



Innovative Communication for Positive Social and Health Outcomes
www.nalamdana.in

What is Nalamdana?

Nalamdana is a Chennai-based, not-for-profit organization that uses creative, innovative and entertaining behavior change methods with community participation, to enable people to make better-informed decisions about their health and the health of their families. Some of the methods used include response-driven participatory street theatre, interactive games and puzzles, audio and video tools and small group workshops to ensure that important and often lifesaving information is delivered, discussed and change takes place in a way that will have the most impact.



Nalamdana community drama on location

Nalamdana's Achievements



Proud recipients of Nalamdana scholarships

In the last 22 years, Nalamdana has reached over **2 million people** with vital health information through street plays and millions more have watched its short feature films on television and cable.

Through its Student Leadership program, it has awarded over **NN scholarships** to disadvantaged students to pursue higher education to fulfil their dreams.

Nalamdana operates **Thendral**, a **government-sanctioned community radio station**, expanding its outreach efforts amongst vulnerable communities with entertaining and informative programs.

Nalamdana has implemented outreach initiatives on the topic of child rights and abuse prevention in **NN** schools all across Tamil Nadu.

Videos and Testimonials

Nalamdana Introduction and Overview Video: http://youtu.be/KSTWSST_pjY

Thendral Community Radio: <https://youtu.be/-yW9JAXKuSw>

Testimonials from people Nalamdana has helped: <http://youtu.be/CEmhBhMOhBc>

Testimonial from Nalamdana scholarship recipient: Ranjith: https://youtu.be/7z_v97cX_n4

Testimonial from Sathya about Nalamdana's post-flood relief efforts: <https://youtu.be/qc9mfbHd3Yo>

Nalamdana's finances

Incorporated in 1993, **Nalamdana** is a non-political, non-religious, registered charitable trust in India, with tax exemption status and permission to receive foreign donations. **Friends of Nalamdana** is a registered, 501(c) 3 charity in the United States. Donations in the US and India are tax-deductible. Over the years, Nalamdana's work has been supported by donations from individuals and charitable organizations, both in India and overseas.

Nalamdana has undertaken a range of projects funded by national and international funding agencies such as the Ford Foundation, World Health Organization, UNICEF, the Richard Gere Foundation, Make Art Stop AIDS Foundation, Action Aid, Elizabeth Taylor Foundation, Earthwatch, World Education and the Tamil Nadu State AIDS Control Organization.

- Nalamdana has an annual operating budget of US \$ 138,500
- Overheads, which includes the salaries of Nalamdana's creative team that implements its program activities, accounts for 30% of its budget
- Nalamdana has been audited regularly for the past 22 years. You can see its latest tax filings at [\[insert link\]](#)
- For more information about FoN, including its tax filings, visit [\[insert link to FoN page here\]](#)

How you can help?

Here are just a few ways in which you can help:

- Support a community drama and facilitated discussion for US\$ 450, reaching 500-800 people per intervention
- Sponsor the cable radio, role plays and support group discussion program at the Tambaram Sanatorium (GHTM) for \$750 a month and reach more than 6,000 TB and HIV patients with TB and HIV information and counseling for adherence and maintenance
- Bring health education (sanitation and toilet hygiene), personal hygiene, abuse prevention training to school children for \$ 750 per intervention to reach 100 students
- Give the gift of education to a student through scholarships for \$ 250 per student per year



Presenter at Thendral, Nalamdana's Community Radio Station

Make a donation now!

Making a donation to FoN that will be matched by Microsoft is easy; here is what you have to do [\[get this info from Deepa\]](#)