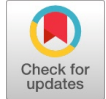


# Mass Media and Promotion of Women's Health in Capital of Jharkhand



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 empowering 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's health in Ranchi, the capital of Jharkhand, presents numerous challenges; therefore, several key points must be considered, including 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, a lack of awareness, a shortage of healthcare professionals, and cultural factors.

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 times, night shift doctors are not available in government hospitals, and in some cases, government hospitals are not operational during night shifts, which creates significant 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 issues. According to the report released on March 8, 2022, the Ministry of Health and Family Welfare's National Family Health Survey (NFHS-5) for 2019-21 revealed improvements in the nutrition of women and children 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 various sectors of life, including education, work, and community engagement, by prioritising women's health and promoting a more equal and inclusive society. In Jharkhand, women work alongside men in a variety of fields, including education as teachers, construction labour as labourers, and banking.

Family and Community Health: Women often serve as the primary caregivers in families and play a vital role in community health. Improving women's health can have a profound impact on the health of families and communities, ultimately leading to 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.

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Ranchi, the state capital of Jharkhand, is a diversified and dynamic metropolis that faces unique healthcare concerns. In this context, the media plays a crucial role in disseminating health information, raising awareness, and promoting positive behavioural changes within the community.

Dissemination of Information: The mass media are the primary 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 मॉड्यूलर 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 रिपोर्ट | रांची

चर्च कॉम्प्लेक्स में शॉपिंग करने आई महिलाएं को 3 घंटे खड़ी करने के बाद टॉयलेट जाने की इजाजत नहीं मिली। वहीं टॉयलेट जाने से भी नगर निगम के सार्वजनिक टॉयलेट को और खराब किया, लेकिन जहां जा नहीं पाई, क्योंकि महिला टॉयलेट में पुरुष घुसे हुए थे। यही हाल चर्च रोड स्थित काली मंदिर में पूजा करने गई स्त्रियों का था। डेली मॉर्निंग के पास स्थित टॉयलेट गई, तो वहां भी पुरुषों का कब्जा था। रांची नगर निगम ने लोगों को खूबियां के लिए शहर के सभी पार्क-बोर्डिंग पर पब्लिक टॉयलेट लगाए हैं, खर्च तो उन्हें पूरा कर रहे हैं, लेकिन महिलाएं जाह्नपुर भी शौचालय का इस्तेमाल नहीं कर पा रही हैं। महिलाएं इन मॉड्यूलर टॉयलेट में जाने में असहज महसूस क्यों करती हैं, इसका पता करने के लिए सिटी भास्कर टीम ने विरस चौक, शहीद चौक, चर्च कॉम्प्लेक्स में मॉड्यूलर शौचालय के बाहर कूड़े-कचरे का ढेर जमा था। कई जगहों पर शौचालय से सटी दुकानें खुली थीं, जिसके कारण वहां पुरुषों की भीड़ जमा थी।



महिला शौचालय से बाहर निकलना पुरुष



शौचालय के बगल में ही दुकानें

**अंदर होती है सफाई, बाहर कूड़े का ढेर:** मॉड्यूलर टॉयलेट के अंदर तो नगर-निगम की ओर से सफाई-सफाई की जाती है, लेकिन उसके आसपास काफी गंदगी फैली दिखाई देती है। विरस चौक, शहीद चौक, चर्च कॉम्प्लेक्स में मॉड्यूलर शौचालय के बाहर कूड़े-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-पास खुले में पेशाब करते नजर आए। साथ ही कुछ लोग वहां धूम्रपान भी कर रहे थे। गुस्सा-खेती खाते और धुकते लोग भी दिखे, जिसके कारण महिलाएं असहज महसूस करती हैं और मॉड्यूलर टॉयलेट में जाने से बचती हैं।

**महिलाओं को मौल या रेस्टों में जाना पड़ता है:** चर्च कॉम्प्लेक्स स्थित मॉड्यूलर 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 जरूरी होने पर रेस्टों जाना पड़ता है या फिर पास में स्थित मौल जाकर उसके वॉशरूम का इस्तेमाल करते पड़ता है।

टॉयलेट गंदा होता है, साथ ही हैंडवॉश नहीं रहने से मुश्किल आती है



**सचिका कच्छप, स्टूडेंट:** सार्वजनिक शौचालय होने से बहुत सुविधा होती है, लेकिन कई बार टॉयलेट सफा नहीं होता। हैंडवॉश के लिए दूध नहीं होता। बगल में दुकानें लगे खड़े रहते हैं कि जाह्नपुर भी नहीं जा पाती। महिलाओं के शौचालय में पुरुषों की भीड़ जते देखती हूँ, जिससे असहज महसूस करती हूँ।



**आकाश, स्टूडेंट:** मैं एक बार मंदिर जा रही थी। चलते-चलते अचानक मुझे शौचालय जाने की ज़रूरत आ गई, लेकिन मंदिर परिसर के आसपास शौचालय नहीं होने के कारण मेरी तबीयत बिगड़ने लगी। काफी टिकसत 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**



**डॉ. सोमल रॉय, गार्मेन्ट डिजाइनर:** कम पानी पीने से यूरिन में इन्फेक्शन होगा, जिससे बच्चा-बच्चा पैदा होने की संभावना होगी और इससे इन्फेक्शन आगे चल कर किडनी की बीमारी के रूप में बदल जाती है। किडनी में इन्फेक्शन हो जाता है। पहले यूरिनरी स्लेड और यूरिन में इन्फेक्शन होता है, फिर यूरिन और आगे पड़ने नोस्ट्रिल हो जाती है। वहीं पेशाब रोककर रखने और

मंजूर जगह पेशाब करने से भी इन्फेक्शन की संभावना रहती है। फिर महिलाओं को डाक्टरों के पास जाने की जरूरत होती है। यूरिन इन्फेक्शन से यूरिन में भी इन्फेक्शन हो जाता है और कभी-कभी प्रेग्नेंसी स्कैन में भी दिक्कत आती है, अक्सर का डर रहता है। सार्वजनिक जगह पर पेशाब करने से पहले और बाद में पानी पीकर धो लें।

प्रस्तुति: खुशबू सिंह-भास्कर (ई-कंटेंट)

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

02

**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 मॉड्यूलर टॉयलेट की पड़ताल में 100 महिलाओं से बात की तो बताया कि बाहर निकलते वक्त कम पानी पीती हैं...

**शहर में 110 मॉड्यूलर 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 रिपोर्ट | रांची

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



मॉड्यूलर टॉयलेट...



सुलभ शौचालय...

**सैन 01:** अलबर्ट एका चौक पर पुरुषों को यह युवती गंदगी देखा मॉड्यूलर टॉयलेट में नहीं घुसी।

**सैन 02:** इसके बाद वह युवती बगल में ही स्थित सुलभ शौचालय में गई और 5 रुपये भुगतान कर अंदर घुसी।

2.80 करोड़ खर्च कर शहर में 110 मॉड्यूलर टॉयलेट बनाए। एक टॉयलेट की दो सेंटों की सफाई पर हर माह 4 हजार खर्च।

टॉयलेट गंदे और अत्यधिक गंदे 35 टॉयलेट सेंट में गंदगी फैली हुई है।

**जानिए कहां क्या स्थिति: दुर्गंध इतनी कि खड़े भी नहीं हो सकते**

1. गंदगी रोड: मॉड्यूलर टॉयलेट का पेन गंदगी रोड है। अंदर महिलाओं का अंबार था। कमिश्नर ऑफिस के पीछे मॉड्यूलर टॉयलेट गंदा था। नल सिर्फ दिखावे का।
2. टॉयलेट में पुरुषों का कब्जा: अलबर्ट एका चौक के पास मॉड्यूलर टॉयलेट में पुरुषों का कब्जा था। पुरुषों की भीड़ जमा करीब 4.50 लाख रुपये खर्च किए जा रहे हैं। फिर बगल में स्थित सुलभ शौचालय में चली गई। पुरुषों ने बताया कि दुर्गंध इतनी है कि पलभर भी खड़े नहीं हो सकते।

4. बर्खास्त फायरिंग रेंज के पास टॉयलेट में गंदगी थी। लोग इस्तेमाल नहीं करते।
5. विरस चौक के पास टॉयलेट में पुरुषों का कब्जा था। नल सिर्फ दिखावे का।
6. टॉयलेट के अंदर के साथ-साथ बाहर भी गंदगी फैली थी। काफी दुर्गंध आ रही थी।
7. जेल गेट के पास मॉड्यूलर टॉयलेट में पुरुषों का कब्जा था। पुरुषों ने बताया कि दुर्गंध इतनी है कि पलभर भी खड़े नहीं हो सकते।

**रंजी रोजा विशेषज्ञ बोलीं- टॉयलेट में गंदगी से वैरिटीरिक्स इन्फेक्शन का खतरा**  
टॉयलेट में गंदगी से महिलाओं में वैरिटीरिक्स इन्फेक्शन होता है। पैट डॉ. प्यार रोजा रंजी, पेशाब-बार-बार आना, जलन होना जैसी समस्याएं आती हैं। जबन पेशाब रोकने से यूरिन में इन्फेक्शन हो जाता है। जल्द इलाज न होने पर किडनी भी प्रभावित हो जाती है। टॉयलेट में बैठे सफाई जरूरी है।  
-डॉ. रंजी रंजी, स्त्री रोग विशेषज्ञ, विरस चौक

**जिम्मेदार बोलीं- रंजी 3 बार सफाई में लापवाही हुई तो एंटीसेप्टिक का खर्च करो**  
सफाई संभोधी विचारकों के बंध सख्ती को गई है। रंजी सुबह, दोपहर, शाम सभी टॉयलेट की सफाई हो रही है। जीपीएस टैगिंग भी की गई है, ताकि लापवाही न हो। साइड एरिया में नए टॉयलेट की सफाई में लापवाही पर सफाई एजेंसी पर कार्यवाई होगी। बाहर में स्लीपिंग पाउडर के डिब्बों का आंदोलन दिया गया है।  
-रंजी रंजी, रंजी रंजी, रंजी रंजी

प्रस्तुति: अरुण कुमार

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, the capital of Jharkhand, should be carefully developed to address 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:** Utilising quantitative indicators, including surveys, health data, and feedback systems, regularly monitor and assess the impact of mass media initiatives on women's health awareness, behaviour, and outcomes.

**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 ensure that the campaign's goals are concrete, measurable, and attainable, with a focus on enhancing 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 is the survey report on 500 women from Jharkhand, where 24% are not directly involved in the survey, and 76% provide their feedback through questionnaires and interviews.

A. Questioner of Survey:

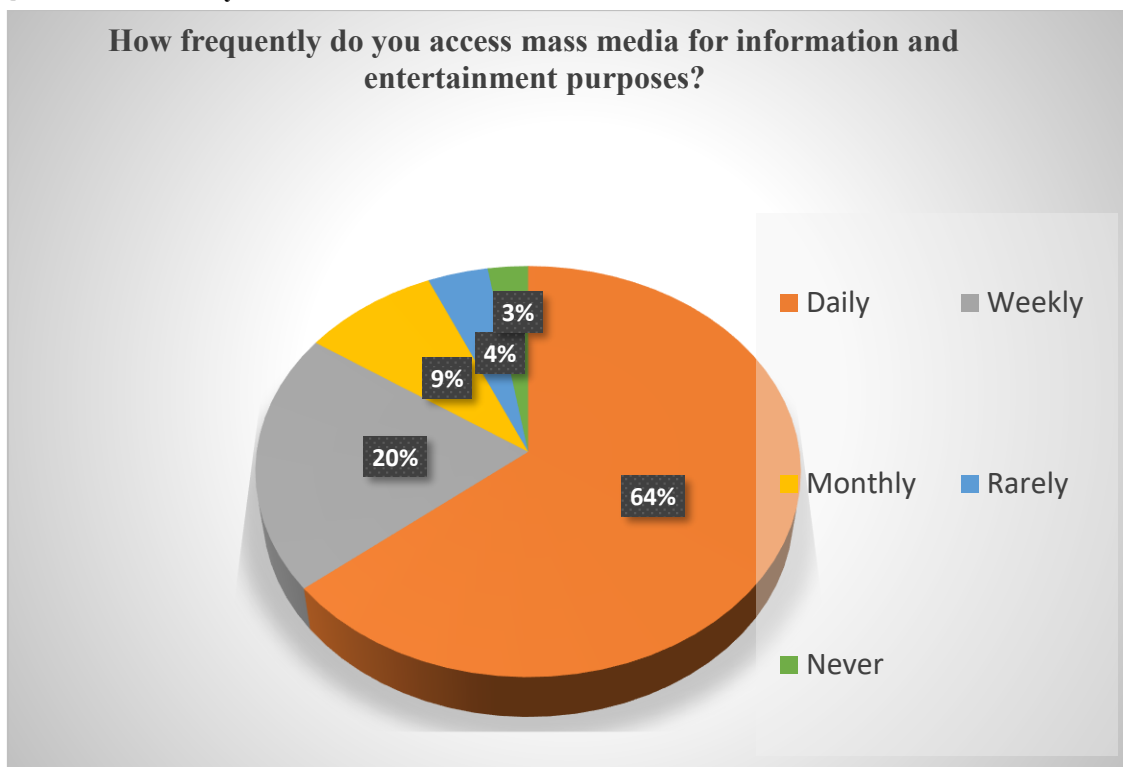


Fig. 1: How Frequently Do You Access Mass Media for Information and Entertainment Purpose?

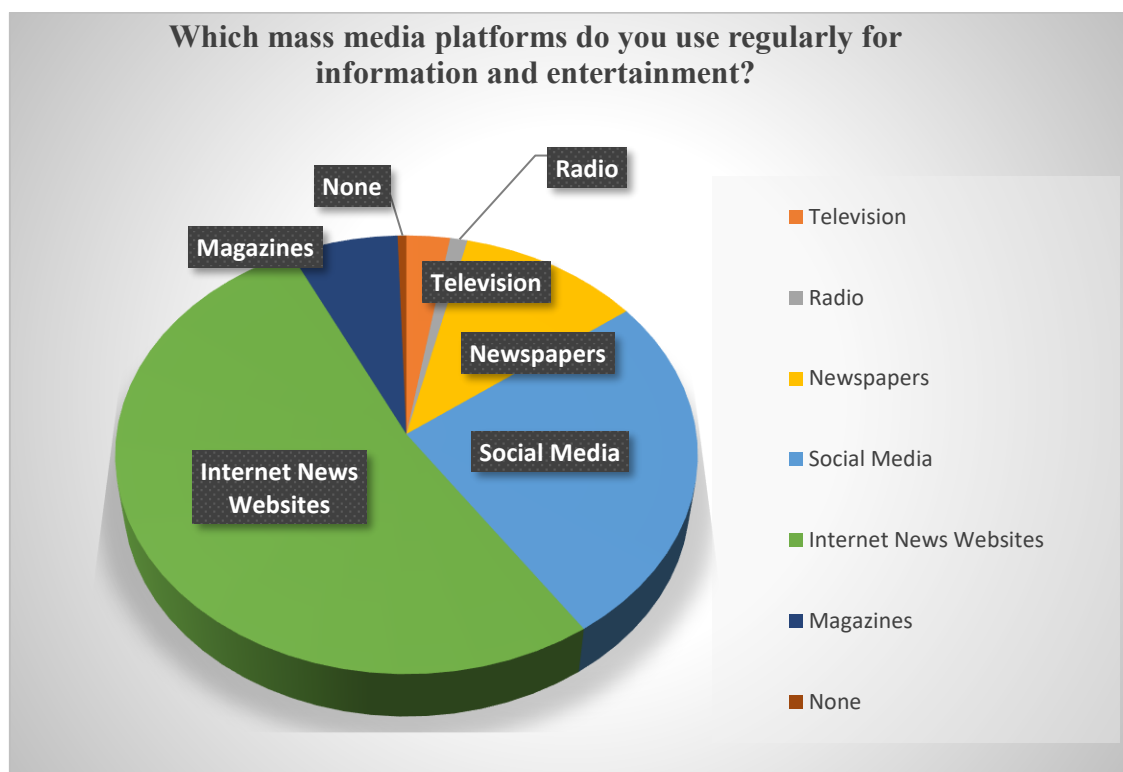
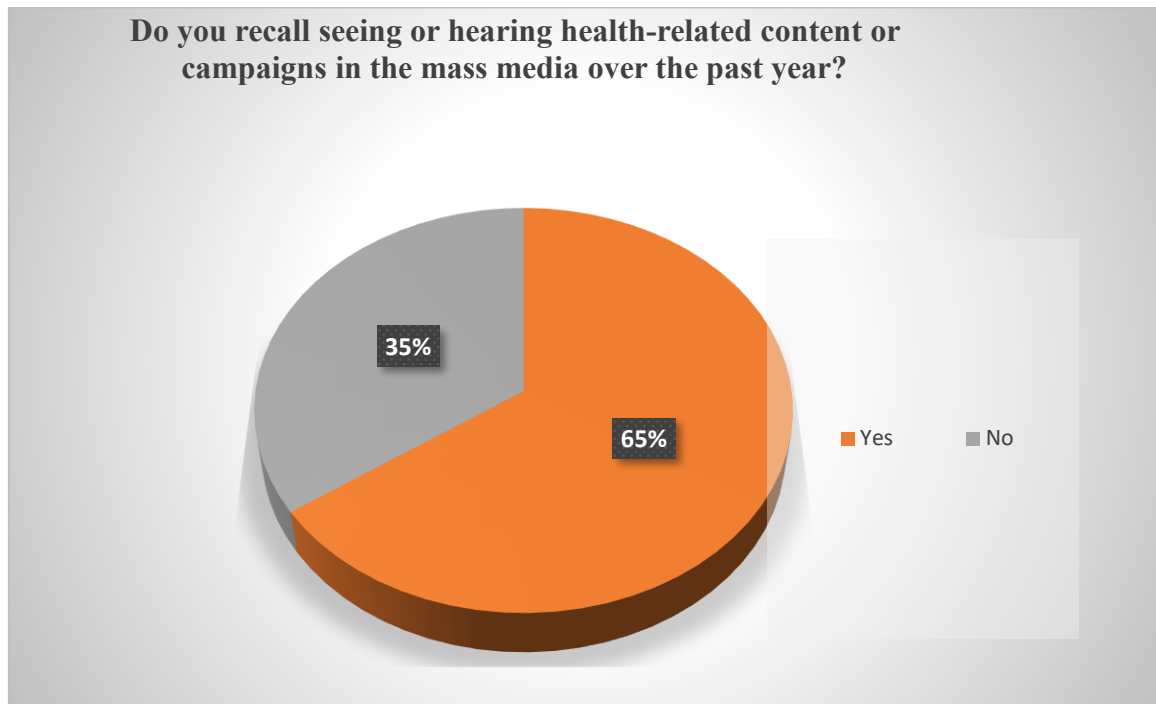
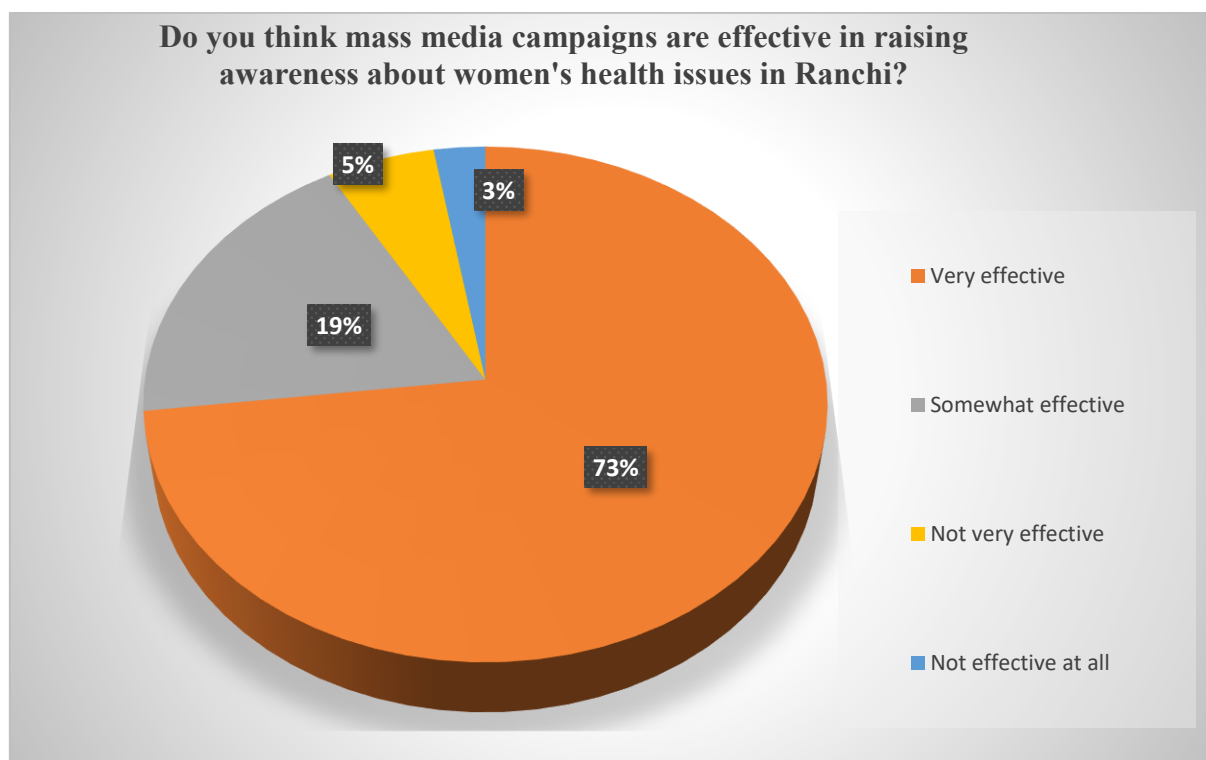


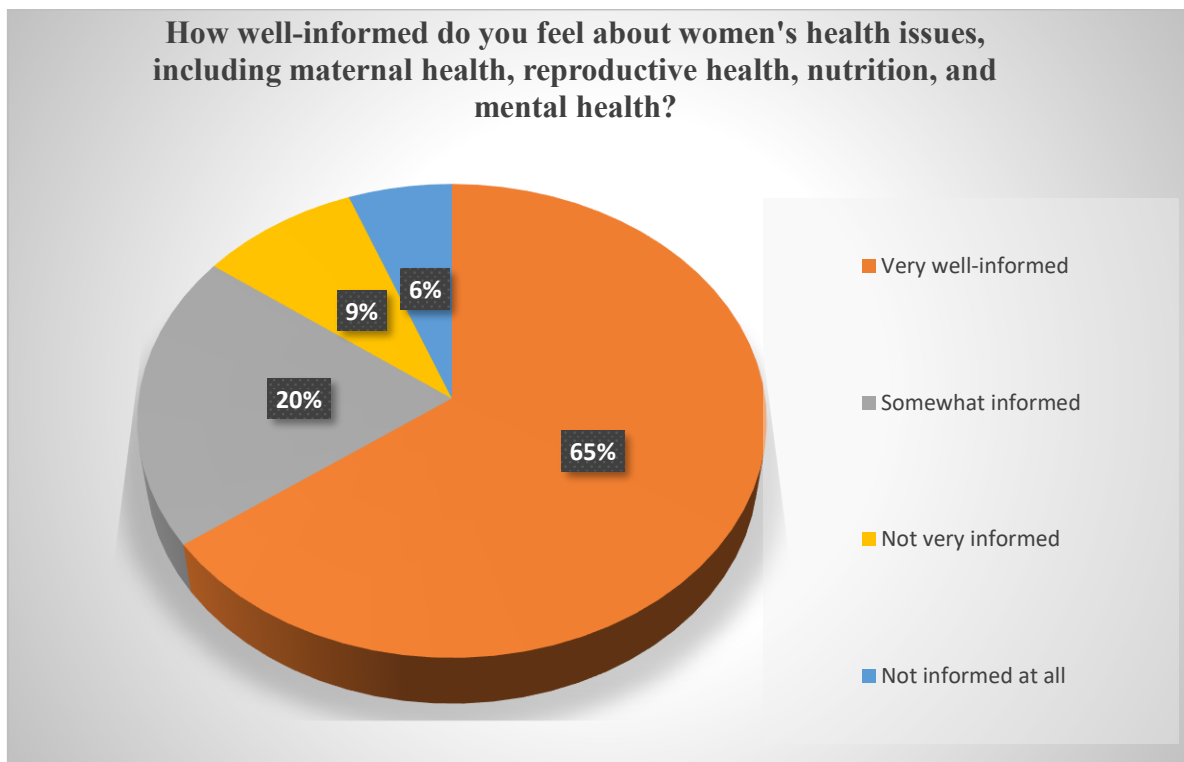
Fig. 2: Which Mass Media Platforms Do You Use Regularly for Information and Entertainment?



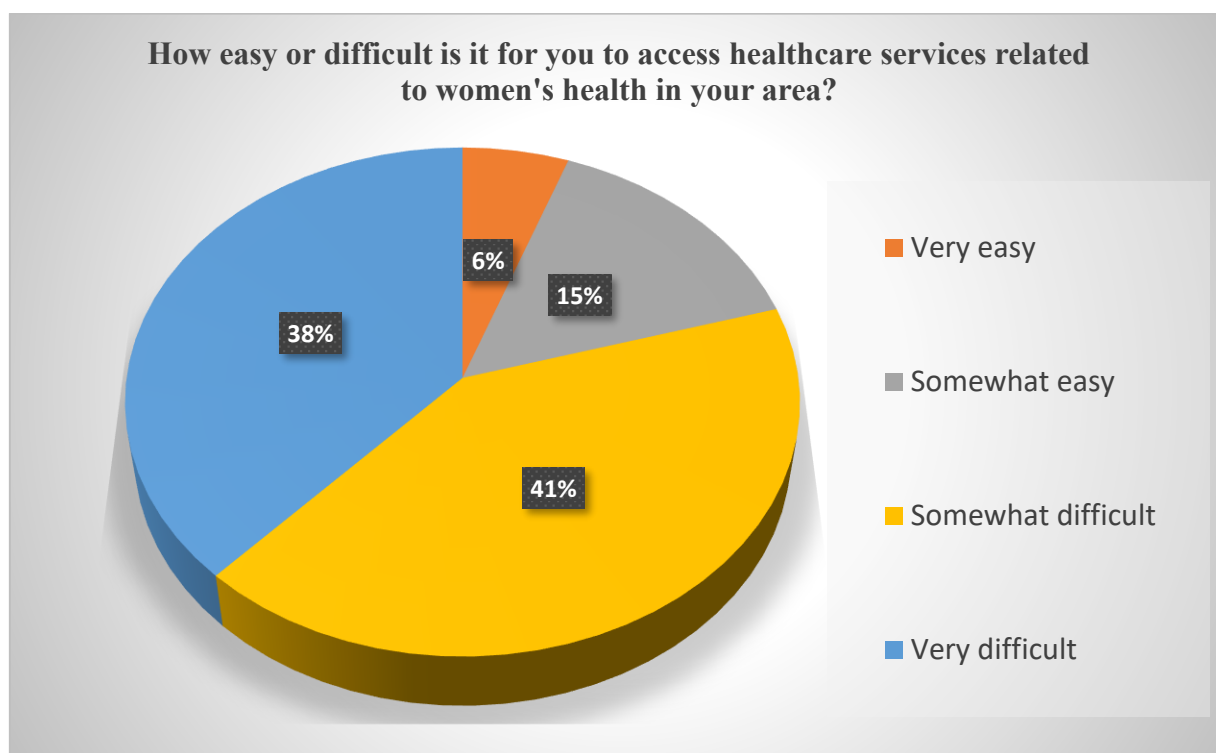
**Fig. 3: Do you Recall Seeing or Hearing Health-Related Content or Campaigns in the Mass Media Over the Past Year?**



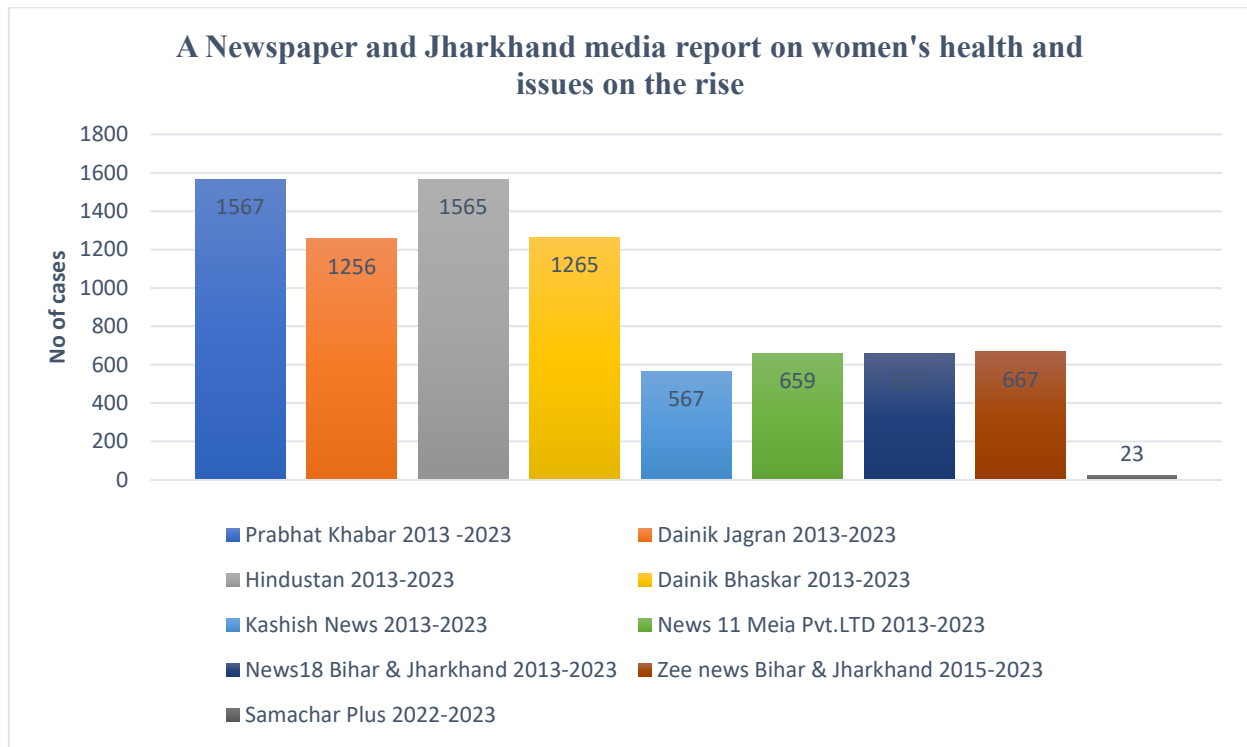
**Fig. 4: Do You Think Mass Media Campaigns are Effective in Raising Awareness About Women's Health Issues in Ranchi?**



**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 study report reveals that while media outlets promote women's health in their news articles and publications, they should do so in a more informative manner and with greater frequency. Many media outlets offer shows for the public, focusing on general health issues; however, in Ranchi, the capital of Jharkhand, media outlets prioritise the regional populace and address regional women's issues. Often, mass media attempts to portray a more positive image to society, which helps expand and improve women's health. While the media also attempts to describe issues relating to women, it is much more focused on women's safety and 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, covering the various ways in which the media affects women's health outcomes, creates awareness, and sparks positive change. This discussion illuminates the different facets of this crucial juncture:

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. **Behaviour Change and Empowerment:** Public relations initiatives in the media have the potential to influence

behaviour. Women may be inspired to adopt healthier lifestyles, seek preventive care, and make informed healthcare decisions when they are exposed to health-promoting messages through various media, including television, radio, newspapers, and 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 significantly influenced by nutrition, particularly during pregnancy and lactation. Campaigns in the media can educate women in Ranchi about the importance of healthy eating, the benefits of a balanced diet, and strategies 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 seek help when needed.
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 shows, television debates, and social media discussions to foster conversation, address community issues, and promote involvement in health-related initiatives.



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 among 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 emphasises the importance of sustained, fact-based campaigns and the ongoing evaluation 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, more empowered community of women in Ranchi when carefully planned and culturally sensitive.

### VI. CONCLUSION

Women's health promotion through mass media in Ranchi, the capital of Jharkhand, is a multifaceted activity with tremendous potential for a positive impact. 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 reported regularly consuming mainstream media, with television and social media being the most popular channels of consumption. 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 response to information received through the media, many respondents reported 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 a crucial role in informing and persuading people to adopt healthy lifestyle changes. **Healthcare Access Challenges:** While mass media can 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 underscore the importance of sustaining and expanding Ranchi's public media initiatives that focus on women's health. These advertisements should capitalise on the popularity of television and social media, while also taking into account localised and culturally relevant content. Increased cooperation between mass media efforts and local healthcare professionals is needed to address barriers to

healthcare access. It is critical to focus on 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 prioritise community engagement and education initiatives. Localised initiatives and grassroots campaigns can supplement the impact of mass media. **Limitations:** It is essential 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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In a research paper or project on "Mass Media and Promotion of Women's Health in the Capital of Jharkhand," acknowledgments are an essential section where you express gratitude and recognition to individuals, organizations, or institutions that have contributed to your research or provided support. Here's a sample acknowledgment section:





Dainik Bhaskar Ranchi edition Report on Prabhat Khabar news by Meenakshi Rai on 21st September 2023 4 years back Report [4].

I would like to express my heartfelt gratitude to everyone who contributed to making this study project on the critical topic of mass media and women's health promotion in Ranchi, the capital of Jharkhand, a success.

First and foremost, I would like to express my heartfelt gratitude to the ladies from Ranchi who kindly offered their time and ideas during the interviews and surveys. Their invaluable contributions have formed the foundation of the study.

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Authors Contributions	All authors having equal contribution for this article.

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