

About the





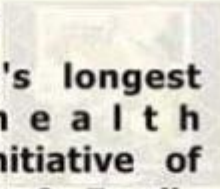
kalyani

In
The Press

Kalyani is India's longest running health communication initiative of Ministry of Health & Family Welfare, Govt. of India. Since May 2002, Doordarshan has been producing the bi-weekly programme series in 3 languages and 14 dialects in 9 states of India that are at the bottom of development Index. Till September 2010, Doordarshan has telecast 7233 Kalyani episodes four times a week from 21 stations. Nine* Programme Divisions in the Ministry and Deptt. of AIDS Control converge in this project that has created 78965 volunteers in Kalyani Health Clubs and the number is growing as Kalyani touches and transforms lives. A compendium of hundred such stories is in the making.



Kalyani Club Activities



Doctor in Village



Doctor in the Studio



Info-Caption



Live Phone-in



Free Health Camp



Success Story



Folk Dance



Talk Show

- *Department of AIDS Control NACO,
- *National Vector Borne Disease Control,
- *Tobacco Control Programme,
- *National Programme for Control of Blindness,
- *Cancer Division,
- *Central Leprosy Division,
- *IDD & Nutrition Cell,
- *RNTCP (Revised National Tuberculosis Control Programme),
- *RCH (Reproductive Child Health Programme)



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UPDATE

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NEWSLETTER OF THE DELEGATION OF
THE EUROPEAN COMMISSION IN INDIA

**Development
Co-operation:**
Health

Television Public Service Broadcasting Reel-life makes a difference to Real Life

When young Sipu, 10-year-old, a sprightly child, favourite of his school-teachers, is suddenly struck by high fever, his unsuspecting parents put him through the rituals of witchcraft and black magic in the hope of finding a cure. Sipu's condition worsens. He is about to slip into a coma. A pall of gloom hangs around his modest home. The family, his teachers and his friends all lose hope.

In Bhubaneswar, Orissa's capital city, this is not an isolated incident. Only this time around, Sipu is reliving a real-life experience for "Kalyani", a health awareness programme that will be shown on prime time TV all over the State. But Sipu is, fortunately, saved at the last minute by a neighbour who rushes him to the nearest doctor.

course in development assistance by promoting public service broadcasting to spread awareness on good health seeking behaviour. Under the Health Sector Investment Programme, run in partnership with the Government of India's Health and Family Welfare Ministry, two instalments of Rs. 10 crores each (€ 3.7 million) have been provided for such programmes over the past two years for promoting IEC (information, education and communication) activities. A third tranche of € 1.85 million is in the pipeline for the third consecutive year. The health programmes are conceived by Doordarshan's Development Communications Division for Prasar Bharati, the Broadcasting Corporation of India.

Sipu's real-life drama, captured on film for the highly acclaimed health campaign "Kalyani", was telecast on local TV channels in eight of India's most populous States. The programme was recently awarded the (Bill) Gates Malaria Award 2004, part of the Commonwealth Broadcasting Association Awards, for its reach and content in spreading awareness of the disease through creative development communications.

Under the title "Kalyani", which means "benedictions from a Goddess", two weekly health magazine programmes are being produced and telecast in eight most backward and populous states, reaching millions of TV viewing audiences.

The first programme titled "Kalyani-1", creates awareness on a number of health issues: water borne diseases, cancer, leprosy, HIV/AIDS, tuberculosis, food safety, malaria, prevention of blindness, iodine deficiency, general hygiene and tobacco related diseases. The programme is run in partnership with the project officers of the Ministry of Health, and is telecast every Thursday at 6.30 p.m.



The anchors of Kalyani-Patna Doordarshan Kendra programme meeting villagers to know their perceptions of HIV/AIDS. The interaction is an episode that will be telecast subsequently.



A working still of the popular play, 'Indraji-jamara' spreading health messages through street skits. The live programme is for Kalyani by Rashmi Doordarshan Kendra.

It is malaria, the doctor proclaims. No superstition or home-grown remedy can deal with this fever. The delay could have cost Sipu's life, he warns. "Just think! How many children like Sipu have lost their lives, even in big cities, because of inadequate information and a lack of awareness?"

The European Union has charted yet another

Kalyani-2, on the other hand, focuses on reproductive and child health subjects. This programme is under the charge of the Ministry of Family Welfare. Kalyani-2 is telecast every Monday at 6.30 p.m. and features issues such as removal of gender bias, the importance of the polio vaccination, safe motherhood, PNDT Act, the adolescent girl-child, nutrition and balanced diet for pregnant and lactating mothers.

"Kalyani" is conceptualised as an entertaining, participatory, multi-segmented, interactive programme that aims at behaviour change and social action. The programme experiments with various outdoor, field-based and studio generated formats. Its presentation style encourages two-way communication.

This is achieved by taking a doctor to a community or a village. On camera, he talks to the people and answers their queries. It is in fact, "reality television." Programmes such as, "doctor in the field", quizzes, phone-ins, a weekly question competition and a monthly slogan prize have led to greater community interest and participation.

The programme draws on a range of strategies for variety and audience attention: interviews with experts, messages from health workers and local leaders, theatre, seasonal advice for using mosquito nets impregnated with insecticide during the monsoons, and campaigns by the village bard and local religious-theatre artists.

Though the concept, format, structure, and some production attributes, are developed centrally for uniformity of messages and their relevance, producers of Guwahati, Patna, Raipur, Bhopal, Bhubaneswar, Jaipur and Lucknow produce programmes in local languages and dialects while making them area specific.

The half-hour programme is divided into segments of five-to-ten-minutes each, in which features like music, dance, health tips, and letters from the audience are interspersed with more serious information.

The programme that highlighted the importance of "keeping neighbourhoods clean"



A doctor (first from right) answering questions from villagers for the Kalyani segment "Doctor in the field" for Raipur, Chhattisgarh, India.

was one of the most successful and generated huge public response that resulted in positive social action. Several communities got together to clean their village ponds or the slum cluster, and invited "Kalyani" to film the events so that others could emulate it.

The public reaction to "Kalyani" comes from far and wide. Says Dr. Alok Shukla, Health Secretary, Government of Chhattisgarh, Raipur, "With the kind of response we receive on "Kalyani", through letters and phone-calls, we now realise that the messages we tried to communicate to the people (through various campaigns), are now reaching a huge public through this programme. Doordarshan's initiative in taking the doctor to the village to talk to the people and the interaction this has initiated, is a major success."

Some of the group-formations encouraged by the programme have gone beyond togetherness for watching the show. They have grown into Kalyani clubs for the youth, Kalyani women's self-help groups and Kalyani community reach-out club. The Kalyani programme has become a movement in these regions and is still growing. It is turning into a brand name, synonymous with good-health. ■

Two weekly health magazine programmes called "Kalyani" are conveying messages for behaviour change and social action to millions of viewers in eight most backward and populous states.

'Hindustan Times' a leading English language newspaper.

ESSENTIALLY INDIA

Doordarshan helps HIV patient stay positive

New Delhi: No one had heard of Panchu Bhol. Not that anyone would have taken the trouble to travel to a village called Badurabar in Puri district, looking for an HIV positive victim. But that was till Doordarshan's health programme, Kalyani, decided to look him up.

Prasar Bharti senior director Usha Bhasin said they sent their anchors in Cuttack, Mama Mishra and Swarup Nayak, to Badurabar. Mishra played the role of 'Sahri didi' and Nayak was 'Chakulla panda'.

When the team met Panchu, he was in no mood to talk. When he did, he only talked of death and the little daughter he had been blessed with but was too scared to pick up, fearing he might pass on the infection. His family had been excommunicated and Panchu had been declared a curse to the village.

But Kalyani's team decided he would suffer no more. Sheri didi offered to tie him a rakhi and become his sister. She also ate a sweet Panchu offered. All this while, the villagers watched in awe.

"The Kalyani anchors were able to convince the villagers that HIV does not spread through touch or by eating together. The villagers were easily convinced. Panchu held his daughter for the first time and we telecast the entire episode," Bhasin said.

That was in December 2006. The Kalyani anchors did a follow-up after three months. They almost didn't recognize Panchu. Gone was the man with the drooping eyes and furrowed brows. Here was a bright, clean-shaven young man championing the cause of HIV victims.

"Sometime back, our team visited him for the third time. By then, Panchu had started a tailoring unit and was teaching some girls in the village. His doctors said he had even begun responding to the drugs," Bhasin



Panchu Bhol (red scarf) with Kalyani's Mama Mishra and other villagers.

said.

Kalyani, with more than 3,600 episodes, is the longest running health communication initiative in India. It reaches out to more than 550 million people and, to quote a BBC trainer, is "truly reality television". So what if urban India spends its time watching saas-bahu serials?

Satyen Mohapatra

The National Herald

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Oct. 23, 2006, New Delhi

'The National Herald' the newspaper started by Indian's first PM Jawaharlal Nehru before World War II

TV is not just an idiot box: *Kalyani*

NEW DELHI (UNI). Panchu, a 35-year-old villager from Puri district of Orissa living with HIV/AIDS was leading cursed existence.

Neither he nor his family and fellow villagers, nor anybody else had ever realised that his life could be different, till the man came to the notice of the team producing Doordarshan's rural health programme 'Kalyani'.

It was in Surat, where Panchu ran a tailoring shop, that he tested HIV positive. He came back home to an uncertain future and with an stigma that made his life miserable. Not even Panchu, his family members were also ostracised by villagers.

When Kalyani team met him and his family members, they learnt that he has never cradled his new-born daughter in his arms. He was just awaiting his end. He had not shaved for days and was afraid of talking up villagers.

But Kalyani team member 'Sehri Didi', an Oriya actress who had been given the stock character 'identity', gave him a new lease of life and confidence with her soothing words.

She interacted with Panchu's wife, took the new-born in her arms, and also tied rakhi around his

wrist. She offered sweets to Panchu and had sweets from the same box to demonstrate to villagers that HIV does not spread by eating from the same plate of a person living with the virus.

It took several other members, too, to instill confidence in Panchu about his abilities.

When a month later, the team visited, they were surprised to see that Panchu had changed beyond recognition. He had shed off his disheveled looks and was optimistic and ready to take on the world. He had set up his tailoring shop again, and it had become popular with villagers, who earlier avoided even looking at him.

Panchu's is not the only success story at Kalyani.

The programme, which is the longest running health communication initiative in the country, is achieving unparallel impact on viewers, which has earned many national and international honour for the public broadcaster.

Being produced at nine state capitals since 2002, Kalyani is also bringing a hefty revenue to DD.

"Kalyani has proved that TV is not an idiot box, creating many firsts in public service broadcasting by using television as a tool to create awareness and effect

behaviour change rather than using television production as an end." Senior programme director of Doordarshan, Usha Bhasin said here.

It is the first longest running inhouse production campaign of Doordarshan, and it generated a revenue of Rs 192 crore last year, she said.

It is the first collaboration between policy makers, service providers and broadcasters, and also DD's first non-didactic entertaining health programme, she said.

"We take doctors to village to have direct interaction with villagers. This is a truly reality TV show," she added.

Today Kalyani has more viewership than DD's regional news which is the most watched programme in the country.

When Kalyani is being aired, village streets are deserted, reminding one of the days of telecast of Ramayan and Mahabharat serials," says a villager from Orissa.

Ms Bhasin said DD gives 250 per cent bonus to its client ministries in the form of airtime. A number of ministries and PSUs are taking advantage of the scheme.

She said campaign against malaria was given maximum time and money. Ms Bhasin said village Panchayats, Mahila Mandals, Nehru Yuva Kendras had joined DD in taking Kalyani to remote parts.





THE TIMES
GROUP

Feb. 03, 2007, Lucknow, Uttar Pradesh

The Times of India a broadsheet newspaper with largest circulation in India.

DD's 'Kalyani', new favourite of rural folk

Times News Network

Lucknow: If certain Rehana from a remote village has got cured of tuberculosis or if her compatriot can now talk about family planning measures, although with a streak of crimson on her face, it is largely because of the health-based tele-series 'Kalyani' on the national network.

So at least feels Doordarshan. The programme sponsored by the health ministry found its way on the national channel in May, 2002 to address the reproductive and child health related issues among the not-so-blessed rural folks.

The aim of the programme was to apprise the lower strata of society of various facilities provided by the government in primary health centres and bringing expert advice within their reach through the live 'phone-in' facility.

This apart the programme also focusses on malaria, iodine-deficiency, blindness, HIV, cancer, leprosy and tobacco-borne diseases.

The programme is broadcast across nine states through DD Bhopal, Bhubaneswar, Dehradun, Guwahati, Jaipur, Lucknow, Patna, Raipur and Ranchi besides twelve regional centres that include Gorakhpur, Varanasi, Bareilly, Mau, Alla-

habad, Indore, Gwalior, Jagdalpur, Daltonganj, Bhanuipatna, Sambalpur and Muzaffarpur.

"The theme of the programme is same. It is only the presentation which changes from place to place as per local needs. We try to make it relevant to local people. It is not only health that we talk about but also social issues such as distinction between a male and a girl child", said Suman Srivastava, producer of the programme at Lucknow centre.

The channel is also planning to popularise the series through hoarding, posters and stickers. There is already a help coming from outside quarters with some twenty-one NGOs involved in it but now UNICEF has also joined hands for raising awareness.

"We have reached block level through Kalyani health clubs which number some 350 in various parts of the country. The people who have been watching the programme have come together to form these groups of which 46 are headed by women. We are getting a good feedback on our efforts." Maximum women in rural areas are now going for institutional delivery instead of depending on midwives", added Riffat Shaheen, assistant station director, Lucknow centre.



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