

## Operation Asha launches TB Awareness Jingle on World TB Day

On the occasion of World TB Day, we have collaborated with Bollywood stars and musicians, Social Access Communications, and radio station 92.7 BIG FM to launch a TB awareness campaign. The campaign launch was aired across 32 stations on 92.7 BIG FM's show BIG Heroes. The campaign aptly titled, #TBSeNaDariyo is aimed at breaking the myth that tuberculosis is a dreadful disease and can't be cured. A dedicated jingle curated by Operation ASHA was the initiative that was launched at the event.



We created this catchy jingle for TB awareness, to dispel myths and stigma. The jingle has been sung by highly popular Bollywood singer KC Loy and the music was composed by duo Justin -

Uday. RJ Siddharth of 92.7 BIG FM and Bollywood stars Darshan Kumar, Pia Bajpai & Chandan Roy Sanyal also lent their support to the campaign. The jingle perfectly brings out the essence of the initiative. The soft music of the jingle is combined with lyrics that would enlighten the listeners about the fact that tuberculosis can be easily fought by taking simple preventive measures.

Commenting on the occasion, President, Operation Asha, Dr Shelly Batra said, "Life's too short to worry. But things can go wrong, Illnesses happen. Diseases like TB loom ahead frighteningly. Let's make a resolution today. We must eradicate TB in our lifetimes. Let's all join the fight against TB, with a smile on our faces and courage in our hearts. #TBSeNaDariyo will lead to a revolution. It shall be our Anthem in the fight against TB. It will brighten the lives of those suffering from TB and give strength to patients and their families, and make their journey easy."



Talking about the launch, founder of Social Access Communications, Lynn de Souza, said, "Operation Asha is one of the most successful TB combating NGO's in the world and Social Access was honored to be able to work on this simple focused project for them, that of dispelling the fear and ostracism surrounding this curable disease with a happy jingle that could reach the masses and let them know that if one took one's medicine regularly TB can be cured."

This World TB day, we hope that together with 92.7 BIG FM and Social Access, we can spread awareness among listeners on various ways to tackle tuberculosis and how it can be cured. With the addition of the jingle, we hope to engage and educate more people and serve the purpose of the campaign.

Listen to the full TB Jingle here:

In Hindi : <https://www.youtube.com/watch?v=9Sm8uIWkF0E>

In English : <https://www.youtube.com/watch?v=QP5XHO3pKRA>

Watch the TB Jingle launch video here:

[https://www.youtube.com/watch?v=-dlz\\_k23XYo&spfreload=5](https://www.youtube.com/watch?v=-dlz_k23XYo&spfreload=5)

Watch the live acoustic unplugged version of the TB jingle

<https://www.youtube.com/watch?v=7fvv5FDFCI0>