

**No.3105/51/2016-BC-III
GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
'A' WING, SHASTRI BHAWAN
NEW DELHI- 110001**

Dated the 18th October, 2018

To

1. All private satellite TV Channels
2. All private FM Radio Channels

As you are aware that the Government had launched 'Mission Indradhanush' with the aim of expanding immunization coverage to all children across India who are either unvaccinated, or are partially vaccinated against seven vaccine preventable diseases which include diphtheria, whooping cough, tetanus, polio, tuberculosis, measles and hepatitis B. At present, the Mission Indradhanush aims at increasing the Full Immunization Coverage (FIC) to 90% by December, 2018; it focuses on providing immunization to children and pregnant women especially in pockets of low immunization coverage, high-risk and hard-to-reach areas.

2. Electronic Media has always been in the forefront to carry such message as it is a powerful tool to reach out to the people across the country. In order to make this mission a success, it has been felt that support, assistance and contribution of private TV channels and FM radio channels will be of immense use.

3. Keeping in view the significance and meaningfulness of this cause, all private satellite TV/FM radio channels and their associations are requested to give adequate publicity to 'Mission Indradhanush' in a befitting manner, as part of their CSR activities.


[AMIT KATOCH]
Director (BC)
Tele. 23386394

To

1. Shri Rajat Sharma, President, News Broadcasters Association (NBA), Mantec House, 3rd Floor, C-56/5, Sector 62, NOIDA – 201307.
2. Shri Puneet Goenka, President, The Indian Broadcasting Foundation (IBF), B-304, 3rd Floor, Ansal Plaza, Khelgaon Marg, New Delhi – 110049.
3. Shri Rakesh Sharma, Association of Regional Television Broadcasters of India (ARTBI), B-116, Okhla Industrial Area Phase-I, New Delhi – 110065
4. Shri Uday Chawla, Association of Radio Operators for India (AROI), 304, Competent House, F-14, Connaught Place, New Delhi – 110001.

Copy to:

1. PS to Hon'ble MOSIB for kind information of HMSIB
2. PPS to Secretary, I&B
3. PP Cell w.r.t. No.P-11011/5/2018-PPC dated 27.9.2018


[AMIT KATOCH]
Director (BC)