

# SUNAINA'S STORY

**CATEGORY : PROGRAMMING (TV)**



A 12 year old girl from Uttar Pradesh's Mohanlalganj is not a voter, but she is living every single election issue first hand.

Her name is Sunaina and she will not be defeated.

**WATCH THE SHOW HERE :** <https://youtu.be/RMbAeLEDNcA>

# SUNAINA'S STORY

**CATEGORY : PROGRAMMING (TV)**



## EXECUTION

Raw, unscripted, totally off the cuff – this chat with the 12 year old wasn't planned.

Prannoy Roy was interviewing the adults in the house when Sunaina started answering the questions instead.

**WATCH THE SHOW HERE :** <https://youtu.be/RMbAeLEDNcA>



# SUNAINA'S STORY

**CATEGORY : PROGRAMMING (TV)**



## EXECUTION

She was very articulate & spoke straight from the heart. So Prannoy Roy & the crew decided to let it unfold organically as a freewheeling conversation.

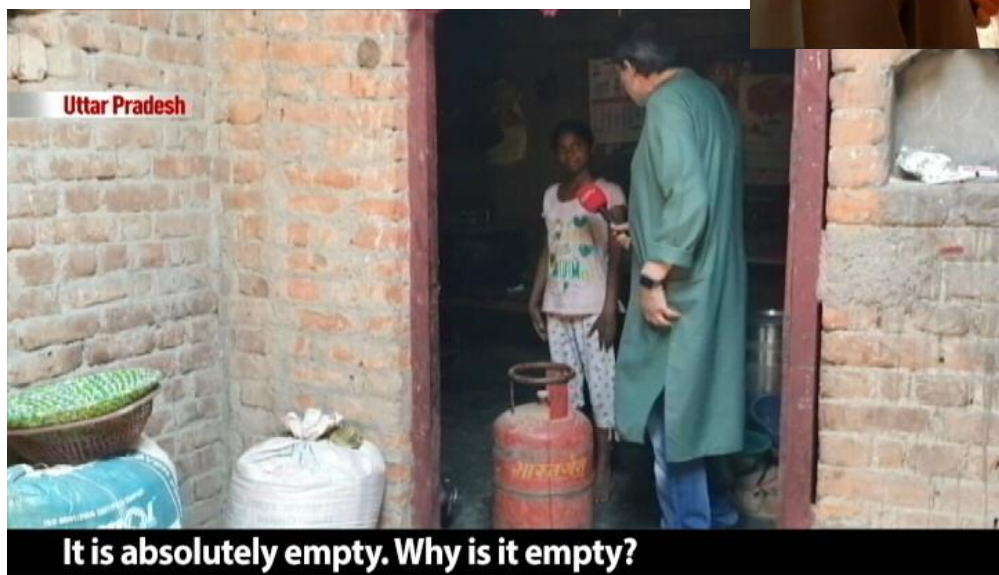


**WATCH THE SHOW HERE :**

<https://youtu.be/RMbAeLEDNcA>

# SUNAINA'S STORY

**CATEGORY : PROGRAMMING (TV)**



## EXECUTION

12 year old Sunaina showed Prannoy Roy around her house, giving him – and the viewers - a glimpse of the life she leads. As she spoke, her positive spirit, determination & focus came through very clearly.



# SUNAINA'S STORY

CATEGORY : PROGRAMMING (TV)



## EXECUTION

Despite her grinding poverty, she knew where she wanted to go in life and she was going to work hard to get there. **Sunaina wanted to be a doctor.**

**WATCH THE SHOW HERE :** <https://youtu.be/RMbAeLEDNcA>

# SUNAINA'S STORY

**CATEGORY : PROGRAMMING (TV)**



## IMPACT

Sunaina's searing account of her circumstances and her cheerfulness despite it made for very powerful & compelling viewing

**WATCH THE SHOW HERE :** <https://youtu.be/RMbAeLEDNcA>

# SUNAINA'S STORY

**CATEGORY : PROGRAMMING (TV)**



## IMPACT

Sunaina's Story was watched on our channels, apps, websites, and social media channels over and over again.

Just over 7 lakh video views came on NDTV's Youtube channel alone.

**WATCH THE SHOW HERE :** <https://youtu.be/RMbAeLEDNcA>



# SUNAINA'S STORY

**CATEGORY : PROGRAMMING (TV)**



It's impact was immediate.

E-mails, letters & phone calls poured in from across the world.

Everyone wanted to contribute & help Sunaina become a doctor.

**WATCH THE SHOW HERE :** <https://youtu.be/RMbAeLEDNcA>



# SUNAINA'S STORY

## CATEGORY : PROGRAMMING (TV) RESULT



The good news is that thanks to the viewers of NDTV, enough money has been raised to fund the rest of the education of Sunaina, as well as her brother.



**WATCH THE SHOW HERE :**

<https://youtu.be/RMbAeLEDNcA>

# SUNAINA'S STORY

**CATEGORY : PROGRAMMING (TV)**

Her name is Sunaina.

She will not be defeated.

She, and millions like her, are the true spirit & soul of India.

**WATCH THE SHOW HERE :**

<https://youtu.be/RMbAeLEDNcA>

