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**NGO hunts for 24-hour live TV channel to reach expert advice to the masses**

OUR CORPORATE BUREAU

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SUKRITI Foundation, the first non-government organisation that aims to work solely via television, is looking for a satellite platform to broadcast its activities, according to Abhijit Dasgupta, the renowned television producer who came up with the idea of an e-NGO.

Currently, Sukriti Foundation is using slots on Bangla Akhon, a local channel. "Our plan is to have a 24-hour live and interactive television channel that can reach expert advice and help to the entire population," Dasgupta said.

## e-NGO aims for satellite platform

According to officials of the channel, it has received good feedback to its initiative of broadcasting the daily position at the government-controlled blood banks in West Bengal.

The television producer further pointed out that 59 per cent of TV viewers fall in the category of "not working" and are a part of the 89 per cent of viewers who fall in SEC-B

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— ABHIJIT DASGUPTA

and SEC-C categories.

Also, in the backdrop of the huge illiteracy rates, television is the best medium of spreading awareness about AIDS.

According to Dasgupta, among the metro cities, Kolkataans show the least awareness about HIV.

"Distributing leaflets is the least useful way of increasing awareness about AIDS and the resurgence of malaria, tuberculosis and child diarrhoea," he said.

Sukriti — backed by a host of television luminaries — is keen to tie up with corporates interested in socially important activities, Dasgupta informed.