

File Number N-45001/10/2021-DAS
GOVERNMENT OF INDIA
Ministry of Information & Broadcasting
DAS Section

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ADVISORY

The entire world is witnessing an unprecedented situation due to Covid-19 pandemic, in which gap between resource needs and resource availability needs to be bridged sagaciously. In this scenario, it may be appreciated that dissemination of correct information in critical situation is essential and of utmost importance. A good and correct piece of information may help saving various lives due to right decisions made on the right moment. In this process, TV Channel Distribution Platforms can play a vital role. Accordingly, all DPOs are requested to take active part in the fight through telecasting/relaying messages related to Covid-19 appropriate behaviors to obviate catching the Corona contagion and vaccination for Covid-19 as per the following links of creatives that keeps regularly updating.

1. Vaccination

<https://drive.google.com/drive/folders/1zK5a6Vz1bUgNYyj9mgFwKly0DkflZp5k?usp=sharing>

2. CAB creatives

<https://drive.google.com/drive/folders/1exD3siPrPTV4QqZifnZP07XuBIGDunUr?usp=sharing>

3. Vaccination, CAB, health guidelines, etc.

https://drive.google.com/drive/u/0/folders/14Q5v76aftxAlbUTuk_IJaZEIfDDXYhM



(Vijay Sachdeva)

Under Secretary to the Government of India

To

1. All MSOs
2. AIDCF/LCOs associations