

## **Efficacy of Self-Developed Environmental Information Empowerment Package (IEP) in Transferring Knowledge to Farm Families**

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**ABSTRACT** The study was under taken with an objective to assess the impact of self-developed Environmental information empowerment package (EIEP) on environment protection through gain in knowledge of farm families. The present study was conducted in rural areas of Rajasthan. A sample of a mixed group of 30 willing farm men and women were identified data was collected by the self-developed questionnaire. The results of the study indicate that an apparent gain in knowledge can be observed after exposure to self-developed EIEP. Further, while the coefficient of variation during pre-test was as high as 20.57 percent with 1.81 SD and 0.33 SE it reduced to 7.13 percent (1.63 SD and 0.33 SE) in post-test. This indicates that there was a significant gain in knowledge in all the contents of IEP.