

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 03 June, 2021

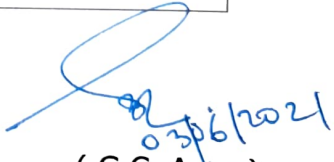
All Private Satellite General Entertainment (Non-News) TV Channels

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 :

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| 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.


(G.C. Aron)
Director,
Email : gcaron.ofb@nic.in

Copy to:

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