

No. N-41015/9/2020-BC-III
Government of India
Ministry of Information and Broadcasting
'A' Wing, Shastri Bhawan
New Delhi – 110 115


06th April, 2021

To

All Private Satellite TV News Channels

As you are aware, the number of cases of COVID-19 in the country is witnessing an alarming upward trend. The Hon'ble Prime Minister convened a high-level meeting on 4th April, 2021 to review the emerging situation, following which the Government has decided to focus on the five-fold strategy to deal with the emerging crisis viz., Testing, Tracing, Treatment, COVID appropriate behaviour and Vaccination.

2. It is, therefore, imperative that all stakeholders take forward the communication strategy with renewed emphasis on ` *Dawai Bhi, Kadai Bhi*.
3. Private TV Channels have always been in the forefront of spreading important messages in the larger public interest. It is, therefore, requested that the private channels may appropriately disseminate messages for COVID appropriate behaviour and vaccination of the eligible age group persons so as to create greater awareness among the citizens of the country.


(G.C. Aron)
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Copy to:

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