AWARENESS OF HIV/AIDS IN RURAL AREAS: A FUZZY APPROACH

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Today’s biggest challenge in the health sector faced by the nation is the control of the spread of HIV/AIDS infection among its citizens. We should not neglect this threat like Africa did. Currently it faces a terrible crisis on all fronts because of this problem of uncontrollable spread of HIV/AIDS. So it is important that the government takes strong measures to prevent the spread of HIV/AIDS. One of the basic method of prevention lies in making the people aware of this dangerous disease, which has no cure at all. The awareness can be made through use of alternative media and regular features like advertisement in dailies, T.V. shows, skits and dramas, posters in buses and other forms of transport. This paper analyses the best methods using fuzzy theory.

As a first part, to tackle this problem we formulated a linguistic questionnaire. We made 150 people, mainly from rural areas, including NGOs, doctors and social workers from that area to fill in the questionnaire. The questionnaires of illiterate respondents was filled out by us. As a result of our study, we derive the following conclusions.
Out of the 150 interviewed over 100 of them felt that the awareness of HIV/AIDS should be through the small skits in television. Some 115 of them felt that street theatre and puppet shows can aid a lot in the dissemination of information pertaining to HIV/AIDS. A large section of them emphasized that the whole presentation must not be in a serious or gloomy/threatening way, but the message should be said in a lighter vein. They feel that instead of immediately provoking a negative response, comedy could elicit them to think it over again and again. Around 88% of the respondents felt that if popular actors/actresses conveyed the message of safe habits in cinema/television, the effect on the viewers would be very significant. Over 65% felt that songs about HIV/AIDS could also help a great deal in making the rural masses knowledgeable about these diseases.

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