

**No. N-42015/2/2019-BC-III**  
**GOVERNMENT OF INDIA**  
**MINISTRY OF INFORMATION & BROADCASTING**  
**'A' WING, SHASTRI BHAWAN, NEW DELHI- 110115**

Dated 26<sup>th</sup> November, 2019

To

**All Private Satellite TV Channels**  
**All Private FM Radio Channels**

As you are aware that "Mission Indradhanush" was launched by Government with the aim of expanding immunization coverage to all children across India who are either unvaccinated or are partially vaccinated. Now, Intensified Mission Indradhanush 2.0 has been launched to ensure that not a single child in the country misses out on vaccination with a special focus on improving coverage in the areas with "low" immunization.

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 "Intensified Mission Indradhanush 2.0" in a befitting manner, as part of their CSR activities.

  
**[AMIT KATOCH]**  
**Director (BC)**  
**Tele.23386394**

**Copy to:**

1. Shri Rajat Sharma, President, News Broadcasters Association (NBA), Mantec House, 3<sup>rd</sup> Floor, C-56/5, Sector 62, NOIDA – 201307
2. Shri NP Singh, President, The Indian Broadcasting Foundation (IBF), B-304, 3<sup>rd</sup> 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 for information to:**

1. PS to Hon'ble MIB
2. PPS to Secretary, Ministry of I&B
3. PP Cell w.r.t. ID No.P-11011/5/2018-PPC dated 06.11.2019

  
**[AMIT KATOCH]**  
**Director (BC)**