

**MOST URGENT**

No.N-41015/9/2020-BC.III  
 Government of India  
 Ministry of Information and Broadcasting

'A' Wing, Shastri Bhawan,  
 New Delhi – 110 115  
 Dated the 3<sup>rd</sup> June, 2021

**All Private Satellite General Entertainment (Non-News) TV Channels**

As you are aware, the number of cases of COVID-19 in the country, while witnessing a downward trend, is still high. Over the last several months, the Government has created awareness through various instrumentalities and media platforms, including print, TV, Radio, social media, etc. for creating awareness on the three critical issues – COVID treatment protocol, COVID appropriate behaviour and Vaccination. National helpline numbers for the benefit of the citizens were also created and propagated by the Government.

2. Private TV channels have played an important role in supplementing the efforts of the Government in fighting this epidemic by creating awareness and informing people about the aforesaid three issues. In order to further this cause, the private General Entertainment (Non-News) TV channels are advised to promote awareness of the following six national level helpline nos. by way of a ticker or such appropriate ways as they may consider at periodical intervals :

1075	National Helpline No. of Ministry of Health and Family Welfare
1098	Child Helpline No. of Ministry of Women and Child Development
14567	Senior Citizens Helpline of the Ministry of Social Justice and Empowerment (NCT Delhi, Karnataka, Madhya Pradesh, Rajasthan, Tamil Nadu, Telangana, Uttar Pradesh and Uttarakhand)
08046110007	Helpline No. of NIMHANS for psychological support
14443	Ayush Covid-19 Counselling Helpline
9013151515	MyGov Whatapp Helpdesk

3. The above Advisory is issued in public interest.

3/6/2021  
 ( G.C. Aron )  
 Director,  
 Email : [gcaron.ofb@nic.in](mailto:gcaron.ofb@nic.in)

Copy to:

1. The Indian Broadcasting Foundation, New Delhi
2. Association of Regional Television Broadcasters of India, New Delhi