CONTENTS

List of Figures
List of Tables
Abbreviations

PART 1 **INTERNSHIP REPORT** **1-13**

PART 2 **DISSERTATION REPORT** **14-57**

CHAPTER - 1 **INTRODUCTION**

1.1 Background 14
1.2 Need of the study 18
1.3 Objectives 18
1.4 Methodology 19
1.5 Research instrument 20
1.6 Fieldwork 20
1.7 Data processing and analysis 21

CHAPTER - 2 **PROFILE OF RESPONDENTS**

2.1 Gender 22
2.2 Age group 23
2.3 Education status 23
2.4 Accommodation type 24
2.5 District wise location of college 24
2.6 Religion 25

CHAPTER - 3 **AVAILABILITY AND USERSHIP OF MOBILE PHONES**

3.1 Ownership of mobile phones 26
3.2 User ship of mobile phones 27
3.3 Service provider 28

CHAPTER - 4 **POTENTIAL OF MOBILE PHONES**

4.1 Willing to receive messages 30
4.2 Attitude towards health message 31
4.3 Preferred mode for communicating the message 32
4.4 Frequency of message 33

CHAPTER - 5 **HEALTH MESSAGES**

5.1 Messages on Oral pills 34
5.2 Messages on Condoms 36
5.3 Messages on Emergency contraceptives 37
5.4 Messages on Tobacco use 38

5.5 Messages on HIV/AIDS 39
5.6 Messages on STDs 40

CHAPTER - 6 EXPOSURE TO MEDIA

6.1 Exposure to TV/Radio 42
6.2 Participation in Radio contests 43
6.3 Exposure to health Ads 44

CHAPTER - 7 mHealth

7.1 Defining mHealth 47
7.2 Some mHealth programs 48

CHAPTER - 8 CONCLUSION AND RECOMMENDATIONS

8.1 Current impact of mHealth 52
8.2 Perception of respondents 53
8.3 Key recommendations 54
8.4 Conclusion 55

List of Annexures

LIST OF ABBREVIATIONS

GSM: Global System for Mobile Communications

GPRS: General Packet Radio Service

WiFi: Wireless Fidelity

PDA: Portable Digital Assistant

PC: Personal Computer

HIV: Human Immuno-Deficiency Virus

AIDS: Acquired Immuno-Deficiency Syndrome

TTC: Text to Change

SMS: Short Message Service

UNFPA: United Nations Population Fund

ORG-CSR: Operations research Group-Center For Social Research

PG: Paying Guest

ICTC: Integrated Counseling and Testing Centre

STD: Sexually Transmitted Disease

NGO: Non Governmental Organization

WHO: World Health Organization

UN: United Nations

ICT: Information and Communication Technology