

Sample Audience Profile



Rajiv and Nandita are a young couple who live in Jahir village and have two girls aged 2 and 1. Rajiv is a subsistence farmer and Nandita does odd jobs to add to their small income. They live in a single room home that Rajiv built himself. It has no electricity. Rajiv studied till Grade 6 but Nandita has never been to school. Rajiv spends most of his free time playing cricket with friends. Rajiv's parents pressured him to have children immediately after marrying. Nandita would like to wait before having another child, but Rajiv wants a boy so he can prove his masculinity. Rajiv wants to make his family proud. Nandita wants to see her girls enjoy a better life but is not sure how to achieve her goals. Both Rajiv and Nandita worry about what their community will think of them if they use contraceptive methods. Nandita has heard that some contraceptives can make her infertile and she does not know who to talk to for correct information.