



Final Report on
On Spot Monitoring, Assessment and Documentation of IEC
New Radio Drama Series **“Sunherey Sapney Sanwantee
Rahein”**

Submitted to



State Innovations in Family Planning Services Project Agency

By



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Chapter 1: Background

Background- The State Innovations in Family Planning Services Project Agency (SIFPSA) initiated two radio drama programmes-

- Radio Drama Serial for General Public- Sunherey Sapney Sanwantee Rahein
- Radio Distance Learning Programme for Health Service Providers- Darpan

These were begun as part of SIFPSA's communication strategy for health and family planning in Uttar Pradesh. The intention was to create an open dialogue within spouses, service provider and client, policy makers and implementers on taboo topics involving family planning. Both programmes were developed with technical assistance from Johns Hopkins University's Center for Communication. Radio Drama Series "Sunherey Sapne Sanwantee Rahein" was initially aired from December to June 2016 through 12 primary channels of All India Radio (AIR). Listeners appreciated the characters and their behavior. Thousands of letters were received from all parts of UP. To achieve targets on health issues, listener groups or Shrota Sanghs were formed in 71 districts under guidance of ASHAs.

The programme was made interactive through quiz and question answer sections. 10 prizes for quiz participants were given and 20 ASHA facilitators were felicitated. After the success and because of public demand, SIFPSA again produced 26 new episodes on NHM schemes and involved ASHAs for generating awareness among rural masses¹.

SIFPSA developed, designed, recorded and aired Radio Drama Series "Sunehre Sapne Sawarti Rahen" through 12 primary channels of All India Radio (AIR). This radio drama series of new 26 episodes was based on RMNCH+A components and schemes of NHM. Program involved ASHAs for generating awareness among rural masses. Radio serial was on air since 29th Sep 2017 to 21th March 2018 on weekly basis i.e. every Wednesday from 1:15 PM to 1:45PM.

Strategy for Radio Drama Series:-

- The Radio Drama Series "**Sunehre Sapne Sawarti Rahen**" having messages related to RMNCH+A was aired by 12 Primary Channels of All India Radio from 1:15PM to 1:45PM.
- 525 Listeners groups/ Shrota Sanghs, 7 per district under supervision of ASHAs are formed. Name of competent ASHAs were selected with the help of DPM/CMO.
- One small transistor with batteries was provided to each selected ASHA for Shrota Sangh. (Listeners group). Rs 1000 was provided to each Shrota Sangh (for arrangement of Dari and change of batteries etc).

¹ (<http://sifpsa.org/audio.php>)

- To make the program interactive and to capture audience, two Quiz questions were asked in-between 26 episodes and prizes were announced on radio. Answer of queries were also given by expert in the program.
- The answers and names of prize winners were announced in the program by AIR. 20 prizes were awarded to the listeners who gave correct answer of quiz questions. Name of prize winners were selected randomly by lottery system.
- SIFPSA post box No. 411 was utilized to get the feedback /letters. Post box number was announced in every episode of radio drama.
- 20 ASHAs were awarded for the best performance of Shrota Sangh. Prizes for ASHAs (for best performing Shrota Sangh) were based on number of letters received from Shrota Sangh.
- For promotion of the programme, publicity was started 07 days before the initiation of the programme by AIR, by airing of 10 second publicity spots. Schedule of radio drama series were incorporated in the Newsletter for ASHAs.
- 5 Posters/ block were distributed for pre-publicity purposes.

The key objectives of the programme was-

- To disseminate the role of ASHA/ANM/AWW and ASHA Sangini under NHM
- To create awareness on and promote healthy lifestyle by Family Planning, FP schemes, FP methods, male involvement, gender issues
- To create awareness about Adolescent Reproductive Sexual Health (ARSH) issues, child health issues, 102 and 108 services
- To create awareness about food, nutrition, sanitation and hygiene
- To address women's and children's health during pregnancy and universal immunization
- To create awareness about prevention and control of communicable and non-communicable diseases, including locally endemic diseases

Audience- the programme envisaged reaching out to rural men, women, family members involved in decision making at home such as mother in law, mother. The programme also hoped to reach local influential, ASHAs and others who made decisions regarding health at community level.

The audience would encompass those who had a mindset manifested with myths and superstition, were either more comfortable in talking with peers, sharing decision with their spouses, or would hesitate to accompany wife to healthcare facility, talk and seek information, put wife forward especially for asking questions on family planning, safe sex choices. The audience would also include illiterate, low to middle educated group, financially independent, have little exposure outside peer group, prefer sons, are influenced by traditions/myths, however, were keen to make positive changes in family's health.

Other family members such as Mother in law, Father in law, Sister in law, Mother with mindsets that male child is a necessity, delivery should be at home, vaccinations are not necessary, family planning methods are not required, would also be targeted.

Local Influential such as ASHAs, AWWs, local elected representatives, teachers, village elders, women's groups, leaders would also be involved.

Hence while developing the script the audience would be kept in mind in all the 26 episodes.

In addition to health promotion and building personality skills in ASHAs the programme hope to-

- enable the habit of listening,
- engage listeners in discussions on health topics and
- aid in the uptake of NHM services.

The key outcome of the programme -

- raise awareness created for disseminating the role of ASHA/ANM/AWW/ASHA Sangini under NHM
- raise awareness creates about Janani Suraksha Yojana with linkages in reduction in child and maternal mortality
- create awareness about food, nutrition, sanitation and hygiene
- raise awareness on ARSH, adolescent health issues, child health issues, 102 and 108 services
- create awareness on women's children's health and universal immunization
- create awareness about prevention and control of communicable and non-communicable diseases including locally endemic diseases
- raise awareness on population stabilization, gender issues, FP methods, male involvement etc
- create awareness about healthy life styles

Review of Literature -

In the recent past there are two radio programme 1. Meena Radio Programme and 2. Sunehre Sapne Sawarti Rahein were broadcast through All India Radio (AIR), a government- funded radio channel and has the largest reach.

1. **Meena Radio programme in UP:** Meena Radio Programme was an entertainment-education programme that was developed by UNICEF in partnership with the Department of Education, Government of Uttar Pradesh (GoUP) and its Sarva Shiksha Abhiyan (SSA) State Project². The Meena Radio Programme was designed as a combination of mass media and interpersonal communication. Meena Radio was broadcast through AIR in schools across the state six

² https://www.unicef.org/evaldatabase/files/Evaluation_of_Meena_Radio_Programme_Final_Report_India

days a week – Monday to Saturday and 103 episodes were aired during 2014-15. The 15-minute radio programme was developed comprising of three segments: songs, stories and games. It was decided to include the radio programme as a part of the structured school time-table for primary and middle school students. This ensured that all the students could listen to the programme and engage in a post broadcast teacher-facilitated discussion on the key messages of the day's episode. The Meena Radio Programme was initially implemented in Uttar Pradesh (UP) in 2012 and expanded to Andhra Pradesh (AP) and Madhya Pradesh (MP) in 2012. The Meena Radio Programme is currently being implemented in nine states in India – AP, Bihar, Chhattisgarh, Jharkhand, Karnataka, MP, Maharashtra, Orissa and UP through each state's SSA and UNICEF is advocating for the adoption and scale up of the programme across the country with the Ministry of Human Resource Development (MHRD). The objectives of the Meena Radio Programme are well aligned with the educational priorities of the SSA/RTE Act. One of the key thematic areas on which the Meena Radio Programme focuses on is education and the importance of enrolling in and attending school. This is one of the main aims of the RTE Act.. Key messages in thematic areas such as child health, nutrition, child protection and life skills in the Meena Radio Programme are in line with the objectives of other flagship national programmes like the National Health Mission (NHM), Integrated Child Protection Scheme (ICPS), Integrated Child Development Scheme (ICDS) and Swachh Bharath Abhiyan.

The Meena Radio programme is broadcast through AIR and radio as a medium has widespread reach. This ensures that the programme can reach all schools even in remote rural areas assuming that the schools procure a radio set and the quality of the radio signal is clear. Therefore, given the above mentioned constraints, it was found that the programme in its current form and design reaches all children that attend school. Data from the UP Effectiveness Study in 2011 revealed that **63% of** enrolled students listen to the Meena Radio Programme and the Endline Study, conducted in 2012 revealed that around 50% of the students had been listening to the Meena Radio Programme regularly. Additionally during the harvest season the attendance rates are as low as 20% as reported by the teachers and the students. This reduces the actual reach of the programme.

The broadcast of the Meena Radio Programme is an efficient way of reaching the schools and students. However, in 25% of the schools visited, the quality of the radio signal was very poor and students could not understand the programme. This impacts the efficiency by limiting the reach of the programme.

Although SSA has undertaken the responsibility to monitor the programme, UNICEF undertook monitoring of the programme in 2012. The feedback gathered during these monitoring visits by UNICEF was shared with the state government. Currently, the Meena Radio Programme is monitored as a part of the regular monitoring activity in schools by the SSA. District monitoring agencies have a fixed number of schools that they are required to visit every month. During these visits they check whether all the radio programmes meant for the primary and middle school are

being aired. In addition, there is a video conference session held every month through which district officials present their district summary reports on the status of the various radio programmes to the state.

2. **Radio Drama Series – Sunehre Sapne Sanwanti Rahein:** Radio has been recognized an important low-cost mass media channel that can be used efficiently for spreading awareness among the targeted population, owing to its maximum reach in the rural areas of the State. Thus, it was planned to use radios as a media to inform, educate and communicate to the rural communities about the health services available under NRHM and the importance of demanding for and availing these services to the best of one's personal advantage. A 26-episode radio drama series in the name of 'Sunehre Sapne Sawarti Rahein' was conceptualized covering important issues from the domain of maternal and child health. This drama series was aired every Wednesday, between 1:15 - 1:45 p.m in 2014

To facilitate the listening of the radio programme in rural communities, the concept of 'Shrota Sangh' /Listener Groups (LGs) was introduced. For this, 2 ASHAs were selected from each of the 75 districts across the State. ASHAs were selected on the basis of their competency by the respective DPMs / CMOs of the districts. These ASHAs were directed to form listener groups, i.e. Shrota Sanghs in their respective villages. As a result a total of 150 Shrota Sanghs were formed across the state and out of 75 districts, 25 districts were selected for assessment of Shrota Sanghs for Radio Drama series "Sunehre Sapne Sawarti Rahein", conducted in 2014. As per assessment of Shrota Sanghs, out of 50, at 76% (38) of *the listening sessions were organized for the Shrota Sanghs.*

Chapter 2: Objectives and Methodology

Objectives: The objective of this study are:

1. To monitored and assessed “ New Radio Drama Series – Sunehre Sapne Sawarti Rahen”on a pre-structured schedule and
2. Documentation of entire program including Shrota Sanghs.

Methodology followed for Monitoring and Evaluation- Based on list of Shrota Sanghs provided by IEC division of SIFPSA, two Shrota Sanghs out of 7 in a district were monitored and assessed by International Institute of Health Management Research (IIHMR) Delhi, on a pre-structured schedule and at least two digital photos of each Shrota Sangh during the performance were taken for the purpose of documentation. In all, 150 Shrota Sanghs (2X75) were monitored/assessed by IIHMR Delhi. The following steps were taken by IIHMR Delhi for monitoring and assessment of shrota sanghs-

1. IIHMR Delhi central team consisting of Project coordinators, Field coordinator and 9 divisional coordinators monitored 30 Shrota Sanghs (20% of 150 Shrota Sanghs) through approved checklist of SIFPSA.
2. Remaining 120 Shrota Sanghs were monitored through 60 trained investigators
3. Questionnaires/checklist and photos of each Shrota Sangh during the performance were collected by IIHMR Field Coordinator
4. A report on monitoring/assessment of 150 Shrota Sanghs in 75 districts of Uttar Pradesh is being submitted by project coordinator to SIFPSA.

Interviewer/Supervisor training approach-

IIHMR Delhi has developed checklist and translated the monitoring checklist into Hindi. The state field coordinator and 9 divisional field coordinators were provided a comprehensive training programme (jointly with SIFPSA) for one day. The training programme was held at IIHMR Delhi. The training curriculum covered the overall aim of the study and study objectives, detailed methodology, data collection tools and techniques, data collection plan, movement in the field, conduct in the field, monitoring and research ethics. The training methodology consisted of lecture discussions, role plays and real field exposure.

After above training, state field coordinator and 9 field coordinators visited 17 divisions of UP and trained 60 field investigators/monitors at respective district.

Interviewer/supervisor recruitment and selection-

State field coordinator and divisional field coordinators had at least a graduate degree with field work experiences of 5 years. IIHMR Delhi recruited 60 field investigators from respective district and field investigators monitored 2 Shrota Sangh per district i.e 120 Shrota Sangh were monitored by these trained 60 field investigators and remaining 30 Shrota Sangh were monitored by IIHMR coordinators.

Quality Assurance Plan for Data Collection-

In order to maintain the quality of all required work including maintaining the integrity of the study design and methodology, all related data collection and management, the management of perceived or real risks to study participants, and data storage and management including confidentiality measures, field teams was supervised by project coordinator, who is an IIHMR Faculty member, and he monitored the day-to-day activities and team management with coordination and support from state field coordinator.

Trained state field coordinator and divisional field coordinators of IIHMR were present in different districts of UP throughout data collection and were responsible for data collection. The planning and local coordination was done by divisional field coordinators of IIHMR. Regular feedback from state field coordinator and divisional field coordinators was taken by project coordinator to improve the quality of data collection in the field. The first few checklists were reviewed in the field and inputs were provided to the team as and when till researchers were satisfied by the quality of the data collected. Project coordinator, who was also part of team survey interviewers, ensured that protocols designed by the SIFPSA were followed strictly by each interviewer during the survey.

During the assessment the core principles of research ethics were considered and applied: Confidentiality was strictly maintained in the study. The information collected from the team was not shared with anyone outside the study team. Daily reporting of district level status by teams was sent to IIHMR, New Delhi.

Duration of the Study- 2 months

Chapter 3: Training of Field Investigators

Training of Field Investigators-

- ✚ Training of Divisional Coordinators- A one day training session was conducted for Divisional Coordinators at IIHMR Delhi campus on Tuesday, 27 February 2018. The following discussions were held during the training-



- Project Overview- The session started with a complete overview of the project, personnel involved in the project like local ASHA and the community, success of the first phase, operational and functional modalities, for instance that the AHSA was provided a transistor and INR 1000 to facilitate the programme. The team was informed that the episodes are

broadcast every Wednesday and that 22 episodes had already been aired from the second phase.

- Project Period- The project period was discussed since the project would begin when 3 more episodes of the programme were left to be broadcast, thus providing 3 opportunities to monitor, assess and document them. The active part of the project would have to be completed in the next 3 broadcast dates, i.e; 28 February 2018, 7 March 2018 and 14 March 2018.
- Project Area- The project area consisted of 75 districts of Uttar Pradesh. A list of districts, blocks, villages in each district and names of ASHA overseeing the Shrota Sangh were provided to the coordinators. Two blocks in two different villages would be selected in



each district. Hence 150 sites would be monitored and assessed in the state of Uttar Pradesh.

- Project Team and Deliverables- The IIHMR Delhi project team and 9 Divisional Coordinators would monitor 20% of the field sites, i/e; 30 out of 150 sites. Rest of the 120 sites would be monitored by 60 trained investigators under the

guidance of the 9 Divisional Coordinators. The project team would submit at least two photographs of the spots that they monitor on the day of the programme and complete the interview questionnaire with the ASHA and a member of the Shrota Sangh from the site. The photos and the completed questionnaire would be uploaded onto a Whatsapp feature of the mobile of Project Coordinator from IIHMR Delhi.

- Listening to episodes- The Training Coordinators then listened to a few episodes of the radio programme to understand the messages relayed. Following each episode, there was a discussion session for better knowledge sharing. It was also noted that episode 25, to be relayed on March 14 would declare awards for the quiz respondents and ASHA personnel. The previous episode that declared similar prize winners was episode 9 (<http://sifpsa.org/audio.php>).
- Detailed review of the questionnaire- Once the team listened to the episodes, they reviewed the questionnaire for ASHA and shrota sangh member. The team was made to understand relevance of each question and how to approach ASHA and a member.
- Revision of the questionnaire- For ease of asking and recording answers, a few questions were added and a few sub questions were added to main questions. The team was made to understand how to request for consent from the interviewees and how to ask questions without leading or forcing out responses. Stress was also given on observation and documenting the proceedings through photographs.

✚ Field Practice- In order to test the questionnaire, the core team from IIHMR Delhi visited **Meerut Division** on February 28. The team visited the **block Bhurbaral in Chajjupur village** to monitor, assess and document the 23rd episode of radio programme and obtain the perspectives of the ASHA and a Shrota Sangh member. Following are our insights, based on our observation and interview.



- The core team from IIHMR Delhi, met with and interviewed ASHA Sangini Ms Meera Devi, who oversees 20 ASHA in the area. The core team also met 2 ASHAs and an ANM, Ms Savita during the field trip.

- The ASHA Sangini, ASHAs and ANMs had gathered to facilitate immunization drive that is held every Wednesday. It was observed that many babies and young children were brought by their fathers, mothers and other family members on the day for immunization.
- Ms Meera Devi also facilitates communication and dissemination of radio programmes and health messages in the area. It was observed that she was very capable in mobilizing at least 13 women from the community to come together during

- relay of the radio program by 1:15pm.
- Although Ms Meera Devi brought community members together, it was observed that she was unable to secure the right frequency during the broadcast time. As a result, the episode was not able to be heard by the community members.
 - During the interview, Ms Meera Devi told that although there were no confirmed Shrota Sangh members, community members are brought together for any dissemination event. She mentioned that she was provided INR 1000 with the radio set from the Meerut PMU. She had also been informed about the programme, letters for questions and awards for quiz at that time.
 - However, Ms Meera Devi could not clarify in detail regarding the characters played in the episodes of this particular programme, nor detail the health messages that were relayed in each episode. It was observed that although she is adequately informed on family planning, JSY and immunization, as far as NCD schemes and other benefits of new schemes from NHM are concerned, she would gain from capacity building.
 - Some of the challenges she faces in mobilizing people during 1:15pm is that most of them are either returning from farms for lunch or preparing for Namaz time at 1:30 pm and hence are unavailable. She suggested if the programme time could be changed to 10 am or 5pm on Wednesdays.
 - A similar observation was made while interviewing the members of the Shrota Sangh. Although they provided good references for the commendable work being done by ASHAs in their block especially in family planning, immunization and institutional deliveries, they could not confirm hearing any of the episodes of Sunherey Saapne Sanwanti Rahein. They were unaware about the three types of cancers and their management and were not aware about the latest family planning contraceptive pills of Antara or Chaaya.
 - The IIHMR team recommended that the AHSA Sangini facilitate downloading of the radio episodes from the SIFPSA website and make these available for community listening. At least that way, the community would be able to review the information shared on new health schemes and priorities set by NHM.
 - The IIHMR team thanked the ASHA Sangini, ASHA, ANM and the community women for taking time out to answer their questions. They also asked them to listen to the next 3 episodes of the programme on following Wednesdays.

Chapter 4: Result

Best Performance of Shrota Sangh:

Total 1500 letters were received during the broadcast of radio drama . Award for selected 20 ASHAs were announced for the best performing shriota sangh. List of winning ASHAs for best performing listeners groups are given as:

Table 1: Name of winning ASHAs for best performing listeners groups

Sl No.	Name Address	Location	District	Division	Letters
1	Babli Kushwaha	Sujanpur	Jaulan,	Jhansi	151
2	RashtriyaSaiShrota sang	Bhadang pur ,	Hapur	Meerut	117
3	Antima Singh	Kahinaur	Mau	Azamgarh	113
4	Himani Chauhan	Kanth	Moradabad	Moradabad	81
5	Vidyawati Chauhan	Ghosi,	Mau	Azamgarh	61
6	Reena Pandey	Tikeriya,	Gorakh Pur	Gorakhpur	56
7	Savita Singh	Khandasa	Faizabad	Faizabad	55
8	Meera Panday	Devaria Dhus, Pathar Deva	Deoria	Gorakhpur	44
9	Mamta Singh	Jaurabazar,Fazi l Nagar,	Kushi Nagar	Gorakhpur	42
10	Saroj chaurasiya	Nipraj,Roberts ganj,	Sonbhadra	Mirzapur	31
11	Anuradha	Sirsakala , Kuthaund	Jalaun	Jhansi	26
12	Nitesh Sengar	Akrabad	Aligarh	Aligarh	24
13	Svitri Pathak	Chatara,Robert s ganj	Sonbhadra	Mirzapur	24
14	Bharti Gaur	Harauli, madho garh	Jalaun	Jhansi	18
15	Poonam Panday	Asha Sangini	Azamgarh	Azamgarh	9
16	Madhu	Bankatiyadube .Inguribazar	Daorriya	Gorakhpur	9
17	Janaklali	Alra gauraCHC muskura ,	Hamirpur	Banda	8
18	Poonam	Kakaudo ,	Hapur	Meerut	6

19	Malti devi	Poore shukl, Harinathpur	Faizabad	Faizabad	6
20	Rama Pandey	Rani Paar,Gagha	Gorakhpur	Gorakhpur	5

Quiz Questions: To make the program interactive, two Quiz questions were asked during all 26 episodes and prizes were announced on radio. To capture the audience, information of quiz question were given in radio drama. Answer of queries were given by NRHM expert in the program. 20 prizes@ Rs. 1000 will be given to the listeners who will give correct answer of quiz questions. Name of prize winners were selected randomly by lottery system. List of winner for these two Quiz question are given as:

Table 2: Name of Winner for Quiz Question

Sl No	Name of winners	Address	Division
1st quiz question- Garbhvati kom khoon ki kami se bachane ke liye kya diya jaata hai			
1	Sangeeta Chauhan -Asha Sagini	CHC Sohaval	Faizabad
2	Anita	Village & post Bambwaar Dadri , GB Nagar	Meerut
3	Rajesh Kumaar Misra	House No.427Garhaa Kala near Duraga Devi Mandir Baghraj pur , Sultan pur	Faizabad
4	Poonam	Hastina Pur Rashtriya Sai Shrota Sangh Bhadang pur Hapur	Meerut
5	Sangiitaa	Post Basrehut,Dist Etawah.Pin 206250	Kanpur
6	Rashmi Gupta	Rashtriya sai Shrota Sangh, Badangpur Hapur	Meeruit
7	Rama Pandey	Village Ranipaar, Gaghaa Gorakhpur	Gorakhpur
8	Rachna	Village post Bambaawad,dist Gautam Buddh nagar	Meerut
9	Sarla Maurya	Shivpuri ,Post Sarvaa jalaal pur,Vaya Master baagDist Sitapur	Lucknow
10	Rama	Villge &post Bambawar , Dist G B Nagar	Meerut
2nd quiz question- Antara garbh niridhak injection kitne antral par lagaya jata hai			

11	Nilam Kashyap	Village Shankarpur, Post Basrehar, Dist Etawah	Kanpur
12	Shivansh Singh	Village RamNagar, Post Amava sufi,Block- Khandasa, Dis Faizabad	Fiazabad
13	Keshri Misra	HouseNo 427, Garhakala,Near Durgadevimandir,Baghrampur ,Sultanpur	Fiazabad
14	Ms Geeta	Village&post Ramgarh,ThanaPannuganj, Tehseel Roberst ganj, Dis Sonbhadra	Mirzapur
15	Sarla Maurya	Village Shivpuri, Post SarvaJalalpur,Vaya Bhandiya Dis Sitapur.	Lucknow
16	Pooja vashala,	D/o Mukeshkumar ,Village Baxer, Post SimbhavliTehseel Garhmukteshwar , Hapur	Meerut
17	Sabyaa Khjatoon	Post Jaura Bazar, Fazil Nagar, Kushi Nagar	Gorakhpur
18	Savita Devi W/o Vipin Singh	villagev Jauira Manrakhan Fazil Nagar , Kushi Nagar.Gorakhpur	Gorakhpur
19	Simran, D/o Firoz Chaudhary	Simbhavali, Garh Mukteshwar, Hapur, Meerut	Meerut
20	Prem Shanker Maurya	Baburi Khera ,Auranga Baad, Sitapur	Lucknow

Monitoring of Programme: In the second phase, the programme ‘Sunherey Sapney Sanwantee Rahein’ was initiated in all the 17 divisions and 75 districts of Uttar Pradesh. The evaluation framework selected 2 blocks per district in each division, thus spreading to 150 blocks over the state, 2 blocks in each district.

As per the assessment conducted on last Wednesday of February, 2018 and 1st and 2nd Wednesday of March 2018, out of 150 blocks, the programme was running well in 127 blocks

(85%) spread over 75 districts. In remaining 23 sites, programme was not running at the time of spot monitoring. As per assessment of Shrota Sanghs for Radio Drama series “Sunehre Sapne Sawarti Rahein”, conducted in 2014, at 76% of sampled locations *the listening sessions were organized for the Shrota Sanghs* which increase at 85% in 2018.

Photo of these 23 sites were also taken by IIHMR team and photo copy of all 150 sites were submitted to SIFPSA and attached at Annexure-III

The districts where programme was running are depicted in the below table 3:

Table 3: Monitoring status

S.N	Division	District	Block	Village	Status
1	Agra	Mathura	Baldev	Avereni	Done
2	Agra	Mathura	Rall	Satoha	Done
3	Agra	Agra	Bichpuri	Ladamba	Done
4	Agra	Agra	Khandauli	Khandauli	Done
5	Agra	Mainpuri	Ghiror	Madhan	Done
6	Agra	Mainpuri	Karhar	Onhaa	Done
7	Agra	Firozabad	Jasrana	Badagano	Done
8	Agra	Firozabad	Tundala	Ramgarh	Done
9	Aligarh	Aligarh	Chandous	Chandous	Done
10	Aligarh	Aligarh	Gonda	Kaluva	Done
11	Aligarh	Eta	Avagarh	Nayabao	Done
12	Aligarh	Eta	Sakeet	Umraaipur, Post Kanvaar	Done
13	Aligarh	Hathras	Murachan	Gumanpur	Done
14	Aligarh	Hathras	Sasni	Bhojgarhi	Done
15	Aligarh	Kashganj	Amaupur	Arjunpur2	Done
16	Aligarh	Kashganj	Patyali	Vadhaula	Done
17	Allahabad	Pratapgarh	Amargarh	Karaundha	Program was not running
18	Allahabad	Pratapgarh	Gaura	Baraipur	Program was not running
19	Allahabad	Allahabad	Bahadurpur	Korva, Post-Jamuiapur	Done
20	Allahabad	Allahabad	Foolpur	Sarai Lili Kholapur	Done
21	Allahabad	Kaushambi	Manjahanpur	Teevar Kotari (Kotari West)	Program was not running
22	Allahabad	Kaushambi	Sirathu	Baratkari	Done
23	Allahabad	Fatehpur	Dhata	Dendasai	Done
24	Allahabad	Fatehpur	Malwa	Dalabala Kheda	Done
25	Azamgarh	Balia	Nagra	Kasandar	Done

26	Azamgarh	Balia	Belhaari	Belhaari	Done
27	Azamgarh	Mau	Pardahi	Kahinour	Done
28	Azamgarh	Mau	Kopaganj	Kotva, Kopra, Kurthijafarpur	Done
29	Azamgarh	Azamgarh	Atroulia	Karvan (fulvaria)	Done
30	Azamgarh	Azamgarh	Koilala	Ishwarpur Pavni	Done
31	Banda	Banda	Kamasin- 131-	Kamasin	Done
32	Banda	Banda	Naraini- 134-	Barchhal, Post Badausa	Done
33	Banda	Chitrakoot	Karvi	Sitapur	Done
34	Banda	Chitrakoot	Pahari	Parahi Bujurg	Program was not running
35	Banda	Hamirpur	Sumerpur	Pachkhura Bujurg	Done
36	Banda	Hamirpur	Kurara	Shivni	Done
37	Banda	Mahoba	Panvari	Bharvara	Done
38	Banda	Mahoba	Kabrai	Parsaha	Done
39	Barielly	Badaun	Salarpur	Byor	Done
40	Barielly	Badaun	Vinawar, Salarpur	Bhagoutipur, Arifpur Navada	Done
41	Barielly	Pilibhit	Bisalpur- 182-	Amrta Khas	Done
42	Barielly	Pilibhit	Halaurikher a-183-	Raipur	Done
43	Barielly	Shahjahanp ur	Shahjahanp ur	Kalaan	Done
44	Barielly	Shahjahanp ur	Tilhar	Khaipur	Done
45	Barielly	Barielly	Fatehganj	Agraas	Done
46	Barielly	Barielly	Bhojipura	Majhouva	Done
47	Basti	Basti	Bankati	Sajnakhore, Bankati	Done
48	Basti	Basti	Haraiya	Thanha Khas	Done
49	Basti	Sant Kabir Nagar	Khalilabad	Nardeef-Umpar	Done
50	Basti	Sant Kabir Nagar	Semariyava n	Pirva	Done
51	Basti	Sidhharth Nagar	Barani	Parsa-Pairiya	Done
52	Basti	Sidhharth Nagar	Naugarh	Bhimapar (Tola Piparawa), Post Bhimpar	Done
53	Faizabad	Ambedkar Nagar	Jalalpur	Jaukabad	Done

54	Faizabad	Ambedkar Nagar	Jahangirganj	Narigaon	Done
55	Faizabad	Amethi	Gouriganj	Paniha Narouli, Post Pookhgaon	Done
56	Faizabad	Amethi	Jaamon	Sukhi	Program was not running
57	Faizabad	Barabanki	Banki	Tinduvani Josh Bareilly	Done
58	Faizabad	Barabanki	Jatabarauli	Bhanauli	Done
59	Faizabad	Faizabad	Bikapur	Karaundi	Done
60	Faizabad	Faizabad	Sohava	Godva, Devrakot	Done
61	Faizabad	Sultanpur	Dubepur	Hanspur	Done
62	Faizabad	Sultanpur	Dostpur	Gorai	Done
63	Gonda	Shravasti	Hariharpur Rani	Dharma Nagar	Done
64	Gonda	Shravasti	Ekauna	Semri Tarhar	Done
65	Gonda	Bahraich	Mihipurwa	Gopia	Done
66	Gonda	Bahraich	Payagpur	Jhala	Done
67	Gonda	Balrampur	Pachperva	Bhambohir	Program was not running
68	Gonda	Balrampur	Utraula	Lalganj	Done
69	Gonda	Gonda	Ltiathok	Seer Bankat, Srinagar Babaganj	Done
70	Gonda	Gonda	Wajirganj	Puredadu Karnipur	Done
71	Gorakhpur	Deoria	Bhaluani	Sehura Dumri, Post Chakarva	Program was not running
72	Gorakhpur	Deoria	Bhatni	Sathiyaanv, Post Baikunthpur	Done
73	Gorakhpur	Gorakhpur	Charganwa	Jangal Dhusan	Done
74	Gorakhpur	Gorakhpur	Gagha	Ranipaar, Dudapaar	Done
75	Gorakhpur	Kushinagar	Khadda	Bhaisab	Program was not running
76	Gorakhpur	Kushinagar	Tamkuhi	Babua Samsershaahi, Post Baraahi	Done
77	Gorakhpur	Maharajganj	Bahaduri	Mahuvaari	Program was not running
78	Gorakhpur	Maharajganj	Partaval	Rajpur	Done

79	Jhansi	Jaloun	Jaloun	kaith	Done
80	Jhansi	Jaloun	Madhogarh	Harauli	Done
81	Jhansi	Jhansi	Moth	Ataria	Done
82	Jhansi	Jhansi	Baragaon	Birgaun	Done
83	Jhansi	Lalitpur	Birdha	Santkhas	Done
84	Jhansi	Lalitpur	Jakhora	Jakhoura	Program was not running
85	Kanpur	Auaraiya	Achalda	Ghasara	Done
86	Kanpur	Auaraiya	Bidhuna	Ruruganj	Done
87	Kanpur	Etawah	Mahewa	Lakhna	Done
88	Kanpur	Etawah	Mahewa	Ballampur	Done
89	Kanpur	Farukhabad	Kamalganj	Pantoja	Done
90	Kanpur	Farukhabad	Kamalganj	Mahoi	Done
91	Kanpur	Kannouj	Telgram	Sabapur, Mainapur	Done
92	Kanpur	Kannouj	Umar da	Mahtepura	Done
93	Kanpur	Kanpur Dehat	Amroudha	Nonapur	Done
94	Kanpur	Kanpur Dehat	Maivha	V-Arshadpur, Post-Shivali	Done
95	Kanpur	Kanpur Nagar	Choubepur	Mariyani	Done
96	Kanpur	Kanpur Nagar	Shivrajpur	Vahrampur	Done
97	Lucknow	Lakhimpur Khiri	Isanagar	Naribehar	Done
98	Lucknow	Lakhimpur Khiri	Paliya	Sehra	Program was not running
99	Lucknow	Lucknow	Chinhat	Loulai	Done
100	Lucknow	Lucknow	Chinhat	Lanapur	Program was not running
101	Lucknow	Raibareli	Bachhrawa n	Dosthpur	Done
102	Lucknow	Raibareli	Harchandpur	Dhiva	Done
103	Lucknow	Sitapur	Kasmanda	Koknama u	Program was not running
104	Lucknow	Sitapur	Pahla	Bharthar	Program was not running

105	Lucknow	Hardoi	Hariywa	Kapoorpur	Done
106	Lucknow	Hardoi	Hariyawa	Jafarpur	Program was not running
107	Lucknow	Unnao	Navabganj	Gouri tara	Done
108	Lucknow	Unnao	Asoha	Pahasa	Program was not running
109	Meerut	Ghaziabad	Moradnagar	Surana	Done
110	Meerut	Ghaziabad	Dasna	Sikrikala	Done
111	Meerut	Baghpat	Baghpat	Naithia, Gouripur, Jawaharpur	Done
112	Meerut	Baghpat	Kirhaj	Chhapoli	Done
113	Meerut	Bulandshahar	Malagarh	Bahleempura, Post Panninagar	Done
114	Meerut	Bulandshahar	Malagarh	Nayagaon	Done
115	Meerut	Hapur	Hapur	Bharangpur, Hoshiyarpur, Garhi	Done
116	Meerut	Hapur	Shimbhawali	Baksar	Done
117	Meerut	Meerut	Rohta	Dangar	Done
118	Meerut	Meerut	Bhurbaral	Chajjupur	Program was not running
119	Meerut	G.B Nagar (Noida)	Dadri	Bambabar	Done
120	Meerut	G.B Nagar (Noida)	Jever	Nagla Batauna, Post Karouli	Done
121	Mirzapur	Mirzapur	City Block	Mulhawan	Program was not running
122	Mirzapur	Mirzapur	Pahari	Dadiram	Done
123	Mirzapur	Bhadoi	Aaourei	Ramapur	Done
124	Mirzapur	Bhadoi	Diya	Baripur	Done
125	Mirzapur	Sonbhadra	Rabartsganj	Nipraj	Done
126	Mirzapur	Sonbhadra	Chatra	Ramgarh	Done
127	Moradabad	Amroha	Joya	Dhakia Chaman	Done
128	Moradabad	Amroha	Joya	Amroha	Done
129	Moradabad	Bijnore	Aak (Nahtor)	Akhera	Done
130	Moradabad	Bijnore	Haldour	Baldiya	Done

131	Moradabad	Moradabad	Bilari	Mangupura	Done
132	Moradabad	Moradabad	Tajpur	Samathal	Done
133	Moradabad	Rampur	Saidnagar	Ahamdabad	Done
134	Moradabad	Rampur	Saidnagar	Bajawala	Done
135	Moradabad	Sambhal	Bahjoi	Majra,Bahjoi	Done
136	Moradabad	Sambhal	Pavasa	Kazi Behta	Done
137	Saharanpur	Muzaffarpur	Jansat	Salarpur	Done
138	Saharanpur	Muzaffarpur	Shahpur	Sohjani Tagan	Done
139	Saharanpur	Samli	Kudana	Kudana	Done
140	Saharanpur	Samli	Kudana	Khedikaram	Done
141	Saharanpur	Saharanpur	Saharanpur	Mujaffarabad	Done
142	Saharanpur	Saharanpur	Sarsaw	Rampur	Done
143	Varanasi	Jaunpur	Karanjkala	Kuttupur	Program was not running
144	Varanasi	Jaunpur	Muftiganj	Aswara	Done
145	Varanasi	Varanasi	Aarajiline	Gajapur	Program was not running
146	Varanasi	Varanasi	Aarajilines	Bahadurpur	Program was not running
147	Varanasi	Chandauli	Niyamatabad	Kathaori	Program was not running
148	Varanasi	Chandauli	Varhani	Bhajeejou	Program was not running
149	Varanasi	Gazipur	Jamniya	Narigaon	Done
150	Varanasi	Gazipur	Sedpur	Newada	Done

Reason for non-availability of ASHA: Some of the common reasons for the non-availability of the programmes were as follow:

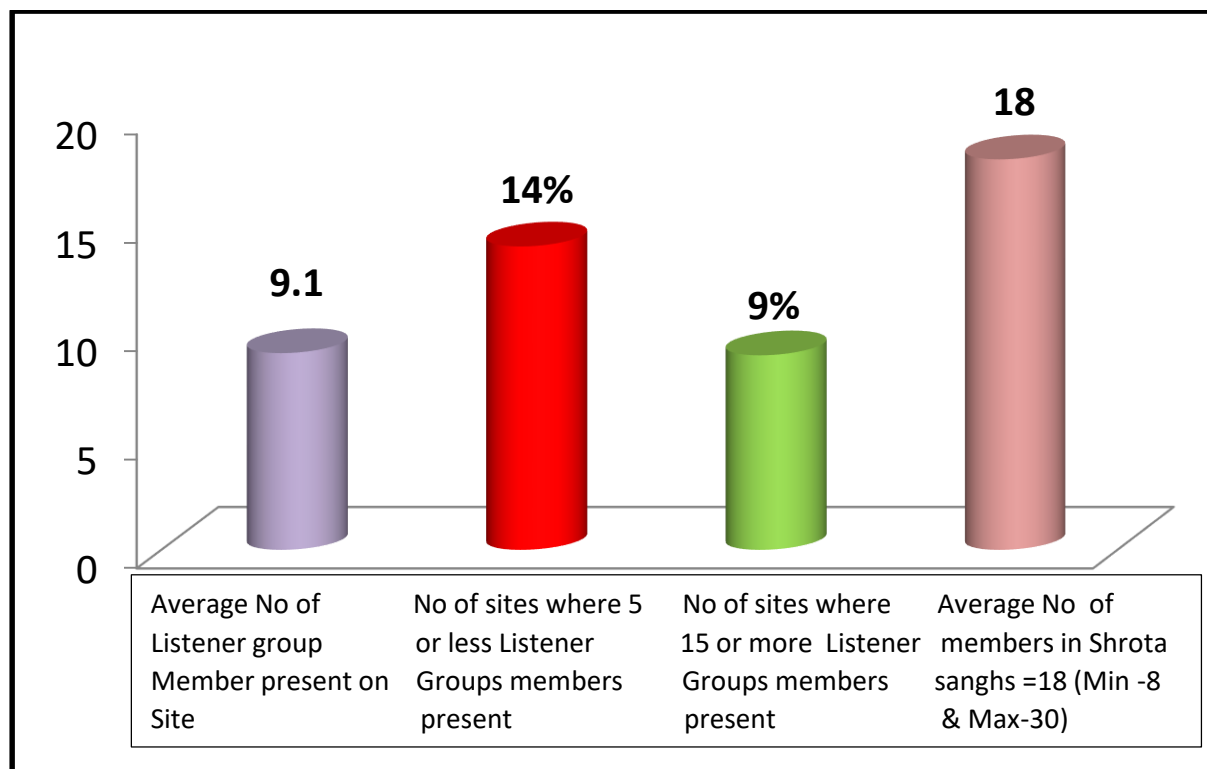
- In 22 visits, it was found that the ASHA of the village was unavailable in the village. On contacting, some of them gave personal reasons for their absence like, illness, visit to some other place etc. Photograph of these village has been taken by Field investigators.
- At 1 locations (Meerut) the ***programme was not being conducted due to transmission issues.***

- At 5 locations the programme was conducted but ASHA has face some **transmission issues**.

Response from listeners of Shrota Sangh:

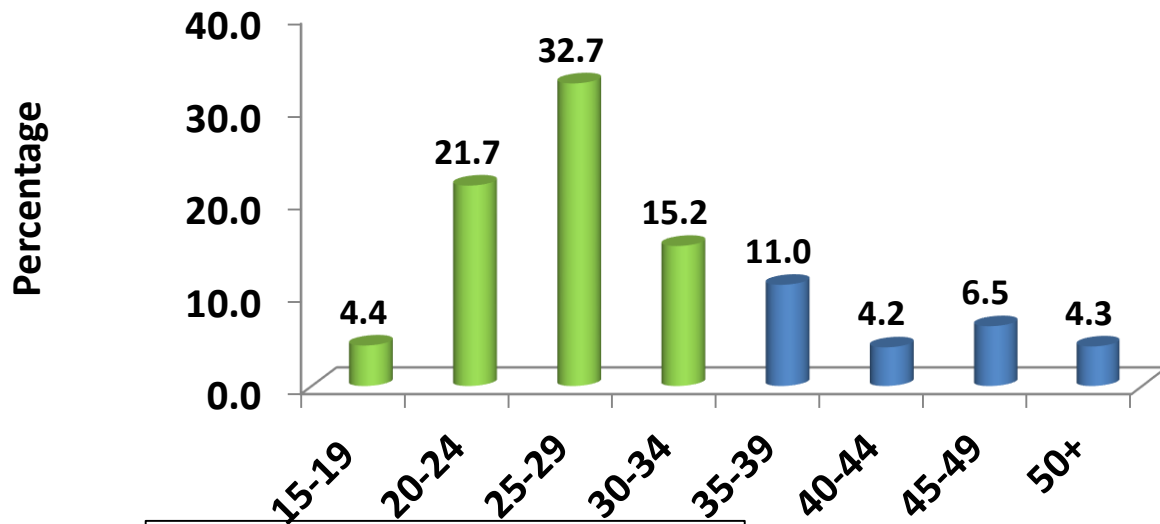
Presence of Listener Group members on site: Average number of listener group member present on site is 9.1. Out of 127, in 14 percent of sites where 5 or less listener group members were present whereas in 9 percent of sites where 15 or more listener group members were present. Average no of members in shrota sanghs were 18.

Graph 1:- Presence of Listener Group members on site



Profile: Out of 127 respondent, 74 percent respondent are in the age-group below 35 years. Mean age of respondent is 30.2 years. Out of 127, 77.8 percent respondents are high school and above and 33.3 percent are graduate and above

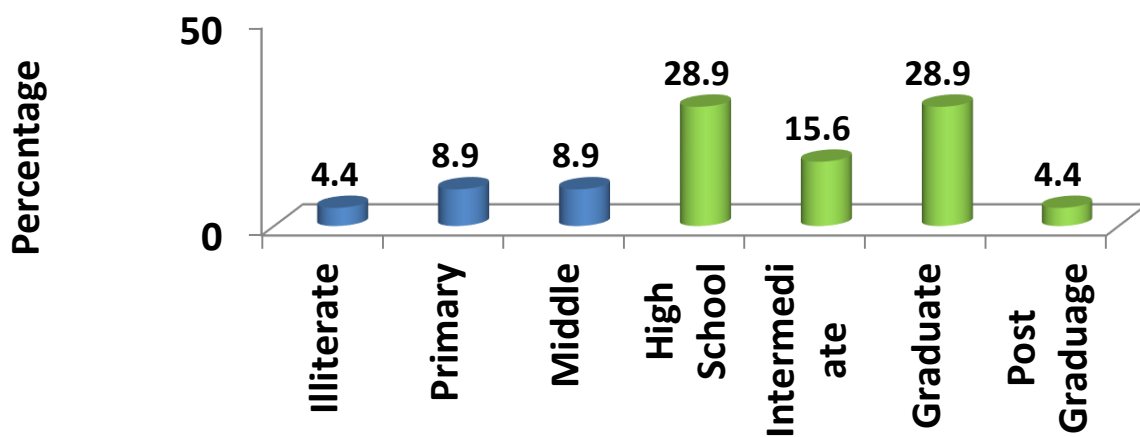
Graph 2:-Age distribution of Respondent (Listeners)



Age Group <35 : 74%

Mean Age of respondent 30.2 Yr.

Graph 3:-Educational Level of Respondent (Listeners)



Health Information and New health information obtained from the programme and Health Information sought from ASHA after listening to the programme:

Out of 26 episodes of the programme Sunherey Sapney Sanwartee Rahein, listeners had heard at least 1 or upto a maximum of 25 episodes. Health Information obtained from the programme, New health information obtained from the programme and Health Information sought from ASHA after listening to the programme that the listeners remembered from the programme are given in below table 4, 5 and 6 respectively.

Table 4 depict that listeners remembered health information from the programme. As per table 38.6 percent listeners remembered information on water and sanitation including hygiene followed by 25.7 percent for Timely Immunization of Children and Pregnant Women, 24.8 percent for ANC check-ups and tests for pregnant women; nutrition for pregnant women and Blood Pressure during pregnancy and 24.8 percent for Health Services respectively. listeners remembered information on Family Planning -Condom, Pills, IUCD and Sterilization (19.8 percent) and Delivery related care and services are 19.8 percent and 17.8 percent respectively. Ambulance services for emergencies and pregnant women are found 4 percent each.

Table 4: Health Information obtained from the Programme

S.N	Information	Number	Percentage
1	Water & Sanitation (Hygiene)	49	38.6
2	Timely Immunization of Children and Pregnant Women	33	25.7
3	ANC check-ups and tests for pregnant women; nutrition for pregnant women and Blood Pressure during pregnancy	31	24.8
4	Health Services-General	31	24.8
5	Family Planning (Condom, Pills, IUCD and Sterilization)	25	19.8
6	Delivery related care and services	23	17.8
7	No difference in boys and girls, education for all girls, appropriate marriage age for girls. Not to believe in superstitious practices	21	16.8
8	Safe drinking water, eradicating vectors like mosquitoes	18	13.9
9	Ambulance services for emergencies_ 108	5	4.0
10	Ambulance services for pregnant women_102	5	4.0
11	Throat and Mouth Cancer, Breast Cancer, Cervical Cancer, Hypertension, Diabetes and a healthy nutrition	4	3.0
12	VHND/VHSNC	3	2.0
13	Small Family	1	1.0
Number of Respondent			127

Table 5 depicts new health related information obtained from programme. As per table 5, 51.2 percent listeners remembered information on family planning followed by 48 percent for ANC visits, Janani Suraksha Yojana, Nutrition during pregnancy and Delivery Care and 38.6 for Immunization in children, Tetanus injections during pregnancy, Blood Pressure test during pregnancy respectively. listeners also remembered new health information such as New born care immediately after birth, free treatment for new born (12.6 percent), Child and adolescent health (11.8 percent), Throat and Mouth Cancer, Breast Cancer, Cervical Cancer(9.4 percent), Diabetes and Hypertension tests (4.7 percent), Ambulance Service (3.1 percent) and Ambulance service for emergencies (2.4 percent).

Table 5: New Health Information Obtained from the Programme

S.N	Information	Number	Percentage
1	Family Planning	65	51.2
2	ANC visits, Janani Suraksha Yojana, Nutrition during pregnancy and Delivery Care	61	48.0
3	Immunization in children, Tetanus injections during pregnancy, Blood Pressure test during pregnancy	49	38.6
4	Water & Sanitation	32	25.2
5	New born care immediately after birth, free treatment for new born	16	12.6
6	Child and adolescent health	15	11.8
7	Throat and Mouth Cancer, Breast Cancer, Cervical Cancer	12	9.4
8	Not to believe in Superstition	10	7.9
9	Diabetes and Hypertension tests	6	4.7
10	Ambulance Service (102)	4	3.1
11	Ambulance transport for emergencies (108)	3	2.4
Number of Respondent			127

Table 6 depict that Health Information sought from ASHA after listening to the Programme and as per table, 40.2 percent respondent (listeners) said they sought information on family planning from ASHA after listening to the programme followed by Immunization (35.4 percent), Janani Suraksha Yojana and incentivization (29.9 percent), Safe pregnancy and childbirth, ANC visits, Blood tests, nutrition during pregnancy (26.8 percent) respectively. They also sought other information such as ORS and Diarrhea (5.5 percent), Ambulance services for pregnant women (3.9 percent), Birth registrations & Institutional delivery (3.1 percent) and Diagnostic tests for diseases (3.1 percent).

Table 6: Health Information sought from ASHA after listening to the Programme

S.N	Services	Number	Percentage
1	Family Planning	51	40.2
2	Immunization	45	35.4
3	Janani Suraksha Yojana and incentivization	38	29.9
4	Safe pregnancy and childbirth, ANC visits, Blood tests, nutrition during pregnancy	34	26.8
5	ORS and Diarrhea	7	5.5
6	Ambulance services for pregnant women	5	3.9
7	Birth registrations, Institutional delivery	4	3.1
8	Diagnostic tests for diseases	4	3.1
9	Health Services-General	4	3.1
10	Water & Sanitation	3	2.4
11	Adolescent health	1	0.8
Number of Respondent			127

Problem with Audio/Network problem, Timing/day of relay of Radio drama series and Air only once- Out of 127, 75 respondent (59.1 percent) were not satisfied with either Audio/Network problem (28.3 percent) or Timing/day of relay of Radio drama series (22 percent) or Air only Once (8.8 percent). Out of 75 respondents, 40 respondent (53.2 percent) had given suggestion and out of those 40 respondents, 36.6 percent suggested for timing change whereas 31.7 each suggested for date change and Air twice

Table 7: Respondents are not satisfied with Audio/Network problem and timing/day of relay of Radio drama series

S.N	Respondents are not satisfied with	Percentage
1	Audio/Network problem	28.3
2	Timing/day of relay of Radio drama series	22.0
3	Air only Once	8.8
Total		59.1
Number		127
	Suggestion given by unsatisfied Respondent	53.2
1	Timing Change	36.6
2	Date Change	31.7
3	Air Twice	31.7
Total		100.0
Number		40

Popular Characters from the episodes- Responders mentioned Revati, ASHA bahu, Pradhan, Runjhun, Ojha baba, Bhavani Prasad, Lalten Gaon as names they remembered from the episodes. Out of 127 blocks, responders from 30 (23.6 percent) sites had written letters to know more about health services.

Janani Suraksha Yojana- The majority listeners mentioned that they knew about institutional birth and incentivization through JSY. Many mentioned transport services are available and pregnant women are also immunized while on JSY. Out of 127 blocks, responders in 64 (50.4 percent) mentioned that either they or their family members had availed JSY services. Of the others, responders in 16 (12.6 percent) sites knew about the facilities available through JSY but had not availed it yet.

Care during Pregnancy- Majority responders knew pregnant women need Iron and Calcium supplements during pregnancy. Many spoke about Tetanus vaccines, nutritious diet, registration during pregnancy in healthcare centers. Information about 4 ANC checkups, diagnostic tests for hemoglobin, Blood Sugar, Hypertension were also forthcoming from responders. Majority responders acknowledged that their neighborhood ASHA were taking care of making everyone aware in the community regarding pregnancy and newborn facilities available at health centers.

Knowledge about Breast milk for newborns and Family Planning method such as Copper T use- Responders in 84 (66.2 percent) out of 127 blocks mentioned that newborns should be provided mother's breast milk within the first hour after birth. 59(46.5%) Respondents said that IUCD is effective for 5 years where as 28(22%) Respondents said that Copper-T is effective for 10 years.

Choice of Media for programme- Out of the 127 blocks where the programme was running successfully, listeners in 73 sites indicated Television as the main source of information, in combination with Radio and newspaper or independent of these. Listeners in 95 blocks recommended that the programme be broadcast on Television in addition to being promoted on radio, posters, wall hoardings.

Response from ASHA:

Increase in Demand of Services after listening to episodes- Table 8 depicts Increase in Demand of Services after listening to episodes and as per table, out of 127 ASHAs, 125 ASHAs said there is increase in demand of services after listening to episodes. Out of 127, 19.7 percent respondent said 5 percent increase in demand of services after listening to episodes whereas 31.5 percent respondent said 6-10 percent increase in demand of services after listening to episodes. 15.7 percent respondent mentioned that they are not sure.

Table 8: Increase in Demand of Services after listening to episodes

S.N	Increase in Demand of Services (%)	Respondent
1	5	25 (19.7)
2	6-10	40 (31.5)
3	11-15	8 (6.3)
4	16-20	11 (8.7)
5	21-25	5 (3.9)
6	26-30	13 (10.2)
7	31-35	3 (2.4)
8	Not sure	20 (15.7)
9	No Response	2 (1.6)
Total		100.0
Number of Respondent		127

Out of 127 blocks, ASHAs in 125 blocks agreed that there were discussions after each episode amongst the listener groups regarding the topic relayed. ASHAs from 125 blocks mentioned that there had been an increase in demand for services. ASHAs in 118 (93 percent) sites mentioned that they had gained greater awareness especially in basic health requirements like cleanliness, sanitation, using toilets, why care for pregnant women is necessary and how it relates to maternal mortality and infant mortality. ASHAs from 40 sites (31.5%) mentioned that listeners from their group send letters.

When asked how the programme related to their personality development, a few said-

"Hearing ASHA bahu speak with politeness and confidence on the radio show helped me lose my hesitation while speaking with my community members on any topic"

आशा बहू को रेडियो प्रोग्राम पर शालीनता और आत्मविश्वास से बोलते हुए सुन कर मुझे भी अपने समुदाय के लोगों के बीच किसी भी मुद्दे पर बिना झिझक बोलने में मदद मिली।

"Communication between ASHA bahu and Pradhan helped in making good decisions for the community, I too will discuss health matters from now on with our Pradhan"

आशा बहु और प्रधान की वार्तालाप ने समुदाय के लिए बेहतर फैसले करने में मदद की, अब मैं भी स्वास्थ्य सम्बंधित मुद्दों पर अपने प्रधान से चर्चा करूंगी।

"The programme helped me. Now I take their (community members) suffering to the hospitals, discuss health information in village meetings and make people aware about health services"

इस कार्यक्रम से मुझे बहुत मदद मिली. अब मैं उनकी (सामुदायिक सदस्यों) पीड़ा को अस्पताल तक पहुँचाती हूँ, गाँव की बैठकों में स्वास्थ्य सम्बंधित जानकारी पर चर्चा करती हूँ और लोगों को स्वास्थ्य सेवाओं के प्रति जागरूक करती हूँ.

Challenges in facilitating the programme- Majority of ASHA mentioned problems with the radio set and network issues as primary impediment to properly facilitating the programme. Time of relay was inconvenient due to it being lunch hour or clashing with immunization activities slated on Wednesdays. Few ASHAs suggested programme may be twice a week and Few ASHAs suggested Sunday as Suitable day.

Chapter 5: Recommendations

Recommendations:

- Since this programme is very useful for ASHA for their personality development and to increase the knowledge on different health issue so this type of programme may aired again
- Radio Drama Series may be download by block PMU and may be use in ASHA meeting so that remaining ASHA of Block will be benefited.
- Since some ASHA and respondents mentioned that this programme should be twice a week and some suggested Sunday is other suitable day. We may aired this type of programme should be repeat like TV drama series.
- SIFPSA Div PMU/BCPM (Block Community Process Manager) may play some active role on day of campaign eg remind ASHA 1 hour before the aired the Drama Series to increase the quality of programme.
- All ASHAs acknowledged the importance of this programme, they suggested that the same be relayed on Television also.
- Most ASHA also proposed stronger promotion activities for the programme such as through wall hoarding advertisements, posters and advertisements.

(ANNEXURE I)

List of Field Coordinators

S.N	Name	S.N	Name
1	Vinay Verma	6	Sandeep Kumar
2	Bhakat Raj Joshi	7	Pankaj Kushwaha
3	Poonam Chaurasiya	8	Dwivish Kumar
4	Mahendra Singh	9	Paramjeet Kaur
5	Jai Singh	10	Md Mojahidul islam

INTRODUCTION AND INFORMED CONSENT/ परिचय और सूचित सहमति

नमस्ते! मेरा नाम है। मैं न्यूरेडियो ड्रामा में नवजात शिशुओं की मृत्यु पर अध्ययन करने वाले IIHMR प्रोजेक्ट टीम का हिस्सा हूँ। मुझे पता चला है कि आपके घर में नवजात मौत हुई है। मुझे यह सुनकर बहुत खेद है। मैं आपके बारे में इस बारे में सुनना चाहता हूँ ताकि इस जानकारी का उपयोग हरियाणा और हमारे देश के बाकी हिस्सों में स्वास्थ्य देखभाल में सुधार के लिए हो सके। मैं माता, पिता या देखभालकर्ता से बात करना चाहूंगा जो बच्चे की मृत्यु से पहले उसकी बीमारी और स्वास्थ्य देखभाल से अवगत है। आपके द्वारा प्रदान की गई जानकारी को पूर्ण रूप से गोपनीय रखा जाएगा और केवल अनुसंधान के लिए उपयोग किया जाएगा। इस साक्षात्कार में लगभग एक घंटे का समय लगेगा। इस अध्ययन में भागीदारी स्वैच्छिक है और आप किसी भी प्रश्न या सभी सवालों का जवाब नहीं चुन सकते हैं। हालांकि, हम आशा करते हैं कि आप इस अध्ययन में भाग लेंगे क्योंकि आपकी भागीदारी महत्वपूर्ण है।

At this time, do you want to ask me anything about the study? / इस समय, क्या आप मुझसे अध्ययन के बारे में कुछ पूछना चाहते हैं?

ANSWER ANY QUESTIONS AND ADDRESS RESPONDENT'S CONCERNS. / किसी भी प्रश्न या उत्तरदाता के जिज्ञासा का जवाब दे

In case you need more information about the study, you may contact at IIHMR Delhi project study team.
/ अगर आपको अध्ययन के बारे में अधिक जानकारी चाहिए, तो आप IIHMR दिल्ली परियोजना अध्ययन दल से संपर्क कर सकते हैं।
011-30418900

May I begin the interview now? / क्या मैं साक्षात्कार शुरू कर सकता हूँ?

Signature of Interviewer/ साक्षात्कारकर्ता के हस्ताक्षर

Date/ दिनांक

RESPONDENT AGREES TO BE INTERVIEWED/ उत्तरदाता साक्षात्कार के लिए सहमत हैं
..... 1

RESPONDENT DOES NOT AGREE TO BE INTERVIEWED/ उत्तरदाता इंटरव्यू के लिए सहमत नहीं है
..... 2

Begin Interview/ साक्षात्कार शुरू करें

ID: / /

**International Institute of Health Management Research
New Delhi**

सुनहरे सपने संवरती राहें धारावाहिक के मूल्यांकन हेतु

श्रोता संघ के सदस्यों से पूछे जाने वाली प्रश्नावली

जनपद का नाम : _____ ग्राम का नाम _____

विकास खण्ड का नाम _____ आशा का नाम _____

श्रोता संघ का नाम _____

श्रोता संघ के सदस्य की संख्या _____

श्रोता संघ के सदस्यों से किये जाने वाले प्रश्न

प्रश्न 1: सदस्य का नाम _____ आयु _____

प्रश्न 2: शैक्षिक स्तर: प्राईमरी / मिडिल / हाईस्कूल / इन्टरमीडिएट / ग्रेजुएट / पोस्ट ग्रेजुएट

प्रश्न 3A: आपके आसपास घटने वाली घटनाओं की जानकारी कैसे प्राप्त होती है?

१. रेडियो २. टी.वी. ३. समाचार पत्र ४. अन्य माध्यम

प्रश्न 3B: स्वास्थ्य सम्बन्धी जानकारी आप कैसे प्राप्त करते हो?

प्रश्न 4: क्या आपके घर पर रेडियो या टी.वी. है? रेडियो टी.वी.

प्रश्न 5: आपके परिवार में रेडियो पर किस तरह के कार्यक्रम सुनना पसन्द करते है?

१. संगीत (गाने सुनना) २. धारावाहिक ३. समाचार ४. खेलकूद सम्बन्धी कार्यक्रम ५. अन्य

प्रश्न 6: औसतन कितने सदस्य एक बार में इस कार्यक्रम को सुनते थे? ----

प्रश्न 7: क्या आप इस श्रोता संघ के नियमित सदस्य है? हां / नहीं

प्रश्न 8: क्या आपने सुनहरे सपने संवरती राहे कार्यक्रम की कितनी कड़ियों को सुना है? संख्या.....
कहानी के मुख्य पात्रों के नाम बतायें

१

२

प्रतिक्रिया:

उद्देश्य: यह जानना कि श्रोता को कार्यक्रम कैसा लगा, उन्होंने इस कार्यक्रम को पसन्द किया है, और अपने आपको कहानी से जोड़ रहे हैं और कहानी उन्हें समझ में आयी है?

प्रश्न 1: इस कहानी में क्या हुआ?

प्रश्न 2: क्या यह कहानी आपको अपने गांव एवं अपने परिवार जैसी लगी? हां/ नहीं

प्रश्न 3 इस धारावाहिक की हर कड़ी आपने उत्सुकता से सुना? हां / नहीं

प्रश्न 4: क्या आपके गांव में और लोग भी इस धारावाहिक को सुना है? हां /नहीं

प्रश्न 5: क्या कहानी में पात्रों की बोली आसानी से समझ में आयी? हां /नहीं

सन्देश:

उद्देश्य: श्रोता से इस बात की जानकारी लेना कि मुख्य सन्देश जो पात्रों द्वारा दिये गये हैं और वह सन्देश उन्हें समझ में आये।

प्रश्न 1: इस धारावाहिक या नाटक के जरिए आपको क्या-क्या बताया गया और क्या आप बता सकते हैं?

प्रश्न 2: क्या आपको इसमें कोई ऐसी जानकारी मिली है जो आपके और आपके परिवार के लिये लाभदायक है?

1.

2.

प्रश्न 3: इस धारावाहिक में क्या आपने राष्ट्रीय ग्रामीण स्वास्थ्य मिशन / राष्ट्रीय स्वास्थ्य मिशन के बारे में सुना है?

प्रश्न 4: धारावाहिक को सुनने के बाद से आपने राष्ट्रीय ग्रामीण स्वास्थ्य मिशन की किन किन सेवाओं के बारे में जाना है?

1.

2

प्रश्न 5: आशा कौन है और आशा के क्या-क्या काम हैं?

1.

2.

3.

प्रश्न 6: इस धारावाहिक की अब तक की कड़ियों को सुनने के बाद क्या आप किन-किन सेवाओं के लिए आशा के पास गये ?

प्रश्न 7: क्या आपके श्रोता संघ की आशा कार्यक्रम को आपको नियमित सुनवाया उसके बाद चर्चा भी की?

हां / नहीं

प्रश्न 8: इस कार्यक्रम को सुनकर जननी सुरक्षा योजना (जे०एस०वाई०) के बारे में आपको क्या-क्या जानकारी मिली?

1.

2

प्रश्न 9: क्या आपके परिवार में किसी को जननी सुरक्षा योजना की सभी सुविधाएं मिली? हाँ / नहीं

यदि हाँ तो स्पष्ट करें (किसको मिली और क्या)

प्रश्न 10: क्या आप बता सकती है कि गर्भावस्था के दौरान कौन-कौन सी स्वास्थ्य सेवाएं लेना आवश्यक है?

1.

2

प्रश्न 11: जन्म के कितनी देर बाद मां का पहला दूध देना चाहिए।

1. एक घंटे के अन्दर
2. चार घंटे के अन्दर
3. २४ घंटों के अन्दर
4. २४ घंटे के बाद
5. अन्य (स्पष्ट करें)

प्रश्न 12: कापर-टी कितने वर्षों के लिए प्रभावी है?

1. एक वर्ष
2. पांच वर्ष
3. १० वर्ष
4. अन्य (स्पष्ट करें)

प्रश्न 13: इस कार्यक्रम से आपको स्वास्थ्य सम्बन्धी कौन-कौन सी नई जानकारी मिली ?

1.

2.

3.

पात्रों की पहचान

उद्देश्य: यह जानकारी प्राप्त करना कि श्रोता धारावाहिक सुनने के बाद चरित्रों को पहचान सकते हैं, कितनों के नाम याद कर पाते हैं और किसे बहुत पसन्द करते हैं?

प्रश्न 1: इस धारावाहिक में कौन से ऐसे पात्र थे जो आपके गांव के लोगों जैसे हैं?

- 1.
- 2.

प्रश्न 2: धारावाहिक सुनकर सपने, संवरती राहें के कौन से पात्र आपको सबसे अच्छे लगे और क्यों ?

- 1.
- 2.

प्रश्न 3: धारावाहिक सुनकर सपने, संवरती राहें के कौन से पात्र आपको **अच्छे नहीं लगे** कारण बताये?ं

- 1.
- 2.

प्रश्न 4: धारावाहिक के कौन से ऐसे पात्र थे, जिन्होंने आशा से सही समय पर सही जानकारी लेकर प्रसव के समय होने वाले खतरों से अपनी पत्नी/बहू को कैसे बचाया?

प्रश्न 5: संतो आपा को गांवों वालों ने क्या कहा?

प्रश्न 6: क्या आप बता सकती हैं कि ग्राम स्वास्थ्य एवं पोषण दिवस कब और कहां मनाया जाता है?

दिन

स्थान

प्रचार-प्रसार की जानकारी:

प्रश्न 7: इस धारावाहिक को आपको सुनवाने के साथ-साथ और ऐसा क्या किया जा सकता है, जिससे आप राष्ट्रीय ग्रामीण स्वास्थ्य मिशन की सभी सेवाओं का लाभ आप उठा सकें?

1. टी. वी. पर प्रसारण 2. दीवाल लेखन/होर्डिंग
- 3.पोस्टर/हैण्डबल/समाचार पत्र 4. आडयो/वीडयो प्रचार वाहन
- 5.लोक विधा के माध्यम से 6. अन्य (स्पष्ट करें)

प्रश्न 8: आपने या आपके परिवार के सदस्यों ने अपने समस्याओं के लिए कभी पत्र लिखा?

हाँ / नहीं

यदि हाँ तो स्पष्ट कीजिये

साक्षात्कारकर्ता का नाम एवं हस्ताक्षर

दिनांक

सुनहरे सपने संवरती राहें धारावाहिक के मूल्यांकन हेतु

सम्बन्धित आशा से पूछा जाने वाला प्रश्नावली

सामान्य सूचनाएं:

जनपद का नाम : -----

ब्लाक का नाम : -----

उप केंद्र का नाम:----- सी०एच०सी/पी०एच०सी० का नाम-----

आशा का नाम-----

प्रश्न 1A: आपने श्रोता संघ का निर्माण किस प्रकार किया? क्या श्रोता संघ में गांव के हर क्षेत्र एवं समुदाय के लोग आये? आपको मिले 1000 रुपये को किस प्रकार खर्च किया?

प्रश्न 1B: श्रोता संघ में सामान्यता कितने सदस्य है? संख्या.....

प्रश्न 2: श्रोता संघ किसके घर पर आयोजित हुआ तथा सामान्यता कितने लोगों ने इस धारावाहिक को सुना।

प्रश्न 3: कार्यक्रम सुनने के उपरान्त क्या चर्चा -परिचर्चा होती थी? कार्यक्रम में बतायी गयी बातों की जानकारी की चर्चा क्या आपसे लोग करते या नहीं?

प्रश्न 4: कार्यक्रम प्रसारित होने के उपरान्त स्वास्थ्य सेवाएं लेने वालों की संख्या में वृद्धि हुई? हां/ नहीं

यदि हां तो कितनी ? यदि नहीं तो क्यों ?

प्रश्न 5: क्या कार्यक्रम सुनने के बाद आपकी अपनी जानकारी में वृद्धि हुई? हां/नहीं

यदि हां तो क्या ? यदि नहीं तो क्यों

प्रश्न 6: आपने कार्यक्रम में आशा का अभिनय सुनने के उपरान्त अपने अन्दर कुछ परिवर्तन लाने की कोशिश करी ?
यदि हाँ तो क्या ? यदि नहीं तो क्यों ?

प्रश्न 7A: आपके श्रोता संघ के कितने सदस्यों द्वारा कार्यक्रम के सम्बन्ध में पत्र लिखे? हाँ / नहीं
संख्या ----

प्रश्न 7B: आपके श्रोता संघ के द्वारा भेजे गए प्रश्नों का उत्तर मिला? हाँ / नहीं

यदि हाँ तो संख्या ----

प्रश्न 8: आपके श्रोता संघ के कितने सदस्यों द्वारा कार्यक्रम के सम्बन्ध में प्रश्नानुसारी में पत्र लिखे? हाँ / नहीं

यदि हाँ तो

संख्या ----

प्रश्न 8B: आपके श्रोता संघ के कितने सदस्यों द्वारा कार्यक्रम के सम्बन्ध में प्रश्नानुसारी में कभी कोई जीता?

हाँ / नहीं

प्रश्न 9A: इस कार्यक्रम को चलने में क्या दिक्कत आई?

प्रश्न 9B: इस कार्यक्रम को और अधिक सफल बनाने हेतु यदि कोई सुझाव है तो अवश्य बतायें।

(ANNEXURE III)

1. Agra Division



1. Agra- Ladamda village of Bichpuri block



2. Agra- Khanduli village of Khanduli block

Firozabad



3. Firozabad-Badagano village of Jasrana block



4. Firozabad-Ramgarh village of Tundala block

Mainpuri



5. Mainpuri-Madhan village of Ghiror block



6. Mainpuri-Onhaa village of Karhar block



7. Mathura-Avereni village of Baldev Block



8. Mathura-Satoha village of Rall Block

2. Aligarh Division



9. Aligarh-Chandous village of Chandous block



10. Aligarh-Kaluva village of Gonda block



11. Eta_Nayabao village of Avagarh block



12. Eta-Umraipur village of Sakeet block



13. Hathras-Gumanpur village of Murachan block



14. Hathras-Bhojgarhi village of Sasni block



15. Kashganj-Arjunpur village of Amaupur block



16. Kashganj-Vadhaula village of Patyali block

3. Allahabad Division



17. Allahabad-Korva village of Bahadurpur block



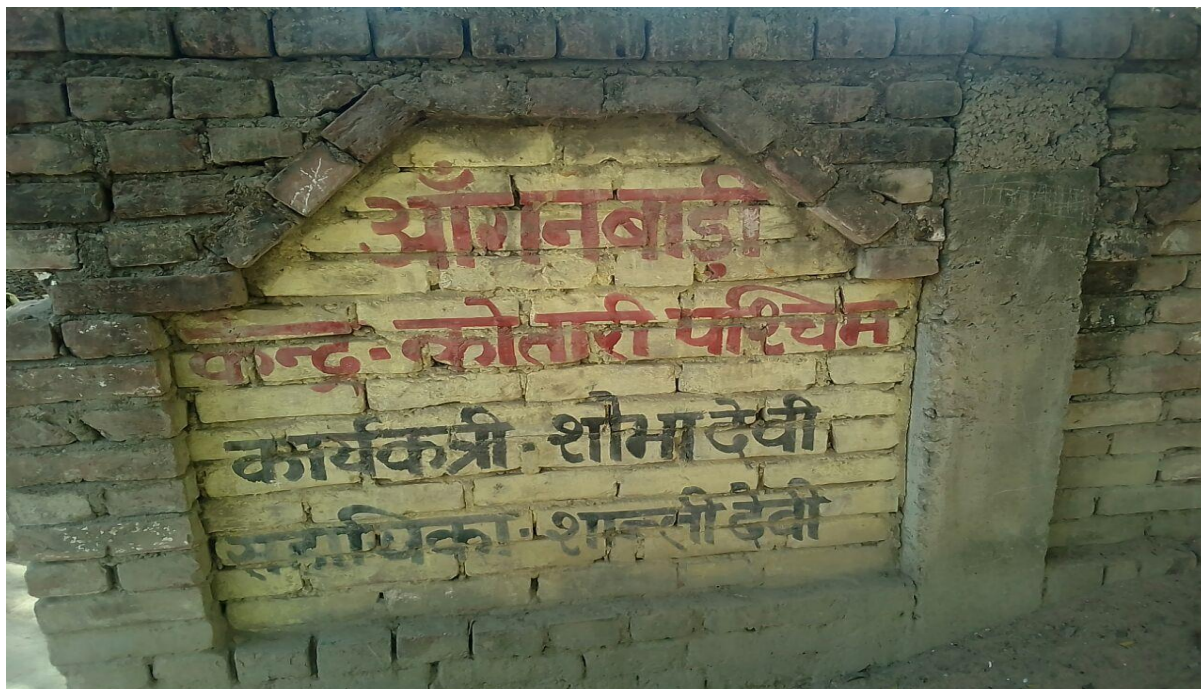
18. Allahabad-Sarai Lili Kholapur village of Foolpur block



19. Fatehpur-Dendasai village of Dhata block



20. Fatehpur-Dalabala Kheda village of Malwa block



21. Kaushambi-TeevarKotarivillage ofManjahanpur block



22. Kaushambi-Baratkari village of Sirathu block



23. Pratapgarh-Karaundha village of Amargarh block



24. Pratapgarh-Baraipur village of Gaura block

4. Azamgarh Division



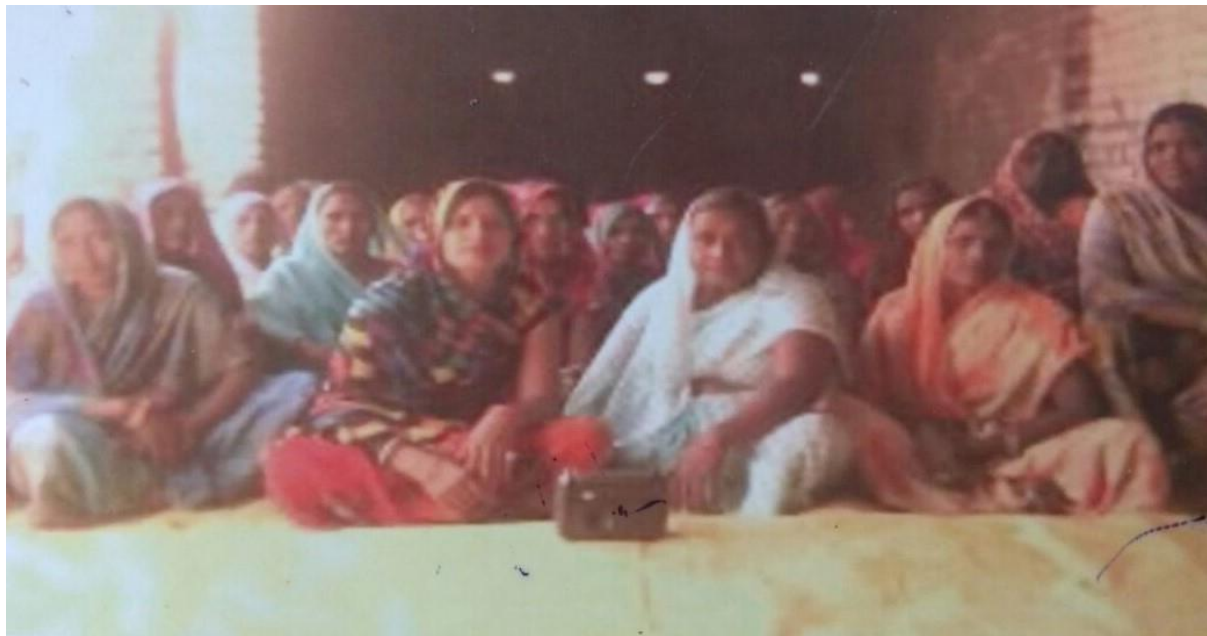
25. Azamgarh-Karvan (Fulwaria) village of Atroulia block



26. Azamgarh-IshwarpurPavni village of Koilala block



27. Balia-Belhaari village of Belhaari block



28. Balia-Kasandar village of Nagra block



29. Mau--Kotva, Kopra, Kurthijafpur village of Kopaganj block



30. Mau-Kahinour village of Pardahi block

5. Banda Division



31. Banda-Kamasin village of Kamasin block



32. Banda-Barchhal village of Naraini block



33. Chitrakoot-Sitapur village of Karvi block



34. Chitrakoot-Parahi Bujurgvillage of Pahari block



35. Hamirpur-Shivni village of Kurara block



36. Hamirpur-PachkhuraBujurg village of Sumerpur block



37. Mahoba-Parsaha village of Kabrai block



38. Mahoba-Bharvara village of Panvari block

6. Bareilly Division



39. Badaun-Byor village of Salarpur block



Nirdosh Rathor

40. Badaun- Bhagoutipur, ArifpurNavada village of Vinawar, Salarpur block



41. Bareilly-Majhouva village of Bhojipura block



42. Bareilly_Agraas village of Fatehganj block



43. Pilibhit-Amrta Khas village of Bisalpur block



44. Pilibhit-Raipur village of Halaurikhera block



45. Shahjahanpur-Kalaan village of Shahjahanpur block



46. Shahjahanpur-Khaipur village of Tilhar block

7. Basti Division



47. Basti-Sajnakhore, Bankati village of Bankati block



48. Basti-Thanha Khas village of Haraiya block



49.Sant Kabir Nagar-Nardeef-Umpar village of Khalilabad block



50.Sant Kabir Nagar-Pirva village of Semariyavan block



51.Sidharth Nagar-Parsa-Pairiya village of Barani block



52.Sidharth Nagar -Bhimapar (Tola Piparawa) village of Naugarh block

8. Faizabad Division



53.Ambedkar Nagar-Narigaon village of Jahangirganj block



54.Ambedkar Nagar-Jaukabad village of Jalalpur block



55.Amethi-Paniha Narouli village of Gouriganj block



56.Amethis-Sukhi village of Jaamon block



57.Barabanki-Tinduvani Josh Bareilly village of Banki block



58. Barabanki-Bhanauli village of Jatabarauli block



59. Faizabad-Karaundi village of Bikapur block



60. Faizabad-Godva, Devrakot village of Sohava block



61. Sultanpur-Gorai village of Dostpur block



62. Sultanpur-Hanspur village of Dubepur block

9. Gonda Division



63. Baharaich-Gopia village of Mihipurwa block



64. Baharaich-Jhala village of Payagpur block



65. Balrampur-Bhambohir village of Pachperva block



66. Balrampur--Lalganj village of Utraula block



67.Gonda- Seer Bankat, Srinagar Babaganj village of Ltiathok block



68.Gonda-Puredadu Karnipur village of Wajirganj block



69. Shrawasti-Semri Tarhar village of Ekauna block



70. Shrawasti-Dharma Nagar village of Hariharpur Rani block

10. Gorakhpur Division



71. Deoria-SehuraDumri village of Bhaluani block



72. Deoria—Sathiyaanv village of Bhatni block



73. Gorakhpur-JangalDhusan village of Charganwa block



74. Gorakhpur-Ranipaar, Dudapaar village of Gagha block



75. Kushinagar-Bhaisab village of Khadda block



76. Kushinagar-Babua Samsershaahi village of Tamkuhi block



77. Maharajganj-Mahuvaari village of Bahaduri block



78. Maharajganj-Rajpur village of Partaval block

11. Jhansi Division



79. Jalaun-kaith village of Jaloun block



80. Jalaun-Harauli village Madhogarh block



81. Jhansi-Birgaun village of Baragaon block



82. Jhansi-Ataria village of Moth block



83. Lalitpur-Santkhas village of Birdha block



84. Lalitpur-Jakhoura village Jakhora block

12. Kanpur Division



85. Auaraiya-Ghasara village of Achalda block



86. Auaraiya-Ruruganj village of Bidhuna block



87. Etawah-Lakhna village of Mahewa block



88. Etawah-Ballampur village of Mahewa block



89. Farukhabad-Pantoja village of -Kamalganj block



90. Farukhabad-Mahoi village of Kamalganj block



91. Kannouj-Sabapur, Mainapur village of Telgram block



92. Kannouj-Mahtepura village of Umarda block



93. Kanpur Dehat-Nonapur village of Amroutdha block



94. Kanpur Dehat---Arshadpur -Maivha block



95. Kanpur Nagar-Mariyani village of Choubepur block



96. Kanpur Nagar-Vahrampur village of Shivrajpur block

13.Lucknow Division



97.Hardoi-Jafarpur village of Hariyawa block



98. Hardoi-Kapoorpur village of Hariyawa block



99. Lakhimpur Kheri-Naribehar village of Isanagar block



100. Lakhimpur Kheri-Sehra village of Paliyablocj



101. Lucknow-Loulai village of Chinhat block



102. Lucknow-Lanapur village of Chinhat block



103. Raibareli-Dosthpur village of Bachhrawan block



104. Raibareli-Dihva village of Harchandpur block



105. Sitapur-Koknamau village of Kasmanda block



106. Sitapur-Bharthar village of Pahla block



107. Unnao-Kusumbhi village of Navabganj block



108. Unnao-Kiratpur village of Sumerpur block

14. Meerut Division



109. Baghpat-naithia, Gouripur, Jawaharpurvillage of Baghpat block



110. Baghpat-Chhaproli village of Kirhaj block



113. G.B Nagar (Noida)-Bambabar village of Dadri block



114. G.B Nagar (Noida)-Nagla Batauna village of Jever block



115. Ghaziabad-417-Shikarikala_7.3.18



116. Ghaziabad-Surana village of Moradnagar block



117. Hapur-Bharangpur, Hoshiyarpur, Garhi village of Hapur block



118. Hapur-Baksar village of Shimbhawali block



119. Meerut-Dangar village of Rohta block



120. Meerut-Chajjupur village of Bhurbaral block

15. Mirzapur Division



121. Bhadoi (Sant Ravidas Nagar)-Ramapur village of Aaourei block



122. Bhadoi (Sant Ravidas Nagar)-Baripur village of Diya block



123. Mirzapur-Mulhawan village of City Block



124.Mirzapur-Dadiram village of Pahari block



125. Sonbhadra-Ramgarh village of Chatra block



126. Sonbhadra-Nipraj village of Rabartsganj block

15. Moradabad Division



127. Amroha-Dhakia Chaman village of Joya block



128. Amroha-Amroha village of Joya block



129. Bijnore-Akhera village of Aak (Nahtor) block



130. Bijnore-Baldiya village of Haldour block



131. Moradabad-Mangupura village of Bilari block



132. Moradabad-Samathal village of Tajpur block



133. Rampur-Ahamdabad village of Saidnagar block



134. Rampur-Bajawala village of Saidnagar block



135. Sambhal-Majra, Bahjoi village of Bahjoi block



136. Sambhal-KaziBehta village of Pavasa block

16. Saharanpur Division



137. Mujaffarpur-Salarpur village of Jaansat block



138. Mujaffarpur-SohjaniTaganof Shahpur block



139. Saharanpur-Mujaffarabad village of Saharanpur block



140. Saharanpur-Rampur village of Sarsaw block

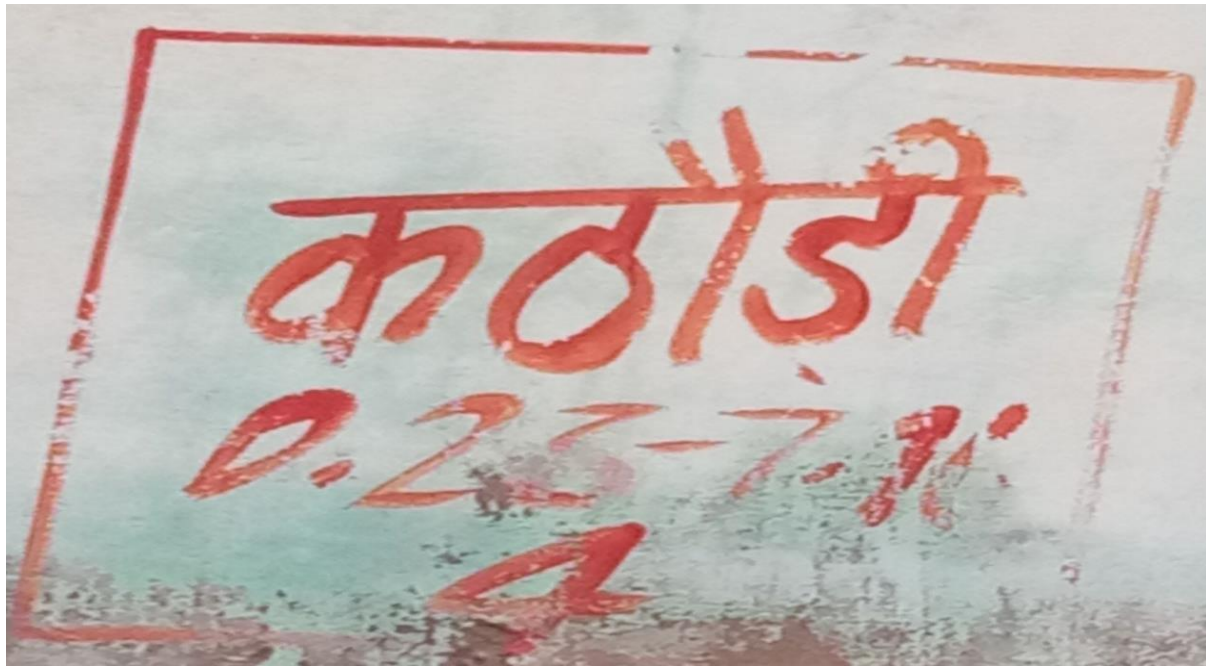


141. Shamli-Kudana village of Kudana block



142. Shamli-Khedikaram village of Kudana block

18. Varanasi Division



143. Chandauli-Kathaori village of Niyamatabad block



144. Chandauli-Bhajejou village of Varhani block



145. Gazipur-Narigaon village of Jamniya block



146. Gazipur-Newada village of Sedpur block



147. Jaunpur-Nevada Mureedpur, Machhligaon village of Badlapur block



148. Jaunpur-Aswara village of Muftiganj block



149. Varanasi-Gajapur village of Aarajiline block



150. Varanasi-Bahadurpur village of Aarajilines block