

unicef  
**AWARDS**  
2012

for Gender Sensitive  
Programmes in  
Telugu TV Channels





## TABLE OF CONTENTS

<b>1</b>	<b>EXECUTIVE SUMMARY</b>	<b>2</b>
1.1	Findings Overview	2
1.2	Implications for Future	3
<b>2</b>	<b>INTRODUCTION</b>	<b>4</b>
2.1	The Girl Child in Andhra Pradesh	6
2.2	Media and the Girl Child	7
2.2.1	Interventions	7
2.2.2	UNICEF Initiatives	8
2.2.3	CMS Efforts	9
<b>3</b>	<b>BACKGROUND</b>	<b>10</b>
3.1	The Jury	11
3.2	Planning	12
3.3	Channels and Time Band	12
3.4	Campaign	13
3.5	Media Consultation	13
3.6	Counseling	13
<b>4</b>	<b>CONTENT &amp; ANALYSIS</b>	<b>14</b>
4.1	Initial Roadblocks	15
4.2	The Outcome	15
4.3	Programmes	17
4.3.1	News Coverage	18
4.3.2	Documentaries	20
4.3.3	Interactive Programmes	21
4.3.4	Public Service Messages	22
4.3.5	Serials	23
4.3.6	Tele-film	23
4.3.7	Other Formats	23
4.4	Summing Up	24
<b>5</b>	<b>SELECTION PROCESS</b>	<b>26</b>
5.1	Monitoring Roll-out	27
5.2	Monitoring and Analysis Guidelines	27
5.3	Jury Meetings	27
5.4	Nominations	28
5.5	The Judgement	29
5.6	Viewpoint of the Jury	30
5.7	Conclusion	30
<b>6</b>	<b>JURY REPORT</b>	<b>31</b>
6.1	Observations and Suggestions	32
<b>7</b>	<b>AWARD WINNERS</b>	<b>34</b>
<b>8</b>	<b>THE COVERAGE</b>	<b>38</b>
<b>9</b>	<b>STATISTICAL TABLES</b>	<b>48</b>
9.1	Table 1: Highlights of the Media Monitoring – 2009, 2010 vs 2011	49
9.2	Table 2: Content Monitoring Summary	49
9.3	Table 3: Total Coverage on Girl Child Issues	49
9.4	Table 4: Total Programmes	50
9.5	Table 5: Total Programmes Duration (in minutes)	50
9.6	Table 6: Issue-wise Programmes	51
9.7	Table 7: Issue-wise Duration (in minutes)	51
9.8	Table 8: Comparison 2009, 2010 vs 2011	52
9.9	Table 9: Month-wise Programmes - September 19 to December 27	52
9.10	Table 10: Month-wise Duration (in minutes) - September 19 to December 27	52

# EXECUTIVE SUMMARY

### 1.1 OVERVIEW

For the third successive year, the visual media returned an overwhelming response to the UNICEF call to champion the cause of the girl child. A record number of 702 programmes, devoting more than 93 hours of their prime time, focusing on various issues of the girl child were telecast by fifteen popular Telugu television channels, reflecting their commitment to societal concerns, and putting aside their commercial compulsions and the TRP race.

Twelve news channels contributed 525 programmes of 2,502.12 minutes and the 3 non-news channels telecast 177 of 3,093.11 minutes. Overall, the coverage on girl child by the entertainment channels increased from 2,815 minutes in 2010 to 3,093.11 minutes in 2011. The news channels too increased their coverage from 2,428.55 minutes to 2,502.12 minutes despite their other competing priorities.

As high as 59 documentaries, 42 interactive programmes, 62 promos were among the programmes telecast during the 100-day campaign. The media has displayed a keenness to be associated with the prestigious awards recognizing the merit in being associated with an organization of this repute and is competing to grab the opportunity.

All the core issues relating to the girl child were covered by the channels with a highly-professional approach. While female foeticide continued to dominate the attention of the channels in the light of the dwindling sex ratio statistics, early marriage, trafficking and child labour were other priority themes. Two neglected issues, education and infant and maternal mortality especially were highlighted this year. Several other concerns such as health and nutrition were also dealt with.

For the first time, channels highlighted girl child related legislations to educate the common man on the relevant Acts. Channels made special efforts with investigative stories to attract the attention of the authorities to the plight of the girl child. A couple of positive stories enhancing the dignity of girl child were also telecast.

Channels made use of all formats of telecast in their race to gain UNICEF recognition – serial interactive programmes, documentaries and live discussions, besides also highlighting the message through folk songs, classical dance and even small skits. Short promos again were their favourites and were repeated as many times as possible in between their important programmes.

An encouraging trend visible among seven channels was a consistent increase in girl child related programmes in the last three years.

UNICEF partnered with CMS, in implementing this intervention of awarding the most gender-sensitive Telugu channels, since 2009. The CMS office in Delhi and its office in Hyderabad worked in streamlining the entire process of the UNICEF Awards initiative – setting up a jury, monitoring of television programmes, providing television personnel with data support, inputs, reminders and reviewing their programmes.

The 100-day UNICEF campaign for the girl child was formally launched with Media Consultation Workshop on September 19, 2011. Several well-known names from the television media representing 15 channels participated in these discussions.

CMS scanned relevant material comprising 6,000 hours of recorded programmes aired by 15 channels and meticulously analysed the same to present the synopsis to the Jury. The Jury had as many as nine meetings spread over more than 27 hours to finalise the selection criteria and select the awardees. The UNICEF Awards 2012 for Gender Sensitive Programmes in Telugu Television Channels have been decided by an eminent five-member jury, headed by Justice B Subhashan Reddy, former Chief Justice of Madras and Kerala High Courts.

## 1.2 IMPLICATIONS FOR FUTURE

UNICEF Awards are now established as an annual feature. A need was felt to standardize the schedule for monitoring and presentation of awards. The awards schedule requires to be announced in advance for channels to plan programmes. Intimation may be given six months in advance to enable channels to adequately plan quality programming.

Some important channels were not able to match last year's enthusiasm. Their apathy needs to be ascertained and efforts must be made to pull them back in the coming years. The three popular entertainment channels – Gemini, MAA and Zee Telugu – with highest viewership serials did not respond this year too. Hence, a different strategy may be required for news channels and entertainment channels. While the 100-day campaign holds good for news channels and channels with occasional news bulletins, a separate annual awards may be announced for entertainment channels by soliciting nominations, as many of their popular serials have been running on the screen for years.

Focus of the awards ought to be on two or three dominant issues each year to concentrate efforts and bring the issues into sharp focus. This will also help in judging the channels relative potentiality and commitment in producing programmes on the focused themes.

While there was an improvement in the production values of documentaries and interactive programmes, quality and time devoted for the popular format of 'promos' was



not satisfactory as compared to last year. To sustain the interest of channels in this purposeful initiative, and as an incentive to their creative abilities, it was felt UNICEF could consider procuring some good promos and sponsoring their telecast.

Enhanced media intervention is required. Media consultations could be held in-house at such channels to cater to individual attitudes. Interactive sessions, separately for scriptwriters/programmers and reporters, to define more explicitly the gender sensitive concept would enable qualitative improvement of the programmes.

UNICEF, through these awards, is keen to encourage the channels to put out programmes championing the cause of the girl child, which will have an enduring impact on the hearts and minds of the people and society, at large.



CHAPTER 2

# INTRODUCTION



India's child sex ratio continues to plummet, indicating that female foeticide and infanticide remain rampant. Child sex ratio (0-6 years) has further declined to 914 girls for every 1,000 boys as compared to 927 in 2001 (Census 2011). In many parts of India, the girl child is unwelcome even before birth and is denied fair care and treatment right from birth and through the childhood years. Prof. Aparna Rayaprol, University of Hyderabad, says: "It is a blot on the reputation of the nation that the girl child is not allowed to take birth at all and even when born is unable to enjoy equal rights."

According to UN targets, India should reduce mortality rate of children below five to 42 deaths per 1,000 births by 2015 which seems a farfetched idea for many states.

The drop in the child sex ratio has largely been attributed to sex-selective abortions in some parts of the country. In India, 682 thousand female foetuses were destroyed between 2001 and 2005, which is 18 to 19 hundred every day (*Estimation of Missing Girls at Birth and Juvenile Ages in India*, Prof. P M Kulkarni).

Most subtle forms of violence against children such as child marriage, economic exploitation, practices like the 'Jogini' tradition of dedicating young girls to gods and goddesses, are justified on grounds of culture, tradition and religion (*Child Protection, Eleventh Five Year Plan 2007-2012*).

Heartening though that the overall sex ratio has increased from 933 females for every 1,000 males in 2001, to 940 in 2011, indicating that a girl child's chance at life greatly improves once she crosses the age of 6 (*Census 2011*). A healthy sex ratio remains a largely southern phenomenon – Tamil Nadu, Andhra Pradesh and Chhattisgarh round out the top five. Paradoxes abound, though. According to Census 2011, states with a higher literacy have a low (child sex ratio) CSR, revealing that just being literate is not enough to wipe away the deep-set bias in the Indian society towards girl. Maharashtra, with a literacy rate of almost 83%, has a CSR of 883, while Chhattisgarh, with just 71% literacy (61% for women) has a CSR of 964 (*Census of India, 2011*).

"The high girl child mortality rates are a worrisome trend. This now explains why the child sex ratio is falling. This is certainly the grimmest news coming out of Census 2011," according to Census of India Registrar General and Commissioner C. Chandramouli.

Indices portraying the current status of women and children have not shown significant improvements. Maternal Mortality Rate declined from 3.01 to 2.54 per 1,000 live births (*SRS 2001-03 / 2004-06*). The slow decline may be attributed to the lack of access to emergency obstetric care and limited availability of quality institutional care, especially for those living in remote and inaccessible areas

Crime against women increased by 19% from 1, 64,765 in 2006 to 1, 95,856 in 2008 (*NCRB, 2008*). 37.2% married women have experienced spousal violence (*NFHS - 3, 2005-06*). Reported incidence of crime includes rape and other sexual offences, female foeticide, dowry deaths, domestic violence, trafficking and child marriage.

The Gender Inequality Index (GII) reflects gender-based inequalities in three dimensions – reproductive health, empowerment, and economic activity. India has a GII value of 0.617, ranking it 129 out of 146 countries in the 2011 index. For every 100,000 live births, 230 women die from pregnancy related causes; and the adolescent fertility rate is 86.3 births per 1,000 live births. Female participation in the labour market is 32.8 per cent compared to 81.1 for men.

Child marriage is a persisting harmful traditional practice, rampant in many parts of the country. National Family Health Survey (II) data suggests that the median age for the



marriage of girls in India is 16.4 years. The survey also found that 65% of the girls are married by the time they are eighteen.

The enrolment figures in schools, for girls are comparatively lower than those for that of boys indicating that many girls do not get enrolled in schools. Around 34% per cent of girls drop out before they complete Class 5. One of the major reasons why so many girls do not attend school is because of their workload at home and outside. Daughters are often kept at home to help the family because the social and economic value of educating girls is not recognized. It is a little known fact that among the world's exploited child workers, girls outnumber boys. Without access to education, girls are denied the knowledge and skills needed to advance their status (*Report of Working Group on Development of Children for the Eleventh Five Year Plan, 2007-2012*).

## 2.1 THE GIRL CHILD IN ANDHRA PRADESH

Looking at the status of the girl child in Andhra Pradesh specifically, as the fifth most populous state in India, AP has a population of 84,665,533, with a Human Development Index (HDI) that has been consistently lower than the all-India average and other south Indian states (*Census of India, 2011; AP Human Development Report, 2007*). While the gender-adjusted HDI in the district improved between 1990 and 2001, Hyderabad and other areas of the state still rank lower on gender empowerment, indicating that women remain at a disadvantage in the district (*AP Human Development Report, 2007*).

Girl child and gender issues that are common in India as a whole are prevalent to greater and lesser extents within the state, including

female foeticide and infanticide, girl child labour, girl child trafficking, girl child marriage, maternal mortality and low girl child education (*UNICEF, 2010*). Reports from M V Foundation in Andhra Pradesh reveal that nearly 400,000 children, mostly girls between seven and 14 years of age, toil for 14-16 hours a day in cottonseed production across the country. Ninety per cent of them are employed in Andhra Pradesh alone (*HAQ: Centre for Child Rights. Status of Children in India Inc., 2005*). The problem of trafficking is acute in Andhra Pradesh, Bihar, Karnataka, Maharashtra, Tamil Nadu, Rajasthan, Uttar Pradesh and West Bengal (*Mukherjee, 1997*).

Statistical data on the girl child in AP highlight the consequences of such practices. While the sex ratio in AP as of the 2011 census was 992, up from 978 in 2001, within the state the sex ratio varies considerably (*Census of India, 2011*). Lower sex ratios are found in urban areas such as Hyderabad and higher sex ratios prevail in rural areas such as Nizamabad (933 and 1017, respectively, in 2001). Furthermore, in the 0-4 age group, the sex ratio decreased from 1991 to 2001, and the loss of life for ages 5-14 is higher for girl children than boys (*Centre for Good Governance, 2007*).

Girl children also miss out on educational opportunities, partly due to parental apprehensions about safety and the inadequate provision of sanitary facilities for girls at schools - only about 11 per cent of schools in Andhra Pradesh had such facilities as of 2001 - with the result that female literacy in 2001 was only around 50 per cent (*Centre for Good Governance, 2007*). In addition, child labour is prevalent in the state, with 1,363,339 children working as of 2001 and AP ranking second highest in India in the number of child labourers.

Early marriage is also a concern, as 83 per cent of rural and 58 per cent of urban women are married before the age of 18, with a median age of 15 years and 17 years, respectively (*Centre for Good Governance, 2007*). According to Dr Mamata Raghuveer, Director, Tharuni, and Jury member of UNICEF Awards 2012: "Girl child marriages are of alarming proportion in rural Andhra Pradesh. Channels must take up this aspect as a priority issues as it threatens to pose serious gender inequality in the society."

Thirty four per cent women in the age group 15-19 are already married. In Andhra Pradesh, as high as 79.8% of the girls were married before reaching the legal minimum age of eighteen years (*NFHS-II, 1998-99*).

## 2.2 MEDIA AND THE GIRL CHILD

Media, as exemplified by the unique UNICEF initiative, should be harnessed to portray images consistent with human dignity of girls and women, as laid out in India's National Policy for Empowerment of Women. Ms Volga, social activist and writer is of the opinion that media has failed to focus on genocide carried out on the girl child in India. It is time for responsible channels to be more responsive in their sting operations on 'scanning centres'.

India's five year strategic plan 2011-2016 seeks to redress this anomaly with the Ministry of Women and Child Development going all out to strategically use all forms of the mass media as a resource to advance social and public policy initiatives to highlight issues concerning women and children in the next five years. UNICEF's Awards initiative is aligned with this objective of removing gender stereotypes and promoting balanced portrayals of women and the girl child in the media. According to Ms P N Vasanti, Director, CMS: "When political parties and businesses can use the media for moulding public opinion, so can a social cause be promoted, using the power of television. Innovative programming is the need of the hour."

Removing demeaning, degrading and negative conventional stereotypical images of women and violence against women in the media will go a long way in changing societal attitudes towards women. Ms Anita Rajendra, Director of Women and Child Welfare Department, Government of Andhra Pradesh advocates harnessing the power of television in bringing about attitudinal changes. It, therefore, needs to project gender issues in a manner that would enhance the dignity of women. Close coordination of the private sector partners and media networks at all levels will help ensure equal access for women particularly in the area of information and communication technologies.

### 2.2.1 INTERVENTIONS

With the Department of Women and Child Development at the Centre becoming a full fledged Ministry and the juvenile justice and adoption related matter being transferred to this new Ministry in 2006, many new plans are on the anvil for women and child development.

The proposed *Integrated Child Protection Scheme (ICPS)* is a centrally sponsored scheme, among several others, to address the issue of child protection and build a protective environment for children through Government-Civil Society Partnership.

Some other schemes already implemented by the Ministry addressing girl child issues are *Swadhar*, and *Short Stay Home*, a scheme for rescue of victims of trafficking and relief and rehabilitation of rape victims. The *Kishori Shakti Yojana* is yet another scheme of the Ministry that can be used to meet protection goals. (*Sub group report of the Child Protection in the Eleventh Five Year Plan, 2007-2012*).

Besides a series of ongoing initiatives by the Government of India, there are number of measures for the development and welfare of the girl child under implementation in Andhra Pradesh. The new *Girl Child Protection Scheme (GCPS)* started in 2005 with insurance coverage seeks to eliminate prejudice against the girl child through direct investment from the Government, encourage education for girls at least up to the intermediate level and discourage girls from marrying before the age of 18. The Department of Field Publicity in Srikakulam has taken up a special drive on literacy to concentrate on the education of girls, particularly in rural areas. The state government has universalized the ICDS Programme in the entire State with 387 ICDS Projects which promote health and nutrition and education to children, women and adolescent girls. The *National Programme for Adolescent Girls (NPAG)* is a pilot project initiated by the Planning Commission to provide free food grains to under nourished adolescent girls in 51 identified districts in the country. The *Kishori Shakti Yojana* is intended to provide awareness to adolescent girls on trafficking, child marriage act and on topics of social, health and economic issues and help them earn their livelihood. Around 17,760 *Balika Mandals* have been formed in the state with target group covering 11 Anganwadi Centres in a project every year. A comprehensive policy for combating trafficking of women and children for commercial sexual exploitation was issued in 2003. In the year 2009-2010, 48 Victims of Commercial Sexual Exploitation and Trafficking (VOCSETS) were given relief of Rs.10, 000/- each. A total of 475 trafficking victims were provided shelter in 32 Swadhar Homes.



September 19, 2011, Media Consulting at the Green Park Hotel, Hyderabad

## 2.2.2 UNICEF INITIATIVES

UNICEF has been working in India since 1949. The largest UN organisation in the country, it is fully committed to working with the Government of India and the states to ensure that each child born in this vast and complex country gets the best start in life, thrives and develops to his or her full potential.

One of the major issues identified by the UNICEF across the globe is 'gender biases'. This social evil is rampant in Asian countries.

UNICEF India office itself has undertaken imaginative partnerships with media experts, including a series of workshop in 2002 with Doordarshan to increase their skills in working with children on screen. In 1990, it developed the Meena - animation series in India, with Ram Mohan, an eminent animation expert. Later this series has been extensively used for various campaigns and programs including spots, promos and songs.

UNICEF Hyderabad, in partnership with Prasar Bharti, has also initiated a special award for films as change agents. From January 2005-2007, this award was given to budding amateur and professional film/documentary makers to make films around the issues faced by girl child.

More recently, UNICEF commissioned a full-fledged soap opera on prime time Doordarshan called "*Kyuki Jeena Issie Ka Naam Hai*" meaning- because this is what you call life.

### 2.2.2.1 UNICEF AWARDS FOR TELUGU TELEVISION CHANNELS

Though the impact of media on the mind space is huge, the limited number of positive and realistic girl and women role models across the mainstream media in India remains a concern. In the context of a highly commercialized media landscape, revenue generation is a prime motivator. However, given the great influence television has on the minds of the people, socially-responsible media behaviour needs to be encouraged and incentivized.

Noticing the scenario in the television sector, the UNICEF felt motivating or encouraging television channels through some awards could make television professionals more proactive and enthused to the cause of the girl child. Accordingly, the first initiative came in the form of UNICEF Awards for Gender Sensitive Programmes in Telugu TV Channels' in Andhra Pradesh in the year 2010.

UNICEF Hyderabad started these awards to incentivize television focus towards girl-child issues. The purpose of the intervention is to sensitize and generate awareness amongst Telugu television channels on issues related to the girl child and also create a platform where television media can be recognized and rewarded for their efforts in covering these issues.

#### 2.2.2.1.1 UNICEF Awards 2010

UNICEF partnered with CMS for the first initiative in 2009. This initiative was research based involving tracking and content analysis of 17 Telugu channels during prime time (7 pm to 10 pm) for two months. Also, to motivate and involve television professionals a series of discussions and workshops were organised. The preparation of this program included preparing evaluation tools and parameters along with constituting an eminent and credible Jury. The culmination of this intervention was a gala awards ceremony in January 2010, attended by most of the Telugu channels.

Telugu television channels are often criticized for their "insensitive and exaggerated" coverage of the political events. However, they responded well to the UNICEF's Awards programme-2010. Some of the Channel CEOs present at the Awards presentation ceremony assured their commitment to devote more time and attention for girl child issues in their future programmes.

Justice B Subhashan Reddy, Jury Chairperson, lauding the UNICEF initiative commented, "the unique UNICEF initiative to monitor and enhance programmes showing the

girl child in a positive light on television will go a long way in changing societal attitudes towards gender equality.”

### 2.2.2.1.2 UNICEF Awards 2011

With the success of the first intervention in triggering programmes and coverage of girl-child issues, UNICEF returned with the Awards for a second time in 2011. Based on lessons from year one, the second year’s interventions stretched over longer period and was more intensive. Television channels’ response to the UNICEF’s Initiative - 2011 was superior, both qualitatively and quantitatively, to that of 2010. Channels were more conscious about UNICEF awards, its prestige and merit and hence, greater effort was visible in producing programmes which could bag awards. The total telecast time devoted by the 15 channels, during the 100 days, was a record 5,244 minutes (87 hours 40 minutes). Going by CMS experience, never before in India have channels devoted so much telecast time on one social development theme. More than 530 programmes of about 87 hours related to the girl child were telecast during the 100 days. Television channels proved their commitment, not by mere numbers, but also by their effective and qualitative production.

### 2.2.3 CMS EFFORTS

UNICEF partnered with CMS, for the third year in running, in implementing this intervention of awarding the most gender-sensitive Telugu channels in the year 2012. CMS is a research-based think tank on multidisciplinary social issues. The CMS Media Lab has been studying media trends and concerns while developing methods for more effective communication strategies on social development issues.

The CMS office in Delhi and its office in Hyderabad has worked towards streamlining the entire process of the UNICEF Awards initiative – setting up a jury, monitoring of television programmes, providing television personnel with data support, inputs, reminders and reviewing their programmes as per UNICEF objectives. Information on child marriage, girl-child labour, girl-child education and

various schemes implemented by both the government of India and government of Andhra Pradesh for the welfare of the girl child was collected from official agencies/ civil society organizations by CMS and handed over to the programmers and script writers as source material for their programmes.

CMS sent as many as eleven advisories during the hundred days of the campaign on various aspects concerning the girl child. Apart from providing information related to the girl child periodically, CMS team met the channel programmers at frequent intervals and discussed with them the kind of programmes they could plan. Channels were also motivated to highlight their programmes through scrolling.

For the Media Consultation Workshop, CMS team identified script writers and also, copy writers of channels, and ensured their participation. Several well-known names from the television media participated in the lively workshop. Of the eighteen channels identified for the UNICEF Awards 2012, 15 channels were represented by their senior programmers and fiction and script writers. Ms Sailaja Suman, Director, DD Saptagiri, Dr K Ramachandra Murty, CEO, HMTV, Mr V S R Sastry, Chief Editor, iNEWS, Mr Vommy Ramesh Babu, Senior Script Writer and Creative Editor, ABN Andhra Jyothy, Mr Emani Krishna Rao, Senior Correspondent, Doordarshan, Mr Chandra Sekhar Azad, Senior Script Writer, MAA TV, all reaffirmed their commitment to champion the cause of the girl child. Programme heads MAHAA News and Studio N who could not participate in the workshop assured full cooperation for the success of UNICEF’s efforts.

September 2011, Researchers in Action at the CMS Media Lab

November 2011, Jury Member Inspecting CMS Media Lab



CHAPTER 3

# BACKGROUND



Two successive and immensely effective runs – 2010 and 2011 – of the UNICEF Awards inspired UNICEF to launch the third successive initiative, UNICEF Awards 2012 for Gender Sensitive Programmes in Telugu TV Channels. The prestige in being associated with an organization of the repute of UNICEF, the unbiased and credible approach of the jury and the professionalism of the CMS in the whole process, have firmly established the Awards, as a much-awaited annual feature for Telugu television channels. The experience of the last two outings and the introspection post-awards, has helped lay the road map for the third year of the Awards. UNICEF, once again, chose CMS to handle the third initiative, in an effort to concretize the gains of the first two years.

### 3.1 THE JURY

The UNICEF Awards 2012 for Gender Sensitive Programmes in Telugu television Channels began with the constitution of a five-member jury. CMS, in consultation with UNICEF, identified the jury members based on their eminence, standing and knowledge of media.

#### Justice B Subhashan Reddy

Justice B Subhashan Reddy is a well-known and high-profile personality with an illustrious career, spanning four decades in the Indian judiciary. Former Chief Justice of Madras and Kerala High Courts and First Chairman of Andhra Pradesh



Human Rights Commission, Justice Reddy was known for his landmark and path-breaking judgments and admired for his commitment to upholding the rights of children, particularly the girl child. His suo moto initiatives to prevent early child marriages, child labour and for imposing a ban on child artistes in television shows, earned him all-round appreciation from people, but also among his professional colleagues, besides civil society groups and administrators.

The five-member Jury headed by Justice Reddy has brought credibility and honour to the third edition of the UNICEF awards.

January 18, 2012, Final Jury Meeting



#### Other Members of the Jury:

**Mr Akkineni Kutumba Rao**, *Producer, Director, Writer*

Mr Rao has produced six films and close to one thousand television episodes. While two of his films including *Bhadram Koduko* won National Awards, 19 of his television serials received the Andhra Pradesh Government prestigious Nandi Awards. He has to his credit 10 Telugu novels focusing on child and women issues. Mr Rao has also served as Jury member for the National Film Awards Committee.



**Dr C Mrunalini**, *Professor, P S Telugu University*

A broadcaster, anchor and writer on women's issues, Dr C Mrunalini is a popular personality on television and in literary circles. She has been Jury member in the earlier two editions of the UNICEF awards.



**Mr G Valliswar**, *Chief Editor, Andhra Pradesh Journal*

Mr Valliswar is a senior journalist with 35 years of experience in Telugu and English dailies and Telugu television. Mr Valliswar has earlier been part of the 2011 Awards Jury.



**Dr Mamatha Raghuv eer**, *Social Activist*

A committed social activist, Dr Mamatha is the founder of 'Tharuni' a Warangal-based civil society organization working against child marriages and child labour. She is the Secretary, District Child Welfare Committee and is closely working with government and non-government agencies for the uplift of children, particularly from the poorer sections.



#### The Jury were supported by CMS professionals:

**Mr R V V Krishna Rao**

A retired senior officer of the Indian Information service, Mr Rao is the coordinator for the 2012 initiative continuing his efforts since the previous two years.

**Ms. Anita Medasani**

Ms. Medasani is a creative designer and also a writer. She is the project manager for the 2012 initiative.

### 3.2 PLANNING

The first meeting of the organizers and jury was held on August 30 at the UNICEF office. Justice Subhashan Reddy presided over the meeting, where all the other jury members were present. UNICEF was represented by Dr Yogendra Mathur, Chief of the Hyderabad field office and Dr Piyush Antony, Social Policy Specialist. Mr R V V Krishna Rao, Ms Anita Medasani, Ms Vasundhara and Ms Lakshmi Aiswarya participated on behalf of CMS.

Justice Subhashan Reddy lauded the role of UNICEF in mitigating the miseries of children all over the world. He complimented it for its initiative in collaborating with the television media on gender equality. The last two years of the awards evoked considerable enthusiasm among media and the decision to continue it for the third year was considered appropriate and commendable.

The meeting reviewed and discussed the entire process of last two years awards – the channels in focus, the issues highlighted the monitoring schedule, the prime time concept, the selection methodology, etc. It also discussed threadbare and finalised the strategy to be followed for the success of the 2012 edition of the UNICEF Awards.

### 3.3 CHANNELS AND TIME BAND

In identifying the channels to be included this year, the Jury felt that the criteria laid down for the channels in the preceding two years – all Telugu channels with satellite transmission and a standing of one year, at least – was suitable. Accordingly, the 12 News Channels were identified to be monitored.

The 12 channels were: ETV2, TV9, NTV, TV5, Sakshi TV, Gemini News, HMTV, iNEWS, Zee 24 Gantalu, ABN Andhra Jyothy, MAHAA News and Studio N. Three channels namely ETV, DD Saptagiri and Vanitha TV, a dedicated channel for women with news bulletins was also considered. Though the three channels – Gemini, MAA and ZEE Telugu – did not telecast any material

relevant to the issue of the girl child in the last two years, the jury decided not to omit them owing to their popularity and large viewership. All the 18 channels focussed upon last year were also considered for 2012.

The six core issues relating to gender bias – child marriage, girl child labour, girl child education, trafficking, female foeticide and infanticide – were to be the basis for the channels to design and telecast special programmes. Avoiding birth defects and educating girl child related laws were also included as issues to be focused upon, on the suggestion of the jury.

Apart from awards for documentaries, interactive programmes, topical issues, reporting, and gender sensitive serials, it was felt appropriate to set up an award for the script writers. Though almost all channels, with the exception of DD Saptagiri, had neglected the category of tele-films, it was deemed necessary to continue the award category in this particular category considering the tremendous impact of this format on viewers. However, it was decided to leave to the discretion of the jury the number and category of awards depending on the response from the channels.

The 100-day campaign for the cause of the girl child and the four hours time band was found impressive and appealing. For television channels competing for the UNICEF recognition with their gender sensitive programmes, 100 days in a year would be a stimulating experience. Their competitive spirit was much evident in the earlier two editions. Awards 2012 would, then, provide them with yet another opportunity to exhibit their commitment and potential to the fullest. The prime time concept was also felt appropriate, though some channels were keen to place morning and mid-day slots under consideration as those were already dedicated to women and children's issues. However, as evening slots attract maximum viewership, channels were urged to devote prime time programmes to girl child issues and become "Champions of the Girl Child." As many channels devote their programmes post 10.30 pm to entertainment, the monitoring time was slightly altered from 7.00 pm - 11.00 pm to 6.30 pm - 10.30 pm, with the duration of four hours remaining the same.

It was also decided to organize the Media Consultation in a more professional manner for active involvement of the channels and programmers, to ensure greater success of the 2012 initiative. This year, the awards aim to provide extremely specific inputs to the channels to enable them to focus and develop their programming in a manner which upholds the dignity of the girl child.

### 3.4 CAMPAIGN

Campaign for the third UNICEF Awards for Telugu television channels began with the releasing of a colourful poster highlighting the appeal to channels to “Be a Champion of Girl Child”. CMS representatives met channel heads and senior programmers reminding them of their earlier commitment to eliminate gender bias.

### 3.5 MEDIA CONSULTATION

The 100-day UNICEF campaign against gender-bias issues, especially the girl child, was formally launched with an interactive session with media representatives on September 19, 2011 in Hyderabad. The marathon four-hour session was attended by the stake holders, including television channel chiefs, programmers, script writers and representatives of civil society organizations.

Apart from sharing what they could achieve during the first two campaigns and the new agenda on hand, the deliberations were free, fair, informative and productive for the success of the third edition of UNICEF Awards for Telugu TV channels on gender sensitive issues.

Dr Piyush Antony, UNICEF Social Policy Specialist, lauded the role of the media particularly the electronic media in creating awareness among the people on socially relevant issues like gender discrimination. The enormous interest that the electronic media had shown and the manner in which it had responded to the UNICEF initiative made the organization redouble its efforts to further promote awareness on the issue of the girl child with its third edition of Awards.

*Mr Akkineni Kutumbarao, Jury Member* appreciated the efforts made by the channels in coalescing their energies on a single issue – female foeticide and infanticide. It was heartening to see that that channels had finally recognized the seriousness of the problem.

Of the eighteen channels identified for the UNICEF Awards 2012, 15 channels were represented by their senior programmers and fiction and script writers. Ms. Sailaja Suman, Director, DD Saptagiri, Dr K Ramachandra Murty, CEO, HMTV, Mr V S R Sastry, Chief Editor, iNEWS, Mr Vommy Ramesh Babu, Senior Script Writer and Creative Editor, ABN Andhra Jyothy, Mr Emani Krishna Rao, Senior Correspondent, Doordarshan, Mr Chandra Sekhar Azad, Senior Script Writer, MAA TV, all reaffirmed their commitment to champion the cause of the girl child.

Programme heads of MAHAA News and Studio N who could not participate in the workshop assured full cooperation for the success of UNICEF’s efforts.

### 3.6 COUNSELING

The CMS project coordinator was in regular touch with the channels, impressing upon them the various gender issues to be focused and reminding them of important occasions when the programmes could be telecast. The 12<sup>th</sup> International Children’s Film Festival was held in Hyderabad from November 14 and CMS fully utilized the opportunity to campaign among channels on the UNICEF Awards. Posters were displayed at important film screening venues, media centres and other important places, drawing the attention of national and international delegates. CMS collected data from various government and non-government agencies relating to the girl child and supplied those to channels. It was heartening to note that the data provided by CMS was utilized by many of the channels in their documentaries and interactive programmes. CMS also coordinated with channels by suggesting resource persons on gender sensitive issues for participating in their programmes. It also urged channels to identify a senior programmer and entrust the person with the challenging task and promised to provide all necessary data base for their productions.

*September 19, 2011  
Media Consulting at the Green Park Hotel, Hyderabad*



# CONTENT & ANALYSIS



## CHANNELS IN FOCUS



As soon as the 2012 Awards campaign was launched, the CMS Media Lab swung into action, recording the programmes of all the identified 18 channels in the race for the UNICEF recognition. A dependable monitoring mechanism with state-of-art technology was established to record the prime time programmes between 6.30 pm and 10.30 pm, beginning 19 September 2011 as announced in the Media Consultation Workshop. All the digitally recorded programmes were scanned by CMS researchers and all the girl-child related programmes were captured for further analysis.

The relevant scanned material comprising 6,000 hours of recorded programmes aired by all the 15 channels was then meticulously analysed to identify the format of the content, the issue concerned, and programme duration and for other variables to gauge its merits. Synopsis was prepared for all the identified programmes during the 100 days.

#### 4.1 INITIAL ROADBLOCKS

The Campaign ran into rough weather right at the outset. The agitation for separate Telangana statehood followed by *Sakala Janula Samme*, agitation by all sections of people in the region from mid-September 2011 to the last week of October 2011, had its bearing on the campaign. The agitation, which intensified with the state government employees joining in, almost paralysed normal life in the region, including the state capital. Obviously, the entire media shifted focus to the strike on a priority basis, sidelining all other events. Girl child issues did not figure for about 30 days except in stray news items. After the strike was called off on October 24, 2011, normalcy was restored; channels then turned their attention to the girl child issues. Under normal conditions, the third edition of the UNICEF campaign would have set a new record in telecasting gender sensitive issues on television.

#### 4.2 THE OUTCOME

A total recording of 7,200 hours was available with the CMS Media Lab. Flawless recording of four hours daily for 100 days was indeed a tremendous effort. After scanning, it was

found that fifteen out of 18 channels telecast girl child-related programmes, while the three entertainment channels – **Zee Telugu**, **Gemini** and **MAA** – did not respond at all. **MAA** had only a stray mention about girl child labour on a couple of occasions on their running serials, which was hardly noteworthy. Similarly, the running serial *Chinnari Pelli Kooturu*, a dubbed version of *Balika Vadhu* was also not considered as per the guidelines laid down by the Jury on not entertaining dubbed versions. Hence, these three channels were excluded from the purview of analysis and only the 6,000 hours of recordings of the active 15 channels were considered.

Pointing out the need to concentrate on channels which had not participated or had shown poor response, *Dr C Mrunalini*, Jury Member emphasised the need to hold separate workshops and meetings for such channels. It was also suggested that performance of these channels be observed through the year and given due weightage.

Channels put out 93 hours 15 minutes or 5,595.23 minutes of programmes related to girl child during the prime time of 100-days consideration zone. This is approximately 1.55% of their prime time, of which, news channels devoted 2,502 minutes or 41 hours 42 minutes and the three non-news channels, including the dedicated **Vanitha TV** channel's contribution, was 51 hours 33 minutes or 3,093 minutes. Mr G Valliswar, Jury member highlighted the fact that channels had now internalized the need to highlight girl child issues. The need now was to enlarge their creative canvass to produce programmes for better impact.

This tremendous effort on the part of the channels goes to show that media does not

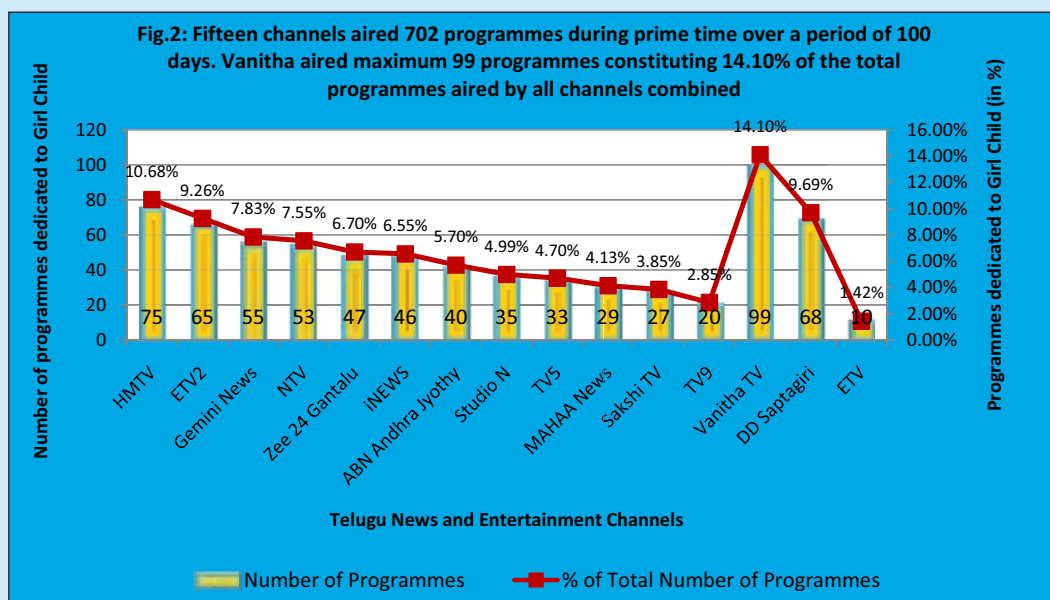
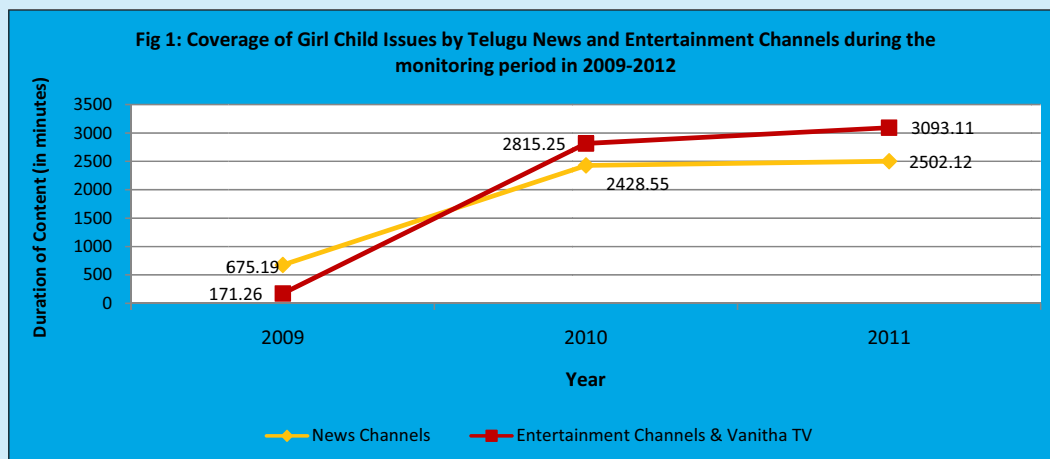
shirk its social responsibility, and if necessary even overlooks its commercial objectives to further a good cause. Acknowledging the good work, *Dr Mamatha Raghuvver, Jury member* suggested special awards to channels which portray the positive facets of the girl child.

### Content Monitoring Summary

Particulars	Total Duration
News Channels	2,502.12 minutes / 41 hours 42 minutes
Entertainment Channels & Vanitha TV	3,093.11 minutes / 51 hours 33 minutes
Total Duration of Content Analysis	5,595.23 minutes / 93 hours 15 minutes
Total Hours of Recording	6,000 hours
Percentage of Content Time on Girl Child Issues	1.55%

A record number of 702 programmes related to girl child issues were telecast during the 100 days for 5,595.23 minutes. Twelve news channels contributed 525 programmes of 2502.12 minutes and the 3 non-news channels telecast 177 of 3,093.11 minutes. Overall, the coverage on girl child by the entertainment channels increased from 2,815 minutes in 2010 to 3,093.11 minutes in 2011. The news channels too increased their coverage from 2,428.55 minutes to 2,502.12 minutes despite their other competing priorities (see Fig. 1).

Among the news channels, **HMTV** provided maximum coverage for girl child issues with 75 programmes, followed by **ETV2** (65), **Gemini News** (55), and **NTV** (53). **Vanitha TV** topped with 99 programmes among the non-news channels; while **DD Saptagiri's** contribution was 68 programmes (see Fig. 2). However, of the 99 programmes telecast by **Vanitha TV**, 27 were repeats of last year. If the repeats were to be excluded, **HMTV** channel dominated the campaign with the maximum number of programmes dedicated to the topic this year. Duration-wise, too, **HMTV** ranked number one among news channels, devoting 523.54 minutes of its prime time for gender sensitive programmes



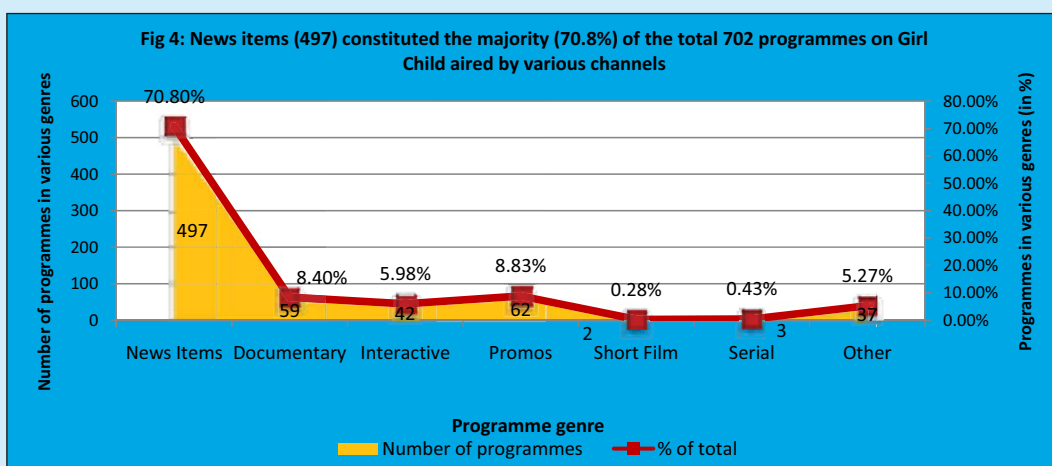
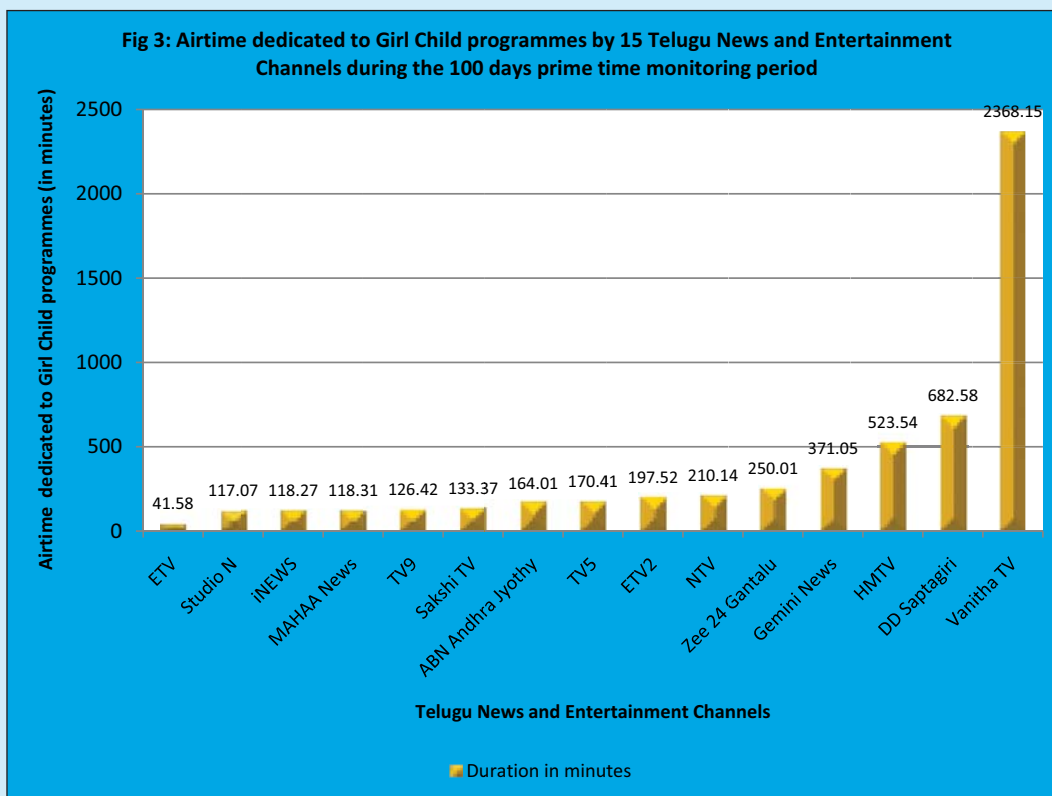
**Vanitha TV**'s telecast time was the highest among all the channels with a record 2,368.15 minutes (see Fig. 3). This was because Vanitha repeated many of the programmes, including its promos the maximum number of times. **DD Saptagiri** also devoted 682.58 minutes with serials and telefilms taking the maximum time.

The four channels - **HMTV**, **ETV2**, **Gemini News** and **NTV** - together contributed 248 programmes.

Significantly, **TV9** had given the minimum number of programmes 20, among news channels, but in terms of duration it was above the four other channels – **Studio N**, **TV5**, **MAHAA NEWS** and **Sakshi TV**. This was because **TV9** news items were more detailed.

### 4.3 PROGRAMMES

Channels made use of all formats in designing programmes on the girl child during these 100 days – documentaries, live discussions, promos, news coverage, serials and short films. The gender sensitivity message was also conveyed through special programmes such as folk songs and classical dance programmes. Out of the total 702 programmes (see Fig. 4), news items stood at 497, followed by 62 short promos, 59 documentaries, 42 interactive programmes, two short films and 37 other programmes on various issues relating to the girl child. While, a six-episode serial was telecast by **DD Saptagiri**, two other channels **ETV** and **Vanitha TV** highlighted the evils of child marriage and child labour in four episodes of their running serials.



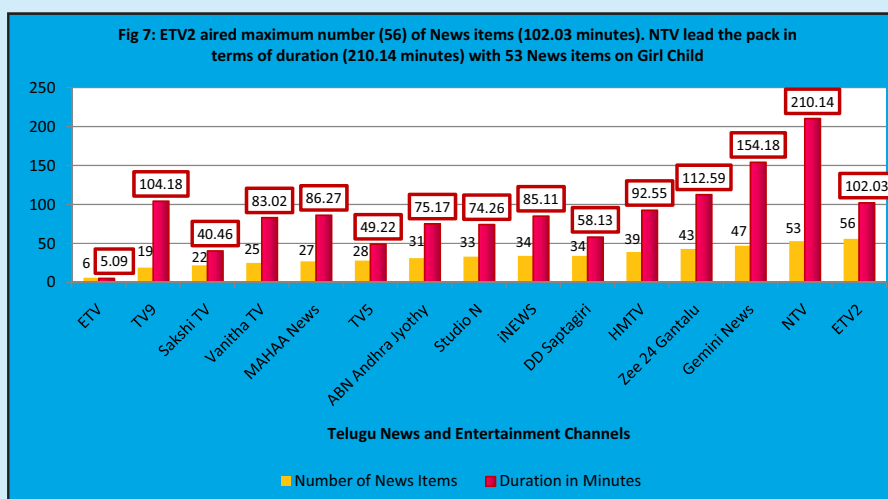
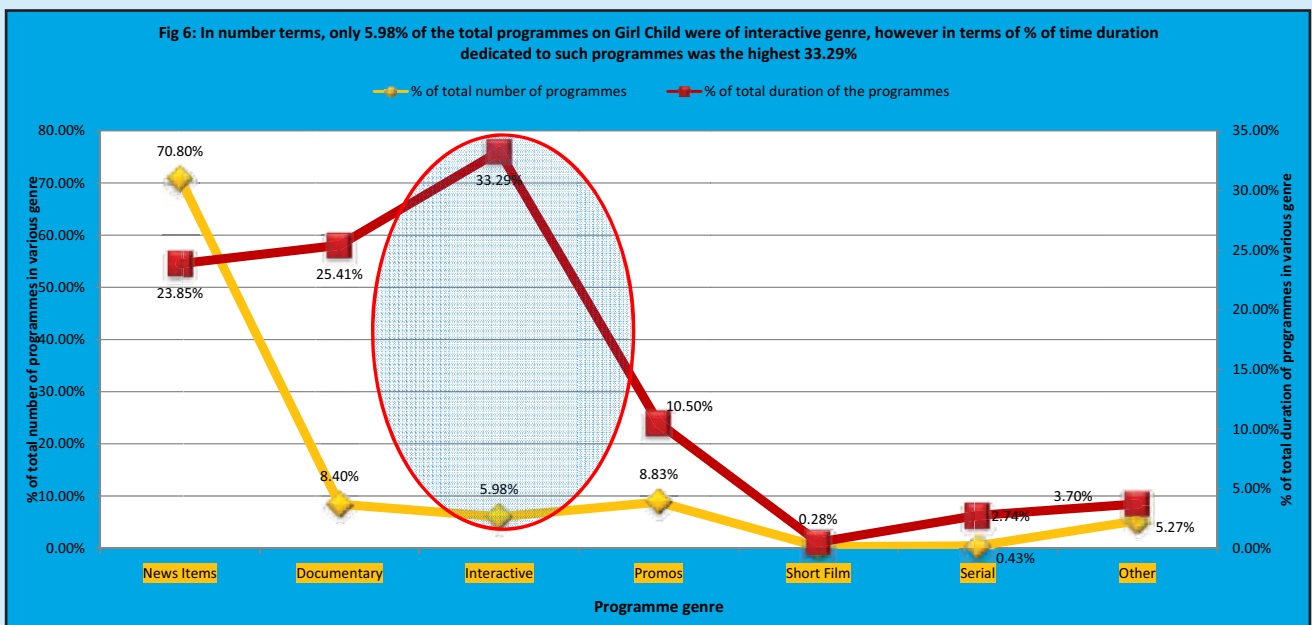
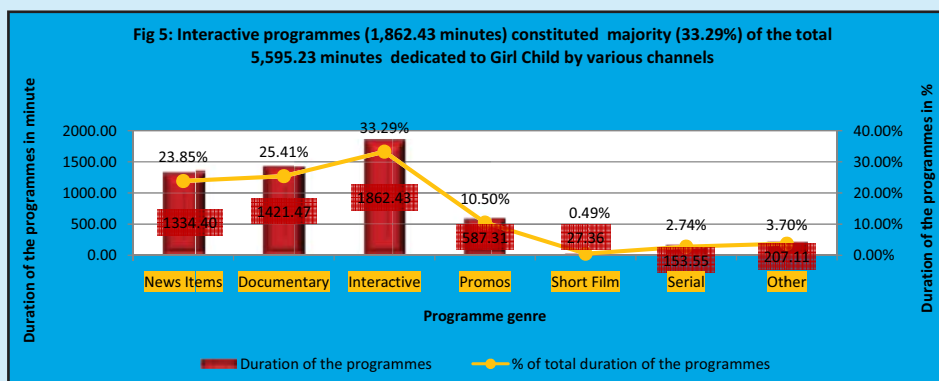
In terms of duration, maximum 1,862.43 minutes (33.29% of the total coverage duration on girl child issue) was dedicated to interactive programmes followed by documentary 1,421.47 minutes and news items 1,334.40 minutes (see Fig. 5).

Most (70.80%) of the total number of programmes, comprising of 23.85% in terms of duration was dedicated to news items by various channels. Interestingly, only 5.98% of the programme constituted interactive items, however in terms of duration this genre comprised 33.29% of the total duration of coverage on girl child during the monitoring period (see Fig. 6).

### 4.3.1 NEWS COVERAGE

All programmes included in the news bulletins were considered in this category. The duration of news coverage varied from 1-10 minutes depending upon the issue and importance of the item. However, items with more than 3 minutes duration were taken into consideration.

News coverage dominated the channel programmes. A total number of 497 news items with duration of 1,334.40 minutes related to the girl child and her concerns were telecast by the channels. ETV2 telecast the maximum number of 56 news items followed by 53 of NTV. Gemini News, HMTV and DD Saptagiri were other channels with greater number of news stories (see Fig. 7).



In terms of duration, NTV was highest with 210.14 minutes and Zee 24 Gantalu, Gemini News, TV9 and ETV2 followed with more than 100 minutes duration.

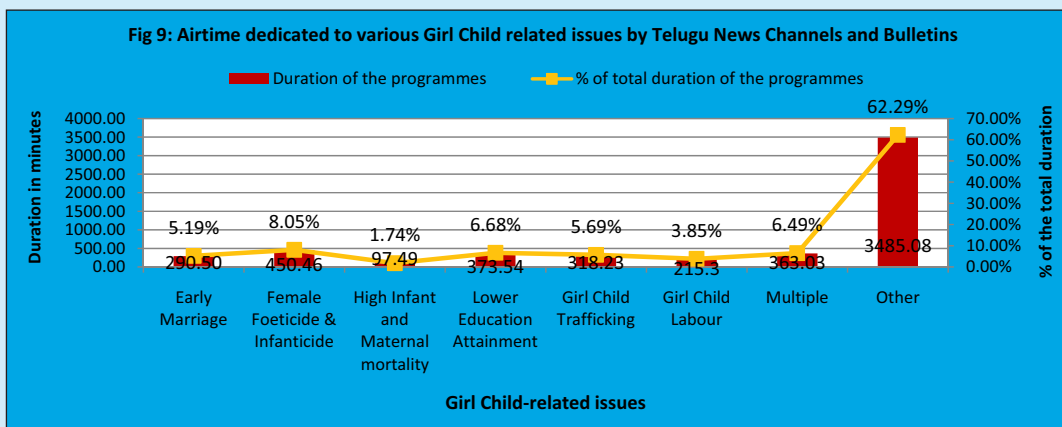
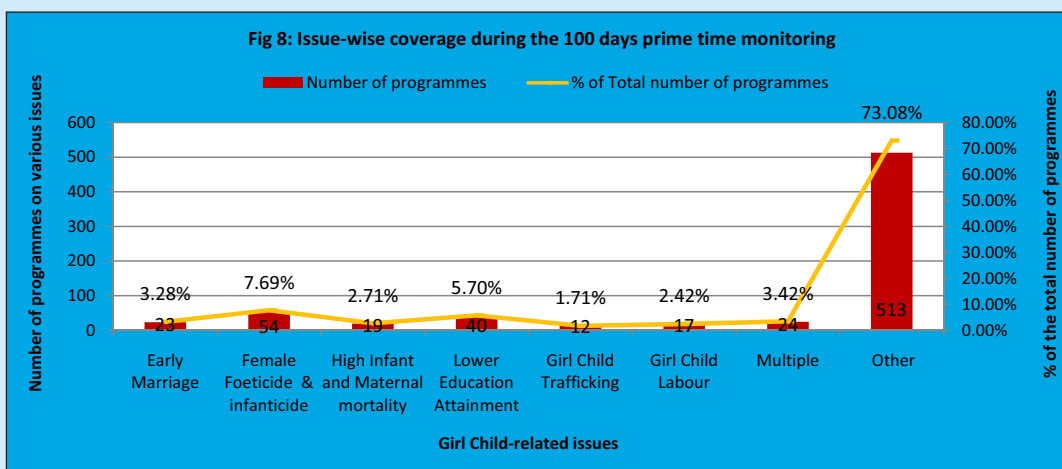
All the important happenings involving girl child were covered by the channels in their bulletins. A wide range of issues, from the birth of the seven billionth baby to parents harassing a teenage girl, were covered with follow-up stories. Many documentaries and interactive programmes were also planned, based on the news stories.

Out of the 497 new items, all six issues were covered with 93 news items. Female foeticide continued to draw the attention of channels this year also with the airing of 30 items. Lower education among girls, high infant and maternal mortality, which got dismal coverage last year were given priority this year with 25 and 14 items respectively. Early marriage was covered with 12 items, while stories on child labour and child trafficking were also picked up.

Of the 404 remaining items, 292 were about atrocities, harassment, kidnaps, sale and missing of girls, discrimination by parents, superstitions dowry etc. Channels covered these

incidents to bring out the plight of girls in different parts of the state. Channels also highlighted the birth of the seven billionth baby, girl child related laws, nutrition and health aspects of girls. There was also an attempt to build up a positive image for the girls. Topics such as girls outperforming boys in competitions, preference of girls in adoption were impressively captured by channels. Thus, this year's girl child related news items were higher at 497 against 400 in the year 2011.

Issues like female foeticide (54 programmes constituting 7.69% of the total numbers), education of the girl child (40 programmes, comprising 5.70% of the total numbers), high infant and maternal mortality (19 programmes comprising 2.71% of the total numbers) were given prominence by the channels monitored (see Fig. 8). In terms of duration also, the trend was similar (see Fig. 9)





Besides covering the news stories, channels made special efforts with investigative stories and innovative items on issues faced by girls. **Zee 24 Gantalu's** story on missing girls in the old city of Hyderabad, **iNEWS** coverage on Arab Sheiks forcing minor girls to marry, **DD Saptagiri** on *Shikaripalem* village of Kadapa district where husbands deserted their wives who conceived female babies, **Vanitha TV** on government helping hand for *Nakusas* in Maharashtra, **TV9** on childless couples preference of girls over boys for adoption, **NTV** initiative for the liberation of a girl from domestic labour, **MAHAA News** on dwindling female population in UP were some of the stories worth mentioning. **ABN Andhra Jyothy** highlighted, in detail, girl child related laws in their bulletins. **TV5** covered a Kuchipudi dance by well-known artiste **Padmaja Reddy** on the theme of female foeticide. **HMTV**, in its weekly programme *Marmogina Pata*, sent powerful messages condemning foeticide, early marriages and child labour through folk songs.

All the news channels covered the story of a young girl Padma from a remote village in Karimnagar district. Padma bravely stood up against early marriage and was determined to exercise her rights. Follow-up stories with discussions and documentaries were also carried out by some channels.

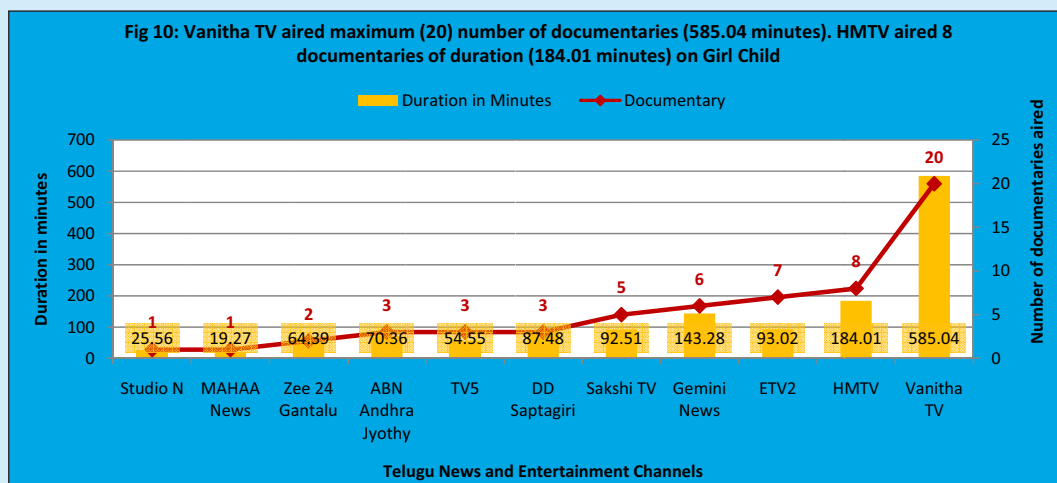
Another incident, covered by as many as seven channels, was that of a young woman in Warangal city succumbing to forced abortion after the knowledge that the foetus was a female. Channels widely used the item to focus on the unethical practices of scanning centres and fake doctors and to highlight the preventive laws related to sex detection. Dowry harassment of Ananthalakshmi, a victim of early marriage in Visakhapatnam by her husband and in-laws, was widely covered through various news items. **TV9's** prompt response to an alert of an abandoned female infant in a railway compartment made for a heart- rending news capsule.

However, in news items relating to sexual harassment by teachers, the over-enthusiasm of reporters and anchors to sensationalize the issues was also obvious.

### 4.3.2 DOCUMENTARIES

Documentaries are the perfect visual format to create a lasting impact on the minds of viewers. With pre-requisites such as a crisp script, apt narration, impressive visuals, thorough research and effective editing, considerable energies are required to produce a perfect and challenging documentary. For the third edition of the UNICEF Awards, Telugu television channels commendably paid greater attention to producing documentaries compared to the earlier two years. As many as 59 documentaries of 1,419.47 minutes were telecast during the 100 days, 11 more than last year.

Except three new channels - **TV9**, **iNEWS**, **NTV** and **ETV**, all the remaining 11 channels produced documentaries pertaining to girl child issues. **Vanitha TV** telecast the highest number of documentaries(20), of which seven were repeats of 2011. **HMTV** produced eight documentaries followed by seven by **ETV2**, six by **Gemini News**, five by **Sakshi TV**, and **DD Saptagiri**, **ABN Andhra Jyothy** and **TV5** contributing three each. In terms of duration, channels devoted around 270 minutes more compared to last year (see Fig. 10).



Unlike in the past two years, in 2012, all the six core issues were covered in the 25 documentaries telecast. Six documentaries were on girl child education focusing on lack of toilets in schools resulting in heavy drop outs. Channels were likely to have taken a cue from the Supreme Court directive to all the state governments to provide toilets in schools on a priority basis. Four documentaries each on foeticide, trafficking, child labour were telecast, while in four other documentaries more than one of the core themes were projected. Thirty-four documentaries on girl child related subjects covered topics such as orphan girls, domestic violence, street children, kidnappings and the begging mafia.

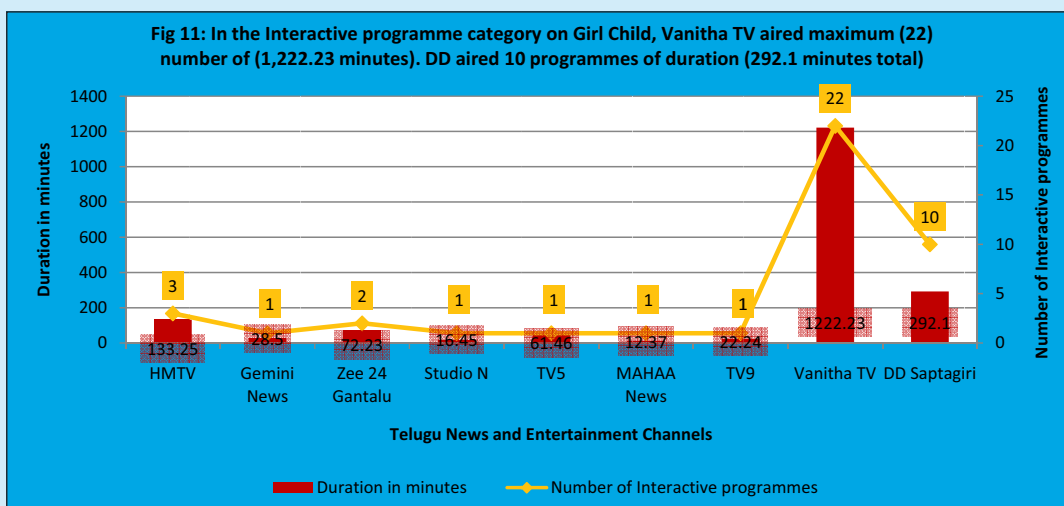
**Vanitha TV** covered all issues with three documentaries on child labour alone, and one documentary on infant mortality; one of the three documentaries of **DD Saptagiri** was on HIV-inflicted girls and their rehabilitation. Two documentaries on girl's health and nutrition were also telecast. **HMTV** documentaries focused on the daughters of women trapped in prostitution dens, **Zee 24 Gantalu** on kidnapping of girls, **ETV2** on nutrition and Anganwadis and **Sakshi TV** on sale of girls. **ABN Andhra Jyothy** covered all issues in a single documentary.

Though channels displayed great enthusiasm on production of documentaries, many of them did not pay much attention to the script and visuals. Instead of having native visuals, documentaries were packaged with downloaded visuals, which was certainly not in good taste.

### 4.3.3 INTERACTIVE PROGRAMMES

Interactive programmes help in mobilising public opinion favourably on social issues such as those related to the girl child and her neglect in India. In most cases of live telecasts, the outcome of such programmes depends on the abilities of the anchor to evoke effective responses with provocative and pointed questions and interventions at appropriate junctures. With greater number of 24-hours channels available now, it was often found that the same experts were seen in all the channels, resulting in stereotyped performances. Yet, live interactive programmes were very popular across all Telugu television channels.

For the girl child campaign, channels telecast 42 interactive programmes of 1,863 minutes during the 100 days. However, eight programmes from last year were telecast this year too, and the remaining 34 were live programmes. Five channels – **ABN Andhra Jyothy**, **iNEWS**, **NTV**, **Sakshi TV** and **ETV** – did not telecast any discussion programme, while **Vanitha TV**'s contribution was highest with 22 programmes. While 14 of the programmes were live, eight programmes of **Vanitha TV** were telecast earlier too. **DD Saptagiri**, a veteran in live telecasts, followed with 10 programmes. **HMTV** had three; **Zee 24 Gantalu** two and **TV9**, **TV5**, **Gemini News**, **MAHAA News** and **Studio N** telecast one programme each (see Fig. 11).



Early marriage, foeticide, girls' education and trafficking issues were covered in one programme each; in four others discussions on more than one issue relating to the girl child were focused upon. In all, in 26 out of 42 programmes, issues concerning the girl child dominated. These included discrimination of girls, plight of street children, harassment of girls, schemes relating to mother and child welfare (by **Vanitha TV**), rehabilitation of orphan girls, domestic violence, girl child abuse (by **HMTV**), on health (**TV9**), girl child rights, child abuse and social justice (**DD Saptagiri**), on foeticide (**Studio N**) and scanning centres (**Gemini News**). **HMTV** telecast live a 70 minutes interactive programme on orphan girls with civil society groups, government agencies and inmates of shelter homes. **TV5** also telecast one hour live programme dealing with many issues of girl child involving experts and youth

#### 4.3.4 PUBLIC SERVICE MESSAGES

Campaign for the cause of girl child through short public service messages or promos at regular intervals serves to reinforce the message in the minds of the viewers. These also give an opportunity to channel programmers to show their creative abilities in conveying the message in a straight and concise manner. The duration of the promos varied from 7 seconds to 1.20 minutes.

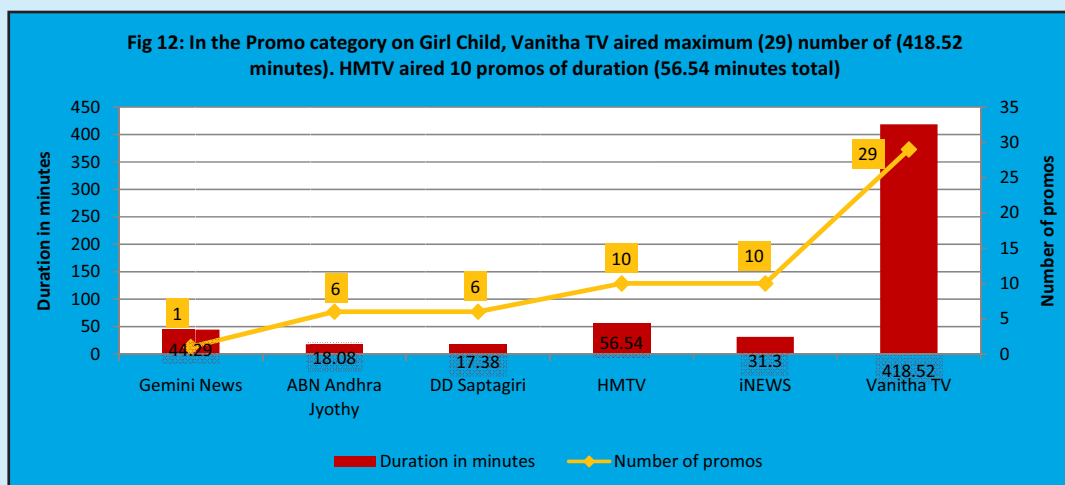
Sixty-two promos were telecast by channels this year, for 587.31 minutes. Fifteen of the 62 promos were from last year and the

remaining 47 were produced exclusively for this year's campaign. **Vanitha TV** topped in this category with 29 promos telecast repeatedly wherever and whenever possible, devoting a record 418.52 minutes. However, of the 29 promos of **Vanitha TV**, 12 were from last year. **HMTV** telecast 10 promos including three from last year, at regular intervals for 56.54 minutes. **iNEWS** telecast 10 promos of duration 31.30 minutes at regular intervals. **ABN Andhra Jyothy** produced six promos with a telecast time of 18.08 minutes. **Vanitha TV** repeated its 29 promos 447 times, at regular intervals. **HMTV** repeated its seven new promos 81 times and three old promos, two times. **iNEWS** repeated its 10 promos 112 times and **DD Saptagiri** repeated its six promos 11 times (see Fig. 12).

Except infant and maternal mortality, all the issues were covered through promos with foeticide being given highest priority. Twelve promos were on foeticide, four each on early marriage and education, three on trafficking and two on child labour. Nine promos contained messages on more than one issue and the messages in the remaining 28 promos focused on other concerns of the girl child.

While eight of the promos were in the animation format, another eight were conveyed through live characters while some used downloaded visuals with captions such as Let Us Welcome Girls, Save Girl Child, Don't Sacrifice Childhood, Stop Harassing Girls, Girls not at Work Place but in Schools, Let the Girls Smile etc.

Compared to last year, the concentration of channels on this highly impressive format was far from satisfactory, both in terms of the quality and the time devoted. In fact, last year the jury was spoilt for choice in selecting the award winning promo. While there was only 1 promo in 2010, there was a spurt in promos in 2011 – 47 promos with channels giving it their creative best. The time devoted in 2011 was a big



1163 minutes, nearly double of the 587 minutes telecast in the 2012 review. Further, **TV5** and **MAHAA News**, which contributed 10 impressive promos, last year did not telecast a single promo in 2012. **Sakshi TV**, which won an award for its promo in 2010 showed little enthusiasm in this category this year. **ETV2**, **TV9**, **NTV**, **Zee 24 Gantalu** and **Sakshi TV** totally neglected this format. The reasons for their apathy need to be ascertained and efforts may be made to involve them in the next year.

#### 4.3.5 SERIALS

Serials garner the largest viewership on television channels. For the three entertainment channels **Gemini**, **Zee Telugu**, **MAA** and non-news channels **ETV** and **DD Saptagiri**, most of their prime time was devoted to serials. **Vanitha TV** also telecast a serial *Ankuram* but discontinued it during the campaign.

As the impact of serials was found to be greater and attempts have been made all these three years to make channels incorporate girl child issues in the serials. However, channels expressed their helplessness in this regard as many of the serials were from private producers who buy time slots from them. This year too, a sincere attempt was made to send the gender sensitive message through serials. As such, script writers of some of the popular serials were invited to the Media Consultation Workshop. Though it was agreed that there is an urgent need to focus on gender issues, script writers were unable to weave in girl child issues into the episodes telecast during the 100 days of the Campaign. However, it is hoped that they would translate their commitment in their future productions, in the coming years.

However, **DD Saptagiri** had one serial exclusively for this year's campaign. A six-episode serial *Jogini*, with an attractive cast of popular artistes, set in native rural environs and backed by quality production was a good attempt to educate people on the heinous practice of Jogini system in some parts of rural Telangana. In three episodes from one of the daily serials of **ETV**, *Putthadi Bomma*, the ill effects of early marriage were woven into the story. Sarada Act, which prohibits early marriages, was also discussed in these episodes. **Vanitha TV**, in one episode of the serial, *Ankuram*, discontinued later, focused on girl issues. Thus, a total of 153.55 minutes on girl child related issues were recorded during the 100 days monitoring.

#### 4.3.6 TELE-FILM

The format of tele-films seems to have been cast away by channels, including by **DD Saptagiri**. There were two short films for telecast by **DD Saptagiri** of 27.36 minutes each. However, both were old productions. *Kaveri Kala*, on early

marriage, had been telecast in 2011. The second one, *Maryada Ramanna*, was an eye-opener to those who blame the wife for giving birth to a female child. There were seven short films last year, all again by **DD Saptagiri**.

Since the impact of tele-films cannot be undermined, UNICEF could step in to encourage channels by sponsoring tele-films.

#### 4.3.7 OTHER FORMATS

Besides the known categories, Telugu channels, this time round, had some innovative programming, focusing on the girl child. Thirty-seven such programmes, clocking 207.11 minutes, were telecast by the channels this year. The varied formats included classical dance, folk songs and 5 to 10 minutes capsules on NGOs working for girls.

Renowned classical dancer Padmaja Reddy rendered an impressive choreography focusing on female foeticide in the Kuchipudi style. While some news channels including **TV5** telecast the engaging dance performance briefly, **Vanitha TV** telecast 30 minutes coverage of the programme. **Vanitha TV** also telecast a special programme on Deepavali, *Cheekati Velugulu*, on the inmates of a juvenile home. **HMTV**, in its weekly programme *Marmogina Pata*, highlighted girl child issues through folk songs. **DD Saptagiri** telecast 12 programmes in their weekly roundups.

The UNICEF campaign is being viewed as an initiative which will boost programmes concerning the girl child. Hoping that the UNICEF campaign will encourage television channels to produce more educative programmes, bemoans the fact that in spite of prevalent Article 14, 15 and 16 of our Constitution protecting gender equality, more discrimination is practiced in India than anywhere in the world. Gender sensitive programmes could actually help to deter people from violating such legally unacceptable acts.



#### 4.4 SUMMING UP

##### Findings

The 100-day campaign on girl child issues continued for the third successive year. This year, the prime time was redefined to 6.30 pm to 10.30 pm instead of the 7:00 pm to 11:00 pm time band followed in the earlier years. As last year, 18 channels were in focus – 12 news channels and three non-news channels. The three entertainment channels – Gemini, Zee Telugu and MAA – did not respond to this campaign.

In all, 702 programmes clocking 5,595.23 minutes or 93 hours 15 minutes focused on the girl child. While news channels telecast 2,502.12 minutes or 41 hours 42 minutes, the contribution of non-news channels was 3,093.11 minutes or 51 hours 33 minutes. Together, channels devoted 1.55% of their prime time to girl child issues.

For the first time in three years, all the core issues were covered. Channels gave importance to girls' education, health, infant and maternal mortality issues also. They also highlighted Acts related to the Girl Child. Classical dance and folk music formats were also used for conveying messages on girl child. A six-episode serial on the Jogini system was telecast by DD Saptagiri.

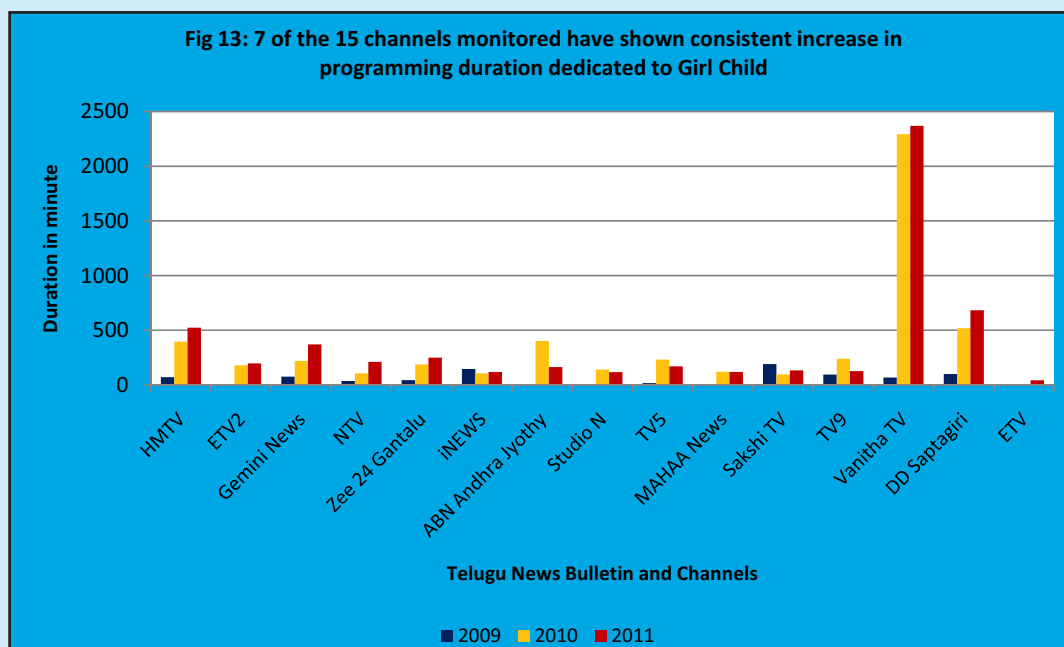
Girl child related news items were highest this year, with 497 programmes estimating 1,334.40 minutes.

##### In All

- 59 documentaries against 48 of last year were telecast.
- 42 interactive programmes, 14 more than last year were aired.
- 62 short public service messages were repeated 595 times.
- Only two short films were telecast during the monitoring period.

##### Encouraging Trends

In an encouraging trend, seven of the 15 channels monitored have shown consistent increase in programming dedicated to the girl child. While **Vanitha TV** tops the duration criteria in 2010 and 2011, **HMTV**, **Gemini News**, **NTV**, **Zee TV Gantalu**, and **DD Saptagiri** have enhanced their duration over the last two years. ETV has registered some presence this year on the issues in focus, though coverage duration in case of **ABN Andhra Jyothy**, **Studio N**, **TV5** and **TV9** has dipped. Coverage by **MAHAA News**, **iNEWS** (in 2010 and 2012) and **ETV2** has remained almost constant (see Fig. 13).



A look at the change in the number of programmes telecast exclusively during the 100 days campaign shows that from September to December, the number of programmes dedicated to the issue of the girl child has commendably risen from 63 programmes in September to 247 programmes in December. The duration of the total programming has also shown an encouraging rise from 427.22 minutes in the month of September to 2,172.21 minutes in December, the month of the campaign closure (see Fig. 14).

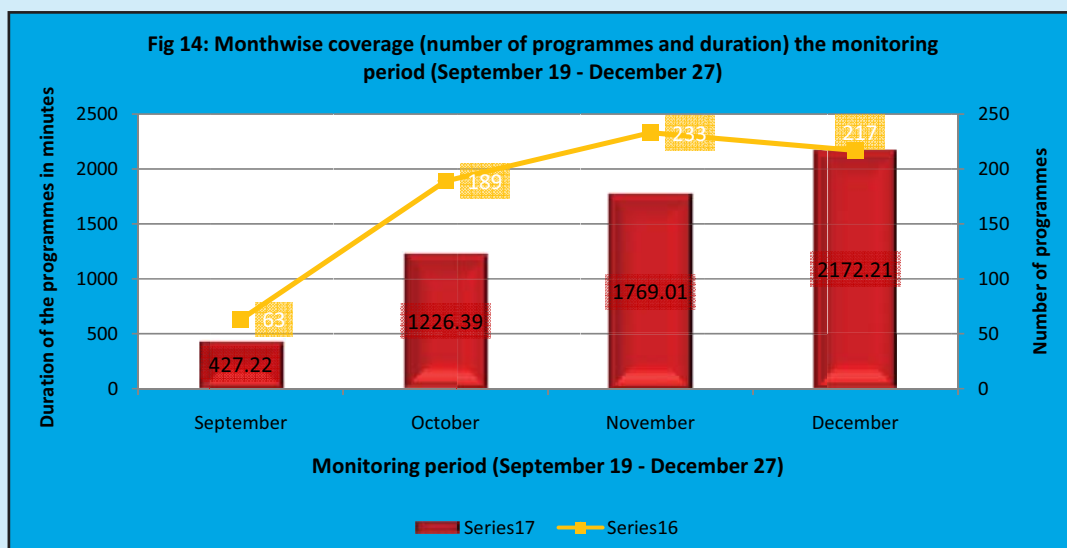
Scanning and identifying gender-sensitive programmes for 100 days across 18 channels for four hours everyday, viewing the relevant 702 clippings and judging their relative merits and filtering them to zero in on the best was indeed a herculean task. While the CMS Media Lab handled the former task, the jury comprising eminent personalities from varied fields shouldered the second crucial responsibility.

The five-member Jury for the UNICEF Awards 2012 was headed by Justice B Subhashan Reddy, former Chief Justice of Madras and Kerala High Courts and former Chairman of Andhra Pradesh Human Rights Commission. Other jury members comprised the well-known children’s films producer and director Mr Akkineni Kutumba Rao,

professor of Telugu University Dr C Mrunalini, Dr Mamata Raghuvver, Director, Tharuni, a civil society organization and chief editor of Andhra Pradesh Mr Valliswar. Two members, Dr Mrunalini and Mr G Valliswar, were members of the jury for the earlier editions in 2011 as well. This year too they were invited to ensure continuity in executing the task.

The Jury began its work with an interaction with UNICEF and CMS representatives. The first two editions of the Awards were reviewed and the strategy to be followed for the current edition was discussed. The channels to be focused upon, the time band and the categories of awards were finalized. While retaining the same 18 channels in accordance with last year’s criteria, a slight change in prime time recording was suggested. A separate award for the script writer was also suggested. The organizers assured the jury full freedom to make the necessary changes in the categories, depending on the response from the channels.

Jury members also participated in the well-attended Media Consultation Workshop where they had a free and fair dialogue with channel heads and programmers. Complementing the channels for their enthusiastic response to the UNICEF earlier initiatives, they appealed to the channels to step forward in concretizing their efforts with more number of qualitative programmes which would create the desired impact on the society towards gender equality. Greater focus was desired on girl child related legislations to educate the people as it could help prevent alarming crimes against girls. Channels were urged to project the girl child in a manner which would uphold her dignity without sensationalizing the issue.



CHAPTER 5

# SELECTION PROCESS



## 5.1 MONITORING ROLL-OUT

Once the campaign began, the Jury Chairperson and other jury members visited the CMS Media Lab to acquaint themselves with the meticulous procedure of the monitoring of the channels, the identification of relevant clippings, preparation of synopsis etc. The entire process was found to be extremely satisfying.

The first Jury meeting presided over by the Chairperson Justice Subhashan Reddy finalised the guidelines of the selection process. As channels were more aware of UNIICEF Awards, now in its third year, and were vying with each other in telecasting programmes, it was felt that the entire selection process ought to be fool-proof and transparent.

## 5.2 MONITORING AND ANALYSIS GUIDELINES

- After reviewing the selection criteria and methodologies of the previous two editions (2010 and 2011), the following guidelines were laid down for selection of gender-sensitive programmes for the 2012 Awards.
- All entries would be culled strictly from the prime time recordings between 6.30 pm and 10.30 pm. However, if the coverage begins before 10.30 pm, and continues beyond 10.30 pm the entire coverage should be considered even if it exceeds by a few minutes. (From September 19 to December 27, 2011).
- All programmes portraying the girl child in any format should be placed before the Jury for consideration.
- Entries entertained in 2010 and 2011 were to be excluded for awards. However, they might be taken into consideration in the total telecast time.
- A three-tier selection strategy was to be followed.
  - a. Primary scrutiny of all the entries for shortlisting.
  - b. Filtering of the shortlisted items for three best nominations in each category.
  - c. Final selection from the three nominations for the award.
- The theme, language, nativity of visuals, script and sustainability of the presentation were to be considered.
- The channels initiative in identifying girl child related problems and projecting them in a logical and convincing manner would also be the philosophy in judgment.
- The channels' sincere concern over gender sensitive issues,

hard work in programming, and the programme's discernable impact on the viewers were to be the underlying principle in final selection.

The Jury also advised CMS personnel to encourage channels with frequent visits, informing them about progress of their coverage and reminding them of special occasions such as Children's Day when special programmes could be telecast. The Jury felt that CMS could play the role of a nodal agency by providing information on various welfare schemes taken up by both central and state governments and also about resource personnel. CMS was also asked to inform the members from time to time on the progress of the initiative and supply DVDs of the relevant clippings to keep them updated when they attended jury meetings.

## 5.3 JURY MEETINGS

The Jury had nine meetings and spent more than 27 hours in the selection process. The first six meetings were devoted for shortlisting the entries screened, two for identifying the nominations in each category and the final one for deciding the awardees.

All the 702 programmes of 5,595.23 minutes were recorded by CMS for evaluation by the Jury. The programmes were segregated channel wise and category wise. Synopsis of the programmes was also supplied to the members. Since monitoring began on September 19, and there were not many programmes during the first 30 days, Jury meetings commenced from the first week of November 2011. As the monitoring ended on December 27, Jury meetings were held at regular intervals in November and December.



### Shortlisted Programmes Summary

S. No	Programme Format	Total programmes	Shortlisted programmes
1	Documentaries	59	24
2	Interactive Programmes	42	12
3	Public Service Messages	62	16
4	News Items	497	29
5	Serial	3	2

During the first six sittings, the Jury shortlisted 83 qualitative programmes under different categories of the total 702 for further evaluation. These comprised 24 documentaries, 12 interactive programmes, 16 public service messages and 29 news items including six for consideration in the topical issue category. Two special programmes of the **Vanitha TV** channel were also shortlisted. It was decided not to consider stray crime related incidents as they were not in tune with the final concept of promoting the dignity of the girl child. It was decided that news items fit for shortlisting should be not less than 3 minutes as it was very difficult to convey any message if the clipping was too short.

Out of the 83 shortlisted programmes 17 were from HMTV, 13 from Vanitha TV and 9 from DD Saptagiri. In the remaining 44 programmes, ETV2, ABN Andhra Jyothy and NTV six each; TV9, Gemini News and Sakshi TV five each; iNEWS 4; TV5 3; MAHAA News 2 and Zee 24 Gantalu and ETV one each.

## 5.4 NOMINATIONS

Post-preliminary scrutiny, it was time to identify the three nominations in each category. While the programmes were filtered as per the guidelines, the channel's substantial efforts and the impact on viewers were also considered.

### The Following are the Final Nominations:

S. No	Category	Programmes
1	<b>DOCUMENTARY</b>	<ul style="list-style-type: none"> <li>• Chedughadiyala Chirunaamaalu Ee Chinnarulu - <i>HMTV</i></li> <li>• Nettuti Vadha on Female Foeticides - <i>HMTV</i></li> <li>• Paapam Evaridi? on Trafficking - <i>TV5</i></li> </ul>
2	<b>INTERACTIVE PROGRAMMES</b>	<ul style="list-style-type: none"> <li>• Yadaardham on Sex Determination Tests - <i>Gemini News</i></li> <li>• Child Marriages - <i>DD Saptagiri</i></li> <li>• Taliban Nyayam on Padma Issue - <i>MAHAA News</i></li> </ul>
3	<b>TOPICAL ISSUE</b>	<ul style="list-style-type: none"> <li>• Sridevi Issue - <i>NTV</i></li> <li>• Sridevi Issue - <i>ETV2</i></li> <li>• Sridevi Issue - <i>TV9</i></li> </ul>
4	<b>REPORTING</b>	<ul style="list-style-type: none"> <li>• Aadapille Apuram on Adoption of Girl Child - <i>TV9</i></li> <li>• Aadapillalu Ammakam on Sale of Girl Child - <i>Sakshi TV</i></li> <li>• Uttunga Tarangam - <i>HMTV</i></li> </ul>
5	<b>PRESENTER</b>	<ul style="list-style-type: none"> <li>• Neelima Aarya - Girl Child Rights - <i>DD Saptagiri</i></li> <li>• Kishore Babu - Idem Kharmam on Basic Amenities in Girls' Schools - <i>ETV2</i></li> <li>• Aruna Ravi Shankar Yadhartham on Sex Determination Tests - <i>Gemini News</i></li> </ul>
6	<b>SCRIPT WRITER</b>	<ul style="list-style-type: none"> <li>• Attaluri Aruna - Repati Taraaniki Amma Kaavali - <i>HMTV</i></li> <li>• Attaluri Aruna - Kanchiki Cherani Kathalu - <i>HMTV</i></li> <li>• Letha Kastam - <i>TV5</i></li> </ul>
7	<b>PUBLIC SERVICE MESSAGE</b>	<ul style="list-style-type: none"> <li>• Balyam Bali - <i>Vanitha TV</i></li> <li>• Be a Champion for Girl Child on Child Marriages - <i>ABN Andhra Jyothy</i></li> <li>• Aadapilla Patla Endukee Vivaksha - <i>DD Saptagiri</i></li> </ul>
8	<b>DORMANT ISSUE</b>	<ul style="list-style-type: none"> <li>• Idem Kharamam? - <i>ETV2</i></li> <li>• Cheppukunte Sigguchetu - <i>Gemini News</i></li> <li>• Atma Gowra Vaniki Chotekkada - <i>HMTV</i></li> </ul>
9	<b>AWARD FOR EXCLUSIVE NEWS</b>	<ul style="list-style-type: none"> <li>• Female Infant Abandoned - <i>TV9</i></li> <li>• Missing Girls in Old City - <i>Zee 24 Gantalu</i></li> <li>• Girl Child as Domestic Labour - <i>NTV</i></li> </ul>
10	<b>GENDER SENSITIVE SERIAL</b>	<ul style="list-style-type: none"> <li>• Jogini - <i>DD Saptagiri</i></li> <li>• Puttadi Bomma - <i>ETV</i></li> </ul>

Two tele-films telecast by **DD Saptagiri**, lone entries in the category, were not considered as one was telecast in 2011 also and the second one, *Maryada Ramanna*, was an old production. Similarly, among the programmes shortlisted, there was no deserving programme under the Well-Researched category. In the category of Gender Sensitive Serial **DD Saptagiri's Jogini** and three episodes of **ETV's Putthadi Bomma** were considered.

## 5.5 THE JUDGEMENT

For the finals, all the nominated programmes were meticulously evaluated. After the screening was over, the merits and demerits of each programme was discussed and individual opinions were obtained before finalizing the award-winning programmes. In the Interactive and Public Service Message categories, two nominations were felt to be of equal standing. Both the programmes, **DD Saptagiri's** programme on child marriages and **Gemini News Yadaardham** on sex determination tests were found highly-deserving. Hence, awards were recommended for both the channels in recognition of their efforts. Similarly, in the Public Service Message category **Vanitha TV's Balyam Bali** set against a rural back ground and **ABN Andhra Jyothy's** animated promo were both exceptionally good, and once again, awards were given to both the channels in the same category.

During evaluation, it was observed that channels had made substantial efforts in coming up with exclusive stories.

Hence, an award was considered necessary for such kind of investigative news also. Another unique initiative by **Vanitha TV** was a programme on girls in juvenile homes and a special award was recommended for this programme. The Jury chairperson, being a legal luminary, was of the view that if the existing laws were implemented properly many of the evils that girls battled could be wiped out. This time round, channels showed a keen interest in highlighting girl child related acts via their programmes. **ABN Andhra Jyothy** went a step further by telecasting details on important Acts in their bulletins. For its efforts in highlighting girl child related acts, an award was recommended.

For the coveted Most Gender Sensitive Channel Award, the quality of presentation, identification of the subjects, captivating visuals, script and consistency were considered. The channels efforts were also taken note of, evident in the highest number of programmes, both at the shortlisting and the nomination stages. **HMTV** was found eminently deserving of this Award for the second successive year.

## 15 Awards Recommended for The Year 2012:

S. No	Award Category	Award Winner	Channels
1	DOCUMENTARY	Nettuti Vadha	HMTV
2	INTERACTIVE PROGRAMME	Yadaardham	Gemini News
3	INTERACTIVE PROGRAMME	Child Marriages	DD Saptagiri
4	TOPICAL ISSUE	Sridevi Issue	TV9
5	REPORTING	Uttunga Tarangam	HMTV
6	PRESENTER	Kishore Babu (Idem Kharmam?)	ETV2
7	SCRIPT WRITER	Attaluri Aruna (Kanchiki Cherani Kathalu)	HMTV
8	PUBLIC SERVICE MESSAGE	Balyam Bali	Vanitha TV
9	PUBLIC SERVICE MESSAGE	Be a Champion for Girl Child on Child Marriages	ABN Andhra Jyothy
10	DORMANT ISSUE	Idem Kharmam?	ETV2
11	GENDER SENSITIVE SERIAL	Jogini	DD Saptagiri
12	AWARD FOR HIGHLIGHTING CHILD RELATED ACTS	Manaku Teliyani Mana Chattalu	ABN Andhra Jyothy
13	AWARD FOR EXCLUSIVE NEWS	Female Infant Abandoned	TV9
14	JURY SPECIAL AWARD	Cheekati Velugulu	Vanitha TV
15	AWARD FOR MOST GENDER SENSITIVE CHANNEL		HMTV



February 5, 2011, UNICEF Awards 2011 at the CESS Auditorium, Hyderabad

## 5.6 VIEWPOINT OF THE JURY

The unique UNICEF initiative to monitor and enhance the programmes showcasing the girl child in television could go a long way in changing the societal attitude towards gender equality. The third consecutive awards have proved effective as evident by the Telugu television channels enthusiastic response.

- While the response from many channels was extremely positive this year, some channels remained dormant. It is important to look into the reasons for their poor response and they need to be pulled back into the campaign.
- Most of the programmes focused on the issues, but were felt wanting on the logical solutions. It is time to encourage well-designed programmes on the positive aspects of having a girl child rather than a campaign against pro-negative aspects of gender inequality.
- Awareness on the existing girl child related laws among the masses is lacking. An attempt was made this year which has yielded results. A better response could be forthcoming with the institution of a special award in the main category for highlighting such laws.
- Tele-film is a powerful format to convey the message among masses. But production of tele-films among channels is negligible. UNICEF may consider encouraging tele-films by providing sponsorships in the category.
- Several imaginative and thought-provoking short promos were specially produced by the channels. UNICEF may consider procuring the award-winning promos and

arrange telecasting these across all the channels, in other languages, too.

Emphasising the power of television in impacting audiences with its messages, Dr Yogendra Mathur, Chief, UNICEF Field Office for Karnataka and Andhra Pradesh was of the view that every family should consider it their duty to redress and ensure that children, particularly the girl child attain fullest potential of development. Telugu channels should champion the cause of girl child by creating awareness through their programmes.

The third edition of the UNICEF Awards has established it firmly as an event of prestige among the channels, which have now started looking forward to gaining the recognition of this international agency. Enhanced efforts are needed to channelize their enthusiasm by giving them more time to produce and telecast high-quality programmes.

## 5.7 Conclusion

With its third consecutive edition, the UNICEF Awards intervention for gender sensitivity has influenced remarkable changes in the perceived attitudes of the Telugu television channels. They have now started planning beyond the 100 days campaign period, with greater number of programmes on the girl child through the year. Looking forward to more focused programming on girl child issues, Mr R V V Krishna Rao, CMS Hyderabad, echoing the thoughts of all those involved in the campaign said that the 2012 campaign has high expectations from the channels. Healthy competition in telecasting concept-backed qualitative programmes will definitely leave an everlasting impact on the peoples' minds.

Although UNICEF India has previously undertaken other creative partnerships with media stakeholders, the Andhra Pradesh awards initiative is a distinct model, particularly in its process of award selection, and methodological monitoring of channel programming. This complementary engagement between UNICEF and media stakeholders has emerged as a powerful tool for influencing social change.

## JURY REPORT



**By Justice B Subhashan Reddy**  
Jury Chairperson

The girl child is facing a serious threat in the Indian society today. The statistics of the 2011 Census stand testimony to this. If this trend is allowed to continue, then the day is not far when our 'Motherland' will become motherless, posing a potential threat to the very existence of life!

This unique UNICEF initiative to monitor and enhance programmes showing the girl child in a positive light on television could go a long way in changing societal attitudes towards the girl child. Using the visual media such as television channels to promote awareness among viewers through specially-designed programmes showcasing instances of 'girl child abuse' or 'gender inequality' have proved effective. Buoyed by the positive results of the earlier two editions, the third consecutive Awards for Gender Sensitive Programmes in Telugu television channels is undoubtedly a welcome gesture.

Personally, the theme is dearer to me. During my forty years of legal profession, I had several occasions to deal and strive for protecting child rights, particularly those of girls. As Chairman of Andhra Pradesh Human Rights Commission, after my retirement as Chief Justice of Madras and Kerala High Courts, my suo moto initiatives prevented many child marriages in Chittoor and Warangal districts. The Human Rights Commission also intervened in the *Aata Paata* programme involving children in a serial dance competition by a certain Telugu television channel.

For the 2012 Jury, the organisers UNICEF and CMS have identified four other eminent personalities, equally concerned on the issue of gender sensitivity: Mr Akkineni Kutumba Rao, producer - director of children's films and TV serials also author of several books, Dr C Mrunalini, Professor of P S Telugu University, Dr Mamata Raghuvveer Director of Tharuni, an organization striving against child marriages and Mr. G. Valliswar, Chief Editor of Andhra Pradesh journal, to associate with me in this challenging

exercise. It is a great honour indeed to be partners of this excellent initiative. We feel overwhelmed and privileged to be on the panel of the jury and execute our task of adjudging the 'Champions of Girl Child'.

We had the first meeting with the organisers, UNICEF and CMS to acquaint ourselves with the entire process of the last two awards and plan the task ahead of us. We found that the organisers and the Jury did an outstanding job in 2010 and 2011 to introduce and establish the Awards among the television fraternity. We also acknowledged the enthusiasm shown by Telugu television channels for their creative and committed efforts for the cause of girl child with a robust increase in their programme output last year, compared to that of first year. This has inspired us, and we were confident that the third edition of the UNICEF Awards would be much more fruitful and a step forward in creating the desired impact on society.

In identifying the channels to be in focus for the 2012 Awards, we thought that the criteria laid down in the earlier years - channels with satellite transmission and a standing of at least one year - was suitable. Accordingly, we suggested the same 18 channels - 12 news channels, 3 non-news channels with news bulletins and three entertainment channels to be considered this year too. We also noticed that the 100 days campaign for the cause of girl child evoked good response and advised the organizers to repeat the same campaign. We went through the programme schedules of all the identified channels and found that the content of many of them, including news channels, was purely entertainment after 10.30 pm. There was no scope to project the girl child issues. Hence, our advice was to revise the monitoring time from 6.30 pm

to 10.30 pm giving the same four hours to telecast gender sensitive issues. As script is the life line of any programme, we suggested an Award for the script-writer also. We also felt that television channels need to be more sensitized towards child-related acts as this would go a long way in changing perceptions for the better towards the girl child.

We also participated in the Media Consultation Workshop, where we interacted with television channel heads, programmers, script-writers and representatives of civil society groups. Their comments and suggestions were useful to us in judging the programmes.

We visited the CMS Media Lab after the commencement of monitoring on September 19, 2011. CMS researchers explained in detail the monitoring techniques, scanning of the girl child related programmes, data transfer, preparing the synopsis of the identified programmes etc. The Jury was extremely satisfied with the monitoring methodology and analysing the visuals.

The Jury had as many as nine meetings spread over more than 27 hours. In the first meeting, we finalised the process to be followed for evaluating the material. Accordingly, we decided to adhere to the following guidelines:

- a) Entries should be strictly from the recorded programmes between 6.30 pm and 10.30 pm of the 100 days.
- b) Entries entertained during earlier two editions were not to be considered.
- c) Crime-oriented programmes were not to be considered.
- d) A three-tier selection process – primary scrutiny, shortlisting of three nominations in each category and final selection. We advised CMS to place before the jury all programmes portraying the girl child for evaluation.

In the next six meetings, we completed viewing all the 702 programmes and shortlisted 24 documentaries, 12 interactive programmes, 16 public service messages

(promos), two serials and 29 news items. After the preliminary scrutiny, we began the second phase of the selection process – filtering for the three nominations from the short-listed programmes.

We decided not to consider dubbed serials as the channels contribution was absolutely nil. Thus, the serial *Chinnari Pellikooturu*, a dubbed version of *Balika Vadhu* was not considered. The yard stick we have chosen in this important phase of selection was the channels efforts in producing the programme, the clarity and quality of visuals, the message it conveyed in a broader perspective and the impact on viewers.

For final selection we zeroed in on the best three nominations under each category. Each nomination was meticulously examined discussing the merits and demerits and eliciting individual opinions before finalising the awards, unanimously.

We have recommended 15 awards in 2012, three more than last year. In two categories, well-researched programmes and tele-films, we could not find deserving nominations. In two categories, Award for Interactive Programmes and Award for Public Service Messages, we found that the two nominations were equally good. After thorough discussion and churning, we felt it quite appropriate to encourage those two nominations in the two categories for the awards.

Hence, we recommended the two channels share the awards in the 'interactive' and 'public service' message campaign categories. Lack of toilet facilities in schools was the main reason for the rapid school dropouts of girls. Five channels produced programmes on this dormant issue. We recommended an Award for projecting this dormant issue. Several Acts were enacted including Compulsory Registration of Marriages, which need awareness and familiarity among common man. We recommended an Award for highlighting Acts benefitting the girl child. We also recommended a Special Award to a programme on juvenile homes for girls. There was an exceptional news story – a female infant was abandoned in a railway compartment and one channel took the initiative in rescuing the hapless child. We felt an Award for this exceptional news story also. We are happy that UNICEF has agreed to our recommendations.

## 6.1 OBSERVATIONS AND SUGGESTIONS

After going through the elaborate process, some observations and suggestions for the consideration of UNICEF have been drawn up.

- The third successive UNICEF award intervention for gender sensitivity has evoked excellent response from the Telugu television channels as evident from the spurt of programmes compared to last year. As many as 59 documentaries, 42 interactive programmes, 62 promos were among the 702 total programmes were telecast with the television channels taking much interest. As the awards are now established and media is looking forward to grab the opportunity, we suggest the awards be continued for some more years.
- We feel that the entire process for 2012 was conducted in a hurried manner. The monitoring of prime time programmes commenced the same day that the media consultation workshop was held. We suggest that intimation be given six months in advance to enable channels to adequately plan qualitative programming. Further, we suggest standardising the 100-days campaign period and enhance publicity among the channels.
- We observed that the response from majority of the channels was very good, while some were not active this year. We suggest a separate strategy to pull them into this exercise. One suggestion that comes to mind is encouraging well-designed programmes on the 'positive aspects of having a girl child' rather than a campaign against 'pro-negative' aspects of gender inequality',
- Awards categories need a fresh look. Award for Topical Issue and Reporting may be modified. A new category

highlighting the girl child related acts is necessary to see that the acts are implemented properly. This will help mitigate many of the present day woes of the girl child.

- Tele-film is a powerful format to have a lasting impact on the minds of viewers. However, production of a tele-film involves expenditure which channels cannot afford. UNICEF may consider either providing finance or sponsoring such tele-films.
- Several imaginative and thought-provoking public service campaign messages 'promos' were specially produced and telecast for the Awards programme. UNICEF may consider procuring those promos and arrange their telecast across all the channels and in other languages.

We congratulate all the Telugu television channels for their enthusiastic response to the UNICEF initiative. We place on record our appreciation to the CMS team for their flawless, accurate and prompt handling of the data and helping the jury in fulfilling its job.

Let us all pledge to rededicate ourselves to becoming the real champions of the girl child.

*November 22, 2011, First Jury Meeting*





**Award for Documentary - HMTV**



**Nettuti Vadha**

Comprehensive documentary showcasing incidents of foeticide widespread across the state, it powerfully presents the mushrooming growth of scanning centres, unethical practices of medical practitioners and the ignorance of elders. The highlights of the documentary are a crisp script, appropriate visuals, authentic statistics and apt narration.



**Award for Interactive Programme - Gemini News**



**Yadaardham**

With experts drawn from the field of medicine, science and civil society groups this convincing programme discussed the socio-economic and health aspects of sex determination tests besides countering the myth that the female partner is responsible in determining the sex of the baby.



**Award for Interactive Programme -**

Doordarshan Saptagiri



**Inkennallu on Child Marriages**

A 34-minute lively interaction on the ill-effects of child marriages, this short documentary comprising the right mix of visual support with live participation of young girls' participation along with experts enriched the quality of debate condemning early marriage.



**Award for Topical Issue - TV9**



**Sridevi Issue**

The pathetic end of a housewife Sridevi due to forced abortion after the knowledge that her third child is also a girl. The real life incident in Warangal was covered by the channel in minute details. It also focused on how law should be exercised against those perpetrating such acts.



**Award for Reporting - HMTV**



**Uttunga Tarangam**

The report narrates the story of a young girl Padma, who fights back against her parents forcing her into an early marriage. Following closely the developments in Karimnagar district, the channel's responsible and commendable reporting till the logical end saw Padma asserting her rights.



**Award for Presente - ETV 2**



**Kishore Babu - Presenting Idem Kharmam?**

A well-narrated documentary on lack of basic amenities in girls' schools. The manner in which the presenter, Kishore Babu, conducted the programme with perfect modulation ease and dignity were impressive.



**Award for Script Writer - HMTV**



**Attaluri Aruna 'Kanchiki Cherani Kathalu'**

A powerful script on inconclusive stories of those suffering in silence. The misery of hapless girls in brothels was well-narrated, giving them a ray of hope for a better future.



**Award for Public Service Message - Vanitha**



**Balyam Bali**

A 40-second promo showing how a young girl's childhood suffered due to early marriage, the public service message is a reflection of ground realities in rural Andhra Pradesh.



**Award for Public Service Message - ABN Andhra Jyothy on Child Marriages**



A short animated promo with a lasting impact, it focuses on a mother teaching her young daughter monosyllables with a new connotation opposing child marriages.



**Award for Projecting Dormant Issue - ETV2**



**Idem Khramam?**

An important issue, lack of basic amenities in government schools resulting in heavy drop outs, was projected with startling revelations from various states. Urgent need to focus the attention of authorities was ably conveyed in this documentary.



**Award for Exclusive News - TV 9**



**Abandoned Female Infant in a Railway Coach**

Prompt response to an alert of an abandoned infant in a railway coach led to an exclusive coverage of this heart-rending incident. The carry-through from survival to treatment deserves praise.

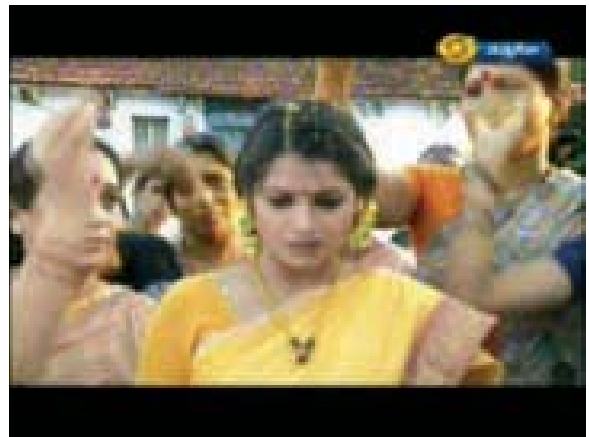


**Award for Gender Sensitive Serial - DD Saptagiri**



**Jogini**

A six-episode serial on the still prevalent Jogini custom in some parts of Telangana. With seasoned artists, powerful dialogues and set in native rural environs, the serial was efficiently produced.



**Award for Highlighting Child Related Acts - ABN Andhra Jyothy**



**Manaku Teliyani Mana Chattalu**

An informative attempt to enlighten the common man on the existing legislations. Details of the Acts, their implementation and the punishment for violators were given lucidly.



**Jury Special Award - Vanitha**



**Cheekati Velugulu**

A programme on girls in juvenile homes. In a rare confidence- building effort, the 30-minute programme shows how inmates of a juvenile home can come up in life with self-respect and mould their future, irrespective of their past.



**Award for Most Gender Sensitive Channel - HMTV**

Maintaining uniformity in content and quality in every programme, the 24-hour news channel, once again, had the highest number of programmes, both at the shortlisting and nomination levels. Its efforts in identifying the subject, attention to script, nativity in visuals and presentation formats were appreciable. Gender sensitivity of the channel was evident in their other programmes also. The Jury unanimously again chose HMTV as the Most Gender Sensitive Channel for 2012 too.



CHAPTER 8

# THE COVERAGE





HMTV

1. September 19 | 08.30 pm | 00:03:01 | News Item | Gang rape on a minor girl in Kurnool
2. September 19 | 09.00 pm | 00:01:51 | News Item | Parents harass daughter Padma; repeated 10.00 pm also.
3. September 24 | 07.30 pm | 00:05:25 | Other Format | Folk songs on girl child.
4. September 24 | 08.30 pm | 00:04:57 | Other Format | Folk songs on foeticide.
5. September 27 | 08.00 pm | 00:00:37 | Promo | Save Girl Child; repeated 38 times.
6. September 28 | 09.30 pm | 00:04:38 | News Item | On health issues.
7. October 09 | 10.00 pm | 00:02:33 | News Item | On mal – nutrition of girls.
8. October 10 | 06.30 pm | 00:26:47 | Documentary | On orphan girls.
9. October 15 | 06.30 pm | 00:04:00 | Other Format | Folk songs on girl child.
10. October 15 | 07.00 pm | 00:10:56 | Other Format | Folk songs on girl child education.
11. October 15 | 08.30 pm | 00:06:54 | Other Format | Folk songs condemning early marriages.
12. October 16 | 08.00 pm | 01:18:03 | Interactive Programme | On orphan girls.
13. October 20 | 07.30 pm | 00:00:25 | News Item | On girls education.
14. October 20 | 09.30 pm | 00:00:35 | News Item | On girls sports.
15. October 22 | 10.00 pm | 00:00:40 | News Item | Harassment of girls in schools.
16. October 24 | 10.00 pm | 00:01:45 | News Item | On eradication of polio.
17. October 25 | 08.00 pm | 00:23:30 | Documentary | On lack of amenities in girls schools.
18. October 26 | 10.00 pm | 00:00:45 | News Item | Wife deserted for giving birth to female child.
19. October 31 | 07.00 pm | 00:01:19 | News Item | Father kills daughters.
20. October 31 | 07.30 pm | 00:01:30 | News Item | On dalit girls education.
21. October 31 | 07.30 pm | 00:06:00 | News Item | On health
22. October 31 | 10.00 pm | 00:01:11 | News Item | Birth of 7<sup>th</sup> billion baby.
23. November 03 | 06.30 pm | 00:00:46 | Promo | Girl - strength of nation; repeated 18 times.
24. November 03 | 10.00 pm | 00:00:49 | News Item | On health.
25. November 03 | 10.00 pm | 00:01:12 | News Item | On girls trapped in prostitution.
26. November 05 | 10.00 pm | 00:00:31 | News Item | On Naga Vaishnavi murder case.
27. November 06 | 07.30 pm | 00:01:10 | News Item | Sports events for poor girls.
28. November 07 | 09.00 pm | 00:04:20 | News Item | Seminar on sex determination test.
29. November 08 | 07.30 pm | 00:00:58 | News Item | Sexual harassment of students.
30. November 09 | 07.00 pm | 00:02:16 | News Item | Harassment of girl student by principal.
31. November 11 | 07.30 pm | 00:03:11 | News Item | On education of orphan girls.
32. November 13 | 10.00 pm | 00:01:52 | News Item | Painting exhibition on foeticide.
33. November 14 | 06.30 pm | 00:03:13 | News Item | Girl won title in swimming competition.
34. November 14 | 06.30 pm | 00:02:14 | News Item | Child prodigy in music.
35. November 16 | 08.00 pm | 00:21:40 | Documentary | On children of those trapped in prostitution.
36. November 16 | 08.30 pm | 00:00:33 | Promo | On girl child education; repeated once.
37. November 16 | 08.30 pm | 00:27:11 | Interactive Programme | On children of women trapped in prostitution.
38. November 16 | 10.00 pm | 00:07:07 | News Item | Sexual abuse on a girl student.
39. November 17 | 06.30 pm | 00:00:20 | Promo | On girls education.
40. November 19 | 06.30 pm | 00:00:19 | News Item | Atrocities on girls.
41. November 19 | 06.30 pm | 00:00:15 | Promo | On education.
42. November 19 | 10.00 pm | 00:00:38 | Promo | Girl child education.
43. November 22 | 08.30 pm | 00:01:03 | Promo | On foeticide.
44. November 23 | 07.00 pm | 00:02:17 | News Item | Inter student kidnapped in Tirupathi.
45. November 25 | 10.00 pm | 00:01:06 | News Item | Girl trapped in a factory.
46. November 26 | 08.30 pm | 00:06:18 | Other Format | Folk songs on girl child.
47. November 26 | 10.00 pm | 00:00:56 | News Item | Harassment of girl student.
48. November 28 | 10.00 pm | 00:00:32 | Promo | On domestic violence; repeated twice.
49. November 29 | 08.00 pm | 00:19:56 | Documentary | On domestic harassment of girls.
50. November 29 | 08.30 pm | 00:28:11 | Interactive Programme | On domestic harassment.
51. December 02 | 07.00 pm | 00:00:14 | Promo | On foeticide; repeated 18 times.
52. December 03 | 07.00 pm | 00:05:39 | Other Format | Folk songs condemning child labour.
53. December 03 | 09.00 pm | 00:01:48 | News Item | Wonder kid.
54. December 06 | 06.30 pm | 00:04:03 | News Item | NGO working for mentally retarded girls.
55. December 07 | 07.00 pm | 00:00:21 | News Item | Food poisoning in girls school.
56. December 07 | 07.30 pm | 00:01:10 | News Item | On Child Rights.
57. December 08 | 07.30 pm | 00:03:16 | News Item | NGO working for mentally retarded girls.
58. December 09 | 07.00 pm | 00:01:21 | News Item | On girl child trafficking.
59. December 12 | 08.00 pm | 00:17:55 | Documentary | On foeticide.
60. December 13 | 06.30 pm | 00:03:56 | News Item | On facilities in girls schools; repeated in sports bulletin also.
61. December 13 | 10.00 pm | 00:01:06 | News Item | Harassment on girl child.
62. December 14 | 07.30 pm | 00:01:33 | News Item | Husband deserted wife and daughters; repeated once.
63. December 15 | 07.30 pm | 00:03:20 | News Item | On health of a girl child.
64. December 18 | 08.00 pm | 00:00:36 | Promo | On trafficking.
65. December 19 | 08.00 pm | 00:22:24 | Documentary | On girl child trafficking.
66. December 21 | 07.00 pm | 00:01:17 | News Item | Girl child abandoned.
67. December 21 | 07.00 pm | 00:00:30 | News Item | 11 children died in Kurnool hospital.
68. December 21 | 07.00 pm | 00:00:49 | News Item | Girl kidnapped.
69. December 22 | 07.00 pm | 00:00:29 | News Item | Attempt to convert a girl into Jogini.
70. December 22 | 07.30 pm | 00:02:27 | News Item | Principal arrested for sexual harassment.
71. December 22 | 08.00 pm | 00:00:38 | Promo | On Girl child marriages.
72. December 22 | 08.00 pm | 00:00:51 | Promo | On Girl child labour
73. December 23 | 09.00 pm | 00:03:41 | News Item | Serial killings of girls In Visakha Patnam District.
74. December 26 | 07.00 pm | 00:21:02 | Documentary | Uttunga Tarangam – Padma story.
75. December 27 | 08.00 pm | 00:20:48 | Documentary | On girl child marriages.

1. September 19 | 07.00 pm | 00:02:11 | News Item | Parents harassing daughter in Karimnagar dist.
2. September 26 | 09.30 pm | 00:02:06 | News Item | On girls' health
3. September 28 | 10.00 pm | 00:00:58 | News Item | States to work for reducing infant mortality
4. September 29 | 09.30 pm | 00:01:28 | News Item | On atrocities
5. October 09 | 09.30 pm | 00:02:52 | News Item | Senior citizens working for girls education in Vizag
6. October 11 | 08.00 pm | 00:00:17 | News Item | Two girls burnt to death
7. October 12 | 08.00 pm | 00:00:12 | News Item | Rape of a handi-capped girl in Tirupathi
8. October 13 | 08.00 pm | 00:00:12 | News Item | Demand for more budget for girl child welfare
9. October 22 | 07.00 pm | 00:01:30 | News Item | Education in Andhra - Orissa border villages
10. October 22 | 07.00 pm | 00:00:55 | News Item | Janani Sisu Suraksha scheme. Repeated once
11. October 24 | 07.00 pm | 00:00:46 | News Item | NCRC serious concern over children deaths in Kurnool hospital.
12. October 25 | 09.30 pm | 00:02:55 | News Item | Lack of amenities in Govt. Junior college
13. October 26 | 08.00 pm | 00:00:15 | News Item | Female infant found on railway track
14. October 26 | 08.00 pm | 00:01:43 | News Item | On girls of Jeevana Jyothi school, Varanasi
15. October 27 | 09.30 pm | 00:01:20 | News Item | AP in second position in atrocities on girls
16. October 27 | 10.00 pm | 00:01:24 | News Item | Death of 13 children in Kolkata hospital
17. October 28 | 08.00 pm | 00:00:17 | News Item | On elimination of girl child labour
18. October 28 | 08.00 pm | 00:00:10 | News Item | On infanticide in Hyderabad
19. October 28 | 10.00 pm | 00:00:36 | News Item | Follow up of Children deaths in Kolkata hospital
20. October 29 | 07.30 pm | 00:11:38 | Documentary | Brain fever in North India
21. October 30 | 07.00 pm | 00:00:56 | News Item | Harassment of a girl at Kamareddy
22. October 30 | 07.30 pm | 00:01:33 | News Item | Daughter denied education in Nalgonda dist.
23. October 31 | 08.00 pm | 00:01:28 | News Item | Birth of seventh billion baby. (repeated once)
24. November 05 | 07.00 pm | 00:03:10 | News Item | Second marriage for male child
25. November 05 | 08.00 pm | 00:00:32 | News Item | Rare surgery on Pakistan girl at Kolkata
26. November 05 | 08.00 pm | 00:00:12 | News Item | Naga Vaishnavi murder case
27. November 09 | 08.00 pm | 00:00:15 | News Item | Harassment of girl student by teacher
28. November 10 | 08.00 pm | 00:00:12 | News Item | On compulsory education for girls
29. November 10 | 08.00 pm | 00:00:17 | News Item | Death of female child for lack of medical aid
30. November 12 | 07.00 pm | 00:01:31 | News Item | Help to blind girls by LV Prasad Eye Institute
31. November 13 | 07.00 pm | 00:04:22 | News Item | Damaged school buildings in Karimnagar dist.
32. November 13 | 07.00 pm | 00:00:38 | News Item | Harassment of daughter in Visakhapatnam dist.
33. November 13 | 08.00 pm | 00:01:51 | News Item | Death of four children due to food poisoning in East Godavari dist.
34. November 13 | 09.30 pm | 00:00:51 | News Item | Girls excel in Karate competition
35. November 15 | 08.00 pm | 00:03:09 | News Item | Mock Assembly for high school students
36. November 17 | 07.30 pm | 00:11:27 | Documentary | On nutrition
37. November 18 | 07.30 pm | 00:11:37 | Documentary | On lack of basic facilities in girls schools
38. November 19 | 08.00 pm | 00:00:13 | News Item | Missing of Inter girl student in Visakhapatnam.
39. November 21 | 08.00 pm | 00:00:36 | News Item | Naga Vaishnavi case

40. November 22 | 08.00 pm | 00:03:35 | News Item | Computer courses at Govt. girls school, Hanmakonda
41. November 23 | 08.00 pm | 00:03:01 | News Item | On foeticide, Sridevi incident
42. November 24 | 07.30 pm | 00:10:41 | Documentary | On girl child issues
43. November 24 | 07.30 pm | 00:11:19 | Documentary | On foeticides
44. November 27 | 08.00 pm | 00:03:48 | News Item | Vizag sisters excel in music
45. November 28 | 08.00 pm | 00:01:17 | News Item | Shortage of teachers in Warangal schools
46. November 29 | 08.00 pm | 00:01:57 | News Item | Girl student won President Award
47. November 30 | 09.30 pm | 00:03:23 | News Item | Orphan girl rescued to shelter
48. December 06 | 09.30 pm | 00:00:10 | News Item | Female infant found dead in Nizamabad
49. December 07 | 07.00 pm | 00:01:28 | News Item | Residential school inmates fell ill due to contamination of water
50. December 07 | 07.30 pm | 00:01:14 | News Item | Child labour in mines
51. December 07 | 09.00 pm | 00:03:20 | News Item | Cultural programme by girl students in Srikakulam dist.
52. December 09 | 07.00 pm | 00:01:04 | News Item | On kidnap of girls in Hyderabad (repeated once)
53. December 10 | 09.30 pm | 00:03:00 | News Item | Girl owns family responsibility
54. December 11 | 07.00 pm | 00:00:36 | News Item | Problems in Social welfare hostels
55. December 12 | 08.00 pm | 00:02:18 | News Item | Child health protection scheme in Warangal dist.
56. December 13 | 09.30 pm | 00:00:37 | News Item | On harassment of daughter by parents
57. December 14 | 07.30 pm | 00:14:03 | Documentary | On Anganwadis
58. December 14 | 08.00 pm | 00:01:42 | News Item | Harassment of wife and daughters by husband
59. December 19 | 07.00 pm | 00:00:34 | News Item | Sexual harassment by teacher at Machilipatanam
60. December 22 | 08.00 pm | 00:02:29 | News Item | Focus on women and children in Food Security bill
61. December 22 | 08.00 pm | 00:02:47 | News Item | On handicapped children in Chittoor dist.
62. December 22 | 09.30 pm | 00:00:34 | News Item | Principal arrested for sexual harassment
63. December 23 | 06.30 pm | 00:03:10 | News Item | Arrest of a psycho for killing girls in Vizag
64. December 23 | 07.30 pm | 00:22:17 | Documentary | On Sarva Siksha Abhiyan
65. December 26 | 07.00 pm | 00:02:29 | News Item | Tribal children demand for a school in Adilabad.



## Gemini News

1. September 19 | 07:00 pm | 00:00:47 | News Item | Harassment of daughter by parents.
2. September 19 | 09:00 pm | 00:05:00 | News Item | Gang rape of minor girl in Kurnool.
3. September 20 | 07:00 pm | 00:02:23 | News Item | Female infant abandoned in Gudivada.
4. September 21 | 07:00 pm | 00:03:19 | News Item | Early marriage in Simhachalam temple.
5. September 28 | 07:30 pm | 00:27:26 | Documentary | On Pregnancy.
6. October 03 | 06:30 pm | 00:01:56 | News Item | Wonder kid.
7. October 10 | 07:00 pm | 00:04:03 | News Item | Sexual harassment by teachers.
8. October 10 | 07:30 pm | 00:06:44 | News Item | Minor girls trapped in prostitution.
9. October 11 | 07:00 pm | 00:03:23 | News Item | Two girls killed.
10. October 12 | 09:00 pm | 00:02:27 | News Item | Girl excelled in martial arts.
11. October 13 | 07:30 pm | 00:28:58 | Documentary | On Prostitution of minor girls
12. October 15 | 10:30 pm | 00:02:20 | News Item | Harassment of minor girl.
13. October 17 | 07:00 pm | 00:02:45 | News Item | Aged person marry a minor girl.
14. October 17 | 09:30 pm | 00:05:32 | News Item | Girl excelled in martial arts.

15. October 18 | 06:30 pm | 00:03:34 | News Item | Head master harassing girl students.
16. October 18 | 09:00 pm | 00:03:14 | News Item | Attack on girl child.
17. October 21 | 07:00 pm | 00:00:30 | News Item | Harassment of girl student.
18. October 21 | 07:00 pm | 00:01:05 | News Item | On infanticide.
19. October 23 | 07:00 pm | 00:01:09 | News Item | Minor girl trapped in prostitution.
20. October 23 | 07:00 pm | 00:01:07 | News Item | Police stopped early marriage.
21. October 26 | 07:00 pm | 00:02:26 | News Item | On basic amenities in schools.
22. October 29 | 10:00 pm | 00:01:42 | News Item | On sexual harassment of a minor girl.
23. November 04 | 07:00 pm | 00:02:57 | News Item | Child welfare schemes in Anantapur district.
24. November 05 | 07:00 pm | 00:01:20 | News Item | Second marriage for male children.
25. November 06 | 07:00 pm | 00:01:48 | News Item | On infanticide.
26. November 14 | 07:30 pm | 00:26:56 | Documentary | On Street Children.
27. November 14 | 07:00 pm | 00:02:40 | News Item | On health issue
28. November 14 | 10:00 pm | 00:01:09 | News Item | On basic amenities in girl schools.
29. November 15 | 07:00 pm | 00:04:05 | News Item | Kidnapped girl killed in Visakhapatnam.
30. November 16 | 07:00 pm | 00:02:39 | News Item | Harassment of minor girls.
31. November 16 | 07:00 pm | 00:03:45 | News Item | Follow up story of kidnapped girl killed.
32. November 17 | 07:00 pm | 00:02:04 | News Item | Dowry free village in Adilabad district.
33. November 17 | 07:00 pm | 00:01:15 | News Item | On kidnap of girls in Visakhapatnam.
34. November 17 | 07:00 pm | 00:00:29 | News Item | Kidnapped girls traced.
35. November 18 | 07:00 pm | 00:03:17 | News Item | Vijayawada girl shines in scattling.
36. November 20 | 07:00 pm | 00:02:49 | News Item | Lack of facilities in girls schools.
37. November 27 | 07:00 pm | 00:04:06 | News Item | On foeticide Sridevi incident
38. November 29 | 07:00 pm | 00:01:24 | News Item | Sexual abuse on minor girl.
39. November 17 | 07:30 pm | 00:23:41 | Documentary | Smile Pinky Smile
40. November 15 | 07:30 pm | 00:02:37 | Promo | Save Girl Child; repeated 16 times.
41. December 02 | 09:30 pm | 00:04:09 | News Item | Sexual harassment on girls on rise; repeated once.
42. December 02 | 10:00 pm | 00:03:32 | News Item | Story on blind girls.
43. December 06 | 09:30 pm | 00:01:23 | News Item | Atrocity on a minor girl in Secunderabad.
44. December 08 | 08:30 pm | 00:03:35 | News Item | President award to girls oppose child marriages.
45. December 09 | 07:00 pm | 00:02:23 | News Item | On health issues of Khammam district.
46. December 15 | 07:00 pm | 00:02:09 | News Item | On atrocities
47. December 15 | 07:30 pm | 00:02:15 | News Item | On health issues.
48. December 17 | 07:00 pm | 00:02:08 | News Item | Wife harassed for giving birth to female child.
49. December 17 | 07:00 pm | 00:03:11 | News Item | On health issues.
50. December 20 | 09:30 pm | 00:18:14 | Documentary | On Girl Child Labour
51. December 21 | 08:00 pm | 00:28:50 | Interactive Programme | On Sex Determination Tests
52. December 23 | 07:00 pm | 00:02:36 | News Item | On health issues.
53. December 23 | 07:00 pm | 00:01:57 | News Item | Students protest against harassment
54. December 23 | 09:30 pm | 00:18:13 | Documentary | On lack of facilities in school.
55. December 27 | 09:30 pm | 00:06:16 | News Item | Lack of amenities in schools.

1. September 19 | 08.00 pm | 00:09:20 | News Item | Minor girl killed after gang rape (repeated 10 pm)
2. September 19 | 08.00 pm | 00:00:57 | News Item | Parents harassment of daughter (repeated 10 pm)
3. September 20 | 08.30 pm | 00:04:22 | News Item | Follow up story of the gang rape incident
4. October 01 | 08.30 pm | 00:02:59 | News Item | 10<sup>th</sup> class girl student killed by a psycho
5. October 08 | 06.30 pm | 00:00:15 | News Item | Sexual harassment by a sadist
6. October 11 | 08.30 pm | 00:04:55 | News Item | Auto driver kills two girls
7. October 11 | 08.30 pm | 00:05:08 | News Item | 7 years old girl killed in Krishna dist.
8. October 12 | 08.30 pm | 00:00:26 | News Item | Mentally retorted girl raped in Tirupathi
9. October 17 | 08.30 pm | 00:05:59 | News Item | Villagers stalled a minor girl marriage
10. October 17 | 08.30 pm | 00:03:36 | News Item | Harassment of girls in a NGO at Vizag
11. October 18 | 08.30 pm | 00:08:01 | News Item | Investigation delay in Naga Vaishnavi murder case
12. October 19 | 08.30 pm | 00:03:10 | News Item | Sexual harassment by teacher
13. October 20 | 08.30 pm | 00:00:30 | News Item | Marriage of a minor girl in Chittoor
14. October 21 | 08.00 pm | 00:02:36 | News Item | On problems of girls education
15. October 27 | 08.30 pm | 00:04:11 | News Item | Harassment of girls students
16. October 29 | 08.30 pm | 00:03:18 | News Item | AP ranks 6<sup>th</sup> on atrocities against girls
17. October 31 | 08.30 pm | 00:02:37 | News Item | Father kills daughter
18. November 02 | 09.30 pm | 00:00:21 | News Item | Sexual harassment by father
19. November 03 | 10.00 pm | 00:10:12 | News Item | Inmates of shelter home harassed
20. November 04 | 08.00 pm | 00:06:27 | News Item | Crime against girls in Vijayawada
21. November 05 | 07.30 pm | 00:00:44 | News Item | Arrests in Visakhapatnam rape case
22. November 05 | 08.30 pm | 00:05:25 | News Item | Protest rally condemning girls killings
23. November 06 | 10.00 pm | 00:04:12 | News Item | Sexual harassment in a school
24. November 07 | 08.30 pm | 00:03:02 | News Item | Sexual harassment by father
25. November 08 | 08.30 pm | 00:03:54 | News Item | Kidnaps of children from hospitals
26. November 09 | 07.00 pm | 00:01:18 | News Item | Harassment of girl students
27. November 09 | 08.30 pm | 00:00:57 | News Item | Girls trapped in prostitution
28. November 09 | 08.30 pm | 00:08:51 | News Item | Trafficking of tribal girls
29. November 10 | 08.30 pm | 00:06:00 | News Item | On kidnap of children from Warangal hospital
30. November 10 | 08.30 pm | 00:02:49 | News Item | On sexual harassment; repeated once.
31. November 12 | 08.30 pm | 00:00:26 | News Item | On infanticide
32. November 12 | 08.30 pm | 00:09:29 | News Item | Special focus on children health
33. November 15 | 07.00 pm | 00:02:47 | News Item | Missing girl found killed in Visakhapatnam dist; repeated once.
34. November 17 | 06.30 pm | 00:01:38 | News Item | Missing girls traced in Visakhapatnam
35. November 17 | 07.00 pm | 00:05:33 | News Item | High infant deaths in Tirupathi Ruya hospital
36. November 21 | 08.00 pm | 00:04:04 | News Item | Dowry harassment of a minor girl; repeated once
37. November 21 | 08.30 pm | 00:05:55 | News Item | On missing girls in Visakhapatnam
38. November 26 | 08.30 pm | 00:00:27 | News Item | Harassment by teacher in Nalgonda dist.

39. November 29 | 08.30 pm | 00:06:33 | News Item | On foeticide - Sidevi incident
40. December 02 | 08.30 pm | 00:03:23 | News Item | Wife harassed for giving birth to female child
41. December 06 | 08.30 pm | 00:04:57 | News Item | Police atrocities on girls
42. December 06 | 08.30 pm | 00:00:47 | News Item | On infanticide
43. December 08 | 08.30 pm | 00:00:34 | News Item | Child labour liberated
44. December 09 | 08.30 pm | 00:03:32 | News Item | Kidnap of girls in Hyderabad
45. December 14 | 08.30 pm | 00:03:53 | News Item | Female infant found abandoned
46. December 15 | 08.30 pm | 00:04:03 | News Item | Killing of girls in Visakhapatnam dist.
47. December 17 | 08.30 pm | 00:00:19 | News Item | Female infant found at Nandyala railway station
48. December 20 | 10.00 pm | 00:03:32 | News Item | 4 years old girl excels in music
49. December 21 | 08.30 pm | 00:02:45 | News Item | Girls return home after four years
50. December 21 | 09.00 pm | 00:01:46 | News Item | Honour killing in Visakhapatnam dist
51. December 23 | 07.00 pm | 00:06:22 | News Item | Arrest of a psycho for serial killings of girls
52. December 23 | 08.30 pm | 00:03:01 | News Item | Follow up story of serial killings
53. December 25 | 08.00 pm | 00:00:36 | News Item | Death of girl children in West Bengal hospital



## Zee 24 Gantalu

1. September 19 | 07.00 pm | 00:01:18 | News Item | Parents harassing daughter in Karimnagar dist.(repeated 2 times)
2. September 27 | 07.30 pm | 00:04:58 | News Item | Missing girls in Hyderabad
3. October 18 | 06.30 pm | 00:00:51 | News Item | Plight of girl child in China
4. October 19 | 08.30 pm | 00:20:50 | Documentary | On kidnapping of children; repeated once
5. October 20 | 09.00 pm | 00:01:08 | News Item | Harassment of girl students by headmaster
6. October 22 | 08.00 pm | 00:01:09 | News Item | Harassment by headmaster
7. October 26 | 10.00 pm | 00:00:15 | News Item | Wife deserted for giving birth to female child
8. November 01 | 10.00 pm | 00:04:07 | News Item | On missing girls in old city of Hyderabad
9. November 01 | 08.30 pm | 00:01:36 | News Item | On sexual harassment in Chennai
10. November 04 | 09.00 pm | 00:00:49 | News Item | Harassment of daughter by a judge
11. November 05 | 07.00 pm | 00:22:59 | Documentary | On trafficking
12. November 05 | 10.00 pm | 00:03:37 | News Item | Pregnant woman seeks police help
13. November 09 | 07.00 pm | 00:00:49 | News Item | Second class girl harassed by teacher
14. November 11 | 09.00 pm | 00:02:21 | News Item | 24 female births in one day at Tirupathi
15. November 13 | 09.00 pm | 00:02:18 | News Item | Violation of child labour Act in Guntur; repeated once
16. November 14 | 09.00 pm | 00:02:07 | News Item | Children's Day celebrations in Hyderabad
17. November 15 | 09.00 pm | 00:02:16 | News Item | On Child Rights Index Survey
18. November 17 | 07.00 pm | 00:00:59 | News Item | Missing girls traced in Visakhapatnam; repeated once
19. November 17 | 07.30 pm | 00:01:00 | News Item | Sexual harassment by a school attender
20. November 17 | 09.00 pm | 00:00:23 | News Item | Karate for tribal girls
21. November 18 | 07.00 pm | 00:03:25 | News Item | Lack of basic amenities in Govt. girls school in Warangal
22. November 23 | 07.30 pm | 00:01:20 | News Item | Harassment of girl student by teacher
23. November 23 | 09.00 pm | 00:00:57 | News Item | On foeticide - Sidevi issue; repeated once

24. November 25 | 09.00 pm | 00:00:48 | News Item | Sexual harassment; repeated once
25. November 25 | 10.00 pm | 00:02:29 | News Item | Girls saved from a trap in China
26. November 26 | 09.00 pm | 00:00:49 | News Item | Death of a 10<sup>th</sup> class girl in Nalgonda dist.
27. November 27 | 08.00 pm | 00:02:40 | News Item | Lack of facilities in maternity hospital in Vijayanagaram
28. November 29 | 07.30 pm | 00:00:55 | News Item | Three girls of same family missing in Hyderabad
29. December 03 | 09.00 pm | 00:01:32 | News Item | Girl student harassed by head master
30. December 06 | 07.30 pm | 00:01:03 | News Item | Atrocities on an inmate of girls hostel; repeated once
31. December 09 | 07.00 pm | 00:00:09 | News Item | Two persons arrested in girls kidnap case
32. December 13 | 07.30 pm | 00:15:15 | News Item | On missing girls in Hyderabad; repeated once
33. December 13 | 10.00 pm | 00:00:52 | News Item | Harassment of daughter by mother
34. December 14 | 07.00 pm | 00:46:48 | Interactive Programme | On harassment
35. December 14 | 09.00 pm | 00:03:38 | News Item | Harassment by father
36. December 14 | 09.00 pm | 00:02:30 | News Item | Serial killings of girls in Visakhapatnam; repeated once
37. December 17 | 08.00 pm | 00:03:43 | News Item | Attempt to kidnap girls at Kavali
38. December 21 | 07.30 pm | 00:01:11 | News Item | On missing girls
39. December 21 | 08.00 pm | 00:02:58 | News Item | On harassment of minor girl by parents
40. December 22 | 06.30 pm | 00:00:09 | News Item | Principal charge sheeted for sexual abuse
41. December 23 | 10.00 pm | 00:01:29 | News Item | Psycho arrested for killing girls in Vizag; repeated 3 times.
42. December 24 | 07.00 pm | 00:00:09 | News Item | Arrested in harassment case
43. December 25 | 08.30 pm | 00:25:35 | Interactive Programme | On foeticides and early marriages
44. December 25 | 09.00 pm | 00:01:50 | News Item | Survey report of on habits of children
45. December 25 | 10.00 pm | 00:00:27 | News Item | Physical harassment of a inter student
46. December 26 | 09.00 pm | 00:00:47 | News Item | Sexual harassment of a girl student by attender
47. December 27 | 09.00 pm | 00:01:43 | News Item | Harassment of daughters by father



## iNEWS

1. September 19 | 08.00 pm | 00:03:08 | News Item | Parents harassed daughter in Karimnagar district; repeated in 09.00 pm also.
2. September 19 | 10.00 pm | 00:00:57 | News Item | Sexual harassment on girl child.
3. September 20 | 10.00 pm | 00:01:27 | News Item | Gang raped girl died in hospital.
4. September 21 | 10.00 pm | 00:00:55 | News Item | Financial help to Narthana a victim of harassment by her mother.
5. September 27 | 06.30 pm | 00:00:31 | Promo | On foeticide; repeated 5 times
6. September 27 | 09.30 pm | 00:00:35 | Promo | Let me born; repeated 11 times.
7. September 28 | 06.30 pm | 00:00:30 | Promo | Let me live on foeticides; repeated 5 times.
8. October 07 | 06.30 pm | 00:00:30 | Promo | Foeticide a great sin; repeated 53 times.
9. October 07 | 10.00 pm | 00:00:37 | News Item | Just born female child found in Nayapool, Hyderabad.
10. October 10 | 09.00 pm | 00:02:32 | News Item | Arab Sheiks marrying minor girls - arrested.
11. October 15 | 06.30 pm | 00:02:37 | News Item | Parents use girl child for their lively hood.
12. October 17 | 06.30 pm | 00:00:32 | Promo | Let us welcome girls; repeated once.
13. October 18 | 09.00 pm | 00:01:34 | News Item | Husband killed wife for delivering female child second time.
14. October 18 | 09.00 pm | 00:03:09 | News Item | Sexual harassment by Head master in Krishna District.

15. October 20 | 08.00 pm | 00:02:24 | News Item | Distribution of books to inmates of girls school in Hyderabad. Repeated 1 time
16. October 22 | 10.00 pm | 00:00:07 | Promo | Be proud of a girl child.
17. October 22 | 10.00 pm | 00:01:51 | News Item | Sexual harassment by teacher in Anantapuram.
18. October 23 | 08.00 pm | 00:02:14 | News Item | Harassment of girls by teachers in a Zilla Parishad School in Krishna District.
19. October 26 | 08.00 pm | 00:03:11 | News Item | Husband deserted wife for giving birth to second female child.
20. October 26 | 10.00 pm | 00:00:10 | News Item | Infant girl found on railway track.
21. October 31 | 09.00 pm | 00:01:58 | News Item | 7<sup>th</sup> billion baby Nargis born in Lucknow.
22. November 04 | 07.30 pm | 00:00:31 | Promo | Daddy let me born; repeated 11 times
23. November 05 | 08.00 pm | 00:02:10 | News Item | Second marriage for male child.
24. November 09 | 10.00 pm | 00:01:59 | News Item | Accused in sexual harassment surrendered.
25. November 10 | 07.00 pm | 00:00:07 | Promo | Girl child is great; repeated 17 times.
26. November 14 | 06.30 pm | 00:00:27 | Promo | Stop foeticide; repeated thrice.
27. November 14 | 08.00 pm | 00:03:10 | News Item | Kidnapped girl in Visakhapatnam district found killed; repeated 2 times
28. November 14 | 08.00 pm | 00:02:42 | News Item | Special story on street children.
29. November 16 | 07.00 pm | 00:00:07 | Promo | Danger signal | sex ratio falling; repeated 6 times.
30. November 18 | 08.00 pm | 00:03:30 | News Item | Girl takes up family responsibility in Vijayanagaram district.
31. November 28 | 10.00 pm | 00:01:07 | News Item | Villagers attack for harassing girls.
32. December 04 | 10.00 pm | 00:02:19 | News Item | Wonder kid Sindhuri from Warangal district.
33. December 05 | 06.30 pm | 00:03:03 | News Item | Misuse of funds in girls hostel.
34. December 09 | 10.00 pm | 00:02:36 | News Item | Police arrested a gang involved in kidnapping of girl children.
35. December 11 | 08.00 pm | 00:01:58 | News Item | An ailing girl seeks help; repeated once
36. December 14 | 07.00 pm | 00:00:39 | News Item | Wife and two daughters deserted by husband; repeat 08.00 pm and 10.00 pm also.
37. December 22 | 07.30 pm | 00:00:20 | News Item | State level sports for girls at Rajampet.
38. December 23 | 07.00 pm | 00:10:14 | News Item | Police arrested a psycho for killing children in Visakhapatnam; repeated one time.
39. December 23 | 07.30 pm | 00:00:21 | News Item | On Junior college for girls.
40. December 23 | 08.30 pm | 00:00:54 | Other programme | CBI failure in Arushi murder case.
41. December 23 | 08.30 pm | 00:00:52 | Other programme | CBI failure in Nithari
42. December 23 | 10.00 pm | 00:00:09 | News Item | Crazy girl.
43. December 26 | 07.30 pm | 00:00:20 | News Item | Girl commits suicide due to harassment by teacher.
44. December 26 | 07.30 pm | 00:00:31 | News Item | Villagers stop marriage of minor girl in Kadapa district.
45. December 26 | 07.30 pm | 00:00:20 | News Item | Social activists concern over increasing foeticides in Kadapa.
46. December 27 | 07.30 pm | 00:00:21 | News Item | Children agitate for school in their village.
6. October 19 | 09:30 pm | 00:06:34 | News Item | On Domestic Violence Act.
7. October 19 | 09:30 pm | 00:02:29 | News Item | Husband killed wife for delivering female child.
8. October 20 | 09:30 pm | 00:00:51 | News Item | Management harass tenth class girl student.
9. October 21 | 09:30 pm | 00:00:16 | News Item | On infanticide.
10. October 26 | 09:00 pm | 00:00:23 | News Item | Female infant abandoned near railway track.
11. October 26 | 09:00 pm | 00:01:03 | News Item | Husband to marry again as the first wife delivered female child.
12. October 26 | 09:00 pm | 00:04:51 | News Item | Elimination of Child Labour Act.
13. October 27 | 09:00 pm | 00:04:51 | News Item | Prevention of Child Marriage Act.
14. October 29 | 10:00 pm | 00:06:28 | News Item | Dwindling sex ratio in U.P.
15. October 31 | 09:30 pm | 00:00:45 | News Item | On killing of two daughters.
16. November 02 | 07:30 pm | 00:24:19 | Documentary | On foeticides and other issues.
17. November 04 | 09:30 pm | 00:01:40 | News Item | Sexual harassment of students in East Godavari District.
18. November 06 | 07:00 pm | 00:00:43 | News Item | Atrocities on mentally handicapped girl.
19. November 07 | 09:30 pm | 00:04:32 | News Item | Child Rights Act
20. November 15 | 07:00 pm | 00:04:42 | News Item | Kidnapped girl killed in Visakhapatnam.
21. November 16 | 06:30 pm | 00:00:48 | Promo | Stop Girl Child Marriage; repeated 7times
22. November 15 | 07:00 pm | 00:24:07 | Documentary | On street children
23. November 16 | 09:30 pm | 00:00:26 | News Item | On harassment.
24. November 17 | 07:00 pm | 00:01:20 | News Item | On harassment of girl students
25. November 17 | 09:00 pm | 00:05:01 | News Item | Arrests in girls kidnap.
26. November 17 | 09:30 pm | 00:00:38 | News Item | Missing girls of Visakhapatnam traced.
27. November 20 | 10:30 pm | 00:01:06 | News Item | Sachin appeal for street children's education.
28. November 21 | 09:30 pm | 00:01:50 | News Item | On dowry harassment.
29. November 24 | 10:00 pm | 00:01:04 | Promo | On Save Girl Child; repeated 3 times
30. November 25 | 07:30 pm | 00:22:10 | Documentary | On suicides.
31. December 04 | 07:00 pm | 00:00:14 | Promo | Let the girl smile; repeated 2times
32. December 13 | 09:30 pm | 00:00:37 | News Item | On father harassing daughter.
33. December 13 | 09:30 pm | 00:00:48 | News Item | Female infant abandoned on road side.
34. December 16 | 06:30 pm | 00:03:02 | News Item | On Sex Determination Act.
35. December 19 | 10:30 pm | 00:05:51 | News Item | Husband deserted wife for delivering female child.
36. December 21 | 08:00 pm | 00:00:32 | Promo | On girl child education; repeated 6times
37. December 21 | 09:00 pm | 00:00:26 | Promo | Let us welcome girl child; repeated 3times.
38. December 22 | 08:30 pm | 00:00:26 | Promo | Bless me with female child; repeated 2times.
39. December 22 | 09:30 pm | 00:02:17 | News Item | On harassment of girls.
40. December 22 | 09:30 pm | 00:00:38 | News Item | Principal charge sheeted for harassment.



## ABN Andhra Jyothy

1. September 19 | 09:00 pm | 00:03:00 | News Item | Parents harassing daughter in Karimnagar.
2. September 19 | 09:30 pm | 00:00:29 | News Item | Gang rape of minor girl in Kurnool district.
3. September 20 | 09:30 pm | 00:00:23 | News Item | Follow up of Kurnool incident girl died.
4. September 23 | 09:30 pm | 00:00:29 | News Item | On kidnap of female infant
5. October 02 | 10:00 pm | 00:00:53 | News Item | Sridevi incident in Warangal District.



## Studio N

1. September 19 | 07:00 pm | 00:06:27 | News Item | Parents harass daughter in Karimnagar dist.
2. September 19 | 08:00 pm | 00:01:17 | News Item | Gang rape and burnt alive of a girl in Kurnool
3. September 20 | 06:30 pm | 00:03:03 | News Item | Gang raped minor girl in Kurnool died,
4. September 21 | 08:00 pm | 00:01:23 | News Item | Kidnap of minor girl.

5. September 27 | 08:00 pm | 00:01:17 | News Item | Father kills female infant
6. October 01 | 10:00 pm | 00:00:33 | News Item | On superstitions.
7. October 08 | 06:30 pm | 00:16:45 | Interactive Programme | On foeticides
8. October 09 | 06:00 pm | 00:01:57 | News Item | On Orphan girl in Govt. Hospital
9. October 10 | 10:00 pm | 00:02:34 | News Item | Orphan girl hand over to community center.
10. October 18 | 10:00 pm | 00:00:34 | News Item | Sexual harassment of a girl by teacher
11. October 20 | 10:00 pm | 00:06:54 | News Item | On adoption of children
12. October 23 | 09:00 pm | 00:03:31 | News Item | Girl child health issue
13. October 24 | 06:00 pm | 00:02:20 | News Item | Girl taking family responsibility.
14. October 26 | 09:00 pm | 00:01:33 | News Item | Husband abandoned wife and girl children
15. October 26 | 10:00 pm | 00:03:10 | News Item | Baby girl found on railway track in Visakhapatnam Dist
16. October 27 | 10:00 pm | 00:01:43 | News Item | Health problem.
17. October 27 | 10:00 pm | 00:02:38 | News Item | 11 years old girl raped and murdered in Visakhapatnam Dist
18. October 29 | 09:00 pm | 00:00:27 | News Item | Sexual harassment of minor girl.
19. November 09 | 10:00 pm | 00:02:46 | News Item | Girl refused admission for observing Ayyappa deeksha
20. November 10 | 06:30 pm | 00:02:33 | News Item | Children kidnapers arrest in Karimnagar dist
21. November 14 | 06:30 pm | 00:03:10 | News Item | Karunya excels in dance and music
22. November 14 | 09:30 pm | 00:25:56 | Documentary | Pressure on girl students
23. November 15 | 09:00 pm | 00:03:09 | News Item | Girl kidnapped and murder in Vizag.
24. November 17 | 06:00 pm | 00:00:40 | News Item | Harassment of girl students by teacher in Kavali
25. November 17 | 09:00 pm | 00:00:33 | News Item | On sale of girl child.
26. November 28 | 08:00 pm | 00:00:39 | News Item | Teacher harassment of girl student.
27. December 01 | 06:30 pm | 00:00:49 | News Item | Child marriage in Tirupati
28. December 01 | 06:30 pm | 00:05:20 | News Item | On superstition.
29. December 01 | 06:00 pm | 00:03:14 | News Item | Orphan girl rescued to shelter home in East Godavari
30. December 02 | 07:00 pm | 00:01:54 | News Item | On foeticide.
31. December 02 | 09:00 pm | 00:03:32 | News Item | Harassment of girl student by teacher.
32. December 08 | 10:00 pm | 00:01:04 | News Item | Kidnap on girl students in Ananathapur Dist
33. December 13 | 06:00 pm | 00:02:16 | News Item | Health problem of a two year old girl
34. December 13 | 10:00 pm | 00:01:01 | News Item | Daughter harassed by father.
35. December 23 | 09:00 pm | 00:00:25 | News Item | Charge sheet filed against principal for harassing girls.



1. September 19 | 08.00 pm | 00:01:35 | News Item | Gang rape of a minor girl in Kurnool
2. October 13 | 07.00 pm | 00:00:52 | News Item | Pregnant women killed
3. October 22 | 10.00 pm | 00:00:40 | News Item | Help to mentally retarded children
4. October 22 | 10.00 pm | 00:00:43 | News Item | On Janani Sisu Samrakshana Scheme
5. October 27 | 07.00 pm | 00:04:38 | Other | State Govt. efforts to reduce high infant mortality
6. October 29 | 09.30 pm | 00:00:44 | News Item | On foeticide
7. October 31 | 07.30 pm | 00:01:51 | News Item | Seventh billion baby
8. November 02 | 08.00 pm | 00:01:22 | News Item | Kidnap of girl child from hospital
9. November 03 | 09.00 pm | 00:00:10 | News Item | Girls insecure in Visakhapatnam

10. November 06 | 09.00 pm | 00:00:30 | News Item | On atrocities
11. November 09 | 10.00 pm | 00:02:17 | News Item | Harassment of a girl student by management
12. November 12 | 09.30 pm | 00:00:21 | News Item | On health
13. November 13 | 06.30 pm | 00:01:09 | News Item | Harassment of a girl by parents
14. November 18 | 08.00 pm | 00:02:31 | News Item | Demand for punishment in Naga Vaishnavi case
15. November 19 | 08.00 pm | 00:00:11 | News Item | On missing of girls
16. November 21 | 10.30 pm | 00:04:56 | News Item | Dowry harassment of a minor girl
17. November 23 | 10.30 pm | 00:04:21 | News Item | On harassment of wife for birth of girl child
18. December 02 | 10.00 pm | 00:00:55 | News Item | Wonder kid
19. December 08 | 10.00 pm | 00:00:15 | News Item | Atrocities on a minor girl in Vizag
20. December 08 | 10.00 pm | 00:01:47 | News Item | Wonder kid Neeraja Guptha
21. December 09 | 08.00 pm | 00:02:08 | News Item | On kidnap of children
22. December 10 | 09.30 pm | 00:16:44 | Documentary | On girl child issues
23. December 14 | 10.00 pm | 00:00:42 | News Item | On harassment in schools
24. December 16 | 10.00 pm | 00:01:33 | News Item | On an NGO working for orphan girls
25. December 17 | 09.30 pm | 00:16:25 | Documentary | On girl child issues
26. December 17 | 10.00 pm | 00:01:51 | News Item | Lack of amenities in Govt. schools
27. December 18 | 07.00 pm | 01:01:30 | Interactive Programmes | On multiple issues related to girls
28. December 19 | 08.00 pm | 00:00:47 | News Item | On sexual harassment by teachers
29. December 20 | 10.00 pm | 00:04:40 | News Item | On discrimination among children
30. December 22 | 09.00 pm | 00:01:27 | News Item | On nutrition
31. December 22 | 10.00 pm | 00:00:14 | News Item | On education
32. December 23 | 08.00 pm | 00:04:04 | News Item | Arrest of a psycho for killing girls
33. December 23 | 08.30 pm | 00:19:41 | Documentary | On trafficking



## MAHAA News

1. September 19 | 08.00 pm | 00:05:03 | News Item | Parents harass daughter in Karimnagar dist.
2. September 19 | 08.00 pm | 00:00:53 | News Item | Gang rape of a minor girl in Kurnool and burnt alive
3. September 19 | 08.00 pm | 00:12:37 | Interactive Programme | On parents harassment of daughter
4. September 20 | 10.00 pm | 00:01:45 | News Item | Follow up story of the gang rape incident
5. September 25 | 08.00 pm | 00:02:59 | News Item | Sexual harassment of domestic labour by house owner
6. October 13 | 06.30 pm | 00:04:31 | News Item | On High infant maternal mortality; repeated once.
7. October 20 | 10.00 pm | 00:01:13 | News Item | 10<sup>th</sup> class Student suicide attempt
8. October 22 | 10.00 pm | 00:04:31 | News Item | Sexual harassment of a girl
9. October 23 | 10.00 pm | 00:01:18 | News Item | On minor girl in prostitution den.
10. October 26 | 10.00 pm | 00:01:05 | News Item | Husband abandoned wife for girl children.
11. October 29 | 06.30 pm | 00:00:55 | News Item | Girl child missing in Tirupati
12. October 29 | 09.30 pm | 00:19:27 | Documentary | On dwindling sex ratio In UP
13. November 03 | 06.30 pm | 00:01:44 | News Item | Sexual harassment on girl child baby in Vizag; repeated once
14. November 03 | 06.30 pm | 00:00:52 | News Item | Sexual harassment of girls by RMP doctor; repeated once
15. November 03 | 06.30 pm | 00:00:52 | News Item | Sexual harassment on minor girl
16. November 09 | 10.00 pm | 00:01:37 | News Item | Girl refused admission for observing Ayyappa deeksha

17. November 12 | 10.00 pm | 00:00:59 | News Item | Street children rehabilitated in Hyderabad.
18. November 17 | 07.30 pm | 00:10:39 | News Item | On sexual harassment
19. November 17 | 10.00 pm | 00:01:37 | News Item | Missing of girl students in Vizag.
20. November 18 | 09.00 pm | 00:03:27 | News Item | Nagavaishanavi murder case
21. November 21 | 07.30 pm | 00:03:38 | News Item | Dowry harassment of a minor girl; repeated once
22. November 25 | 06.30 pm | 00:03:40 | News Item | On foeticides - Sridevi issue
23. November 25 | 06.30 pm | 00:02:29 | News Item | Wonder kid-Lakshmi.
24. November 25 | 10.00 pm | 00:00:56 | News Item | Girl student suicide attempt
25. November 26 | 10.00 pm | 00:01:32 | News Item | Sexual harassment on baby girl
26. December 06 | 06.30 pm | 00:00:18 | News Item | Sexual harassment on girl.
27. December 07 | 10.00 pm | 00:00:46 | News Item | Food poison in mid day meals in Govt schools in Khammam dist.
28. December 11 | 08.30 pm | 00:02:07 | News Item | Sexual harassment on minor girl.
29. December 22 | 06.00 pm | 00:14:42 | News Item | Principal charge sheeted for harassing girls



## Sakshi TV

1. September 19 | 09.00 pm | 00:01:20 | News Item | Parents harassing daughter in Karimnagar dist.
2. October 02 | 10.30 pm | 00:23:56 | Documentary | On urge for male children
3. October 09 | 07.00 pm | 00:00:49 | News Item | 400 children died in Gorakhpur due to brain fever
4. October 24 | 09.30 pm | 00:03:21 | News Item | Infanticide at Madanapalli in Chittoor dist.
5. October 24 | 09.30 pm | 00:02:46 | News Item | Lack of medical facilities for girls.
6. October 29 | 10.00 pm | 00:01:35 | News Item | Missing of girls in Hyderabad
7. October 30 | 07.30 pm | 00:21:06 | Documentary | In a bid to wipe out Jogini system
8. October 31 | 09.00 pm | 00:00:30 | News Item | Seventh billion baby born in UP
9. November 06 | 10.00 pm | 00:02:15 | News Item | Atrocities on minor girl in Warangal dist
10. November 08 | 06.30 pm | 00:02:15 | News item | Girls trained in boxing for Asian games
11. November 09 | 10.00 pm | 00:00:57 | News Item | Harassment by teacher
12. November 14 | 10.00 pm | 00:02:12 | News Item | Domestic violence - daughter complains to police
13. November 14 | 10.00 pm | 00:01:13 | News Item | Children's day celebrations
14. November 15 | 09.00 pm | 00:02:53 | News Item | Sexual abuse on a minor girl
15. November 21 | 10.00 pm | 00:03:03 | News Item | Dowry harassment of a minor girl
16. November 26 | 10.00 pm | 00:02:47 | News Item | Girl child born with physical deformity
17. December 05 | 06.30 pm | 00:00:17 | News Item | Death of a minor girl under suspicious circumstances.
18. December 11 | 06.30 pm | 00:01:12 | News Item | Minor girl struggle for livelihood.
19. December 11 | 10.30 pm | 00:23:00 | Documentary | On deserted housewives of Shikaripalem village
20. December 13 | 08.00 pm | 00:01:43 | News Item | Harassing wife for conceiving female children; repeated 10.00 pm
21. December 18 | 10.30 pm | 00:20:00 | Documentary | On sale of girls
22. December 21 | 10.00 pm | 00:02:34 | News Item | Honour killing
23. December 22 | 08.00 pm | 00:00:30 | News Item | Principal charge sheeted for harassing girls
24. December 23 | 08.00 pm | 00:00:58 | News Item | Arrest of accused for killing girls
25. December 23 | 09.30 pm | 00:00:47 | News Item | Girl student killed in a private school.
26. December 25 | 10.30 pm | 00:18:52 | Documentary | On girl child education



1. September 19 | 08.00 pm | 00:02:25 | News Item | Parents attacked daughter in Karimnagar dist; repeat once.
2. September 20 | 08.00 pm | 00:10:28 | News Item | Abandoned girl child in a rail coach.
3. October 18 | 10.00 pm | 00:03:34 | News Item | On girl child
4. October 19 | 08.00 pm | 00:02:55 | News Item | Sexual harassment of daughter
5. October 27 | 08.00 pm | 00:03:32 | News Item | Child Rights Commission serious on child deaths; repeat once
6. October 27 | 09.30 pm | 00:00:19 | News Item | On child labour in Visakhapatnam dist.
7. October 28 | 07.00 pm | 00:02:48 | News Item | Increase crime rates on children in AP
8. October 28 | 07.30 pm | 00:03:02 | News Item | Dr. Padmaja Reddy classical dance on foeticides
9. October 30 | 07.30 pm | 00:00:50 | News Item | CRPF Jawan sexual harassment on minor girl.
10. October 31 | 08.30 pm | 00:00:50 | News Item | Girl child missing in Tirupati Railway station
11. November 03 | 07.00 pm | 00:01:31 | News Item | Rural doctor sexual harassment
12. November 09 | 10.00 pm | 00:02:51 | News Item | Management harassing second class girl.
13. November 10 | 07.00 pm | 00:22:24 | News Item | On ailment of a girl
14. November 13 | 08.00 pm | 00:11:46 | News Item | On sex determination tests
15. November 24 | 08.00 pm | 00:07:57 | News Item | On superstitions
16. November 29 | 08.00 pm | 00:03:56 | News Item | Girl refused admission for observing Ayyappa deeksha
17. December 01 | 08.00 pm | 00:05:48 | News Item | Favoring girls for adoption
18. December 06 | 07.00 pm | 00:20:28 | News Item | Minor girls in red light area; repeated once
19. December 09 | 08.00 pm | 00:02:31 | News Item | Kidnap of minor girls in AP
20. December 13 | 10.00 pm | 00:03:09 | News Item | On sale of girl children



## Vanitha TV

1. September 19 | 06.30 pm | 00:32:10 | Interactive Programme | Girl Child Trafficking; repeated 3times
2. September 19 | 09.30 pm | 00:02:31 | News Item | Sexual harassment of minor girl in Kurnool
3. September 19 | 09.30 pm | 00:02:03 | News Item | Parents harassment of daughter in Karimnagar
4. September 20 | 06.30 pm | 00:32:04 | Interactive Programme | On Girl Child Rights; repeated once
5. September 22 | 06.30 pm | 00:30:42 | Interactive Programme | On Girl child sale; repeated 3 times
6. September 23 | 06.30 pm | 00:33:17 | Interactive Programme | On Child Marriages; repeated once
7. September 24 | 07.00 pm | 00:02:25 | News Item | Honour killing
8. September 24 | 07.00 pm | 00:03:08 | News Item | Sexual harassment in Kurnool Dist
9. September 24 | 09.30 pm | 00:03:34 | News Item | On Child Education
10. September 27 | 06.30 pm | 00:19:53 | Interactive Programme | On Girl Child Health
11. September 29 | 06.30 pm | 00:26:43 | Interactive Programme | Girl child and Govt. Schemes; repeated once
12. September 30 | 06.30 pm | 00:26:03 | Interactive Programme | On foeticides; repeated 2 times
13. September 30 | 07.00 pm | 00:00:43 | Promo | Save Girl child; repeated 19 times
14. September 30 | 07.00 pm | 00:01:30 | Promo | Save girl child; repeated 4 times
15. September 30 | 08.00 pm | 00:01:23 | Promo | On foeticides; repeated 26 times
16. September 30 | 10.00 pm | 00:02:25 | Promo | Discrimination of girl child; repeated 3 times
17. October 01 | 08.00 pm | 00:01:59 | Promo | Stop girl child trafficking; repeated 25 times
18. October 01 | 09.30 pm | 00:01:11 | Promo | Girl child education; repeated 6 times

19. October 01 | 09.30 pm | 00:01:01 | Promo | Girl child labour; repeated 4times
20. October 02 | 10.00 pm | 00:00:36 | Promo | Discrimination of girl child; repeated 22times
21. October 03 | 06.30 pm | 00:29:36 | Interactive Programme | Girl child- nutrition; repeated 2 times
22. October 03 | 08.00 pm | 00:00:53 | Promo | Discrimination of girl child; repeated 20 Times
23. October 03 | 10.00 pm | 00:01:20 | Promo | Discrimination of girl child; repeated 4 times
24. October 04 | 06.30 pm | 00:26:07 | Interactive Programme | On child labour-education; repeated 2 times
25. October 05 | 08.00 pm | 00:06:37 | Serial Part | Abandoned girl child
26. October 05 | 10.00 pm | 00:00:42 | Promo | Save Girl child; repeated 15times
27. October 08 | 06.30 pm | 00:45:43 | Interactive Programme | Discrimination - girl child
28. October 10 | 08.00 pm | 00:00:37 | Promo | Stop child marriage; repeated 29times
29. October 10 | 08.30 pm | 00:00:44 | Promo | Dowry harassment; repeated 37times
30. October 11 | 08.00 pm | 00:02:41 | Serial Part | Abandoned girl child
31. October 12 | 09.30 pm | 00:00:24 | Promo-Save girl child
32. October 13 | 08.30 pm | 00:00:51 | Promo | Stop trafficking; repeated 23 times
33. October 14 | 06.30 pm | 00:31:02 | Interactive Programme | Street children; repeated once
34. October 14 | 08.30 pm | 00:01:14 | Promo | Girl child education; repeated 34 times
35. October 15 | 09.30 pm | 00:01:48 | News Item | Wife abandoned for two girl children
36. October 16 | 07.00 pm | 00:00:43 | Promo | Oh my Goddess...; repeated 33 times)
37. October 17 | 07.30 pm | 00:00:37 | Promo | Save girl child; repeated 32 times
38. October 17 | 08.30 pm | 00:00:28 | Promo | On trafficking, repeated 28 times
39. October 18 | 06.30 pm | 00:25:49 | Interactive Programme | Discrimination on girl child; repeated once
40. October 20 | 08.30 pm | 00:01:02 | Promo | Girl child labour & education
41. October 21 | 08.30 pm | 00:01:01 | Promo | Stop Harassments on girls; repeated 20times
42. October 22 | 08.30 pm | 00:05:27 | News Item | Girl child marriage
43. October 22 | 08.30 pm | 00:05:44 | News Item | Sexual harassments on girl child in Anantapur
44. October 25 | 07.30 pm | 00:00:34 | Promo | Stop Harassments on girl child; repeated 4 times
45. October 25 | 10.00 pm | 00:00:51 | Promo | Let's break the barrier; repeated 17 Times
46. October 26 | 07.00 pm | 00:24:52 | Special Programme | Deepavali festival at Juvenile Home.
47. October 29 | 09.30 pm | 00:00:33 | News Item | Janani Suraksha Yojana Scheme launched
48. November 01 | 06.30 pm | 00:24:28 | Interactive Programme | Dowry harassments
49. November 05 | 09.30 pm | 00:00:34 | News Item | 7<sup>th</sup> Billion baby born in UP
50. November 08 | 06.30 pm | 00:18:07 | Interactive Programme | Girl child education; repeated 2times
51. November 09 | 09.30 pm | 00:04:57 | News Item | Trafficking of girls in Khammam dist.
52. November 09 | 09.30 pm | 00:01:26 | News Item | Second class girl harassed for dress code.
53. November 12 | 08.00 pm | 00:08:32 | News Item | On trafficking
54. November 12 | 08.00 pm | 00:04:18 | News Item | AP tops in trafficking
55. November 12 | 08.30 pm | 00:06:27 | News Item | Increase child kidnaps from hospitals
56. November 14 | 08.00 pm | 00:24:44 | Special Programme | On Dr. Padmaja Reddy dance on foeticides
57. November 15 | 06.30 pm | 00:25:06 | Interactive Programme | On freedom of girl child; repeated once
58. November 16 | 06.30 pm | 00:25:28 | Interactive Programme | On street children; repeated 2times
59. November 17 | 06.30 pm | 00:23:04 | Interactive Programme | On street children
60. November 17 | 09.30 pm | 00:01:39 | News Item | Girl child kidnaps in Visakhapatnam
61. November 18 | 08.00 pm | 00:18:53 | Documentary | Discrimination of Girl Child; repeated once
62. November 18 | 09.30 pm | 00:02:19 | News Item | Nakoosa in Maharashtra.
63. November 19 | 09.30 pm | 00:02:19 | News Item | Nakoosa in Maharashtra
64. November 21 | 06.30 pm | 00:26:33 | Interactive Programme | On Janani Suraksha Yojana Scheme
65. November 21 | 08.00 pm | 00:21:11 | Documentary | On Child labour
66. November 21 | 09.30 pm | 00:03:50 | News Item | On Ananthalakshmi dowry harassment in Visakhapatnam Dist
67. November 22 | 08.00 pm | 00:22:10 | Documentary | On begging children
68. November 23 | 08.00 pm | 00:23:40 | Documentary | On early puberty
69. November 23 | 06.30 pm | 00:24:06 | Interactive Programme | On teachers harassments on students
70. November 24 | 08.00 pm | 00:20:45 | Documentary | On girl child
71. November 25 | 06.30 pm | 00:26:13 | Interactive Programme | Harassments of girls
72. November 25 | 08.00 pm | 00:20:22 | Documentary | On Increase of crime rates in AP
73. November 26 | 08.00 pm | 00:04:47 | News Item | Anantha lakshmi dowry harassments in Visakha
74. November 26 | 09.30 pm | 00:01:54 | News Item | Wonder kid; appreciated by Google Org.
75. November 28 | 08.00 pm | 00:19:50 | Documentary | On child labour; repeated once
76. November 28 | 09.30 pm | 00:03:01 | Promo | Foeticides; repeated once
77. November 29 | 08.00 pm | 00:21:48 | Documentary | Sex discrimination
78. December 01 | 08.00 pm | 00:18:42 | Documentary | On HIV/AIDS children
79. December 03 | 08.00 pm | 00:03:24 | News Item | Husband dowry harassment in Visakhapatnam
80. December 03 | 08.00 pm | 00:06:18 | News Item | On scanning centers. (Sridevi issue)
81. December 05 | 08.00 pm | 00:21:53 | Documentary | On sexual harassments on children
82. December 06 | 08.00 pm | 00:19:42 | Documentary | On children health
83. December 07 | 09.30 pm | 00:01:54 | News Item | Wonder kid Sindhooja
84. December 07 | 09.30 pm | 00:00:48 | News Item | President award for protesting early marriages.
85. December 08 | 06.30 pm | 00:23:16 | Interactive Programme | On sexual harassments of girl children
86. December 09 | 08.00 pm | 00:20:51 | Documentary | On foeticides
87. December 13 | 08.00 pm | 00:35:14 | Documentary | On Girl child marriages; repeated once
88. December 14 | 08.00 pm | 00:21:22 | Documentary | On Maternal mortality
89. December 16 | 08.00 pm | 00:18:55 | Documentary | On Protection of Women
90. December 19 | 07.30 pm | 00:00:29 | Promo | On foeticides; repeated 7times
91. December 20 | 08.00 pm | 00:17:28 | Interactive Programme | On little's parliament
92. December 20 | 06.30 pm | 00:00:53 | Promo | Girl child marriage; repeated 13 times
93. December 21 | 08.00 pm | 00:23:17 | Documentary | On orphan girls
94. December 22 | 08.00 pm | 00:22:36 | Documentary | On Child labour; repeated once
95. December 23 | 08.00 pm | 00:28:18 | Documentary | On Lack of facilities in schools
96. December 24 | 08.30 pm | 00:00:30 | Promo | How sad? on girl child; repeated 7times
97. December 24 | 08.30 pm | 00:00:37 | Promo | Think a world without us; repeated 7 times
98. December 24 | 10.00 pm | 00:00:38 | Promo | No Rights... Know your Rights; repeated 7 times
99. December 26 | 08.00 pm | 00:25:55 | Documentary | On street children



**DD Saptagiri**

1. September 20 | 07.30 pm | 00:00:40 | News Item | Workshop on orphan girls.
2. September 20 | 08.30 pm | 00:23:00 | Interactive Programme | Inkennallu - On children rights.
3. October 05 | 08.00 pm | 00:24:19 | Interactive Programme | Inkennallu - Girls and social Justice.

4. October 05 | 08.00 pm | 00:00:41 | Promo | On child marriages; repeated one more time
5. October 13 | 08.00 pm | 00:29:22 | Interactive Programme | Inkennallu – Girls and rights.
6. October 13 | 08.00 pm | 00:01:06 | Promo | Neevu Lenide Lokam Ledu – on girl child; repeated 6 times.
7. October 16 | 10.00 pm | 00:02:07 | Other Programme | Programme on girl child.
8. October 17 | 07.00 pm | 00:01:04 | News Item | Union Minister on girls education; repeated on October 20<sup>th</sup> also.
9. October 17 | 07.00 pm | 00:00:25 | News Item | Kasturba Urdu Girls residential school in Kadapa District.
10. October 19 | 07.00 pm | 00:00:58 | News Item | Awareness campaign on girls enrollment in schools.
11. October 20 | 08.00 pm | 00:30:56 | Interactive Programme | Inkennallu – Girl child labour.
12. October 20 | 10.00 pm | 00:03:33 | Other Programme | A song condemning child marriage.
13. October 22 | 07.00 pm | 00:01:46 | News Item | Janani Sishu Samraksha Scheme inaugurated.
14. October 23 | 10.00 pm | 00:01:33 | Other Programme | Programme Promo on girl child programmes.
15. October 27 | 08.00 pm | 00:00:47 | Promo | Promo on Inkennallu Programme.
16. October 27 | 08.01 pm | 00:03:01 | Other Programme | Programme on an NGO working for girls. repeated 1 time on November 15<sup>th</sup>, 3 times on November 17<sup>th</sup> also.
17. October 27 | 08.04 pm | 00:01:19 | Promo | Let us welcome girls.
18. October 27 | 08.05 pm | 00:08:00 | Other Programme | NGOs efforts for girl child welfare.
19. October 27 | 08.13 pm | 00:14:00 | Short Film | Kaveri Kala – repeat of last year.
20. October 31 | 09.30 pm | 00:01:06 | News Item | Birth of 7<sup>th</sup> billion baby in U.P.
21. November 01 | 09.45 pm | 00:13:32 | Short film | Maryada Ramanna
22. November 02 | 07.00 pm | 00:01:32 | News Item | President Pratibha Patil expressed concern over growing atrocities on women and girls; repeated 2 times.
23. November 03 | 08.00 pm | 00:30:31 | Interactive Programme | Inkennallu – On elimination of girl child labour.
24. November 06 | 10.00 pm | 00:01:51 | Other Programme | Promo on Inkennallu Programme.
25. November 10 | 08.00 pm | 00:28:27 | Interactive Programme | Inkennallu – on girl child education.
26. November 15 | 07.00 pm | 00:00:45 | News Item | Girls education in Vijayanagaram District; repeated in 09.30 bulletin also
27. November 17 | 07.00 pm | 00:01:19 | News Item | Mid-day meals scheme yielding good results.
28. November 24 | 07.00 pm | 00:00:40 | News Item | On Urdu Girls Schools; repeated in 07.15 Urdu bulletin and 09.30 bulletin also.
29. November 24 | 08.00 pm | 00:33:34 | Interactive Programme | Inkennallu – On early marriages.
30. November 25 | 07.00 pm | 00:00:41 | News Item | Sarva Siksha Abhiyan in Warangal District; repeated in Urdu and 9.30 bulletin also.
31. November 25 | 10.00 pm | 00:13:03 | Other Programme | Mother and Child welfare scheme in Warangal district.
32. November 27 | 07.00 pm | 00:00:39 | News Item | “Uyala Scheme” in Nalgonda district to prevent sale of infant girls.
33. November 27 | 10.00 pm | 00:02:41 | Other Programme | Girl child not a burden - a skit.
34. November 29 | 07.00 pm | 00:00:27 | News Item | Mid-day meals scheme in Chittore District.
35. November 30 | 07.00 pm | 00:00:37 | News Item | Child labour admitted to schools under Rajiv Vidya Mission.
36. December 01 | 07.00 pm | 00:00:29 | News Item | Urdu medium schools for girls in Nalgonda district.
37. December 01 | 08.00 pm | 00:35:06 | Interactive Programme | Inkennallu – on maternal and infant mortality.
38. December 02 | 07.00 pm | 00:00:31 | News Item | Nutrition scheme for children in Vijayanagaram district.
39. December 03 | 07.00 pm | 00:00:37 | News Item | Anganwadi centers in Srikakulam district repeated in 9.30 pm bulletin also.
40. December 03 | 07.00 pm | 00:01:00 | News Item | Urdu medium schools for girls in Nizamabad district; repeated in Urdu and 9.30 bulletins.
41. December 05 | 07.00 pm | 00:00:49 | News Item | Anganwadi centers in Kadapa district.
42. December 08 | 07.00 pm | 00:01:02 | News Item | Sarva Siksha Abhiyan in Srikakulam district.
43. December 08 | 08.00 pm | 00:28:10 | Interactive programme | Girl child trafficking.
44. December 08 | 09.00 pm | 00:06:19 | Other Programme | On MV Foundation.
45. December 09 | 07.00 pm | 00:00:37 | News Item | HIV inflicted girls in Kadapa district; repeated in Urdu and 9.30 pm bulletins.
46. December 11 | 09.30 pm | 00:01:04 | News Item | Kasturba residential schools in Kadapa district.
47. December 12 | 07.00 pm | 00:00:37 | News Item | Schools for SC, ST girls in Kadapa district.
48. December 14 | 07.00 pm | 00:00:32 | News Item | Mid-day meal scheme in Khammam district; repeated in Urdu bulletin.
49. December 14 | 08.30 pm | 00:04:44 | Other Programme | Educating on evils of early marriage through a small play.
50. December 15 | 07.00 pm | 00:00:29 | News Item | Mid-day meal scheme in Karimnagar district.
51. December 15 | 07.00 pm | 00:00:35 | News Item | On maternal and child mortality in Guntur district.
52. December 15 | 08.00 pm | 00:27:15 | Interactive Programme | Inkennallu – on girl child abuse.
53. December 15 | 08.30 pm | 00:01:15 | Other Programme | Sarva Siksha Abhiyan included in weekly roundup.
54. December 16 | 07.00 pm | 00:00:28 | News Item | Girls excelled in National table tennis.
55. December 16 | 09.30 pm | 00:00:35 | News Item | Anganwadi centres in Anantapur district.
56. December 16 | 10.00 pm | 00:22:00 | Other Programme | NGO working for mentally retarded girls in Warangal district.
57. December 18 | 07.00 pm | 00:01:58 | News Item | Houses for wives deserted by husbands in Shikaripalem village for delivering female child.
58. December 18 : 07.00 pm | 00:00:29 | News Item | Government schemes for children of weaker sections.
59. December 19 | 07.00 pm | 00:00:49 | News Item | Mid-day meal scheme in Guntur district.
60. December 19 | 07.00 pm | 00:01:14 | News Item | Sarva Siksha Abhiyan in Adilabad district.
61. December 19, 20, 21, 22, 23 and 26 | 07.30 pm | 02:03:14 | Serial | on Jogini system
62. December 22 | 08.00 pm | 00:31:37 | Documentary | *Devuni Bharya* on Jogini
63. December 23 | 07.00 pm | 00:00:58 | Promo | Don't discriminate girls; repeated one more time.
64. December 23 | 07.30 pm | 00:01:08 | Promo | Save the girl child; repeated one more time.
65. December 23 | 10.00 pm | 00:32:00 | Documentary | On HIV affected children.
66. December 26 | 07.00 pm | 00:00:40 | News Item | Sarva Siksha Abhiyan in Srikakulam district.
67. December 27 | 06.30 pm | 00:00:25 | Promo | Save the girl child.
68. December 28 | 08.00 pm | 00:24:06 | Documentary | *Devuni Bharya* – Matamma



1. October 10 | 09.00 pm | 00:00:46 | News Item | AP Government to focus on reducing maternal mortality.
2. October 26 | 09.00 pm | 00:00:44 | News Item | Wife deserted for delivering second girl child.
3. October 26 | 09.00 pm | 00:00:41 | News Item | Infant girl abandoned near railway track.
4. October 30 | 09.00 pm | 00:00:45 | News Item | Killing of a girl in Kamareddy
5. November 07 | 09.00 pm | 00:00:35 | News Item | Three girls drowned in Sarada River in Visakhapatnam District.
6. November 18 | 06.30 pm | 00:05:40 | Serial | Puttadibomma - Discussion on Sarada Act in Puttadibomma Serial.
7. November 20 | 06.30 pm | 00:13:57 | Serial | Puttadibomma - Parents repent for early marriage their daughter.
8. November 23 | 09.30 pm | 00:06:18 | Other Programme | Girls excelled in cultural programme.
9. November 24 | 06.30 pm | 00:01:46 | Serial | Puttadibomma - Evils of early marriage – early married girl widowed.
10. November 30 | 10.00 pm | 00:02:50 | Other Programme | Girls participating in cultural programme.
11. December 07 | 09.30 pm | 00:06:18 | Other Programme | Girls participating in archery.
12. December 22 | 09.30 pm | 00:02:23 | News Item | On nutritious food for girls and women as part of Food Security Bill

CHAPTER 9

# STATISTICAL TABLES



**Table 1: Highlights of the Media Monitoring – 2009, 2010 vs 2011**

	2009	2010	2011
News Channels	675.19 (in minutes)	2428.55 (in minutes)	2502.12 (in minutes)
Entertainment Channels & Vanitha	171.26 (in minutes)	2815.25 (in minutes)	3093.11 (in minutes)
Total Duration of Content Analysis	846.43 (in minutes)	5244.20 (in minutes)	5595.23 (time in minutes)
Total Hours of Recording	3519 (time in hours)	6000 (time in hours)	6000 (time in hours)
Percentage of Content Time on Girl Child Issues	0.40%	1.46%	1.55%

**Table 2: Content Monitoring Summary**

	Total Duration
News Channels	2502.12 (time in minutes)
Entertainment Channels & Vanitha	3093.11 (time in minutes)
Total Duration of Content Analysis	5595.23 (time in minutes)
Total Hours of Recording	6000 (time in hours)
Percentage of Content Time on Girl Child Issues	1.55%

**Table 3: Total Coverage on Girl Child Issues**

S. No	Channel	Number of Programmes	Total Duration (in minutes)
1	HMTV	75	523.54
2	ETV2	65	197.52
3	Gemini News	55	371.05
4	NTV	53	210.14
5	Zee 24 Gantalu	47	250.01
6	iNEWS	46	118.27
7	ABN Andhra Jyothy	40	164.01
8	Studio N	35	117.07
9	TV5	33	170.41
10	MAHAA News	29	118.31
11	Sakshi TV	27	133.37
12	TV9	20	126.42
13	Vanitha TV	99	2368.15
14	DD Saptagiri	68	682.58
15	ETV	10	41.58
	<b>TOTAL</b>	<b>702</b>	<b>5595.23</b>

**Table 4: Total Number of Programmes**

Channel	News Items	Documentary	Interactive	Promos	Short Film	Serial	Other	TOTAL
HMTV	39	8	3	10	Nil	Nil	15	<b>75</b>
ETV2	56	7	Nil	Nil	Nil	Nil	02	<b>65</b>
Gemini News	47	6	1	1	Nil	Nil	Nil	<b>55</b>
NTV	53	Nil	Nil	Nil	Nil	Nil	Nil	<b>53</b>
Zee 24 Gantalu	43	2	2	Nil	Nil	Nil	Nil	<b>47</b>
iNEWS	34	Nil	Nil	10	Nil	Nil	2	<b>46</b>
ABN Andhra Jyothy	31	3	Nil	6	Nil	Nil	Nil	<b>40</b>
Studio N	33	1	1	Nil	Nil	Nil	Nil	<b>35</b>
TV5	28	3	1	Nil	Nil	Nil	1	<b>33</b>
MAHAA News	27	1	1	Nil	Nil	Nil	Nil	<b>29</b>
Sakshi TV	22	5	Nil	Nil	Nil	Nil	Nil	<b>27</b>
TV9	19	Nil	1	Nil	Nil	Nil	Nil	<b>20</b>
Vanitha TV	25	20	22	29	Nil	1	2	<b>99</b>
DD Saptagiri	34	3	10	6	2	1	12	<b>68</b>
ETV	6	Nil	Nil	Nil	Nil	1	3	<b>10</b>
<b>TOTAL</b>	<b>497</b>	<b>59</b>	<b>42</b>	<b>62</b>	<b>2</b>	<b>3</b>	<b>37</b>	<b>702</b>

**Table 5: Total Programmes Duration (in minutes)**

Channel	News Items	Documentary	Interactive	Promos	Short Film	Serial	Other	TOTAL
HMTV	92.55	184.01	133.25	56.54	Nil	Nil	56.39	<b>523.54</b>
ETV2	102.03	93.02	Nil	Nil	Nil	Nil	2.47	<b>197.52</b>
Gemini News	154.18	143.28	28.50	44.29	Nil	Nil	Nil	<b>371.05</b>
NTV	210.14	Nil	Nil	Nil	Nil	Nil	Nil	<b>210.14</b>
Zee24 Gantalu	112.59	64.39	72.23	Nil	Nil	Nil	Nil	<b>250.01</b>
iNEWS	85.11	Nil	Nil	31.30	Nil	Nil	1.46	<b>118.27</b>
ABN Andhra Jyothy	75.17	70.36	Nil	18.08	Nil	Nil	Nil	<b>164.01</b>
Studio N	74.26	25.56	16.45	Nil	Nil	Nil	Nil	<b>117.07</b>
TV5	49.22	54.55	61.46	Nil	Nil	Nil	4.38	<b>170.41</b>
MAHAA News	86.27	19.27	12.37	Nil	Nil	Nil	Nil	<b>118.31</b>
Sakshi TV	40.46	92.51	Nil	Nil	Nil	Nil	Nil	<b>133.37</b>
TV9	104.18	Nil	22.24	Nil	Nil	Nil	Nil	<b>126.42</b>
Vanitha TV	83.02	585.04	1222.23	418.52	Nil	9.18	49.36	<b>2368.15</b>
DD Saptagiri	58.13	87.48	292.10	17.38	27.36	123.14	76.19	<b>682.58</b>
ETV	5.09	Nil	Nil	Nil	Nil	21.23	15.26	<b>41.58</b>
<b>TOTAL</b>	<b>1334.40</b>	<b>1421.47</b>	<b>1862.43</b>	<b>587.31</b>	<b>27.36</b>	<b>153.55</b>	<b>207.11</b>	<b>5595.23</b>

**Table 6: Issue-wise Number of Programmes**

Channel	Early Marriage	Female Foeticide & Infanticide	High Infant and Maternal mortality	Lower Education Attainment	Girl Child Trafficking	Girl Child Labour	Multiple	Other	TOTAL
HMTV	3	6	1	4	2	2	6	51	75
ETV2	Nil	6	4	8	Nil	2	1	44	65
Gemini News	4	5	Nil	4	Nil	2	Nil	40	55
NTV	2	5	2	Nil	1	1	Nil	42	53
Zee 24 Gantalu	Nil	1	Nil	1	1	1	1	42	47
iNEWS	2	7	Nil	1	Nil	Nil	Nil	36	46
ABN Andhra Jyothy	2	4	Nil	1	Nil	1	1	31	40
Studio N	1	3	Nil	1	Nil	Nil	Nil	30	35
TV5	Nil	1	2	Nil	1	Nil	3	26	33
MAHAA News	Nil	1	1	1	Nil	Nil	Nil	26	29
Sakshi TV	Nil	1	Nil	1	Nil	Nil	Nil	25	27
TV9	Nil	3	1	Nil	Nil	Nil	Nil	16	20
Vanitha TV	6	9	3	5	6	4	5	61	99
DD Saptagiri	2	1	4	13	1	4	7	36	68
ETV	1	1	1	Nil	Nil	Nil	Nil	7	10
<b>TOTAL</b>	<b>23</b>	<b>54</b>	<b>19</b>	<b>39</b>	<b>12</b>	<b>17</b>	<b>24</b>	<b>513</b>	<b>702</b>

**Table 7: Issue-wise Duration of Programmes (in minutes)**

Channel	Early Marriage	Female Foeticide & Infanticide	High Infant and Maternal mortality	Lower Education Attainment	Girl Child Trafficking	Girl Child Labour	Multiple	Other	TOTAL
HMTV	21.53	42.18	0.30	32.19	24.21	6.49	25.01	370.43	523.54
ETV2	Nil	17.50	5.31	51.40	Nil	1.31	10.41	110.39	197.52
Gemini News	10.46	81.03	Nil	28.04	Nil	20.34	Nil	230.38	371.05
NTV	6.29	11.10	6.09	Nil	14.00	0.34	Nil	171.52	210.14
Zee24 Gantalu	Nil	1.56	Nil	3.25	22.59	4.28	25.35	191.38	250.01
I News	3.03	21.19	Nil	1.48	Nil	Nil	Nil	92.17	118.27
ABN Andhra Jyothy	11.15	4.49	Nil	3.44	Nil	4.51	24.19	115.03	164.01
Studio N	0.49	21.49	Nil	25.56	Nil	Nil	Nil	68.33	117.07
TV5	Nil	0.44	5.21	Nil	20.06	Nil	96.35	47.55	170.41
MAHAA News	Nil	3.40	9.02	10.39	Nil	Nil	Nil	95.10	118.31
Sakshi TV	Nil	2.16	Nil	20.00	Nil	Nil	Nil	111.21	133.37
TV9	Nil	25.16	7.04	Nil	Nil	Nil	Nil	94.22	126.42
Vanitha TV	167.34	215.16	21.55	148.15	208.47	110.42	151.52	1343.54	2368.15
DD Saptagiri	47.38	0.39	41.31	48.04	28.10	66.01	29.00	421.55	682.58
ETV	21.23	0.41	0.46	Nil	Nil	Nil	Nil	19.08	41.58
<b>TOTAL</b>	<b>290.50</b>	<b>450.46</b>	<b>97.49</b>	<b>373.54</b>	<b>318.23</b>	<b>215.30</b>	<b>363.03</b>	<b>3485.08</b>	<b>5595.23</b>

**Table 8: Comparison of Programmes - 2009, 2010 vs 2011**

S. No	Channel Name	2009		2010		2011	
		Programmes	Duration	Programmes	Duration	Programmes	Duration
1	HMTV	4	70.24	57	396.13	75	523.54
2	ETV2	Nil	Nil	39	179.46	65	197.52
3	Gemini News	9	75.37	35	218.03	55	371.05
4	NTV	14	36.01	24	105.53	53	210.14
5	Zee 24 Gantalu	12	44.36	34	187.16	47	250.01
6	iNEWS	9	145.44	38	107.10	46	118.27
7	ABN Andhra Jyothy	-	-	54	401.34	40	164.01
8	Studio N	-	-	30	142.34	35	117.07
9	TV5	10	17.32	63	231.37	33	170.41
10	MAHAA News	-	-	28	121.55	29	118.31
11	Sakshi TV	15	190.50	29	96.22	27	133.37
12	TV9	16	94.33	23	240.44	20	126.42
13	Vanitha TV	5	68.15	57	2292.38	99	2368.15
14	DD Saptagiri	17	100.55	14	519.07	68	682.58
15	ETV	1	2.16	06	3.41	10	41.58
<b>TOTAL</b>		<b>112</b>	<b>846.43</b>	<b>531</b>	<b>5244.20</b>	<b>702</b>	<b>5595.23</b>

**Table 9: Month-wise Number of Programmes - September 19 to December 27**

S. No	Channel	September	October	November	December	TOTAL
1	ETV2	4	19	24	18	65
2	TV9	2	8	6	4	20
3	TV5	1	6	10	16	33
4	NTV	3	14	22	14	53
5	Sakshi TV	1	7	8	11	27
6	iNEWS	7	14	10	15	46
7	HMTV	6	16	29	24	75
8	Gemini News	5	17	18	15	55
9	Zee 24 Gantalu	2	5	21	19	47
10	MAHAA News	5	7	13	4	29
11	Studio N	5	13	8	9	35
12	ABN Andhra Jyothy	4	11	15	10	40
13	ETV	Nil	4	4	2	10
14	DD Saptagiri	2	18	15	33	68
15	Vanitha TV	16	30	30	23	99
<b>TOTAL</b>						<b>702</b>

**Table 10: Month-wise Duration of Programmes (in minutes) - September 19 to December 27**

S. No	Channel	September	October	November	December	TOTAL
1	ETV2	8.54	36.58	86.21	65.39	197.52
2	TV9	15.18	20.47	50.25	40.12	126.42
3	TV5	1.35	11.29	20.33	137.04	170.41
4	NTV	17.33	57.53	95.03	39.45	210.14
5	Sakshi TV	1.20	54.03	17.35	60.39	133.37
6	iNEWS	11.32	35.12	26.20	45.23	118.27
7	HMTV	29.59	175.47	173.11	144.57	523.54
8	Gemini News	44.52	72.55	122.32	130.46	371.05
9	Zee 24 Gantalu	8.52	45.03	71.09	124.57	250.01
10	MAHAA News	23.17	34.10	41.50	19.14	118.31
11	Studio N	13.27	44.39	39.26	19.35	117.07
12	ABN Andhra Jyothy	4.20	29.44	107.24	22.33	164.01
13	ETV	Nil	2.21	30.56	8.41	41.58
16	DD Saptagiri	25.46	129.19	154.50	373.03	682.58
18	Vanitha TV	220.37	476.19	731.26	939.53	2368.15
<b>TOTAL</b>		<b>427.22</b>	<b>1226.39</b>	<b>1769.01</b>	<b>2172.21</b>	<b>5595.23</b>

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