

Mass Media and Promotion of Women's Health in Capital of Jharkhand

Md Rashid Iqbal Siddique, Anita Kumari

Abstract: This abstract provides an overview of a comprehensive strategy to promote women's health in the capital of Jharkhand, Ranchi, through mass media. Women's health in this region faces unique challenges, including issues related to maternal health, reproductive health, nutrition, and mental health. This abstract outlines a strategic plan to address these challenges effectively. The strategy begins with identifying key health issues and collaborating with local healthcare providers, NGOs, and government agencies to gather accurate information and statistics. Educational content is then developed, encompassing articles, videos, infographics, and podcasts, which are translated into local languages for accessibility. Various media channels are leveraged, including television, radio, print media, and social media, to disseminate this content. Special attention is given to community outreach, with the organization of health camps and workshops to engage directly with the local population. The strategy aims to promote healthy behaviors, challenge cultural stigmas, and advocate for policy changes that enhance women's healthcare services. Television/print media highlighting the issues of women health and safety. Collaboration with local influencers and the empowerment of women with knowledge about their rights and healthcare options are additional components of the plan. Continuous monitoring and evaluation ensure the impact of mass media campaigns is measured, and the sustainability of these initiatives is addressed through a long-term strategy. By adopting this comprehensive approach, mass media can become a powerful tool in promoting women's health in Ranchi, Jharkhand, leading to improved healthcare awareness, behavior, and outcomes among women in the region.

Key words: Women Health Issues Highlighting by Jharkhand Media, Women Healthcare Awareness, Social Media Campaigns, Health Behaviour.

I. INTRODUCTION

Promoting women health in Capital of Jharkhand ranchi city has many challenges and hence its has some points to be considered such as: Healthcare Disparities: Ranchi, like many parts of Jharkhand, faces healthcare disparities that disproportionately affect women. These disparities are often linked to limited access to healthcare facilities, lack of awareness, lack of doctors and nursing staffs, lack of medicine cultural factors.

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Promoting women's health can help bridge these gaps and ensure that all women have equal access to quality healthcare services. Maternal Health: Ranchi, along with other parts of Jharkhand, has faced challenges related to maternal health. High maternal mortality rates and inadequate prenatal care are concerns. Focusing on maternal health promotion can significantly reduce maternal mortality and improve the overall well-being of women during pregnancy and childbirth. Many a time in night shift doctors are not available in government hospitals even in some time government hospitals are not working in night shift. Which creates big problems in maternal health for women.

Nutrition and Malnutrition: Nutritional deficiencies, especially among women and children, are prevalent in Jharkhand. Women's health promotion efforts should include education about proper nutrition and the importance of a balanced diet, particularly during pregnancy and lactation, to address malnutrition and related health issue. According to the report of outlook in March 8 2022 The Ministry of Health and Family Welfare's National Family Health Survey (NFHS-5) for 2019-21 revealed improvements in women's and children's nutrition in Jharkhand. For example, in 2015-16, 62.6 percent of pregnant women were anaemic; in 2019-21, the figure dropped to 56.8 percent. Similarly, 45.3 percent of children were stunted in 2015-16, but that figure has already dropped to 39.6 percent in 2019-21. Despite improvements in numerous NFHS-5 metrics, there is still much to be desired. To address this, the state government, led by Hon'ble Chief Minister Hemant Soren, launched a flagship initiative, SAAMAR (Strategic Action for Alleviation of Malnutrition and Anaemia Reduction), on December 29, 2021, to improve the status of malnutrition and anaemia among children, pregnant women, and lactating mothers.

Empowerment and Gender Equality: The development of women's health is inextricably linked to the larger aims of empowerment and gender equality. Ranchi can contribute to empowering women in different sectors of life, including as education, work, and community engagement, by prioritising women's health, promoting a more equal and inclusive society. In Jharkhand, women work alongside men in a variety of fields, including education as a teacher, construction labour as a labourer, and banking.

Family and Community Health: Women are frequently the primary carers in families and play an important role in community health. Improving women's health can have a significant impact on family and community health, resulting in healthier families and communities. The influence of the media as a potent agent of change in the modern period cannot be understated, especially when it comes to health promotion.



Ranchi, the state capital of Jharkhand, is a diversified and dynamic metropolis that faces unique healthcare concerns. In this context, the media plays an important role in spreading health information, creating awareness, and catalysing good behavioural changes in the community.

Dissemination of Information: The mass media is the major medium for communicating critical health information

to the public. In Ranchi, where some areas may have limited access to healthcare facilities, the media serves as a bridge, offering information about preventive measures by publishing news in their newspaper and showing information in Tv news channel, Radio and social media, available services, and health-related news like use of sanitary pad, hygiene, women care in pregnancy.



Cityभास्कर

रांची, शुक्रवार, 24 जून 2022 | 4

भास्कर राउंड रिपोर्ट: सिटी के विभिन्न इलाकों में करीब 90 माँड्यूलर महिला टॉयलेट हैं, कई जगह बगल में दुकान रहने से भी महिलाएं इस्तेमाल नहीं कर पातीं सार्वजनिक महिला टॉयलेट पर पुरुषों का कब्जा; जाने की नौबत न आए, इसलिए शॉपिंग-पूजा करने निकलीं महिलाएं कम पानी पीने और यूरिन रोकने से हो रही बीमार

सिटी रिपोर्टर | रांची



चर्च कॉम्प्लेक्स में शॉपिंग करने आई माया सिंह को 3 पेट खरीदारी करने के बाद टॉयलेट जाने की जगह खोजनी पड़ी थी। उन्होंने पास ही में नगर निगम के सार्वजनिक टॉयलेट की ओर रुख किया, लेकिन वहां जा नहीं पाईं, क्योंकि महिला टॉयलेट में पुरुष घुस चुके थे। यही हाल चर्च रोड स्थित काली मंदिर में पूजा करने गईं शक्ति बनर्जी का था। उन्हीं मंदिरो के पास स्थित टॉयलेट में, तो वहां भी पुरुषों का कब्जा था। रांची नगर निगम ने लोगों को खुशियां के लिए शहर के सभी चोक-चौराहों पर पब्लिक टॉयलेट लगाए हैं, પણ तो उन्हें पुरा कर रहे हैं, लेकिन महिलाएं जा कर भी शौचालय का इस्तेमाल नहीं कर पा रही हैं। महिलाएं इन माँड्यूलर टॉयलेट में जाने में अम्हाल महसूस नहीं करती हैं, इसका पता करने के लिए सिटी भास्कर टीम ने विरसा चौक, सेक्टर-2, हनुमान मंदिर, राम मंदिर, पहाड़ी मंदिर, माया चर्च रोड, चर्च कॉम्प्लेक्स, फिरोजाबाग चौक, अमर बाजार, शहीद चौक आदि जगहों पर लगे माँड्यूलर टॉयलेटों का जायजा लिया।

चर्च कॉम्प्लेक्स के पूट फिज के पास महिला टॉयलेट का इस्तेमाल पुरुष करते हैं, जिससे महिलाएं जा नहीं पातीं। अंदर होती है सफाई, बाहर कुड़े का ढेर: माँड्यूलर टॉयलेट के अंदर तो नगर-निगम की ओर से याफ-सफाई की जाती है, लेकिन उसके आसपास काफी गंदगी फैली दिखाई देती है। विरसा चौक, शहीद चौक, चर्च कॉम्प्लेक्स में माँड्यूलर टॉयलेट के बाहर कुड़े-कचरे का ढेर जमा था। कई जगहों पर शौचालय से सटी दुकानें खुली थीं, जिसके कारण वहां पुरुषों की भीड़ जमा थी।

शौचालय के पास ही खुले में पेशाब करते हैं: सार्वजनिक शौचालय नजदीक होने के बावजूद लोग शौचालय के आस-पड़ोस खुले में पेशाब करते नजर आए। साथ ही कुछ लोग वहां धूम्रपान भी कर रहे थे। गृहखा-खेती खाते और थकते लोग भी दिखे, जिसके कारण महिलाएं अस्वस्थ महसूस करती हैं और माँड्यूलर टॉयलेट में जाने से चलाती हैं। महिलाओं को मॉल या रेस्टों में जाना पड़ता है: चर्च कॉम्प्लेक्स स्थित माँड्यूलर टॉयलेट में पुरुष और महिलाएं दोनों के लिए अलग-अलग टॉयलेट हैं, लेकिन फिर भी कुछ लोग महिलाओं के शौचालय इस्तेमाल करते नजर आए। इससे महिलाओं को जल्द ही पेशाब करने की जरूरत पड़ती है या फिर पास में स्थित मॉल जाकर उसके वॉलरूम का इस्तेमाल करना पड़ता है।

टॉयलेट गंदा होता है, साथ ही हड़बोली नहीं रहने से मुश्किल आती है। सचिका कच्छप, स्टूडेंट: सार्वजनिक शौचालय होने से बहुत सुविधा होती है, लेकिन कई बार टॉयलेट साफ नहीं होता। हड़बोली के लिए कुछ नहीं होता। साथ में इतने लोग खड़े रहते हैं कि साब कर भी नहीं जा पाती। महिलाओं के शौचालय में पुरुषों को भी जाने देखती हैं, जिससे अस्वस्थ महसूस करती हैं। आकाशा, स्टूडेंट: मैं एक बार मंदिर जा रही थी। चलते-चलते अचानक मुझे शौचालय जाने की नौबत आ गई, लेकिन मंदिर परिसर के आसपास शौचालय नहीं होने के कारण मेरी तबीयत बिगड़ने लगी। काफी टिकनाट हुई। हर मंदिर के बाहर शौचालय का निर्माण होना चाहिए और उसे स्वच्छ भी रखना चाहिए।

एक्सपर्ट... कम पानी पीने व यूरिन रोकने से महिलाओं को इन्फेक्शन, किडनी की बीमारी के साथ गर्भपात की संभावना



कम पानी पीने से यूरिन में इन्फेक्शन होगा, जिससे वा-वा-वा पेशाब लगने से समस्या होगी और इससे इन्फेक्शन आगे चल कर किडनी की बीमारी के रूप में बदल जाती है। किडनी में इन्फेक्शन हो जाता है। पहले यूरिनरी क्लेड और यूरिन में इन्फेक्शन होता है, फिर यूरिन और आगे पहले नैपथ्रॉसिस हो जाती है। वहीं पेशाब रोककर रखने और

Image-1: Dainik Bhaskar Ranchi News Khushboo Kumari on 24-06-2022 [1]



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शहर का मुद्दा

दैनिक भास्कर रांची, सोमवार 17 जुलाई 2023

टॉयलेट- एक अनकही कथा: यह ऐसा विषय है, जिसमें लोग संकोचवश नहीं बोलते, भास्कर ने इस गंभीर मुद्दे को पहली बार उठाया, 5 दिन में 52 माँड्यूलर टॉयलेट की पड़ताल में 100 महिलाओं से बात की तो बताया कि बाहर निकलते वक्त कम पानी पीती हैं...

शहर में 110 माँड्यूलर टॉयलेट, हर माह सफाई पर 4.50 लाख खर्च, फिर भी गंदे; महिलाएं बोलीं- टॉयलेट न जाना पड़े, इसलिए प्यास लगने पर भी नहीं पीते पानी

सिटी रिपोर्टर | रांची



जानिए कहां क्या स्थिति: दुर्गंध इतनी कि खड़े भी नहीं हो सकते। कचहरी रोड में महिला टॉयलेट का पेशाब गंध था। अंदर महिलाओं का अनावा था। कमिश्नर ऑफिस के पीछे माँड्यूलर टॉयलेट गंध था। नल सिर्फ दिखावा के। अल्ट्राट एकका चौक के पास माँड्यूलर टॉयलेट में एक घंटे में 13 महिला-युवाती पहुंचीं, पर दरवाजा खोलने पर 9 महिलाएं पीछे हट गईं। फिर बाल में स्थित सुलभ शौचालय में चली गईं। घुबने पर बताया कि दुर्गंध इतनी है कि पलभर भी खड़े नहीं हो सकते।

स्वच्छ भारत मिशन के तहत मिले फंड से शहर में अनावा गार्ड माँड्यूलर टॉयलेट बेकार साबित हो रहे हैं। नगर निगम ने करीब 2,80 करोड़ रुपए खर्च कर 110 माँड्यूलर टॉयलेट विभिन्न स्थानों पर लगावा है। इनमें करीब 226 सेंट टॉयलेट हैं। टॉयलेट की सफाई पर हर माह करीब 4.50 लाख रुपए खर्च किए जा रहे। यानी एक टॉयलेट में महिला-पुरुष की अलग-अलग सेंट की सफाई पर हर माह 4 हजार रुपए खर्च हो रहे हैं। फिर 75% टॉयलेट गंदे हैं। यह खुसावा भास्कर की पड़ताल के दौरान हुआ। 5 दिनों में 52 माँड्यूलर टॉयलेट, 5 सुलभ शौचालयों की स्थिति का जायजा लिया गया। 100 महिला-युवातियों व 50 पुरुषों से बात की गई तो 80% महिलाओं ने बताया कि घर से निकलते वकते वे कम पानी पीती हैं, जबकि बाहर से प्यास लगने पर भी पानी नहीं पीती, ताकि टॉयलेट में जाना पड़े। पड़ताल में कई टॉयलेट के दरवाजे बंद न होने से महिलाएं पैसे देकर सुलभ शौचालय जाती दिखाईं, वहीं पुरुष बाहर में दीवारों पर टॉयलेट करते दिखे।

तीन 01: अल्ट्राट एकका चौक पर गुस्वार को यह युवती गंदगी देख माँड्यूलर टॉयलेट में नहीं घुसी। 2,80 करोड़ खर्च कर शहर में 110 माँड्यूलर टॉयलेट बने। एक टॉयलेट की दो सेंटों की सफाई पर हर माह 4 हजार खर्च।

तीन 02: इसके बाद यह युवती बाल में ही स्थित सुलभ शौचालय में गई और 5 रुपए भुगतान कर अंदर घुसी। टॉयलेट गंदे और अस्वस्थिभाव। 35 टॉयलेट सेंट में गंदगी फैली हुई है। 16 टॉयलेट में लगे नल से पानी नहीं आ रहा है। तीन टॉयलेट का दरवाजा अंदर से बंद नहीं हुआ।

जिम्मेदार बोले- गोज 3 बार सफाई में लापरवाही हुई तो एंटीपी पर जवाबदाई सफाई संस्थानों विभागों के बंद सेंटों की सफाई हो रही है। जीपीएस टैगिंग भी की गई है, ताकि लापरवाही न हो। साइड एरिया में नल टॉयलेट की सफाई में लापरवाही पर सफाई एजेंसी पर कार्रवाई होगी। बाहर में स्वीचिंग पाइपड के डिडकवाज का आदेश दिया गया है। -रजनशील कुमार, उप प्रमुख, नगर निगम

Image-2: Dainik Bhaskar Ranchi News Khushboo Kumari on 17-07-2023 [2]





Image-3: News Published in Hindustan times on 15 Oct 2022 by Lingamgunta Nirmitha Rao [3]

These stories illustrate the challenges of women's health and public bathroom hygiene, which cause significant problems for women's health.

II. OBJECTIVE

A mass media campaign promoting women's health in Ranchi, Jharkhand's capital, should be carefully developed to accommodate the region's unique healthcare concerns. These objectives should be transparent, measurable, accurate, and relevant. Here are some possible goals:

Raising Awareness: To raise awareness among Ranchi women about important health concerns like as maternal health, reproductive health, nutrition, and mental health.

Raising Nutritional Awareness: Raise knowledge about adequate nutrition and balanced diets among women in Ranchi, with a focus on pregnant and lactating women.

Empowering Women with Healthcare Information: To provide women with information about their healthcare rights, options, and available resources so that they can make informed healthcare decisions.

Measure Impact: Using quantitative indicators such as surveys, health data, and feedback systems, regularly monitor and assess the impact of mass media initiatives on women's health awareness, behaviour, and results.

Empowering Women with Healthcare Information: To provide women with information about their healthcare rights, healthcare options, and resources.

These objectives give a clear plan for developing and implementing a mass media campaign in Ranchi, Jharkhand, to promote women's health. They make certain that the campaign's goals are concrete, measurable, and attainable, with an emphasis on increasing the well-being of women in the community.

III. MATERIALS AND METHODS

The "Materials and Methods" component of a research paper should describe how we carried out our research, including the materials and methods used. Here the survey report on 500 women of Jharkhand where 24 % are not directly involve in the survey and 76% gives their feedback in the form of questioner and interviews.

A. Questioner of Survey:

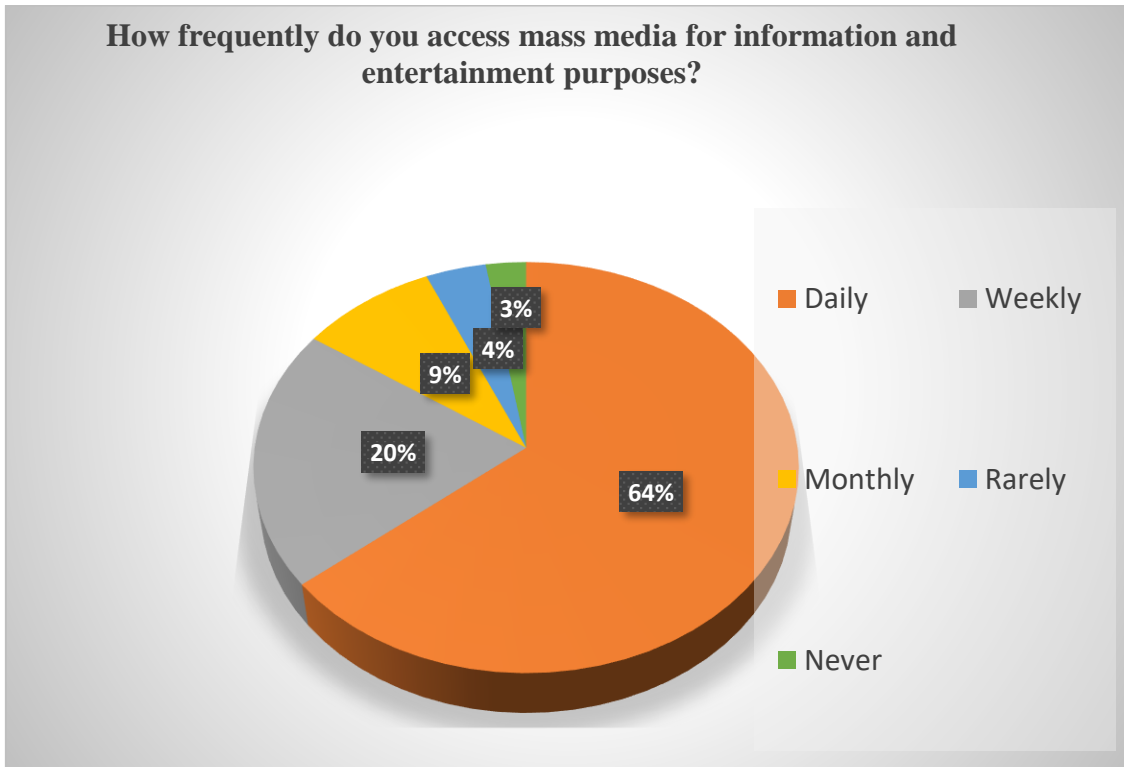


Fig. 1: How Frequently Do You Access Mass Media for Information and Entertainment Purpose?

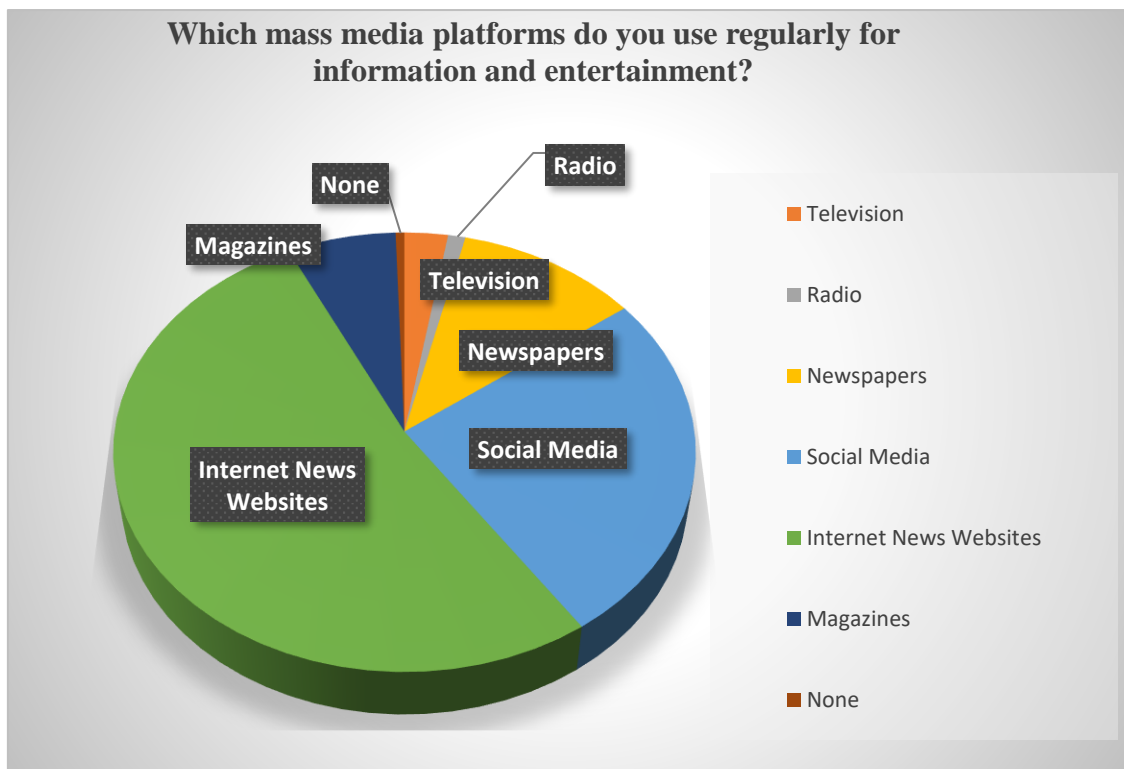


Fig. 2: Which Mass Media Platforms Do You Use Regularly for Information and Entertainment?

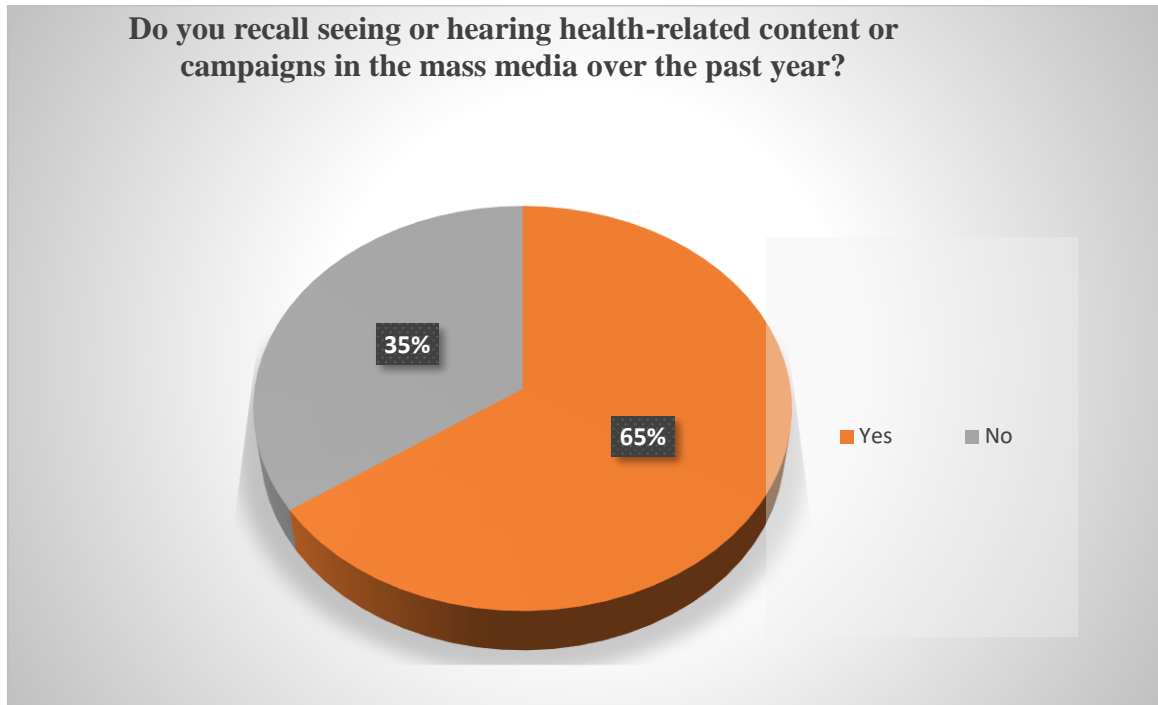


Fig. 3: Do you Recall Seeing or Hearing Health-Related Content or Campaigns in the Mass Media Over the Past Year?

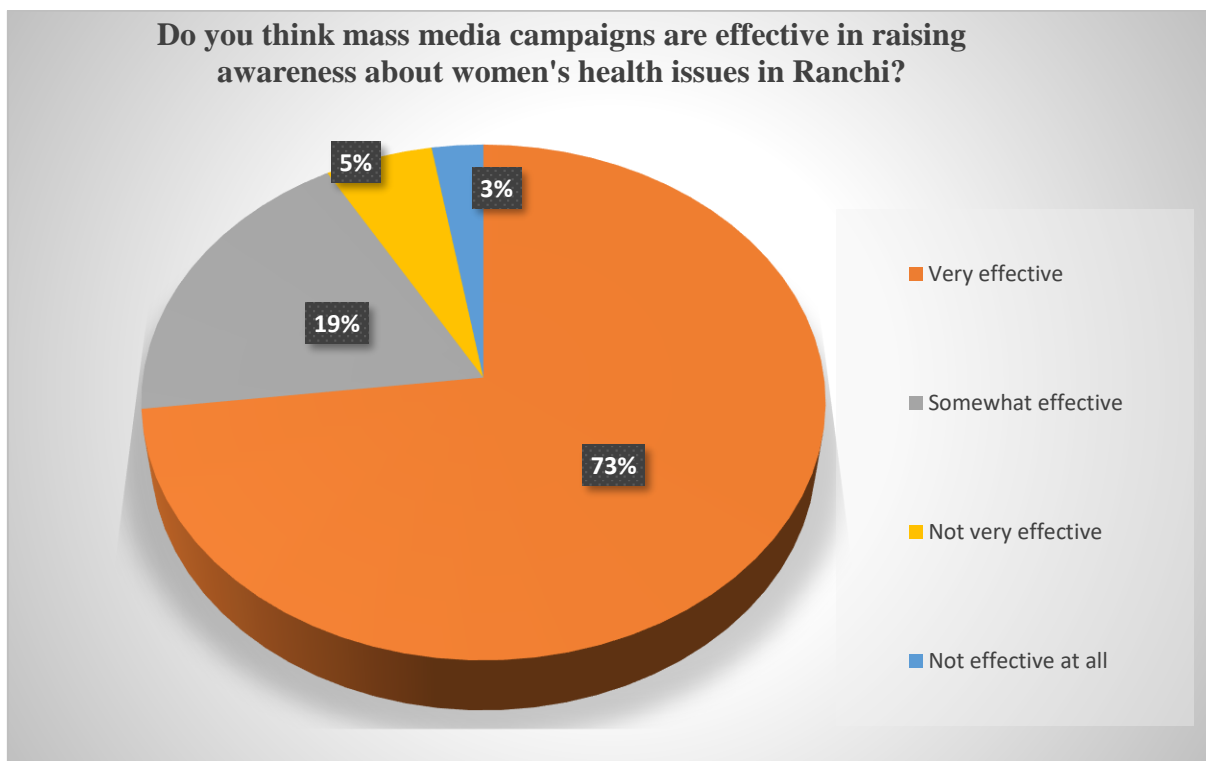


Fig. 4: Do You Think Mass Media Campaigns are Effective in Raising Awareness About Women's Health Issues in Ranchi?

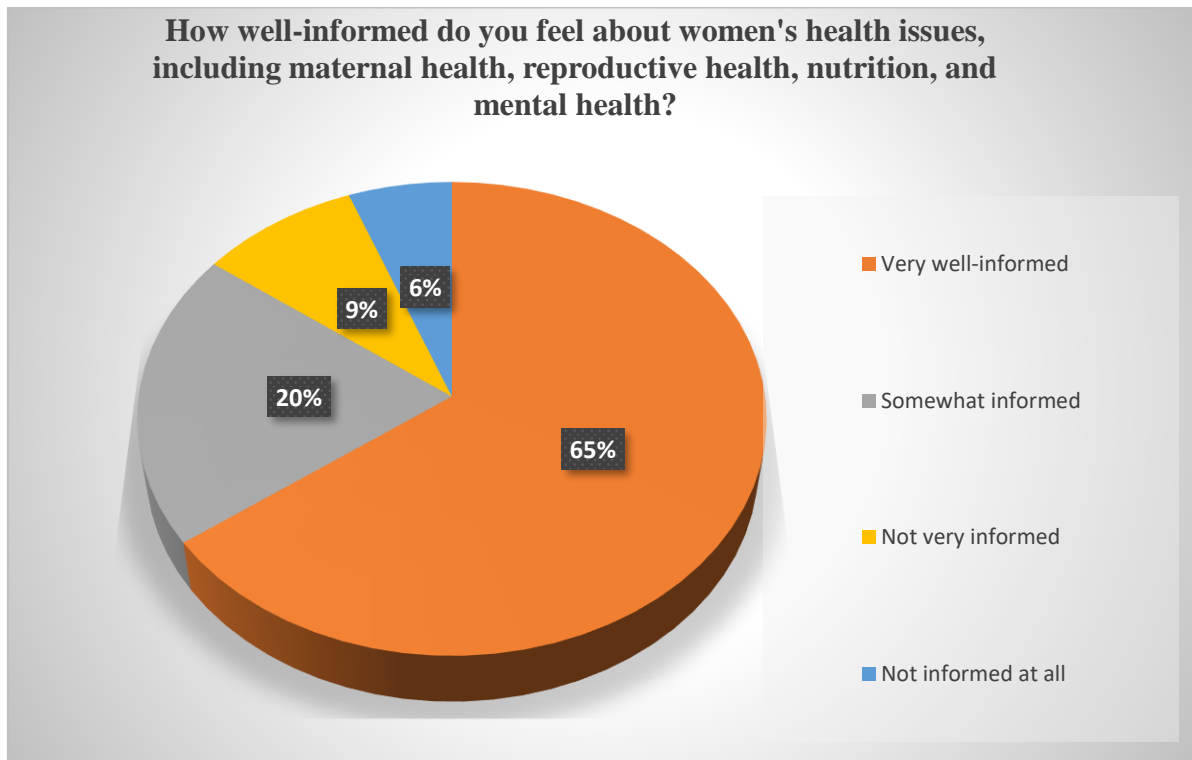


Fig. 5: How Well-Informed Do You Feel About Women's Health Issues, Including Maternal Health, Reproductive Health, Nutrition, and Mental Health?

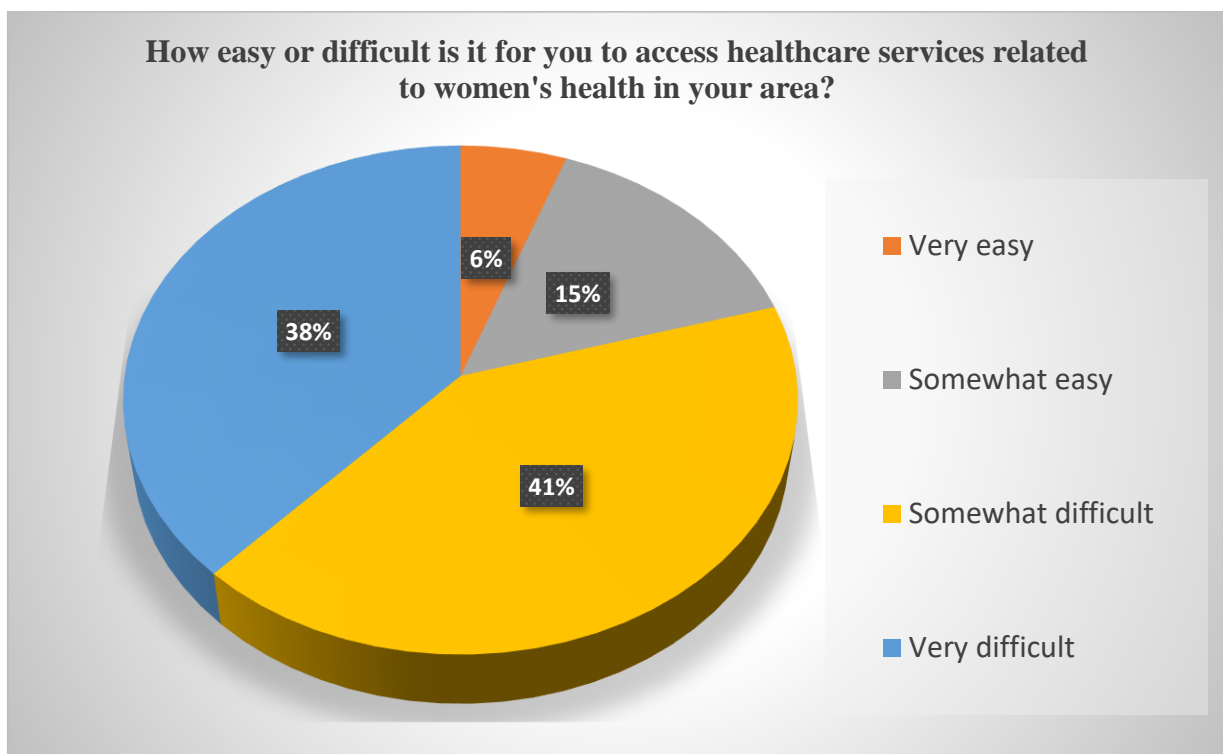


Fig. 6: How Easy or Difficult is it for You to Access Healthcare Services Related to Women's Health in Your Area?

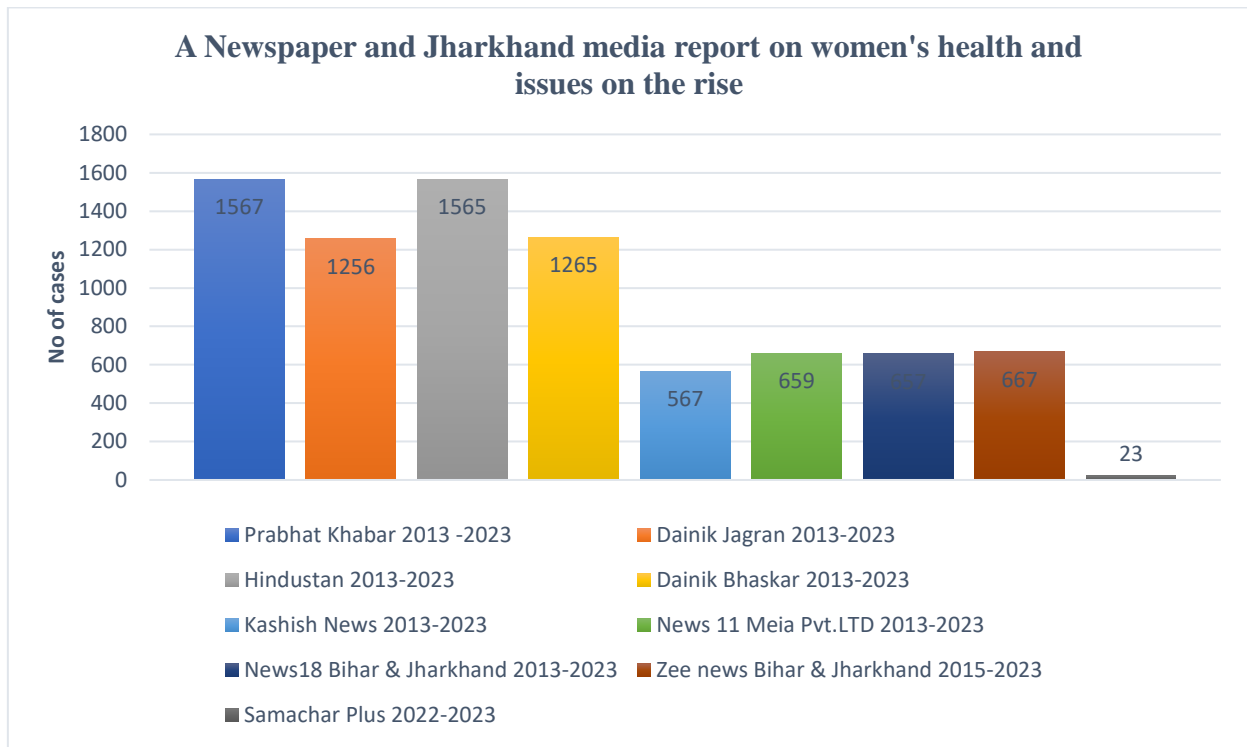


Fig. 7: A Newspaper and Jharkhand Media Report on Women's Health and Issues on the Rise

IV. RESULT

The result of the study report is that, while media outlets do promote women's health in their news articles and publications, they should do it in a more informative manner and with more frequency. Many media outlets provide shows for the public, such as those on general health issues, however in Ranchi, the capital of Jharkhand, media outlets focus on the regional populace and express regional women's issues. A lot of the time, mass media tries to portray the merroir image to society which assists in expanding and uplifting the women health. While media also tries to portray issues relating to women, it is much more focused on women safety and women empowerment. According to the survey, there is a split opinion among women regarding whether or not media coverage of women's issues is beneficial. Others, however, are simply dissatisfied with the work of the media and simply state that media coverage should also address other problems affecting women, such as societal issues affecting women and other forms of domestic violence.

V. DISCUSSION

The topic of mass media and the promotion of women's health was discussed in Ranchi, the capital of Jharkhand, and it covered the various ways that media affects women's health outcomes, creates awareness, and sparks positive change. The different facets of this crucial juncture are illuminated by this discussion:

1. Information Sharing and Awareness: Information about women's health issues, such as maternal health, reproductive health, nutrition, and mental health, is effectively communicated through the mass media. It reaches a large audience and offers understandable information, closing the knowledge gap among Ranchi's female residents.
2. Behavior Change and Empowerment: Public relations initiatives in the media have the power to influence behavior.

Women may be inspired to adopt better lives, seek preventative treatment, and make knowledgeable healthcare decisions when they are exposed to health-promoting messages via television, radio, newspapers, or social media.

3. Reproductive and Maternal Health: The maternal and reproductive health can be profoundly impacted by the media. Prenatal care, family planning, and campaigns to encourage safe pregnancies all help to lower maternal death rates and enhance the general health of women throughout pregnancy and childbirth.

4. Nutritional Knowledge: Women's health is greatly influenced by nutrition, especially during pregnancy and nursing. Campaigns in the media can inform women in Ranchi about healthy eating, the value of a balanced diet, and how to prevent malnutrition.

5. Mental Health Destigmatization: Media campaigns to raise awareness of mental health concerns assist in destigmatizing them among women. They promote candid discussions about mental health and may enhance readiness to ask for assistance when necessary.

6. Cultural Awareness: Ranchi's diverse cultures and regional quirks are taken into account by effective mass media initiatives. They convey health messages in the population's native tongues while respecting cultural norms, ensuring that the audience is receptive to the information.

7. Community Participation: Community engagement can be facilitated through mass media. Healthcare professionals participate in radio talk programs, debates on television, and social media discussions to foster conversation, address community problems, and promote involvement in health-related projects.

8. Policy Advocacy: Mass media plays a role in advocating for policy changes and healthcare improvements. Through investigative journalism and reporting, it can highlight gaps in the healthcare system, influence policy discussions, and drive decision-makers to prioritize healthcare reforms.

9. Obstacles and Limitations: It's critical to recognize the obstacles and restrictions facing Ranchi's mainstream media in advancing women's health. Illiteracy, restricted media access, and potential misinformation are a few of them. There should be plans in place to deal with these difficulties.

10. Looking Ahead: The conversation might be concluded by highlighting the requirement for continued efforts to use mass media to promote women's health in Ranchi. It emphasizes the significance of sustained, fact-based campaigns and the ongoing assessment of their effectiveness.

In summary, Ranchi, Jharkhand's mass media plays a critical role in advancing women's health. It can make a big difference in the wellbeing of women in the area by educating, informing, and inspiring behavioral change. Effective mass media initiatives have the potential to improve health outcomes and build a stronger and more empowered community of women in Ranchi when carefully planned out and culturally sensitive.

VI. CONCLUSION

Women's health promotion through mass media in Ranchi, Jharkhand's capital, is a multidimensional activity with tremendous potential for beneficial influence. Recognizing the complexities of this interaction, this study intended to investigate the relationship between mass media and women's health in Ranchi and develop recommendations based on survey data.

IMPORTANT FINDINGS

The Mass Media as a Source of Important Information: According to the poll results, women in Ranchi depend significantly on the media for information. The majority of respondents stated that they regularly consume mainstream media, with television and social media being popular channels. This demonstrates the region's mainstream media's reach and accessibility. **Positive Impact on Awareness and Behavior:** Women's health awareness and behavior have improved as a result of mass media efforts. In reaction to information received through the media, many respondents indicated taking health-related actions such as scheduling check-ups and adopting healthier practices. **Campaign Effectiveness:** The majority of participants thought that mass media efforts were effective at raising awareness about women's health issues. They considered that these efforts played an important role in informing and persuading people to undertake healthy lifestyle changes. **Healthcare Access Challenges:** While mass media has the ability to raise health awareness, there are still barriers to receiving healthcare services. When seeking women's health services, a large proportion of respondents reported hurdles such as cost and distance. **Implications and Recommendations:** The findings highlight the significance of continuing and increasing Ranchi's public media initiatives focusing on women's health. These advertisements should capitalize on the popularity of television and social media while taking into account localized and culturally relevant material. Increased cooperation between mass media efforts and local healthcare professionals is needed to address barriers to healthcare

access. It is critical to focus information about affordable and accessible services. Concerns about mental health have emerged. Future mass media initiatives should focus mental health topics and try to de-stigmatize these issues. Women's health promotion activities should continue to prioritize community engagement and education. Localized initiatives and grassroots campaigns can supplement mass media's impact. **Limitations:** It is important to acknowledge the limitations of this research, including potential response bias and the scope of the survey. Further qualitative research and in-depth studies may be required to gain a more comprehensive understanding of the nuances of mass media's role in women's health promotion in Ranchi. Finally, in Ranchi, promoting women's health through mass media is a dynamic and continuing activity. According to the study results, it has made positive advances into women's health knowledge and behavior. By addressing the issues found in this research and building on the strengths revealed, stakeholders and policymakers can improve the impact of mass media campaigns supporting women's health, ultimately contributing to the well-being of women in Ranchi, Jharkhand.

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Dainik Bhaskar Ranchi edition Report on Prabhat khabar news by Meenakshi Rai on 21th sept 2023 4 year back Report [4][5][6][7][8][9].

I'd want to convey my heartfelt gratitude to everyone who helped make this study project on the critical topic of mass media and women's health promotion in Ranchi, Jharkhand's capital, a success.

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