



# Development of media mix package for mothers of new born babies

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## ABSTRACT

Study is undertaken to develop a media mix package for the mothers of new born babies. Hundred mothers having babies from birth to six months were selected. An interview schedule was prepared for data collection. The finding of the study revealed that higher percentage of mothers has the feeling that they have knowledge about child care and development. But when these mothers were asked various questions on different aspects of child care all the mothers could not give correct responses. 70 per cent of mothers felt that the package will be handy to use and 95 per cent felt that the package will be very much helpful. On the basis of the views and expectations of the mothers the package has been prepared. It consisted of different media like folders, photograph and audio tapes to disseminate knowledge on different areas like developmental milestones, feeding, health and hygiene, language, cognitive, emotional, social development and stimulation.