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### Role of different communication aids on the development of underprivileged women for various health and nutritional practices

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#### **Abstract**

There is no doubt that communication aid plays a vital role in human life and human society. It helps an individual to communicate more effectively with the people around them. It not only helps to facilitate the process of sharing of information with others but also helps people to enhance their knowledge. Therefore, the importance of communication cannot be underestimated. This study was performed at the village of Masinadih in Samastipur district of Bihar state. The word “Underprivileged” refers to a “group of persons deprived of a number of fundamental rights”. They are categorized under the Dalit and Mahadalit groups from the economic status and caste perspective. As per the need of the study, it was imperative to develop various communication aids on the selected messages related to health and nutritional practices.

**Keywords:** underprivileged women, communication aids, health and nutritional practices

#### **Introduction**

Communication aid is the foundation for sharing information between two or, more people to ensure that everything is understood and can be acted upon. An individual starts communicating as soon as they start producing his first noise in the act of drawing their parents’ attention. Communication aid is highly necessary for our society, as it is quite hard to imagine a life where there is absolutely no communication aid. In fact, maybe it is not even possible to lead a life without it. A communication aid is anything that helps a person to communicate more effectively with people around them. There is no doubt that communication aid plays a vital role in human life and human society. Women are the most powerful component of society. A nation’s expansion and growth is dependent upon its women’s status and advancement. Underprivileged women are discriminated against not only by the upper caste individuals but also within their own communities. Owing to illiteracy, poor environmental sanitation and inadequate awareness, the health status of underprivileged women is worse than others, rendering them more vulnerable to health problems. As per the study, different communication aids were used to enhance their awareness regarding various health and nutritional practices. Poster, leaflet, booklet, brochure, flash cards were developed as visual aids and video films were developed as audio-visual aids on various health and nutritional practices. Jakarta (1984) <sup>[1]</sup> in his research started and created posters, flip chart and manual using comprehensive preliminary research on local dietary patterns and beliefs as well as involving individuals in the creation of the message used. It was found that there is a positive correlation between awareness and the great messages, increased protein and caloric intake and children’s growth status. Nirwal and Malik (1988) <sup>[2]</sup> discussed knowledge gain through various communication media and concluded that they are effective in disseminating information to rural people.

#### **Objectives of the Study**

In the light of the aforementioned observation, the article critically sets the following objective:-

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- To study the role of different communication aids on the development of Underprivileged women for various health and nutritional practices.

**Materials and Methods**

The study was conducted in the Masinadih village at Samastipur district of Bihar state. Total 50 respondents were randomly selected for the study. As per the need of the study, different communication aids were developed on the selected messages related to various health and nutritional practices. As per the objective, a booklet was developed with elaborated information in Hindi language. To make it effective and attractive, relevant pictures were added. Poster, leaflet,

brochure, flash cards were developed as visual aids and video films were developed as audio-visual aids. Every aspect of the communication aids were based on locally available resources. Relevant information and literature was collected from various sources related to selected messages of health and nutritional practices. The information was provided for better comprehension in the form of simple message along with related illustrations/photographs.

**Result and Discussion**

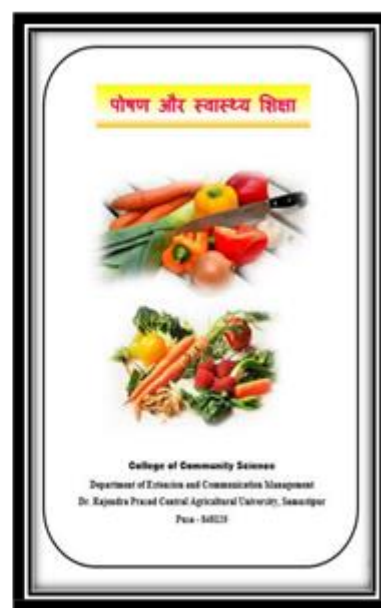
Different communication aids used for the study were given below:



Leaflet



Flash Cards



Booklet



Poster



Video Film



Folder

**The findings of the study were listed below**

- It helps the respondents to communicate more effectively with others around them.
- It not only helps to facilitate the process of sharing of information with the respondents regarding health and nutritional practices but also helps them to enhance their

- knowledge.
- It was used as a relevant source of education in various health and nutritional practices.
- It was proved as a successful method in teaching Underprivileged women regarding various health and nutritional practices.

- It was concluded from the study that communication aids were most successful in acquiring health and nutritional knowledge and changing attitudes among the selected Underprivileged women.
- All the communication aids were effective in disseminating information to the Underprivileged women.
- It enables the respondents to learn more to lead a healthy life.
- It develops awareness regarding various health and nutritional practices among respondents.

### **Conclusions**

From the above results, it could be concluded that communication aid is the foundation for sharing information. It is necessary for the development of our society. It is not even possible to imagine a life without it. On the basis of all these findings, it could be concluded that various health and nutritional practices were acquired effectively among Underprivileged women through different communication aids. It enables the women to develop their knowledge regarding various health and nutritional practices and lead their life accordingly. It also concluded that different communication aids proved to be effective in enhancing their awareness.

### **References**

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