The present study was conducted in eastern and western zone of Haryana State. Three districts from each zone and two blocks from each district were selected randomly. A total sample of 600 rural women was drawn from twelve villages, one village from each block. The socio-personal, economic, psychological and communication variables constitute the independent and awareness and use pattern constitute for the dependent variable for the study. The data was collected on structured interview schedule duly pretested by the investigator personally. Majority of women had high level of awareness of medicinal plants used for various health disorders but had medium level of awareness regarding the usefulness of the medicinal plants. The high level of awareness was found in case of neem, tulsi, laung, adrak, haldi, harad, nimbu, pudina, mehandi and methi. The actual use of medicinal plants was found comparatively low as compared to the awareness level of the medicinal plants. The maximum percentage of users were for haldi, nimbu, pudina, harad, methi, adrak, tulsi and neem for curing digestive, infectious, skin problems, aches and pain, reproductive and other diseases. Low level of use pattern in lower middle age group and high level of use pattern in upper middle age group was observed. Most of the respondents used leaves and fruits in the liquid juice and decoction form for curing various healthy disorders. Lower middle age group respondents had low level of use pattern while majority in upper middle age group were placed in medium category. Faith in allopathic medicines, lack of awareness regarding usefulness and properties and lack of family and personal interest were the main reasons for non-use. Most of the non-users were convinced of the importance and usefulness of the medicinal plants and were ready to use these plants after having exposure through campaign and gosthies. Caste, monthly income, risk orientation, change proneness and mass media exposure were significantly associated with awareness of medicinal plants. Age, caste, monthly income, land holding, risk orientation, economic motivation and change proneness were significantly associated with the usefulness and use pattern of medicinal plants.