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GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
'A' WING, SHASTRI BHAWAN,
NEW DELHI – 110115

Dated the 01.2020

To

All Private Satellite TV channels,
All Private FM Radio channels

Subject: Launch of Emergency Response Support System (ERSS) on women safety/persons in distress – reg.

The Government has on 19th February, 2019 launched the Emergency Response Support System (ERSS) for enhanced safety of women. ERSS is a pan-India single number (112) based response system for persons in distress requiring help. It provides a 112 India mobile App also. This has been operationalised in 28 States/ UTs. This is a very important initiative by the Govt., which will go a long way in making India safer for its women. However, there is a need to generate awareness about this initiative among masses so that the services can be availed by public especially women in distress.

2. Electronic Media has always been in the forefront to carry messages in public cause as it is a powerful tool to reach out to the people across the country. In order to publicize the said initiative in an adequate manner, it has been felt that support and assistance of private TV channels and FM Radio channels would be of immense use.

3. Keeping in view the importance of the matter, private satellite TV channels and private FM Radio channels are requested to give adequate publicity to the said initiative (ERSS) and also to run scroll messages on TV channels in public interest. The text of the sample scroll messages is enclosed as **Annexure**.


(Amit Katoch)
Director (BC)
Tele.2338 6394

1. Ms. Annie Joseph, Secretary General, News Broadcasters Association, Mantec House, 2nd Floor, C-56/5, Sector – 62, NOIDA – 201301
2. Shri Ashish Sinha, Secretary General, Broadcasting Content Complaints Council (BCCC), B-304, 3rd Floor, Ansal Plaza, August Kranti Marg (Khelgaon Marg), New Delhi
3. Shri Uday Chawla, Association of Radio Operations for India (AROI), 304, Competent House, F-14, Connaught place, New Delhi-110001

ANNEXURE – Sample Messages

English

01. "Call Emergency number 112 for help in distress. Service available presently available in 28 States/UTs. Also download '112 India' Mobile App."
02. "Help available with press of a button. Dial 112 and download '112 India' Mobile App for free."

Hindi

01. "संकट के समय मदद के लिए आपातकालीन नंबर 112 पर कॉल करें। वर्तमान में 28 राज्यों / केंद्र शासित प्रदेशों में सेवा उपलब्ध। '112 इंडिया' मोबाइल ऐप को भी डाउनलोड करें।"
02. "एक बटन के दबाने मात्र से मदद उपलब्ध। 112 डायल करें और '112 इण्डिया' मोबाइल ऐप निः शुल्क डाउनलोड करें।"