

About the



World's biggest health communication campaign launched on Doordarshan – India's Public Service Broadcaster

Doordarshan, television network of Prasar Bharati, Broadcasting Corporation of India, has launched World's biggest health campaign '**Swasth Bharat' (Healthy India)** supported by the **Union Government**. Shri Ghulam Nabi Azad, Ho'ble Union Minister for Health & Family Welfare launched the campaign from Delhi studios of Doordarshan where he had live interaction with audiences in Doordarshan studios of capital cities of six states of India.



Sh. Ghulam Nabi Azad, Ho'ble Union Minister for Health & Family Welfare (R)
interacting with the audience

The audiences welcomed the five-days-a-week telecast of **Swasth Bharat** from **30 stations** while they lauded the ongoing series 'Kalyani' (twice a week) that has been running on the network since 2002.

Sh. Ghulam Nabi Azad, Ho'ble Union Minister for Health & Family Welfare interacting through video conference from Delhi Studio with audience at 6 different Doordarshan Kendras during Telebridge



Bhopal Studio



Guwahati Studio



Jaipur Studio



Kerala Studio

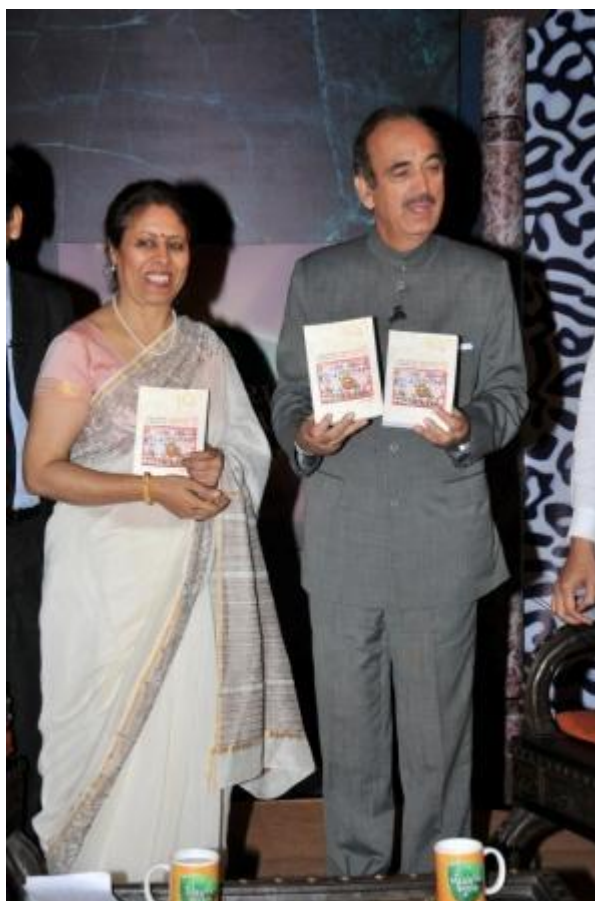


Odisha Studio



Shimla Studio

Series **Swasth Bharat** draws strength from the Public Broadcasters' experience of widely acclaimed and many times **awarded** health series Kalyani. With many firsts on Indian television, Kalyani was selected by WHO as **'One of 15 Top Global Innovations'** for the unique initiative of community mobilization through Kalyani Health Clubs. Viewer Groups **'Kalyani Health clubs'** are at the heart of show's popularity and impact. To illustrate Kalyani's impact, a book of 100 stories of individuals and communities transformed by Kalyani has been compiled by Ms. Lalini Bhardwaj for Doordarshan and published by the National Book Trust. The book titled **"Jeevan Parivartan Ka Bemisal Manch – Kalyani" (Unique Platform for Changing Lives)** was released by the Union Minister for Health & Family Welfare at the launch of Swasth Bharat.



**Sh. Ghulam Nabi Azad, Union Minister for Health and Family Welfare (R)
with Ms. Usha Bhasin, Additional Director General, Doordarshan (L)
releasing the book published by National Book Trust**

Mrs. Usha Bhasin, Additional Director General, Doordarshan the architect of Kalyani has edited the book.

Prior to the launching of **Swasth Bharat**, the Union Ministry organized a special workshop for the Directors and producers of all **30 stations** of Doordarshan for detailed interaction with the policy makers in the Government.



Sh. Rajeev Takru, CEO, Prasar Bharti, Broadcasting Corporation of India (L), Sh. Ghulam Nabi Azad, Ho'ble Union Minister for Health & Family Welfare, Sh. Keshavdesi Raju, Special Secretary, Union M/o Health & Family Welfare exchanging MoU

**Launching of Swastha Bharat (Healthy India)
Creative Head: Ms. Usha Bhasin (Additional Director General - Doordarshan)**

Marketing & Programme Head: Mr. Sunil Jain

Central Creative & Production Team

Ms. Lalni Bhardwaj

Ms. Preeti Sharma

Mr. Sanjay Dutt Mathur

Mr. Nadeem Ahmed

Technical Team at Ministry of Health & Family Welfare, Govt. of India

Joint Secretary: Mr. S.K Rao

Project Head: Raman Prasad

An MOU was signed for 1 year to produce 6344 programmes in 19 Indian languages and 17 local dialects.

