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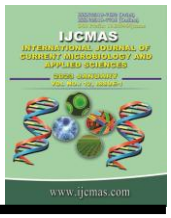

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Development and Testing Information Materials on Weaning Practices for Rural Women

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A B S T R A C T

Using media engages learner's maximum senses so that they can retain the information. The present study aims to develop and evaluate Information Materials (IM) on weaning practices and to see the variation in awareness about weaning practices. Based on the literature reviewed, three types of Information Materials on recommended weaning practices i.e. Visual, Audio, and Audio-visual Aid was developed for the study and varied combination was administered to find difference in gain in weaning awareness. Three types of Information materials on recommended weaning practices *i.e.*, Visual (seven charts), Audio of six minutes duration and Audio-Visual (video of 12 minutes and 33 seconds) Aid were developed. Evaluation of IM was done by content validation and appropriateness. The overall evaluation of different aspects of Visual Aid, Audio Aid and Audio-visual Aid by experts for each parameter was found to be between 2.75 to 2.86; 2.76 to 2.86 and 2.76 to 2.89 respectively.

Introduction

Media are the collective communication outlets or tools that are used to store and deliver the information or data. Media includes film, audio one hears on radio, newspaper article or chart / posters / banners one see on the road sides. The use of media enhances teaching and learning process. Media can be a bridge between knowledge of the learner and the learning objectives. Using media engages learner's maximum senses so that they can retain the information.

Information material is extension material such as poster, leaflet, chart, booklet, folder, pamphlet, newsletter, advertisement, display show, banner, audio clips, video, documentary etc. that helps to raise awareness regarding the existing problems in

early learning process and, at later stage can be useful as necessary information on technical options and solutions.

Growth of any country depends on healthy human resource. A healthy adult emerges from a healthy child. It is the health status of children of any country that represents the health status of people of that country. Healthy children ensure for healthy adult who in turn ensure a sound growth and development of the economy. The first six years of life constitutes the most crucial span in life.

At this stage of life, the foundations are laid for mental, physical and social developments which in turn impact our life time health, strength and intelligence (Bala, 2019). Studies have shown that utilizing information material such as video (Savitha, 2014), visual aid (Nithiya, 2016) or structured teaching material (Soumya, 2013) helps to improve awareness/ knowledge gain among rural mothers regarding varied nutritional and health issues.

The main objectives of this study to develop information materials on recommended weaning practices and also to evaluate information materials on recommended weaning practices

Materials and Methods

The present study was carried to find out the Development and Evaluation of Information Materials on Weaning Practices

Development and evaluation of information materials on recommended weaning practices

Development of information materials on recommended weaning practices

Based on the literature reviewed, three types of Information Materials on recommended weaning practices was developed for the study.

IM-VA = Information Material – Visual Aid

IM-AA = Information Material – Audio Aid

IM-AVA = Information Material – Audio-Visual Aid

The advice from CDPO, pediatrician, extension officials and media development experts were incorporated to finalize the content. The content for enhancing awareness on weaning was kept same for Visual Aid, Audio Aid and Audio-Video Aid. On the basis of review of literature (Gadhavi, 2016) the following content were finalized for making Information Materials *i.e.,* Introduction (Breast feeding), Understanding weaning concept, Methods and type of weaning foods, Frequency of feeding, Problems faced during weaning, Foods to be avoided during weaning and Basic hygiene during weaning.

Development of Information Material- Visual Aid (IM-VA)

Planning

Planning is the foremost part of any communication process. Thus due consideration was given from the very initial stage. At this stage planning was done regarding format, title, font size, number of page, number of photographs, colour combination etc.

Information collection

Exhaustive review was conducted to collect information on weaning from library, WHO recommendations, thesis and research papers.

Layout

A layout using power point was developed on all the seven aspects of weaning *i.e.,* Understanding weaning concept, Methods and type of weaning foods, Frequency of feeding, Problems faced during weaning, Foods to be avoided during weaning and Basic hygiene during weaning.

Designing

Content was rearranged in a manner to give logical flow to allow readers to move steps by step towards the end. Photographs were inserted were required to make the charts more meaningful and understandable.

Review

After completion of the Visual Aid, it was reviewed by advisory committee members. Corrections were incorporated and content was modified until it was considered satisfactory by all the committee members.

Printing

After reviewing, the IM-VA was finally printed. The details are follows:

Seven IM-VA *i.e.*, charts covering all the seven aspects of weaning was developed. The size of the chart was kept 20 x 30 inches. All the principles of layout *i.e.*, balance, rhythm, unity in all elements, variety in design, emphasis, subordination and contrast (Dahama and Bhatnagar, 2004) were followed (sample of IM- VA is given in Annexure V).

Development of Information Material -Audio Aid (IM-AA)

The steps followed for the preparation of Audio Aid were:

Planning

Audio program has to create picture through words, music and sound for the target audience. The effectiveness of audio communication depends upon: not only the proper message transmission but also proper interpretation of the message to the listeners. Audio communication needs the basic skill of verbal expression to suit the listing capacity of the audience. Thus to achieve this, the audio script is to be designed carefully.

Scripting

Audio script was written on all the seven aspects of weaning, while writing audio script the following points were put into consideration *i.e.*, Use of simple words**,** Exclusion of difficult or unfamiliar words**,** Use of short sentences**,** Complex sentences were simplified**,** Use of only one idea in a sentence**,** Script written in a manner that host is speaking to only one person**,** Sequencing of dimension of weaning was done in a manner that words could make picture in the mind of the listeners**,** Abbreviations or short forms were avoided.

Recording

The script was recorded in multimedia laboratory of Home Science Extension & Communication Management, ACHS&N, SDAU, Sardarkrushinagar, Gujarat. The audio was recorded in sound proof and echo proof chamber.

Editing and mixing

Audacity, a free, open source and cross- platform audio software was used for editing of audio clip. Its features such as pitch change, normalization, fade-in, fade-out and many more were used to produce a best quality audio aid on weaning. Background music was added to make the script effective. The edited audio was exported as the MP3 file on computer.

Time estimation

The prepared audio was of 6 minute duration.

Reviewing

After completion of the Audio Aid, it was reviewed by advisory committee members. Corrections were incorporated and content was modified until it was considered satisfactory by all the committee members (sample of IM- AA is given in Annexure VI).

Development of Information Material - Audio-Visual Aid (IM-AVA)

The steps followed for the preparation of the Audio-Visual Aid were:

Planning

It was planned to prepare IM-AVA for rural weaning mothers with objective to give them necessary information on weaning. The seven dimensions of weaning, sequencing and the learning assessments were done by expert advice.

Scripting

IM-AVA script was prepared covering all the seven dimensions.

Sequencing

Logical outline was prepared, the sequencing of the subject matter was done to make the IM-AVA informative and interesting.

Special effects

To convey the idea effectively, special effects like computerized write-up, fade in and fade out, varied shots were decided upon and written in the script.

Story board

After writing story board was prepared. Storyboard consisted of graphics, illustrations displayed in sequence for purpose of pre-visualising the content (attached Annexure VII).

Review

After completion of the Audio-Visual Aid, it was reviewed by advisory committee members. Corrections were incorporated and content was modified until it was considered satisfactory by all the committee members.

Recording

At recording stage, audio and visual elements described in the script was recorded. Audio clip for IM-AVA was recorded in a soundless and echo-free chamber at multimedia laboratory of Home Science Extension and Communication Management, ACHS&N, SDAU, Sardarkrushinagar, Gujarat. The visual clips, *i.e.*, both image/illustrations and video clips were recorded according to requirement of the script.

Video Editing

According to the script, the visual scene was sequenced. So as to make the IM-AVA educative and entertaining, editing and mixing was done by using Adobe Primer Pro and Video Editor softwares. Free trial version of these softwares were used. Editing and mixing was done so that audio could match the visuals.

It was done at multimedia laboratory of Home Science Extension & Communication Management, ACHS&N, SDAU, Sardarkrushinagar, Gujarat. The following special effects were incorporated to make the IM-AVA entertaining *i.e.,* fade-in, fade-out, push-right, dashboard, push-left etc.

Time estimation

The prepared video film was of 12 minute and 33 seconds duration. Names, acknowledgments were highlighted in the end of the visual script.

Results and Discussion

Evaluation of Information Material- Visual Aid (IM-VA)

The Visual aid (chart) was subjected to evaluation by panel of twenty experts. The panel of twenty experts were same for evaluation of all the three Information Materials. The Visual aid was evaluated on a three point continuum *i.e.*, good, average and poor on 15 varied criteria such as ‘understanding of

title & subtitle', 'free form grammatical mistakes', 'clarity of content' etc. A details description is given in table below:

The overall evaluation of different aspects of Visual Aid by experts for each parameter are shown in table 1 indicates that the mean score range of all the aspects of visual aid was found to be between 2.75 to 2.86. The highest mean score was found to be for the parameter "Presentation of material according to audience background" (2.86); followed by "Self-explanatory message" (2.85) and "Concise or brief message" (2.85).

Thus, it can be said that the visual aid prepared is highly compatible to the audience and the content covers all the objective of topic and the writing style is such that the reader can understand by her own self.

The data presented in table shows that coverage of information on Visual Aid was high for all the messages and the weighted mean score for seven dimensions ranged between 2.70 to 3.00. Thus it clearly indicates that contents related to these messages were covered properly.

Further, the weighted mean score range for "Valid and well researched content" is 2.70 to 2.85; "Concise or brief message" is 2.70 to 3.00; the weighted mean score range for "Systematic arrangement of subject matter" is 2.75 to 2.95.

The weighted mean score for "Integration of text and figure" is 2.70 to 2.90; "Use of color combination" is 2.70 to 3.00; "Clarity of visual" is 2.70 to 2.80; "Ease of reading" is 2.70 to 3.00; "Presentation of material all to audience background" is 2.75 to 2.90. Thus it clearly indicates that understanding of title & subtitle proper. The overall parameters wise evaluation of IM-VA indicates that dimension (D2) *i.e.,* "Understanding of weaning concept" was found to have the maximum weighted score of 2.84; followed by dimension D3 *i.e.,* "Methods and type of weaning foods" (2.83) and dimension D4 and D5 *i.e.,* "Frequency of feeding" and "Problems faced during weaning" ranked third with weighted mean score of (2.82).

Jain (2005) developed printed manual on Animal husbandry practices for rural women of Haryana. The findings of reveal that all the messages on Animal Husbandry obtained the weighted mean score ranged between 2.70 to 3.0. Thus, it clearly indicate that message covered in printed manual were proper.

Similar findings were reported by Randhawa and Gujjar (2006) who conducted a study on designing a media mix kit / package on fuel conservation technology as a learning resource for technical empowerment of rural women. The overall mean scores of different attributes of booklet, model, photographs, slides and audio commentary on fuel conservation technologies were 2.94, 2.92, 2.90, 2.95 and 2.95 respectively out of 3.00.

Similar finding was obtained by Sharma (2009) who developed flipbook on entrepreneurship development for rural women and found that flipbook were rated good by experts in terms of Clarity of visuals, subject matter, organization and continuity, color combination, appropriateness of size and over all presentation. The mean scores ranged between 2.5 to 3.0 in all the components.

Evaluation of Information Material- Audio Aid (IM-AA)

The Audio aid was subjected to evaluation by panel of same twenty experts as the panel of twenty experts were same for evaluation of all the three Information Materials. Audio aid was evaluated on a three point continuum *i.e.,* good, average and poor on 09 varied criteria such as language, content clarity, sequence, clarity of voice, pace and speed, background music, interest orientation, understability, overall length of program. A details description is given in table below:

The overall evaluation of different aspects of Audio

Aid by experts for each parameter are shown in table 3 indicates that the weighted mean score range of all the aspects of audio aid was found to be between 2.76 to 2.86. The highest weighted mean score was found to be for the two parameters *i.e.,* "Interest orientation" and "Sequence" (2.86); followed by "Pace and speed" (2.85) and weighted mean score of 2.79 was obtained for "Clarity of voice", "Understability" and "Overall length of program".

Thus, it can be said that the audio aid prepared follows proper sequence, speed, voice clarity and message is understandable. Above all the length of programme is perfect to capture interest of the listeners.

The data presented in table 4 shows that coverage of information on Audio Aid was high for all the messages and the weighted mean score for seven dimensions ranged between 2.70 to 3.00. Thus it clearly indicates that contents related to these messages were covered properly.

The data in table shows that all the seven dimensions had the weighted mean score for "Language" between 2.70 to 2.90; the weighted mean score for "Content clarity" is 2.70 to 2.85 and the weighted mean score for "Sequence" is 2.70 to 3.

Further, the weighted mean score range for "Clarity of voice" is 2.70 to 3; "Pace and speed" is 2.75 to 2.95; the weighted mean score range for "Background music" is 2.75 to 2.85.

The weighted mean score for "Interest orientation" is 2.70 to 3; "Understability" is 2.70 to 2.90; "Overall length of program" is 2.75 to 2.85. Thus it clearly indicates that understanding of title & subtitle proper.

Table.1 Evaluation of Information Material- Visual Aid (IM-VA) by experts according to each parameter

n=20

Sr. No.	Parameters	Overall weighted mean score of IM-VA
1.	Understanding of title & subtitle	2.76
2.	Free form grammatical mistakes	2.81
3.	Clarity of content	2.77
4.	Font size	2.78
5.	Choice of words	2.84
6.	Coverage of all necessary information	2.81
7.	Self- explanatory message	2.85
8.	Valid and well researched content	2.79
9.	Concise or brief message	2.85
10.	Systematic arrangement of subject matter	2.84
11.	Integration of text and figure	2.79
12.	Use of color combination	2.81
13.	Clarity of visual	2.75
14.	Ease of reading	2.84
15.	Presentation of material according to audience background	2.86
	Overall weighted mean score	**2.81**

Table.2 Dimension wise evaluation of Information Material- Visual Aid (IM-VA) for each parameter by experts

n=20

Sr. No.	Dimensions Parameters	D1	D2	D3	D4	D5	D6	D7
1.	Understanding of title & subtitle	2.75	2.75	2.75	2.85	2.80	2.75	2.70
2.	Free form grammatical mistakes	2.80	2.85	2.90	2.70	2.85	2.70	2.85
3.	Clarity of content	2.75	2.70	2.85	2.85	2.75	2.70	2.80
4.	Font size	2.70	2.90	2.75	2.75	2.80	2.85	2.70
5.	Choice of words	2.80	2.85	2.80	2.90	2.95	2.70	2.90
6.	Coverage of all necessary information	2.75	2.70	2.85	2.85	2.75	2.75	3.00
7.	Self- explanatory message	2.85	2.95	2.75	2.95	2.80	2.90	2.75
8.	Valid and well researched content	2.70	2.75	2.80	2.85	2.85	2.80	2.80
9.	Concise or brief message	2.75	3.00	2.85	2.75	3.00	2.70	2.90
10.	Systematic arrangement of subject matter	2.80	2.90	2.95	2.85	2.75	2.80	2.75
11.	Integration of text and figure	2.70	2.80	2.85	2.75	2.80	2.75	2.90
12.	Use of color combination	2.75	2.70	3.00	2.85	2.80	2.80	2.80
13.	Clarity of visual	2.80	2.80	2.75	2.70	2.70	2.75	2.75
14	Ease of reading	2.85	3.00	2.70	2.90	2.80	2.80	2.80
15.	Presentation of material all to audience background	2.90	2.90	2.85	2.75	2.90	2.90	2.80
	Overall evaluation of Information Material-Visual Aid (IM-VA)	**2.78**	**2.84**	**2.83**	**2.82**	**2.82**	**2.78**	**2.81**

D1 : Introduction (Breast feeding) D2 :Understanding weaning concept
D3 : Methods and type of weaning foods D4 :Frequency of feeding
D5 : Problems faced during weaning D6 :Foods to be avoided during weaning and
D7 : Basic hygiene during weaning

Table.3 Evaluation of Information Material- Visual Aid (IM-AA) by experts according to each parameter

n=20

Sr. No.	Parameters	Overall weighted mean score of IM-AA
1.	Language	2.78
2.	Content clarity	2.76
3.	Sequence	2.86
4.	Clarity of voice	2.79
5.	Pace and speed	2.85
6.	Background music	2.78
7.	Interest orientation	2.86
8.	Understability	2.79
9.	Overall length of program	2.79
	Overall weighted mean score	**2.81**

Table.4 Dimension wise evaluation of Information Material- Audio Aid (IM-AA) for each parameter by experts

n=20

Sr. No.	Dimensions Parameters	D1	D2	D3	D4	D5	D6	D7
1.	Language	2.75	2.75	2.90	2.70	2.75	2.75	2.85
2.	Content clarity	2.75	2.70	2.85	2.85	2.80	2.70	2.70
3.	Sequence	2.70	2.90	2.75	2.95	2.85	2.85	3.00
4.	Clarity of voice	2.75	2.70	2.85	2.75	3.00	2.70	2.75
5.	Pace and speed	2.85	2.95	2.95	2.75	2.75	2.90	2.80
6.	Background music	2.75	2.75	2.85	2.85	2.80	2.70	2.75
7.	Interest orientation	2.80	3.00	3.00	2.70	2.80	2.85	2.90
8.	Understability	2.75	2.80	2.75	2.90	2.70	2.80	2.80
9.	Overall length of program	2.80	2.80	2.85	2.75	2.80	2.75	2.80
	Overall evaluation of Information Material-Audio Aid (IM-AA)	**2.77**	**2.82**	**2.86**	**2.80**	**2.81**	**2.78**	**2.82**

D1 : Introduction (Breast feeding) D2 :Understanding weaning concept
D3 : Methods and type of weaning foods D4 :Frequency of feeding
D5 : Problems faced during weaning D6 :Foods to be avoided during weaning and
D7 : Basic hygiene during weaning

Table.5 Evaluation of Information Material- Audio-Visual Aid (IM-AVA) by experts according to each parameter

n=20

Sr. No.	Parameters	Overall weighted mean score of IM-AVA
	Audio Aspect of IM-AVA	
1.	Language	2.78
2.	Content clarity	2.76
3.	Sequence	2.86
4.	Clarity of voice	2.79
5.	Pace and speed	2.85
6.	Background music	2.78
7.	Interest orientation	2.86
8.	Understability	2.79
	Overall weighted mean score for Audio Aspect of IM-AVA	**2.81**
	Visual Aspect of IM-AVA	
9.	Size of illustration	2.77
10.	Layout	2.84
11.	Colour	2.86
12.	Visual clarity	2.76
13.	Attention catching	2.79
14.	Continuity	2.89
	Overall weighted mean score for Visual Aspect of IM-AVA	**2.80**
	Overall Presentation of IM-AVA	
15.	Tuning of audio with visual	2.79
16.	Message treatment	2.82
17.	Self explanatory	2.82
18.	Speed of presentation	2.84
19.	Length of program	2.81
	Overall weighted mean score for presentation of IM-AVA	**2.83**

Table.6 Dimension wise evaluation of Information Material- Audio-Visual Aid (IM-AVA) for each parameter by experts

n=20

Sr. No.	Dimensions Parameters	D1	D2	D3	D4	D5	D6	D7
a.	**Audio Aspect of IM-AVA**							
1.	Language	2.75	2.75	2.90	2.70	2.75	2.75	2.85
2.	Content clarity	2.70	2.70	2.85	2.85	2.80	2.70	2.70
3.	Sequence	2.70	2.90	2.75	2.95	2.85	2.85	3.00
4.	Clarity of voice	2.75	2.70	2.85	2.75	3.00	2.70	2.75
5.	Pace and speed	2.85	2.95	2.95	2.75	2.75	2.90	2.80
6.	Background music	2.75	2.75	2.85	2.85	2.80	2.70	2.75
7.	Interest orientation	2.80	3.00	3.00	2.70	2.80	2.85	2.90
8.	Understability	2.75	2.80	2.75	2.90	2.70	2.80	2.80
	Visual Aspect of IM-AVA							
9.	Size of illustration	2.85	2.85	2.75	2.95	2.75	2.85	2.70
10.	Layout	2.90	2.70	2.90	2.85	2.80	2.90	2.85
11.	Colour	3.00	2.90	2.85	2.75	2.95	2.80	2.80
12.	Visual clarity	2.75	2.85	2.75	2.85	2.80	2.70	2.70
13.	Attention catching	2.80	2.70	2.80	2.70	2.85	2.85	2.90
14.	Continuity	2.90	2.95	2.85	2.90	2.95	2.75	3.00
	Overall presentation IM-AVA							
15.	Tuning of audio with visual	2.75	2.75	2.90	2.70	3.00	2.80	2.75
16.	Message treatment	2.80	3.00	2.80	2.85	2.75	2.75	2.80
17.	Self explanatory	2.75	2.90	2.85	2.75	2.80	2.80	2.90
18.	Speed of presentation	2.80	2.80	2.95	2.90	2.80	2.90	2.75
19.	Length of program	2.80	2.90	2.85	2.85	2.70	2.70	2.90
	Overall evaluation of Information Material-Audio Aid (IM-AVA)	**2.80**	**2.83**	**2.90**	**2.81**	**2.82**	**2.79**	**2.82**

D1 : Introduction (Breast feeding) D2 :Understanding weaning concept
D3 : Methods and type of weaning foods D4 : Frequency of feeding
D5 : Problems faced during weaning D6 :Foods to be avoided during weaning and
D7 : Basic hygiene during weaning

The overall parameters wise evaluation of IM-AA indicates that dimension (D3) *i.e.,* "Methods and type of weaning foods" was found to have the maximum weighted score of 2.86; followed by dimension D2 and D7 *i.e.,* "understanding of weaning concept" and "Basic hygiene during weaning" having weighted mean score of (2.82); and dimension D5 *i.e.,* "Problems faced during weaning" ranked third with weighted mean score of (2.81).

Evaluation of Information Material- Audio Visual Aid (IM-AVA)

The panel of twenty experts were same for evaluation of all the three Information Materials thus

the Audio-visual aid was subjected to evaluation by panel of same twenty experts. Audio-Visual aid was evaluated on a three point continuum *i.e.,* good, average and poor on 19 varied criteria which included audio, visual and overall presentation of AV aid. A detail description is given in table below:

The above table 5 shows evaluation of Information Material- Audio-Visual Aid (IM-AVA) by experts according to each parameter**.** The parameters of IM-AVA consisted of three varied aspects *i.e.,* audio aspect, visual aspect and overall presentation (Fig. 17).

The weighted mean score range of all the aspects of audio-visual aid was found to be between 2.76 to 2.89. The highest weighted mean score was found to be for the parameters *i.e.,* "Continuity" (2.89); followed by "Interest orientation" and "Colour" *i.e.,* (2.86) and the weighted mean score of 2.85 was obtained for "Pace and speed" of IM-AVA.

Thus, it can be said that the audio-visual aid prepared follows proper continuation. The colour and speed is such that it catches interest of the audience.

The Overall weighted mean score for audio aspect of IM-AVA was found to be good *i.e.,* 2.81; the overall weighted mean score for visual aspect of IM-AVA was 2.80 and the overall weighted mean score for presentation of IM-AVA was found to be 2.83.

Jain (2005) developed video cassette/CD on Animal husbandry practices for rural women of Haryana. The findings of reveal that audio quality of all the messages on Animal Husbandry obtained the weighted mean score ranged between 2.43 to 2.70; video quality of all the messages obtained the weighted mean score ranged between 2.33 to 2.83 and overall presentation of all the messages on Animal Husbandry obtained the weighted mean score ranged between 2.53 to 2.67.

Similar finding was obtained by Sharma (2009) who developed Instructional material on entrepreneurship development for rural women and found that overall audio aspect of multimedia CD was rated as good by the experts with mean score 2.86 and the visual aspect of multimedia CD was rated as good by the experts with mean score 2.89.

The above table 6 shows the dimension wise evaluation of Information Material- Audio-Visual Aid (IM-AVA) for each parameter by experts**.** The parameters of IM-AVA consisted of three varied aspects *i.e.,* audio aspect, visual aspect and overall presentation.

The data presented in table shows that coverage of information on Audio Aid was high for all the messages and the weighted mean score for seven dimensions ranged between 2.70 to 3.00. Thus it clearly indicates that contents related to these messages were covered properly.

The data in table shows Audio Aspect of IM-AVA. All the seven dimensions had the weighted mean score for "Language" between 2.70 to 2.90; "Content clarity" is 2.70 to 2.85 and the weighted mean score for "Sequence" is 2.70 to 3.0.Further, the weighted mean score range for "Clarity of voice" is 2.70 to 3.0; "Pace and speed" is 2.75 to 2.95; "Background music" is 2.75 to 2.85.The weighted mean score for "Interest orientation" is 2.70 to 3; "Understability" is 2.70 to 2.90. Thus it clearly indicates that Audio Aspect of IM-AVA is proper.

The visual aspect of IM-AVA shows the weighted mean score for "Size of illustration" is 2.70 to 2.95; "Layout" is 2.70 to 2.90; "Colour" is 2.75 to 3.0; "Visual clarity" is 2.70 to 2.85; "Attention catching" is 2.70 to 2.90; and the weighted mean score for "continuity" is 2.75 to 3.0.

The Overall presentation IM-AVA shows the weighted mean score for "Tuning of audio with visual " is 2.70 to 3.0; "Message treatment" is 2.75 is 3.0; "Self explanatory" is 2.75 to 2.90; "Speed of presentation" is 2.75 to 2.95; and the weighted mean score for "Length of program" is 2.70 to 2.90.

The overall parameters wise evaluation of IM-AVA indicates that dimension (D3) *i.e.,* "Methods and type of weaning foods" was found to have the maximum weighted score of 2.90; followed by dimension D2 *i.e.,* "understanding of weaning concept" having weighted mean score of (2.83); and dimension D5 and D7 *i.e.,* "Problems faced during weaning" and "Basic hygiene during weaning" ranked third with weighted mean score of (2.82).

The similar findings were reported by Menaria (2019) who developed of multimedia C.D. on environmental sanitation for rural women and concluded that all the six components included in the multimedia CD was rated good by the experts with overall MWSs ranged between 2.75-2.85.

When Audio, visual (chart) and Audio-visual (video) were used all together then maximum gain in awareness level was observed. Thus, maximum number of information materials should be used for enhancing awareness among rural mothers regarding weaning.

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