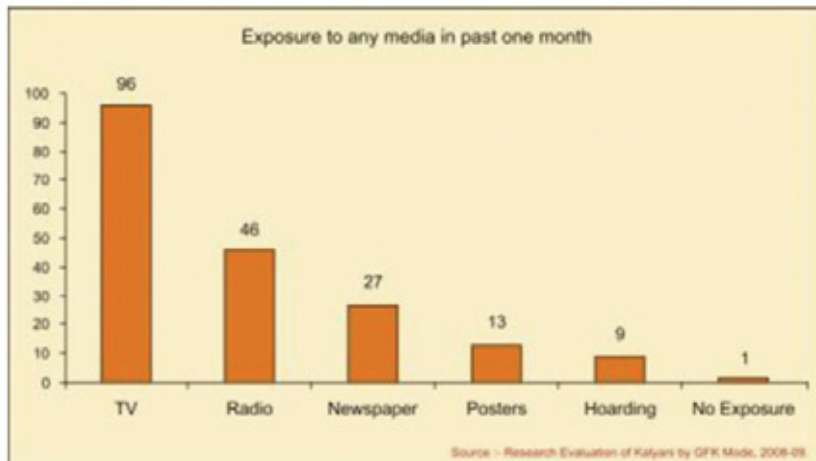


Kalyani TV viewing clubs

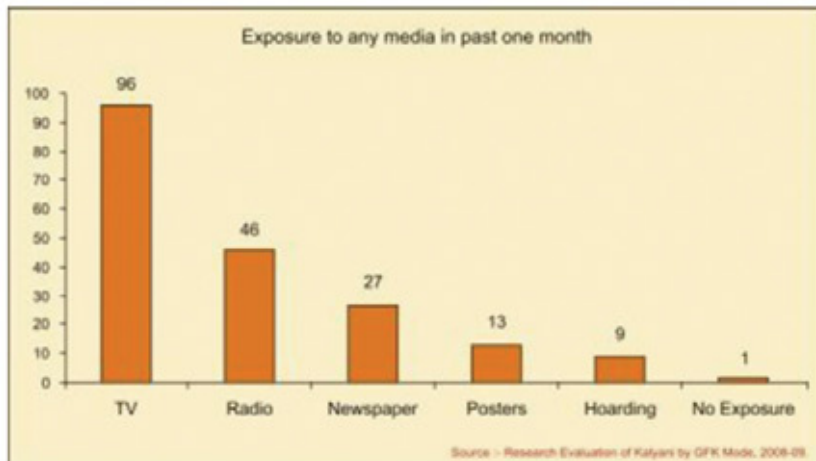
Mobilizing women for action

TV: Unparalleled reach for health education



TV campaigns can drive knowledge, promote positive attitudes and create stronger demand for health services.

TV: Unparalleled reach for health education



Until recently, very few TV campaigns have focused on women's and children's health.

Kalyani TV show

480m viewers



Kalyani TV show

480m viewers



India's Kalyani is a weekly TV "magazine-style show" to promote health education and community action.

Kalyani TV show

480m viewers



Kalyani uses entertainment - education, such as dance, drama, quiz, puppet shows, and songs, on a wide range of health issues, including MNCH.

Kalyani TV viewing clubs
Mobilizing women for action

Kalyani TV show

480m viewers



Created by Doordarshan, India's public TV broadcaster, with support from MoHFW.

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Kalyani Viewer Clubs

Linking knowledge with action



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Linking knowledge with action

Kalyani viewer groups are at the heart of the show's popularity and impact.



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Kalyani Viewer Clubs

Linking knowledge with action

Village-based members organize discussion clubs about issues shown on Kalyani, leading to local campaigning and policy impact.



Kalyani TV viewing clubs
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Kalyani Viewer Clubs

Linking knowledge with action

There are now more than 2,500 Kalyani clubs and 80,000 club volunteers across India.



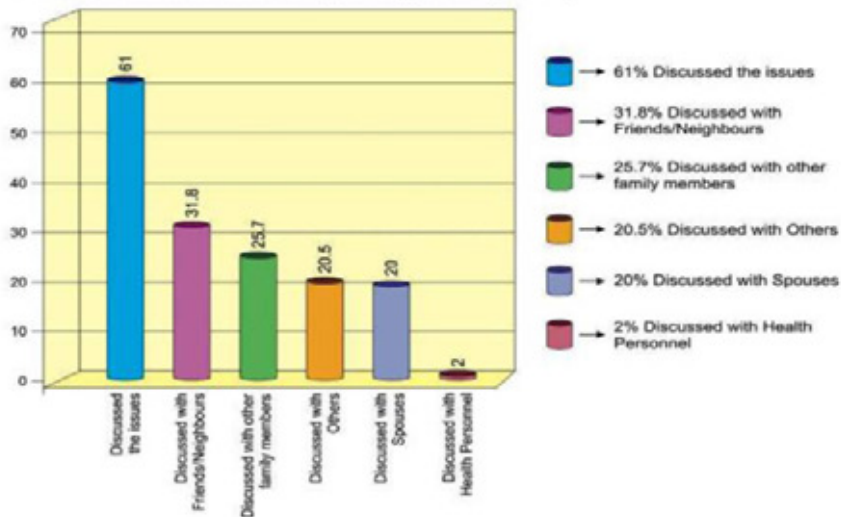
Kalyani TV viewing clubs
Mobilizing women for action

Post-exposure to Kalyani

More than 60% talk about health to others

After Telecast discussions

Discussion of issues come in Kalyani Programme (N=7974)



Post-exposure to Kalyani

More than 60% talk about health to others

A 2009 independent study showed that:

More than 60% of respondents reported discussing issues seen on Kalyani with others.

Kalyani was watched in 41% of all households in the previous six months. Viewership was particularly high in rural areas.

Giving voice to women across India



**“Kalyani has created awareness among the rural population,
which is the key to success.”**

– Pratibha Devisingh Patil, President of India

