

Treatment and Effectiveness of Health and Family Welfare Telespot Messages on Television

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ABSTRACT

Telespots are television advertisements comprising of social and commercial advertisement that entail a brief telecast of approximately a few seconds or one minute duration communicating important message. The Ministry of Health and Family Welfare (MoHFW) first introduced Health and Family Welfare Telespots (HFWTs) in 1988. However there is dearth of Studies on the importance of telespots in generating awareness amongst the masses the type of treatment that should be given to a telespot message. Also which treatments holds more appeal and should be used in the production of telespot messages in order to improve the effectiveness has remain neglected altogether in media and communication studies. This study has been conducted in two parts. The first part systematically studies the message treatment given to the Telespots telecast on DD-1 National Channel of Doordarshan between May to December 2011. In the second part the effectiveness of treatment of telespot messages was studied with respect to views per telespot amongst the respondents drawn from within Delhi between January and February 2012. For the purpose of study of the telespot message treatment. two categorizations were evolved. Findings indicate that the Straight Sell Presentation under Categorization I and Non-Celebrity treatment of telespot message under Categorization II have a better appeal for the Viewers in the Study.

Key words: Health and Family Welfare Telespots, Television, Ministry of Health and Family Welfare, Doordarshan, Social advertisements, Treatment of telespot, Straight Sell Presentation, Non-Celebrity Promotion, Celebrity Promotion

Introduction

Telespots are television advertisements- a brief telecast of approximately a few seconds or one minute duration communicating one message related to any area such as: health and family welfare, consumer awareness, environmental issues, why and how to pay taxes or even about a bargain sale that are interspersed between the various popular programmes. In recent years the Pulse Polio Campaign has been very successful in India in mobilizing people and motivating them to take there under five children for oral polio vaccine.

The telespots are TV advertisements that may be commercial or social in nature and could even be both. The commercial telespots have a profit motive, and are produced to attract the people and to persuade them to buy the product or service being advertised through these telespots.

Social telespots on the other hand lack profit motive and are meant for creating awareness and knowledge among people. They elicit attention of the receivers and make them aware about the social issue that can lead to further enquiry and constructive action that can effect or even lead to a social change.

Evolution of Social Telespots: International and Indian Scenario:

Telespots have a long history that dates back to World War II in the United States of America (USA) and the United Kingdom (UK). The televised "spots," televised announcements or telespots were used in the USA and UK for bringing awareness about the World War II initially. In both the USA the

telespot messages evolved and came to be known as the “Public Service Announcements” or PSAs; and as “Public Information Film” or PIFs in the UK. In both the USA and the UK, the telespots have been used for Cancer awareness campaigns, campaigns against alcohol, cigarettes and drug abuse.

However it was much later that the Telespots made an entry in India in 1986 when the Government of India for the first time approved the scheme for setting up a development communication system. The potential of telespots in creation of health awareness among the masses was realized in our country in 1988 only (Kapur, 2013). The Ministry of Health and Family Welfare (MoHFW) first introduced Health and Family Welfare Telespots (HFWTs) in the same year. These Telespots were used as an effective way to spread information through a brief presentation made at “prime time” at 9 p.m. on National network of Doordarshan. The theme of the Spots synchronized with the health and family welfare programs going on at National level and in the States. Today, the area of health and family welfare emerges as one of the single largest area on which telespots are produced and televised in our country. (MoHFW, 2005). Besides the telecast of Health and Family Welfare Telespots, at present telespots on various issues such as Literacy & Education, Consumer Awareness, Environment Conservation, Gender equity, Alcoholism & Drug Abuse etc. are telecast throughout the day. Health awareness campaigns both in India and across the globe use mass media especially television in promoting the health and family welfare messages.

Television and Health and Family Welfare Telespots in India

Television in India reached 148 million homes in 2011 through a gaggle-bag of over 500 TV channels and therefore has been an effective medium of mass communication (Wikipedia, 2012). Realizing that the health of the nation is more important than the wealth of the nation, the Ministry of Health and Family Welfare, Government of India (GOI) has been spending huge amounts on awareness and publicity campaigns through various mass medias like print media, radio, cinema, traditional folk media, and particularly the television, to target and promote key health messages for informing, educating and communicating with the audiences on various health issues, problems and aspects.

Television is used most frequently for disseminating health messages to large audiences. Of the various genres of health programs on T.V., the telecast of HFWTs on T.V. is the most frequent. HFWTs are a brief telecast of a few seconds or generally upto 60-seconds or one-minute duration, communicating message/s related to health and family welfare. In spite of being telecasts of a very short duration, they entail a high cost of production. The telecast of HFWTs is intended for awareness generation and knowledge building about health. The HFWTs include messages on various health and family welfare issues and problems like communicable diseases, non-communicable diseases, Deficiency Diseases and Reproductive and Child Health.

Usually the telespot messages are interspersed between the various popular genres of TV programmes. This interspersing of telespots between various programs helps in enhancing their visibility and viewability and that they drive home the messages effectively. They are telecast before the commencement of news/programs or after it; the telecast is even interspersed before, during the breaks and after the popular soap operas/ serials. The messages through telespot reach millions of viewers at a single point in time. But the cost of airing a 30 seconds telespot can run into lakhs of rupees. It hence becomes

important that the telespots are given such a treatment and so produced that they convey the health messages effectively and forcefully to the audiences.

Telespot Message Treatment

Both Social and Commercial Telespots/Advertisements make use of creative visuals-dramatizations, action-reaction along with verbal messages such as the words, jingles, sounds and sound effects put forth in a simple, single idea to elicit the attention of the viewers and drive home the messages. However, little organized effort is made to improve the Social telespots/Public Service advertisements such as the health telespots/advertisements to make them more appealing, catchy and attractive for the audiences so that to drive them into action. There are about eleven different treatments that may be used for treating a telespot message or an advertisement (Hooper, 2007). They are:

1. **Stand-up presenters:** The simplest technique and rather in-expensive where the stand-up presenter or the talking head as it is also referred to speaks straight into the camera. Good casting, good direction, hardworking copy makes the spot effective e.g. Amitabh Bachchan's appeals to audience for Polio immunization "Do Boond Zindagi Ki".
2. **Personality testimonial:** An authority or a star endorses an idea to perpetuate the message and make it popular. Here it is important that the personalities used should enjoy credibility e.g. Amitabh and Jaya Bachchan's pledge for eye donation.
3. **"Real people" reactions and opinions:** "Real people" may actually be real people who perpetuate a message filmed either through use of hidden cameras or through actual rehearsals. Or they may be actors posing as real people. Since this technique has very often been misused therefore it may be a matter of suspect for the viewers e.g. Telebrand promotions use this strategy often.
4. **Creating a slice of life:** The slice of life technique uses a brief dramatic episode that reflects the problem faced by the viewers e.g. AIDS spots- truck drivers acquiring AIDS/HIV, toothache advertisements by Colgate.
5. **Animation:** Artwork and Animation is used to convey the message e.g. Condom animated ads.
6. **Music First:** The Airtel advertisements use music by A.R. Rehman as the key element in their distinctive advertisements. The Ad may be with or without words.
7. **Words First:** Spots that bring statistics on the declining female ratio or the phenomenal population explosion.
8. **Pictures first:** Commercial telespots like that of Kodak's ad "True Colours" used visuals to speak more than words by capturing some of the precious moments of an individual's life.
9. **Demonstration and Comparisons:** The ORS Spots use demonstration that effectively shows how a product works, while some of the family planning ads compare a small family with the large family to drive home the importance of small family norm.
10. **Bisociation:** Unusual Combinations of Sight and Sound: This term has been coined by Arthur Koestler. The idea is to come up with something new by taking unrelated factors. Infact such spots use a high degree of creative input and thought e.g. the recent ads on Chips by the name of BINGO.

11. **Illustrating a slogan with images and sounds:** the most commonest technique, which is used rampantly in the production of spots and ads e.g. spots on alcoholism, girl child, child marriage, family planning use this often.

However two more message treatments have been added to this list by the Communication Experts:

12. **Problem-solution structure:** Here the product is the solution to the problem or dilemma or frustration e.g. Mala D spots on prevention of pregnancy.
13. **“Suspense structure”** where the appeal lies on the climactic ending of the story.

Rationale of the Study

Telespots are very important media used in the dissemination of some very important messages to the viewers. However a Review of Literature shows that there is also a dearth of Studies on the importance of telespots in generating awareness amongst the masses. Which types of treatment should be given to a telespot messages also need to be systematically analysed and studied. Which treatments holds more appeal and should be used in the production of telespot messages in order to improve the effectiveness of the health telespot messages also need to be researched and studied properly.

Objectives of the Study

1. To analyze the treatment of message of various Health and Family Welfare Telespots.
2. To Study of effectiveness of Treatment of Telespot Messages

Methodology of the Study of Treatment and Effectiveness of Health and Family Welfare Telespot-messages

This study has been conducted in two parts. The first part systematically studies the message treatment given to the Telespots telecast on DD-1 National Channel of Doordarshan between May to December 2011. Careful selection of Channel and the telespots for purpose of study were done. In the second part to study the effectiveness of treatment of telespot messages careful Selection of the research locale and respondents was done. The data was collected in Delhi between January and February 2012.

Selection of Channel:

There are over 500 TV channels covering all the main languages spoken in the nation (Wikipedia, 2012). It is further estimated that there are more than 100 Hindi TV Channels in India. For the purpose of the present study as only DD-I National Channel of Doordarshan has been selected considering the following reasons:

1. It is an Indian public service broadcaster, a division of Prasar Bharati. Being a public service broadcaster, its social development telecasts and programmes have awareness generation and altruistic concerns.
2. In terms of the infrastructure of studios and transmitters, it is one of the largest broadcasting organizations in India. DD-1 National Channel of Doordarshan has a phenomenal outreach. The terrestrial signals of Doordarshan have area coverage of 79% and can reach 91.2% percent of the country's total population (Wikipedia, 2012). It is currently the number one channel in the country in terms of outreach and viewer-ship.

Selection of Telespots:

For the purpose of Study of Treatment of Health and Family Welfare telespot-messages 21 Health and Family Welfare telespots telecast for a period of six months between between May and December 2011 on DD-1 National Channel of Doordarshan were selected. The details telespots telecast and their copies were provided by Ministry of Health and Family Welfare, GOI. They included:

1. Shamu (NSV);	12. Jagmag;
2. Male Responsibility (NSV);	13. Animation Spot (FP);
3. IUD Post Office/IUD 380A;	14. PNNT;
4. Mehndi (Basket of Choice);	15. Immunization-Shahrukh Khan;
5. Acrobat (Oral Pills);	16. JSY;
6. Kaccha Ghada-Age at Marriage;	17. WHO-ORS (Sanjiv Kapur);
7. Raju & Nandu-WHO-ORS;	18. Kite (Oral Pills);
8. Radhe Shyam ki Motorcycle;	19. WHO-ORS;
9. Sakhi Dadi (Breast Feeding);	20. Shielaji;
10. Crystal Ball;	21. Sarpach-Amitabh Bacchan
11. Parizad (ECP);	

Categorization of Treatment of Telespot Messages

The analysis of the treatment of the Telespot messages revealed that the Telespots under Study could be put into two main categories. The Telespot messages under Categorization I were put under Straight Sell Presentation, Dramatization, Musical Dramatization and Music cum Animation.

In some Telespots celebrities were used to promote the messages. Thus under Categorization II, the telespot messages were put under Celebrity Promotions and Non-Celebrity Promotions.

The analysis of treatment of Telespot messages based on Categorization I is presented in Table 1.

**Table 1. SPOT-WISE ANALYSIS OF TREATMENT OF THE HFWTS MESSAGES
CATEGORIZATION I**

SPOT ID	CATEGORIZATION I TREATMENT USED FOR HEALTH AND FAMILY WELFARE TELESPOT MESSAGES			
	Straight Sell Presentation	Dramatization	Musical Dramatization	Music cum Animation
1. Shamu (NSV)	-	✓	-	-
2. Male Responsibility(NSV)	-	✓	-	-
3. IUD Post Office/IUD 380A	-	✓	-	-

4. Mehndi(Basket of Choice)	-	✓	-	-
5. Acrobat (Oral Pills)	-	✓	-	-
6. Parizad (ECP)	-	✓	-	-
7. Kaccha Ghada-Age at Marriage	✓		-	-
8. Raju & Nandu-WHO-ORS	-	✓	-	-
9. Radhe Shyam ki Motorcycle	-	-	✓	
10. Sakhi Dadi (Breast Feeding)	-	-	✓	-
11. Crystal Ball	-	✓	-	-
12. Jagmag	-	-	-	✓
13. Animation Spot (FP)	-	-	-	✓
14. PNDDT	-	✓	-	-
15. Immunization-Shahrukh Khan	-	✓	-	-
16. JSY	-	✓	-	-
17. WHO-ORS (Sanjiv Kapur)	-	✓	-	-
18. Kite (Oral Pills);	-	✓	-	-
19. WHO-ORS	-	✓	-	-
20. Shielaji	-	✓	-	-
21. Sarpanch (Leprosy)	-	✓	-	-
TOTAL=21	1	16	2	2

The Straight sell presentation is the simplest and most common treatment used where the product or problem is shown visually laid over a voice over urging the audience to act immediately. Only one telespot -Kaccha Ghada-Age at Marriage used this treatment. A potter shows the way an “unmade pot” is unable to hold water similarly an “immature girl” is unable to cope with the burdens of early marriage and motherhood.

Dramatization "stages a story." Different actors enact different roles as they have occurred in actual life (Burton, 2005). Shamu (NSV) and Male Responsibility (NSV) are also dramatizations in a rural setting. In Shamu (NSV), Shamu proudly brags about the Non-Scalpel Vasectomy (NSV) that he has undergone. Similarly in Male Responsibility (NSV) the man urges male audience to be real men by shouldering their responsibility and undergoing NSV.

IUD Post Office/IUD 380A, Mehndi (Basket of Choice), Acrobat (Oral Pills), Kite (Oral Pills) and Parizad (ECP) are telespots on female contraceptive methods. The IUD Post Office/IUD 380A shows how use of IUD has facilitated a woman's family life. Mehndi (Basket of Choice) shows a woman advising her sister-in-law to opt for a suitable family planning method for a happy married life. Both these telespots are set in a village and Acrobat (Oral Pills), Kite (Oral Pills) and Parizad (ECP) are in an urban setting. Acrobat (Oral Pills) and Kite (Oral Pills) encourage females to use of Oral Pills. Telespot Parizad (ECP) promotes the use of Emergency Contraceptive Pill (ECP) to prevent unwanted pregnancy.

One telespot on Pre-Natal Sex Determination test- PNDT was also telecast in this period. It dramatizes how an expectant woman is forced to undergo abortion by her husband, parent-in-laws in connivance with the Doctor and its subsequent consequences.

Shielaji and Crystal Ball are the two telespots on Ante-Natal Care (ANC). It is through good ANC only that a mother alone can give birth to a healthy child (UNICEF, 2012). Shielaji promotes balanced and adequate nutrition during pregnancy while Crystal Ball interestingly touches upon all aspects of ANC viz. registration at a Health Centre, regular health check-ups & follow-up visits, adequate nutrition and promotion of Institutional delivery. Jnani Suraksha Yojana- JSY telespot too promotes Institutional delivery where an old rural woman is shown encouraging her son and daughter-in-law to deliver the baby in the nearby hospital.

The telespot Immunization- Shahrukh Khan reiterates and promotes the importance of timely and regular inoculations for infants and promotes Universal Immunization Programme (Gaudin and Abdo, 2006).

Raju & Nandu-WHO-ORS and WHO-ORS-Teacherji were the two telespots that were telecast on oral rehydration and continued feeding for infants and children under five respectively. WHO-ORS (Sanjiv Kapur) promotes the use of quantity of water right amount of salt and sugar in the preparation of ORS.

Sarpanch (Leprosy) telespots depicts the social ostracism and stigma attached with leprosy and the line of treatment that is easily available at the Health Centre.

Musical Dramatization involves a lot of creativity. Here the story unfolds with accompanying music or use of rhyme or lyrics set to music. Radhe Shyam ki Motorcycle and Sakhi Dadi (Breast Feeding) were the two telespots that fall in this category and promote Neonatal care. Sakhi Dadi also dissuades the use of honey and promotes feeding of colostrum. Radhe Shyam ki Motorcycle too promotes the use of breast milk for neonates, keeping the new born warm, not bathing the babies for the first 24-hours, bathing under 2.5 kg babies (low birth weight babies) only after the placenta falls off and compliance to the advice of ASHA didi or ANM (Auxiliary Nurse Midwife).

Telespots including Music cum Animation create an out of this world experience by integrating the creative musical elements with visuals that are altogether not possible in real world using live actions. The outcome of Music cum Animation Telespot is stupendous that it transports the viewers in an altogether new world which is outside the realms of one's imagination. The Music cum Animation Telespots is especially a hit with children. Jagmag and Animation Spot (Family Planning) were the two tele spots that fall in this category. Animation Spot (Family Planning) portrays the ill effects of over population, and its impact on women. Jagmag telespot too promotes ANC and compliance to the advice of ASHA didi.

Under Categorization II the Telespot messages were put under Celebrity Promotions or the Non-Celebrity Promotions. The analysis of treatment of Telespot messages based on Categorization II is presented in Table 2.

Table 2. SPOT-WISE ANALYSIS OF TREATMENT OF THE HFWTS MESSAGES

Categorization II

Treatment Used for Messages	Celebrity Promotions	Non-Celebrity Promotions
1. Shamu (NSV)	-	✓
2. Male Responsibility (NSV)	-	✓
3. IUD Post Office/IUD 380A	-	✓
4. Mehndi (Basket of Choice)	-	✓
5. Acrobat (Oral Pills)	-	✓
6. Parizad (ECP)	✓	-
7. Kaccha Ghada-Age at Marriage	-	✓
8. Raju & Nandu-WHO-ORS	-	✓
9. Radhe Shyam ki Motorcycle	-	✓
10. Sakhi Dadi (Breast Feeding)	-	✓
11. Crystal Ball	-	✓
12. Jagmag	-	✓
13. Animation Spot (FP)	-	✓
14. PNDT	-	✓
15. Immunization-Shahrukh Khan	✓	-
16. JSY	-	✓
17. WHO-ORS(Sanjiv Kapur)	✓	-
18. Kite (Oral Pills);	-	✓
19. WHO-ORS	-	✓
20. Shielaji	-	✓
21. Sarpanch-Amitab Bacchan (Leprosy)	✓	✓
TOTAL= 21	4	17

When a person in authority or a star endorses an idea to perpetuate the message and make it popular it is a Celebrity Promotion. It is important that the personalities promoting a cause or a product should be attractive, talented, possess an extra ordinary lifestyle and enjoy high credibility (Tarija, 2008) e.g. Amitabh Bacchant's campaign on Polio- "Do boond zindagi ki" or Indian Cricketers resolving to donate blood. The product or the cause promoted by the Celebrities grabs instantaneous attention. They tend to be followed up by the audiences-whether literate or illiterate; children, youth and even the older generations alike. Celebrity Promotions make a substantial impact on advertisement and promotion which they make (Bindra & Kaushik, 2012). But one has to be judicious with the use of Celebrity for the promotion of messages. One cannot ignore Non-Celebrity Promotions using anonymous models. They are relatively inexpensive to produce and do not suffer from the threat of the promotion or the campaign being overshadowed by the Celebrity's towering personality.

Of the twenty one telespots, four telespots viz. Sarpach-Amitabh Bacchan, Immunization-Shahrukh Khan, Parizad (ECP) and WHO-ORS (Sanjiv Kapur) were Celebrity Promotions while the remaining fifteen telespots viz. Shamu (NSV); Male Responsibility (NSV); IUD Post Office/IUD 380A; Mehndi(Basket of Choice); Acrobat (Oral Pills); Kaccha Ghada-Age at Marriage; Raju & Nandu-WHO-ORS; Radhe Shyam ki Motorcycle; Sakhi Dadi (Breast Feeding); Crystal Ball; Jagmag; Animation Spot (FP); PNDT; JSY; Kite (Oral Pills); WHO-ORS and Shielaji were Non-Celebrity Promotions.

Study of Effectiveness of Treatment of Telespot Messages

In order to find out the relative effectiveness of the treatments used for packaging the Telespots Messages, Spot wise viewership data was collected from the 200 respondents of the Study was also collected.

Selection of the Research Locale

Of nine districts in Delhi the sample of the Study was drawn randomly from two JJ clusters of Delhi with more than 500 Juggins/tenements. They were Indira Camp Pahari No.-1 & 2, Taimur Nagar with about 1500 Juggins from South Delhi while Indira Gandhi Camp, behind New Khanna Market, Lodhi Road with about 700 Jhuggis was selected from New Delhi.

Selection of Respondents

A total of 200 respondents, 100 respondents from each of these clusters were selected. The sample included selection of all family members above the age of 18 years of the selected families were included in the sample as many aspects of HFWT messages did not apply to those below the age of 18 years. From Taimur Nagar every fiftieth family was selected while from Lodhi Road Cluster every thirtieth family was selected.

Tools for Data Collection

Data was collected using an interview schedule developed in simple Hindi for determining the awareness/ spot wise viewership data about each Spot.

Results and Discussions

1. Based on Categorization-I only 1 telespot was telecast under Straight Sell Presentation, 16 telespots telecast by Door darshan were Dramatization, 2 were Musical Dramatization and 2 were Music cum Animation (Table 3).

2. There were 94 views per telespot in the Straight Sell Presentation, on an average the Dramatization treatment entailed 68 views per telespot, while on an average the Musical Dramatizations had 55 views per telespot and on an average the Musical cum Animation had 32 views per telespot.
3. The Straight Sell Presentation was the most preferred message treatment by the viewers since it had the highest 94 views per telespot but it was the least preferred treatment of message by Doordarshan as only one telespot with Straight Sell Presentation style was telecast.
4. Based on Categorization –II, of the 21 telespots, 4 telespots were Celebrity Promotions and 17 were non-Celebrity Promotions (Table 4).
5. On an average the Non-Celebrity Promotion treatment entailed 69.7 or 70 views per telespot while the Celebrity Promotion treatment entailed 44 views per telespot.
6. The Non-Celebrity Promotion (70 views) was the preferred message treatment by the viewers than the Celebrity Promotions (44 views). Stars or known personalities are taken to enhance the reach and viewability of a message. MoHFW (2009) also found out that the non-Celebrity endorsements had a higher reach among the respondents. The non-Celebrity telespots were viewed by 16 to 23 per cent of the respondents, while the celebrity endorsements were viewed by 10 to 13 per cent of the respondents. Thus a non-Celebrity telespot can have as much appeal, rather more as is indicated by the Study conducted by the MoHFW (2009) and also the Study under report.

It is important then that Producers of the Social advertisements or the Health telespots should definitely take cognisance that Celebrities should be used as messengers, not as the message. If Celebrities are used to popularise a cause or make people aware about the cause then these Celebrities should be popular (Lee, Choi and Tsai, 2007), well-accepted (Choi, Lee and Kim, 2005) and liked by the audience. The Celebrities should be highly credible (Kamins, 1990; Greco,1988), the targeted audience should identify (Kamins, 1990) and connect with them (Painter, 2006), the public image portrayed by the Celebrity and their actions should actually match the spirit of the cause being promoted by them.

Table 3. NUMBER OF TELESPOT AND NUMBER OF VIEWS PER TELESPOT ACCORDING TO CATEGORIZATION I

S.No	Category of Message Treatment	Number of Telespots	Total Views	Number of Views Per Telespot
1.	Straight Sell Presentation	1	94	94.00
2.	Dramatization	16	1091	68.19 or 68
3.	Musical Dramatization	2	110	54.00
4.	Music cum Animation	2	64	32.00
	TOTAL	21	1359	

Table 4. NUMBER OF TELESPOT AND NUMBER OF VIEWS PER TELESPOT ACCORDING TO CATEGORIZATION II

S.No	Category of Message Treatment	Number of Teleshots	Total Views	Number of Views Per Spot
1.	Celebrity Promotion	4	174	44
2.	Non-Celebrity Promotion	17	1185	69.70 or 70
	TOTAL	21	1359	

The above findings indicate that the Straight Sell Presentation (Categorization I) and Non-Celebrity (Categorization II) Telespot message treatments have a better appeal for the Viewers in the Study.

Conclusions

Between May and December 2011, twenty-one Health and Family Welfare teleshots were telecast on DD-1 National Channel of Doordarshan. Based on the treatment of Telespot messages they were put into two main categories Categorization I the teleshots messages were put under of Straight Sell Presentation, Dramatization, Musical Dramatization and Music cum Animation. Under Categorization II the teleshots messages were put under Celebrity Promotions and Non-Celebrity Promotions.

After a thorough study the Straight Sell Presentation emerged as the most preferred message treatment by the viewers since it had the highest 94 views per teleshots. However, it was the least preferred treatment of message by Doordarshan as only one teleshots with Straight Sell Presentation style was telecast. The Non-Celebrity Promotion (70 views) was the preferred message treatment by the viewers than the Celebrity Promotions (44 views) and the Doordarshan too has produced and telecast 17 were non-Celebrity teleshots out of 21 teleshots during this period.

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