aspects Food and related practices, Nutrients, Salt and sugar, Selection of Food items for every day's diet, Obesity and Nutrition for pregnant, lactating mother and infant (above 6 months). The difference between before-intervention knowledge of the respondents of rural and urban slum group was statistically significant for four aspects out of six aspects i.e., Food and related practices, Nutrients, Selection of Food items for every day's diet and Nutrition for pregnant, lactating mother and infant (above 6 months). The overall mean percentage after-intervention knowledge score (67.28) of the respondents of rural group was more than the overall mean percentage before-intervention knowledge score (28.57). The overall mean percentage after-intervention knowledge score (59.57) of the respondents of urban slum group was more than

the overall mean percentage before-intervention knowledge score (23.50). The overall after-intervention knowledge of the respondents of rural group about the healthy dietary aspects was better than the overall after-intervention knowledge of the respondents of urban slum group. The gain in overall mean knowledge scores of rural women was slightly higher than gain in overall mean knowledge scores of urban slum women. There was no significant difference in gain in overall mean knowledge of rural and urban slum women. The increase in percentage of right responses of both rural and urban slum group may be considered significant for maximum items out of all the six aspects. The gain in overall knowledge of both the rural and urban slum respondents was found to be positively correlated with nine socio-economic and psychological variables i.e., Caste, Respondent's Education, Family Education, Occupation, Family Income, Socio-Economic Status, Cosmopolitanism, Scienticism and Extension Contact and negatively correlated with three socio-economic and psychological variables i.e., Age, Size of Family and Mass Media Exposure respectively. However, the relationship was found to be significant with only three variables i.e., Respondent's Education, Family Education and Socio-Economic Status respectively. There was no association between the Religion, Type of family, Type of house and gain in overall knowledge of the respondents. There was moderate positive association between the marital status and gain in overall knowledge of the respondents.