

MOST URGENT

**No. N-38032/10/2020-FM
Government of India
Ministry of Information and Broadcasting
(FM Cell)**

Shastri Bhawan, New Delhi 110001
Dated: the 30th May 2021

All Private FM Radio 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 FM radio 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 aforementioned three issues. In order to further this cause, the private FM radio channels are advised to promote awareness of the following four national level helpline numbers appropriately at periodical intervals, especially during prime time:

1075	National Helpline number of Ministry of Health and Family Welfare
1098	Child Helpline number of the Ministry of Women and Child Development
14567	Senior Citizens Helpline number of the Ministry of Social Justice and Empowerment (NCT Delhi, Karnataka, Madhya Pradesh, Rajasthan, Tamil Nadu, Telangana, Uttar Pradesh and Uttarakhand)
08046110007	Helpline number of NIMHANS for psychological support.

3. Besides, the Private FM radio operators are also requested to create awareness of State/UT helpline numbers of respective State/UT, through their private FM radio channels.

4. The above Advisory is issued to all private FM Radio channels in public interest.


30/05/2021
(Siby Varghese P.)

Under Secretary to the Government of India

Copy to: Association of Radio Operators for India (AROI)