

PROSPECTS OF FOLK MEDIA FOR COMMUNICATING SCIENCE IN ASSAM

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Assamese societies pay a lot of importance to build scientific temper traced back to the proverbs of Daka Purusha who flourished in Assam during the 4th or 6th century, covering all aspects of the day to day life, including agriculture, health, hygiene, gynaecology, paediatrics, infant care, food and nutrition. And Assam folk media inspired rural masses, from generation to generation towards accepting social changes introduced through various agencies.
