

No.3105/51/2016-BC-III
GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
'A' WING, SHASTRI BHAWAN
NEW DELHI- 110001

Dated the 7th July, 2017
21-5-

To

1. All TV Channels
2. All FM Radio Channels

As you are aware that the Government has launched 'Mission Indradhanush' with the aim of expanding immunization coverage to all children across India who are either unvaccinated, or are partially vaccinated against seven vaccine preventable diseases which include diphtheria, whooping cough, tetanus, polio, tuberculosis, measles and hepatitis B.

2. Electronic Media has always been in the forefront to carry such message as it is a powerful tool to reach out to the people across the country. In order to make this mission a success, it has been felt that support, assistance and contribution of private TV channels and FM radio channels will be of immense use.

3. Keeping in view the significance and meaningfulness of this cause, all private satellite TV/FM radio channels and their associations are requested to give adequate publicity to 'Mission Indradhanush' in a befitting manner, pro bono, as part of their CSR activities.


[AMIT KATOCH]
Director (BC)
Tele. 23386394

To

1. Shri Ashish Bagga, President, News Broadcasters Association (NBA), Mantec House, 3rd Floor, C-56/5, Sector 62, NOIDA – 201307.
2. Shri Puneet Goenka, 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
4. Shri Uday Chawla, Association of Radio Operators for India (AROI), 304, Competent House, F-14, Connaught Place, New Delhi – 110001.

Copy to:

1. PS to Hon'ble MIB for kind information of HMIB
2. PS to Hon'ble MOSIB for kind information of HMSIB
3. PPS to Secretary, I&B
4. PPS JS(P&A) w.r.t. D.O. No.P-11011/3/2015-PPC dated 12.6.2017


[AMIT KATOCH]
Director (BC)
21/7/17