

Designing and Development of Media on Versatility of *Neem*

Kiranjot Sidhu

*Department of Extension Education, Punjab Agricultural University,
Ludhiana 141 004, Punjab, India
E-mail: sidhs64@hotmail.com; neeluburj@yahoo.co.in*

KEYWORDS Electronic; printed; validation; appropriateness

ABSTRACT One of the natural resources from the treasure house of plant kingdom is the *Neem* tree. This tree grows in various soil types and survives successfully under different weather conditions. The tree is virtually a gift of nature to mankind because of its multiple properties that have high utility value both at domestic and farm level beside its products being eco-friendly and bio-degradable. Gandhi and Patel (1997) conducted a survey in Andhra Pradesh, Punjab and Gujarat regarding the farmer's awareness about the impact of pesticides and reported it to be limited to the immediate surroundings. Use of alternative methods such as biological methods was practically non existent and awareness almost none. In this context media package on the topic "Versatile *Neem* for Domestic use" was designed and developed under the All India Coordinated Research Project on Home Science – Extension Component with the objective of translating the media into vernacular languages and using the same for disseminating information and knowledge on multiple qualities of *Neem* and its uses. The media package consisting of a booklet and a video film was designed and developed. The developed media both booklet and video film were then validated with the help of experts. The developed booklet and video film was found to be highly appropriate on selected characteristics. It was therefore recommended to be multiplied, translated and extensively used to promote the use of *Neem*.