



Ministry of Information & Broadcasting

# Disseminate message of 'Dawai Bhi, Kadai Bhi', Ministry of I&B issues advisory to all private TV channels

Posted On: 06 APR 2021 6:30PM by PIB Delhi

In view of the rising COVID-19 cases in the country, Ministry of Information and Broadcasting has today issued an advisory to all private television channels. The advisory cites the meeting under the leadership of Prime Minister Shri Narendra Modi on 4th April, 2021 to review the emerging situation, where it was decided to focus on a five-fold strategy of Testing, Tracing, Treatment, COVID appropriate behavior and Vaccination.

The Ministry has reiterated the leadership role hitherto played by Private TV Channels in spreading message in the public interest. The Ministry has urged the channels to generate greater awareness on the message of 'Dawai Bhi Kadai Bhi' by disseminating messages for COVID-appropriate behavior and vaccination of eligible persons.

Saurabh Singh

(Release ID: 1709899) Visitor Counter : 255

Read this release in: Punjabi , Hindi , Marathi , Odia , Urdu , Bengali , Telugu

