

About the



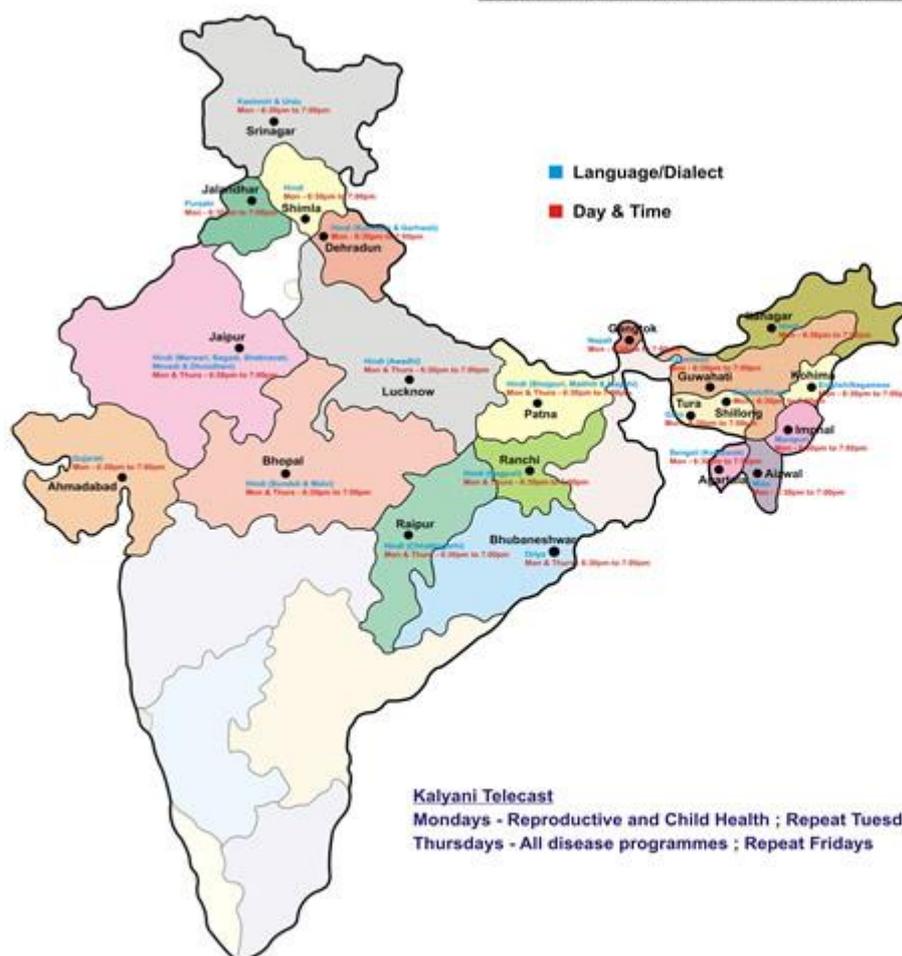
**Kalyani** is a pioneering initiative in health communication in India with several innovations in project design, content creation and community engagement through television.

Launched in 2002, in 8 most backward states of India as a weekly programme in an entertaining & innovative format, Kalyani is India's longest running public health campaign on television demand, telecast on Doordarshan, India's public service broadcaster on popular the programme series was expanded to *21 states* of India.

Kalyani's model of communication is need-based, participatory and inter-active. It integrates inter-personal communication with mass media. The programme combines education with entertainment. It delivers key messages on major communicable and non-communicable diseases such as malaria, TB, HIV/AIDS, Tobacco & Water-borne diseases maternal and child health. It does so through song and dance, quiz and talk shows in *13 languages and 17 dialects*.

The author of this chapter: Usha Bhasin, then Senior Director of Doordarshan, conceptualized the series. The show has been produced at Doordarshan's stations in the state capitals. Over *9,009 episodes* have been broadcast since May 2002. These episodes have touched millions of people and it is evident in the growing number of viewers participating in the programme's highly popular interactive medium – the **Kalyani clubs**. The success of the health campaign is partially due to its innovative strategy of involving viewers in spreading the programme's messages by encouraging them to form clubs or groups of support and deliver the messages. These clubs have empowered people to help themselves and others in their villages and communities. Over *3,258 Kalyani clubs* have been created where ordinary citizens mobilize support for community health care.

## KALYANI – A HEALTH CAMPAIGN



Kalyani Kendras	State
1. Dehradun	Uttarakhand
2. Jaipur	Rajasthan
3. Lucknow	Uttar Pradesh
4. Bhopal	Madhya Pradesh
5. Patna	Bihar
6. Ranchi	Jharkhand
7. Raipur	Chhattisgarh
8. Bhubaneswar	Orissa
9. Gangtok	Sikkim
10. Itanagar	Arunachal Pradesh
11. Guwahati	Assam
12. Shillong	Meghalaya
13. Tura	Meghalaya
14. Imphal	Manipur
15. Aizwal	Mizoram
16. Agartala	Tripura
17. Kohima	Nagaland
18. Shimla	Himachal Pradesh
19. Jalandhar	Punjab
20. Srinager	Jammu & Kashmir
21. Gujarat	Ahmadabad

**Languages :** Gujarati, Hindi, English, Bengali, Kashmiri, Urdu, Punjabi, Oriya, Assamese, Manipuri, Nagamese, Nepali, Mizo

**Dialects :** Bhojpuri, Maithili, Magahi, Nagpuri, Awadhi, Marwari, Shekhavati, Mevadi, Dhundhani, Chhattisgarhi, Bundeli, Malvi, Kumouni, Garhwali, Khasi, Garo, Kokborok

**Kalyani** has been produced in-house in Doordarshan, India's Public Service Broadcaster for Union Minister For Health And Family Welfare. Kalyani presents a model of collaboration between policy makers, media, service providers, and NGO's



[Click here to see Video on Mainstreaming Gender](#)

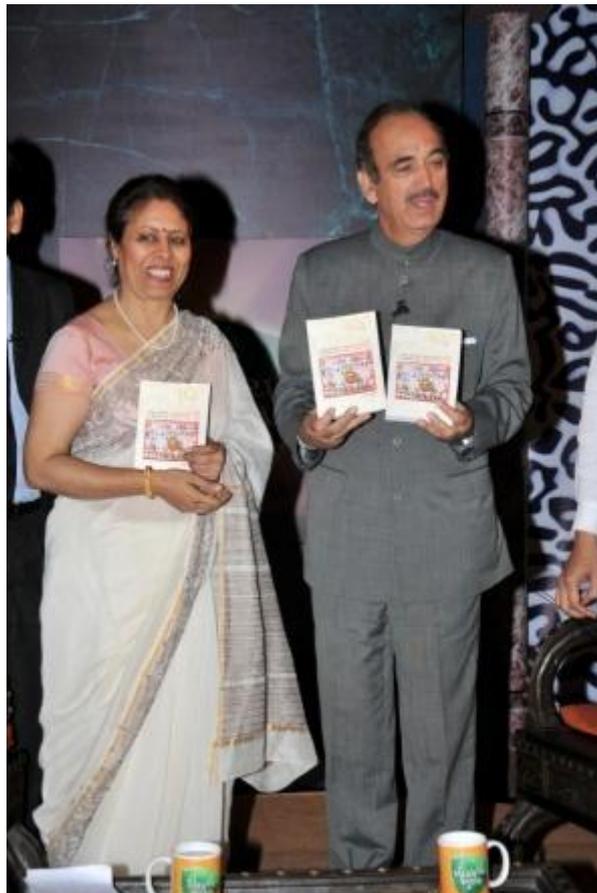
**Kalyani Health Clubs**

Kalyani has established an army of **Kalyani Clubs** that are like the foot soldiers of the effort. The Kalyani clubs mobilize the communities and make a difference on the ground. The combined efforts of the television show and the Kalyani Health Clubs has resulted not only in awareness, but in behaviour and attitudinal change, to achieve the ultimate objective of empowering people.



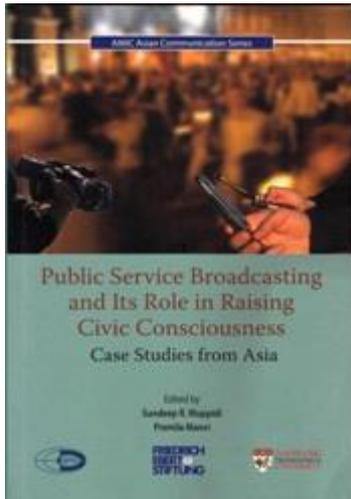
### **Impact**

To illustrate Kalyani's impact, a book of 100 stories positive social change, of individuals and communities transformed by Kalyani, has been published by the National Book Trust of India. The book titled "Jeevan Parivartan Ka Bemisal Manch – Kalyani" (Kalyani- the Unique Platform for Changing Lives) edited by Ms. Usha Bhasin, was released by the Union Minister for Health & Family Welfare on 7th April, the World Health Day 2012. Hundred published stories compiled by Ms. Lalni Bhardwaj were selected out of many more that exist on the ground in remote rural areas of India that are hard to access and reach by any media.



Sh. Ghulam Nabi Azad, Union Minister for Health and Family Welfare (R) with Ms. Usha Bhasin, Additional Director General, Doordarshan (L), the architect of Kalyani.

## **Other Publications**



## **Team Kalyani**

**Concept, Project & Creative Head:** Usha Bhasin

**Assistant Project Director:** Shashank Narayan

**Assistant Creative Head:** Urvish Dave

**Producers in the field:** Tapas Bose (Orissa), Ashish Khare (Madhya Pradesh), Mukul Talukdar (Asam), Pradeep Pathak (Chattisgarh), Sanjay Mathur (Rajasthan), P.K. Shrivastav (Chattisgarh), Parthsarathi (Bihar), Suman Shrivastav (Uttar Pradesh), K.K. Bohra (Rajasthan), Manvinder Das (Asam), P.K. Singh (Bihar), Vivek Parashar (Madhya Pradesh), Chandan Vaishya (Asam), Shivram Singh Rawat (Uttarakhand), K.N. Ojha (Jharkhand), Dileep Uike (Madhya Pradesh), Yogendra Singh (Uttar Pradesh), M.S. Beek (Jharkhand)

## **Links**

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