

No.PARL-11013/1/2020-BC-III
GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
'A' WING, SHASTRI BHAWAN
NEW DELHI- 110 115

Dated: 19th March, 2020

To

All Private Satellite TV Channels

It has been brought to the notice of this Ministry that Novel Corona Virus Disease (COVID-19) has now spread to 114 countries causing close to 118000 cases and more than 4292 death worldwide. World Health Organisation on 30th January, 2020 declared this outbreak as a Public Health Emergency of International Concern (PHEIC). Several confirmed cases have also been detected in India and all steps necessary are being taken to prevent further importation of such cases and local transmission of this disease in the country.

2. In the context of the same, Shri Amitabh Bachchan has recorded a television commercial about basic dos and don'ts of COVID-19. The said video is available on the following:

<https://drive.google.com/drive/folders/1b0c9kvIjIM-HxdFwcF79OCvbO-hc-1QU?usp=sharing>

3. Keeping in view the significance of the cause, all private satellite TV channels are hereby advised to relay the video by Shri Amitabh Bachchan on COVID-19 in public interest, by accessing the above link.


(AMIT KATOCH)
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Copy to:

1. Shri Rajat Sharma, President, News Broadcasters Association (NBA), Mantec House, 3rd Floor, C-56/5, Sector 62, NOIDA – 201307
2. Shri N.P. Singh, 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