

Coverage of Continuum of Quality Care in Media

January to December-2012

A Report on CHETNA's efforts

11/1/2013

Introduction

CHETNA has been engaging with the media to inform the public of Health and nutrition concerns of women, children and young people- in the life cycle; share and highlight policy and programmatic concerns as well as effective/ useful strategies and stories, promising practices. Efforts are also made to share civil society and stakeholder's voices and positive stories of change. This is a report on CHETNA's efforts of strategically reaching out to media during January-December 2012 and its results.

Objectives of media engagement

1. To consistently engage with the traditional media (print/broadcasting/ web) on health and nutrition issues of women/young people/children
2. To regularly ensure media outreach in Gujarat, Rajasthan and at the national level.

Process

A total of seven NEWS papers were tracked daily. These were Divya Bhaskar (G), Sandesh (G), Rajasthan Patrika, (H), Ahmedabad Mirror -AM (E), Times of India-TOI (E), Indian Express- E NEWS paper, Daily NEWS Analysis DNA (E). The newspapers were identified on the basis of their circulation. Two National News Papers- IANS and One World South Asia were tracked after interaction with them. A Government Radio-Prasar Bharti was identified based on its extensive outreach particularly in rural areas.

CHETNA's Strategies:

- Invited Journalists to events/meetings/field areas from the nine news papers on a regular basis
- Shared evidence and reports- on specific days and events.
- Wrote letters to the editor
- Gave interviews and statements

Messages to the Media were pertaining to

- Maternal Mortality continues to be high, need to ensure continuum of care
- Gender discrimination is one of the causes of under nutrition besides poverty, inadequate access to food and entitlements; lack of access to safe drinking water, sanitation and nutrition awareness.
- High Neonatal mortality, gender bias and barriers in access to contraceptives
- Under nutrition, overwork, lack of food and poverty linkages

Results

- Total 109 stories related to Nutrition and Maternal Health were published in the nine Newspapers during January-December 2012.
- 56/109 were on Nutrition and 53/109 articles were on Maternal and Adolescent Health.
- Stories on Maternal and Adolescent Health & Nutrition were published every month which indicates consistency of coverage of the issues.
- 18/109 stories were based on information given by CHETNA. of these 4 stories were on Nutrition and 13 on Maternal and 1 on Adolescent Health.
- Stories by CHETNA were published during a period of six months.

Nutrition:

- 13/56 stories were published in Gujarati news papers. Out of these seven were published by Divya Bhaskar and six by Sandesh .
- 3 /55 stories were published in Hindi Newspaper- Rajasthan Patrika
- 40/56 published in English news papers. Out of these twenty three were in IE, eight in DNA, Six in TOI and three in AM.
- 18 /56 stories were on information about nutrition, diet and foods.
- In August-September 2012, 4 stories were given by CHETNA as a response to the Chief Minister's statement on undernutrition in Gujarat. All the 4 stories were published- Two in DNA One in TOI and one in AM. TOI provided a full page coverage on Page-03.

From this it appears that both the Gujarati Newspapers provide coverage to the issue of nutrition and also to information provided by CHETNA. From the English, IE, DNA and Times of India provided coverage to the issue of nutrition. While TOI gave more space on a day, IE covered more news items across several days.

Maternal and Adolescent Health:

- 7/53 stories were published in Gujarati news papers. Out of the seven, four were published by Divya Bhaskar and three by Sandesh.
- 6/53 stories were published in Hindi Newspaper Rajasthan Patrika.
- 36/53 stories were published in English news paper. Out of these 15 in DNA, 13 in TOI and 8 in IE.
- 13 articles on education of maternal health were published on topics like care during pregnancy, care after delivery etc.
- 14/53 articles were given by CHETNA . Out of these four were covered in National News Papers, Four were covered in DNA and two in TOI- Ahmedabad Edition .
- CHETNA focussed on the issue of poor health of women, continuum of care, contraception, maternal mortality and adolescent health.

The coverage of NEWS on Maternal and Adolescent Health was greater in English Papers. The coverage in Gujarati and Hindi Newspapers was almost same.

Conclusion

This report indicates that media has been consistently reporting on Nutrition and Maternal Health issues. CHETNA's efforts have also been consistently covered in the news papers. However, the coverage on undernutrition is comparatively less consistent. The coverage of maternal health/continuum of care is low in Gujarati papers. There has been two instances of CHETNA's reports covered by the National News. There has been no tracking or effort to reach out to Media in Rajasthan state during this period.

Radio has been reached only once.

Action points for 2013-2014

1. Widen outreach to Gujarati and Hindi News papers
2. Reach to 2 magazines
3. Consistently feed information on the issue of under nutrition/maternal nutrition
4. Systematically track Indian Express for Coverage.
5. Meet the editors

	Nutrition								Maternal Health								
	Total Articles								Total Articles								
Month	DB (G)	Sandesh (G)	RP (H)	AM (E)	IE (E)	TOI (E)	DNA (E)	Total	DB (G)	Sandesh (G)	RP (H)	AM (E)	IE (E)	TOI (E)	DNA (E)	National News	Total
Jan	2	2	0	0	3	0	2	9	1	1	0	0	3	0	0	0	5
Feb	0	0	0	0	1	1	0	2	0	1	0	0	0	0	1	0	2
Mar	0	0	0	0	0	1	0	1	0	0	1	0	0	1	2	0	4
Apr	0	0	0	0	3	0	0	3	0	1	0	0	2	5	5	IANS-1	14
May	1	1	0	0	4	1	3	10	0	0	1	0	1	1	4	IANS-2	9
Jun	0	0	0	0	2	0	0	2	0	0	2	0	0	1	0	0	3
Jul	1	3	0	0	0	0	0	4	1	0	1	0	1	2	1	0	6
Aug	1	0	0	1	4	1	2	9	0	0	1	0	0	2	1	OWSA-1	5
Sep	1	0	3	2	2	0	0	8	1	0	0	0	0	0	1	0	2
Oct	0	0	0	0	2	1	0	3	0	0	0	0	0	0	0	0	0
Nov	1	0	0	0	1	1	1	4	1	0	0	0	1	1	0	0	3
Dec	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0
Total	7	6	3	3	23	6	8	56	4	3	6	0	8	13	15	4	53

Table-2 Month wise coverage of stories by CHETNA from January to December 2012

Month	Nutrition					Maternal Health								
	Articles by CHETNA					Articles by CHETNA								
Month	AM (E)	IE (E)	TOI (E)	DNA (E)	Total	DB (G)	Sandesh (G)	RP (H)	AM (E)	IE (E)	TOI (E)	DNA (E)	National News	Total
Jan	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Feb	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mar	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Apr	0	0	0	0	0	0	0	0	0	0	0	1	IA NS-1	2
May	0	0	0	0	0	0	0	1	0	0	0	1	IA NS-2	4
Jun	0	0	0	0	0	0	0	2	0	0	1	0	0	3
Jul	0	0	0	0	0	0	0	1	0	0	1	1	0	3
Aug	1	0	1	2	4	0	0	0	0	0	0	0	OW SA-1	1
Sep	0	0	0	0	0	0	0	0	0	0	0	1	0	1
Oct	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Nov	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Dec	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total	1	0	1	2	4	0	0	4	0	0	2	4	4	14

April 2012

May 2012

[illegible][illegible][illegible][illegible]

'Midwives play key role in rural areas'

DNA Correspondent
AHMEDABAD

Women at Dahod have to be carried across hillsides before they reach a main road, that too when in labour. Following this, if they fail to get transport or a VCB service, they are left to deliver either along the main road or in the sloth paltanji in which they are carried till the main road by at least five men.

Such and many other issues were discussed during a state-level meeting held in the city on Monday to reform the role of Dai (traditional midwives) in Gujarat. Around 10 Dais had come from six tribal and four urban districts for the meet organised by CHETNA, one of the founders of Dai Sangathan Gujarat, along with SEWA Rural among others.

"Last year I assisted in 10 deliveries all at home as women in my village are scared of going to the local public health centre (PHC) for delivery," informed Bhama Sonaybhai Bagul from Jhari village, Gharkhadi PHC, Dang. During a session on the same she said, "At the PHC, we are not allowed inside and the curse at the centre often leaves women in labour in the labour room alone. The women are left packed as ours is a tribal area and we can't trust anyone around."

"Thankfully, these problems relating to maternal health and the role of Dais discussed during the meeting will now be put forth to the National Rural Health Mission (NRHM) and state health department in coming months with all evidence of such incidents," informed Smriti Bajpai, Dai Sangathan secretary and member of CHETNA.

Importance of traditional midwives for rural and tribal women was discussed at a meeting in the city on Monday



Pratik Shah/DNA

- घेतना ने किया 53 गांवों में सर्वे
- ममता तरुणी कार्यक्रम आयोजित

यह बात चेतना संस्था के सर्वेक्षण में पाई गई। सर्वेक्षण के मुताबिक साबरमती नदी किनारे के 53 गांवों के सर्वे में पाया गया कि सिर्फ 64 प्रतिशत किसानों एवं 41 प्रतिशत किसानों को

अविनव्यादी कार्यवाहों से जो स्वास्थ्य संसार पर प्रविष्टन किया। साक्षरी संस्था ने योतना लिखा है। हल देवतलेपेट नंद (सोडबल्ला) के साथ निवर्तक एक वसईयन आगंतिकी किन गया, जिसने 225 विद्यार्थियों ने भाग लिया। कार्यक्रम में एमसीएच, ग्राह्यनगर के साहायता निदेशक डॉ. एस. सी. विश्वत एवं सचिवकट्टा जिला स्वास्थ्य विभाग के आचार्यपदवी डॉ. मरुपुल्ल वसईयन सोडबल्ला अक्सर पर पोतना की दण निदेशक पल्लवी घेतले ने कहा कि विद्यार्थियों के स्वास्थ्य स्तर में वृद्धि लाने के लिए बहुत कुछ करना है। एक वर्षीय विद्यार्थी से कुछ विद्यार्थियों में 3-4 बिटले वजन होता है, लेकिन वह कुपोषित स्तर में ही है।

Sexual health info: Girls in the dark

TIME'S NEWS NETWORK

Adolescents aged between 10 and 19 years comprise around 22% of the total population of India. Poor access to information and services related to sexual and reproductive health (SRH), early marriage and pregnancy, poor life skills, sexual exploitation, and morbidity from risky behaviour are some of the challenges faced by this group.

A study conducted by CHETNA in the Sabarkantha district of Gujarat underlines the pressing need

Only 64% of the girls surveyed were aware of the legal age for marriage for girls (18 years), and even less (41%) were aware of the legal age for marriage for boys (21 years). Only 24% of the girls knew about prevention and treatment of nutritional anaemia. And 21% of adolescent girls consumed iron and folic acid tablets.

Less than 50% knew that even one penetrative sexual relation can make woman pregnant. Besides, 86% of adolescent girls were unaware of the purpose of condoms. Only 22% had ever seen a condom.

June 14, 2012, Tol. Pg 202

Aheadwadi: On World Population Day on Wednesday, women and child health activists rued the fact that there was still strong preference for sons in Gujarat where the child sex ratio in 0-6 age group is as low as 886 girls per 1,000 boys.

The total fertility rate (TFR) of Gujarat is 2.5. It has stagnated since the past decade. A correlation between educational levels and the TFR exists, which

is found to be 3.8 among illiterate and 2.2 among literate women. "The unmet need is 34.5 with the need for limiting births (23%) is higher than the unmet need for spacing births (6.5%)." release issued by Chetna said.

"The infant mortality rate of 41 per 1,000 live births is quite high. This issue also needs to be addressed," said Rajani.



Rajasthan Patrika Udaipur, 21062012 :DigitalEdition

- मातृ शिशु स्वास्थ्य सेवाओं को समुदाय तक पहुंचाने की पहल
- 'लहरे परिवर्तन की' पुस्तक का विमोचन

अतएव सर्वप्रथम के पीछे की, गुप्ता से
बताया कि वह मैथिलीदास से मिल गये।
प्रायःतीस के रहा। पीछे से एक-दो-तीस-पचास तक
मैथिलीदासी की समुदाय, साथ व बरतीं स्त्र
का पहुंचा। कि साफ-साफ मैथिलीदास
काईनाई ही। मैथिलीदास का अन्तर्गत
परिवारका प्रभावका किनाई अन्तर्गत ही
कि समुदाय कायनाई मैथिलीदासी की
अधिकतरका जगहों तक काईनाई ही, जहां
उनकी दुन मैथिलीदासी और कायनाई की
जाकासी होती। कायनाई में अतएव, एकदा
साथ जाती। एकदाअधिकतरका साथ,
अन्तर्गत अन्तर्गत, अन्तर्गत कायनाई
परिवारकी ही किनाई किनाई।

DNA Correspondent

The report will be shared at the Global Summit on Family Planning held in London on July 11 as part of World Population Day. It is part of the India report card developed by a group of civil society organisations in the country.

The unmet demand for family planning arises in two cases - when the couple wants to space their children's minimum age gap of three years between two kids or want to limit the number of offspring. Of the total unmet demand, 50% is for limiting number of children.

ing initiatives in the state, Ng-joi said that they have been working in several centres and have found that translation is

The state government so far put into effect a ban on having a multi-pronged strategy in a fertility population explosion.

"This includes encouraging people to adopt birth control measures, which is done by creating greater awareness among them and educating citizens about the advantages of a small family. These measures are going to be fruitful as the population growth rate is the cause

"We have to understand that the poor consider children to be an asset. What we need is a simultaneous effort at poverty alleviation, family planning and contraceptive use will not address the problem," said Dr. Bhat.

Modi's milk comment termed ugly

Experts say by attributing malnutrition among girls and women to them being fashion-conscious, Chief Minister Narendra Modi is shirking responsibility; Gujarat actually fares worse than 'underdeveloped' states on human development index

Dhruv Pathak Dave

Special Article | 3000 words approx.

Chief Minister Narendra Modi's statement that girls in state suffered from malnutrition because they are "more beauty-conscious than health-conscious" has stirred a hornet's nest. People in the know have questioned his source of information and wondered if he was updated with the ground reality.

Prof Dardash Mahadeva ofCEPT University saw Modi's statement as an insult to the women of Gujarat. "It is a completely irrational statement. This also reveals that there is complete lack of interest in the issue and the chief minister is not aware of the situation. We don't expect him to be knowledgeable but he should at least know of some ground realities," Prof Mahadeva said.

Said Renu Khanna of Society for Health Alternatives, "This is a very simple way of passing the buck on to someone else. In comparison to some other states, Gujarat's performance on human index is worse. It is worse than even Bihar. The situation is extremely problematic among the population. This is an irresponsible statement."

Quoting figures, Khanna said infant mortality rate (IMR) of Gujarat is 44 while India's is 47. However, IMR in rural Gujarat is 51 which is almost the same as in rural India. These figures are even higher than those in rural Bihar. States like Jammu & Kashmir, Jharkhand, Karnataka, Delhi, Maharashtra, Punjab, Tamil Nadu and West Bengal fare better than rural Gujarat.

Dhruv Shah, an accountant, raised the question of affordability of milk. "Where is the money with the middle class to afford milk all the time? It is so difficult to run the house on one income when the prices are rising. Why is nobody addressing that issue?"

Her statement was echoed by Rishin Acharya, a shop owner in Gandhinagar. "To say that we are beauty conscious is ridiculous! I have seen instances of discrimination where the boys are given milk and girls are denied. This generation is majorly into junk food which I think should be prevented rather than anything else," he said.

Senior bureaucrats were evasive in their replies. Rajesh Khosla, principal secretary (medical services and medical health) said that he did not deal with the issue. "This is not something that I handle. You should speak to someone in women and child development department."

When contacted, Anja Sharma, women and child development secretary, said she was not aware of the issue. "I was traveling so I am not really aware of what the chief minister has commented," she said.

Meanwhile, in an open letter, social activists Rajat Prasad, Dr. Tejesh Shah and Dr. Nandini Manjekar wondered if Modi's statement was based on any study. "We would like to know if



Modi said that girls were more fashion conscious than health conscious

NOT SO MILKY

Child and welfare department figures state that the overall percentage of malnutrition in state is 45.6%, while that of young girls is 43%.

National Family Health Survey 2005-06 states that there are 47% children who are underweight while 42% children are stunted. The reason for this is being cited is that malnutrition is high among children due to mother's malnutrition.

56% of women in the age group 15-49 are anemic.

61% of pregnant women are anemic. 22% men are anemic.

Latest Material Mortality Rate (MMR) of Gujarat (2007-09) is 148. This is much higher than Kerala which is at 81, Tamil Nadu at 97, Maharashtra at

104, Andhra Pradesh at 134 and West Bengal at 145.

This statement is based on a research study that examined whether malnutrition in Gujarat related to lifestyle issues. We ask you to share the findings of this study with the people of Gujarat since available data portray a grim scenario.

Citing Human Development Report 2011, they pointed out that Gujarat is the worst among the high per capita income states in the country in fighting malnutrition, even lower than the 'less developed' states of Odisha, Uttar Pradesh, West Bengal and Assam. In Gujarat 44.6% of children below the age of 5 suffer from malnutrition, 41% are underweight, and nearly 70% are anemic. More than half the women in Gujarat (55%) also suffer from anemia.

Malnutrition is directly related to issues of

livelihood and well-being, which are the foremost indicators of development, which you as chief minister take credit for having spearheaded in the state of Gujarat, the trio said.

"You and your government have to take responsibility for the factors that have led to these appalling statistics—where almost half the children do not even have access to milk—through pursuing a development model in aggressive promotion of privatisation. It is shocking that you should attribute this to the state being largely 'middle-class' and vegetarian and obsession with body image among girls. These statements are not only completely lacking in fact but also reflect an amazing callousness and trivialisation of the real issues of the people, especially women and girls, for whom access to livelihoods, education, healthcare and survival itself is a matter of everyday struggle," they wrote in the letter.

CASUAL STATEMENT

It is a careless and casual statement. Had a dietician said this he would have lost his job! Modi's statement pertains to a certain group but not to the entire population. He should have been a little more careful.

SHIV VISVANATHAN
academician and columnist

Malnutrition occurs majorly among poor women and children. The middle class group with malnutrition forms a very small percentage of the population. The problem is more among those who have alternatives to milk. The poor don't refuse. Actually, they don't have access to milk.

INDU CAPOOR
founder director of Centre for Health Education Training & Nutrition Awareness (CHETNA)

Modi's 'beauty' pill hard to swallow

Experts say lack of nutritious food, drinking water and sanitation, not obsession with body, driving up malnutrition in women

Smitha R. AHMEDABAD

Contrary to what Gujarat chief minister Narendra Modi would have us believe, it is actually the lack of nutritious food coupled with several other factors that is leading to high incidence of malnourishment in the state.

Unlike Modi, neither the Union government nor experts working in the field of health and nutrition believe that it is obsession with their body that is driving women towards malnutrition.

Apart from women, the National Family Health Survey-3 in its analysis has clearly mentioned the high incidence of malnutrition among children as well as adults.

The survey in its analysis has stated that children's nutritional status in Gujarat has not improved in the seven long years since NFHS-2. "Our women don't get enough food to eat. Particularly in the villages, they are overburdened with work and have no time to concentrate on either their health or their children's health," said Smitha Bajpai, programme officer, Centre for Health Education, Training and Nutrition

Statistics tell a different tale

- Anemia is particularly high among women from Scheduled Tribes (74%).
- About 1/5th of men are anemic, with those between 20 and 39 years of age more likely to suffer from it.
- More than one-third of adults in Gujarat are too thin (36% of both women and men in the age group of age 15-49).
- Undernutrition is particularly serious among the poorer sections of society, and those belonging to Scheduled Tribes.

(Source: NFHS-3 Gujarat state report)

Our women don't get enough food to eat. Particularly in the villages, they are overburdened with work and have no time to concentrate on either their or their children's health"
—Smitha Bajpai, programme officer, CHETNA

55% or more women in the state suffer from anemia
61% of women who are pregnant or are breast-feeding are anemic
52% children under five years of age are too short for their age

MODI WAS MISQUOTED, SAYS GOVT
Reacting to the controversy, the government released Modi's elaborate statement made before the WSA. "We are the first state to raise the issue of malnutrition. Gujarat is by and large a vegetarian state, and is also a middle-class state. The middle class is more beauty conscious than health conscious—that is a challenge. A lot needs to be explained to both the beauty conscious and the health conscious. We have to request to them that there should be a good nutritional situation," Modi had said in the interview.

Awareness (CHETNA). She said that inadequate coverage of nutrition supplement schemes is another factor.

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Turn to p.6. Speak up p.4

Publication: One World South Asia	Date: 24 August 2012
Page No.: Front page	Edition: South Asia

Poor health of women in India due to social inequalities: NGO

24 August 2012

According to Indu Capoor, Founder and Director of CHETNA, Ahmedabad, the cause of poor health of women is the result of social and legal inequalities.

Nutrition and health rights of women, young people and children was the focus of a recent consultation organised by CHETNA, in New Delhi.



A report on India's progress on human rights was discussed at the consultation, which was attended by stakeholders and MPs. This report was submitted at the Universal Periodic Review (UPR) by the United Nations.

Capoor said several initiatives were taken up by the organisation towards formulating policies and plans aiming at improving health status of women in India. She emphasised on the need to make investments to actualise rights.

Some of the key recommendations that emerged through the consultative process highlighted the need for convergence between the different ministries and departments, announcement of National Policy for Children, National Policy for Early Childhood Care and Education, Youth Policy 2012.

The consultation also focused on the urgent need to pass the Food Security Bill. Quality health and nutrition services was the need of the hour and must be guaranteed to all citizens, as per the discussion at the consultation. There is a need for regular and

continuous dialogue with elected members from panchayat to parliament. The consultation was a platform for dialogue among parliamentarians and civil society

Coverage: One World South Asia, 24 August 2012

Vasectomy: Urban men wilt, tribals for it

More tribal men willing to go under the knife to limit families; Panchmahals, Dangs lead the pack

Smita H

Tribal men, it seems, are more willing to go under the knife to limit their family.

Data collected by Centre for Health Education Training and Nutrition Awareness (CHETNA) for 17 districts has shown that highest number of male sterilisations has been achieved in districts with considerably high tribal population.

Between 2007 and 2012, 333 men in 43 villages of Dangs district underwent vasectomy (male sterilisation). This number stood at 142 males in Panchmahals while Valsad

recorded 63 such procedures. Of the 17 districts, at least 10 are such where the number of men undergoing sterilisation is in the single digit. (see table for more details)

The male sterilisation programme is part of the mother NGO programme of the Centre. Under this programme, NGOs are roped in to ensure effective implementation of various health policies. CHETNA has been re-source centre for various other NGOs in 22 districts of the state.

Smita Bajpai, programme officer with CHETNA said that vasectomy is one of the areas covered under the programme. "So far we have seen that it is the tribal districts that have shown good performance,"

said Bajpai. On what could be the reason for the same, Bajpai said that social barriers among tribals are lower. "Non-tribal societies hap-



pen to be highly male-dominated when compared to tribals. The barriers for the latter are relatively low. In male-dominated societies, sterilisation is seen as something that the woman should undergo," said Bajpai.

Coordinator for the programme in Dangs, Dr. Bipin Parmar said the other reason could be that tribals get lured by compensation given by the government. "Men who undergo

vasectomy get Rs 100. It is a bit less for women. Most of the tribals happen to be poor and 40% of them migrate to other places in search for work. Hence the compensation part also attracts them," said Dr. Parmar. He said they train healthworkers not only in understanding family planning programme, but also how to counsel patients, particularly men, to undergo such operation.

FIGURES SPEAK

District	Village	Population	Period	Vasectomy
Ahmedabad	16	26036	2007-12	2
Anand	17	36442	2006-12	1
Banaskantha	24	22080	2007-12	0
Jamnagar	21	51404	2007-12	3
Kheda	12	29054	2008-12	1
Panchmahal	29	28761	2007-10	142
Rajkot	27	34415	2007-12	-
Sabarkantha	35	36431	2006-10	12
Surendranagar	24	38010	2007-10	12
Tapi	27	27418	2007-10	27
Valsad	17	21386	2007-12	63
Vavadi	13	28321	2008-12	32
Palan	31	33246	2008-12	1
Dang	43	41435	2007-12	333
Mahesana	20	33342	2008-10	1
Anand	9	30992	2009-12	3
Surat	46	54500	2008-11	3

(Statement of total male sterilisation - district wise up to the year 2012)

Details of Circulation

- Divya Bhaskar**, is the largest Gujarati language newspaper in terms of circulation-approximately 8, 54,097 readers daily. (Source: ABC July -Dec 2010) and is published in 7 editions and 27 sub-editions in 2 states. (www.divyabhaskar.co.in)
- Sandesh** is leading newspaper of Gujarat. The total circulation is 50.5 million and that of Ahmedabad is 3.01 million (2003) (<http://www.sandesh.com>)
- Daily NEWS & Analysis (DNA)**- is an Indian English language daily Newspaper. Its readership is 9,30,000. Its Readership of Gujarat is approximately 6,00,000 readers, daily and for Ahmedabad it is 18,000 (2012). (<http://www.dnaindia.com/about>)
- The Times of India (TOI)** is an Indian English-language daily newspaper. According to the Indian Readership Survey (IRS) 2012, the *Times of India* is the most widely read English newspaper in India with a readership of 76.43 lakhs (7.643 million). The readership of Ahmedabad is 85,000 daily (2012). (<http://timesofindia.indiatimes.com>)
- Ahmedabad Mirror** : It is a City Edition by the Times of India Group. The readership of Ahmedabad Mirror is 67,000 (2012). (<http://www.ahmedabadmirror.com/>)
- Indian Express**: is an Indian English language newspaper. According to the Indian Readership Survey (IRS) 2012, its readership is 667 lakhs (667 million). (<http://www.indianexpress.com>)
- Rajasthan Patrika** : The total Circulation of the paper is 6.756 million and that of Ahmedabad is 80,000. Rajasthan Patrika is one of the most circulated daily newspaper published in Hindi language from the Indian state of Rajasthan. Simultaneously, there are publications of Rajasthan Patrika from major cities of Rajasthan as well as of India This popular daily also has a web version available over the Internet. (<http://www.rajasthanpatrika.com/>)
- The Indo-Asian News Service (IANS)**: is a full-fledged, 24 by 7 agency putting out the real-time news from India, South Asia and news of interest to this region around the world. (<http://www.ians.in/>)
- The One World South Asia** is a popular website on sustainable development and human rights. (<http://southasia.oneworld.net/>)

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