

Identification of Crucial Messages Related to Social Empowerment of Women

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ABSTRACT The aim of the present investigation was to identify the messages related to social empowerment of women. Messages related to social needs and problems of women were identified under three components of social empowerment of women, that is, health, drinking water and sanitation and science and technology. Thirty judges were selected from department of women and child development, health department and social work department and NGO's. Three messages, that is, reproductive and child health, safe drinking water and sanitation and household technologies and 14 sub-messages were identified on the basis of judges' consensus and coefficient of variation score.