

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING**

LOK SABHA

**UNSTARRED QUESTION NO. 2852
TO BE ANSWERED ON 12.03.2021**

PROMOTION OF COVID-19 VACCINE DRIVE

**2852. SHRI ARJUN LAL MEENA:
SHRI KAUSHAL KISHORE:**

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) the measures undertaken and strategy adopted by his Ministry regarding the COVID-19 pandemic and promotion of COVID-19 vaccine drive;
- (b) the expenditure made by the Ministry till now on measures undertaken in the fight against COVID-19;
- (c) the expenditure incurred by the Ministry to spread awareness about COVID-19 including promotion of COVID-19 vaccine drive for each medium engaged and the content developed;
- (d) whether the Ministry has commissioned work to Non - Government Organizations/ private players in this regard and if so, the details thereof; and
- (e) whether the Government has received requests from other Ministries/Government agencies to develop content related to COVID-19 for advertisement and if so, the details thereof?

ANSWER

**THE MINISTER OF ENVIRONMENT, FOREST AND CLIMATE CHANGE;
MINISTER OF INFORMATION AND BROADCASTING; AND MINISTER OF
HEAVY INDUSTRIES AND PUBLIC ENTERPRISES
[SHRI PRAKASH JAVADEKAR]**

- (a) The Ministry has calibrated its communication strategy in a phased manner depending upon the prevailing COVID-19 situation in the country. While the focus during early phase of the pandemic being on the message of “Stay Home, Stay Safe”, it was shifted on the message of “Jab Tak Dawai Nahi, Tab Tak Dhilai Nahi” with gradual re-opening of the various sectors. Since the launch of the vaccination drive, messages to build vaccine confidence and address vaccine related disinformation have been disseminated. To emphasise on the continuous need to observe precautions, message “Dawai Bhi, Kadai Bhi” is being disseminated.

Various measures taken in this regard include:

- i. Regular press conferences,
- ii. Daily COVID-19 Bulletin and issue of press releases from the Press Information Bureau (PIB).
- iii. Information regarding COVID-19 has been disseminated through news bulletins, expert based discussion programmes and public service announcements on Doordarshan and All India Radio.
- iv. On social media, a dedicated Twitter handle @COVIDNewsByMIB was established for COVID-19 related awareness. Infographics related to COVID-19 statistics on COVID-19 cases and vaccinations, sensitization videos, live web-casting of press conferences, and bytes of experts, doctors and healthcare personnel have been disseminated through social media. With the beginning of the vaccination drive, social media campaign #We4Vaccine” has also been launched.
- v. To counter misinformation related to COVID-19, a dedicated Fact Check Unit was constituted on 2nd April 2020 in Press Information Bureau (PIB).
- vi. A dedicated campaign “Jan Andolan against COVID-19” was launched by the Ministry, on 8th October 2020, to promote COVID-19 appropriate behavior. This campaign was undertaken in coordination with other ministries/Departments as well as State Governments.
- vii. Similar strategy was also adopted in the various regions for dissemination of information in vernacular languages.

(b) and (c) Separate expenditure details specific to COVID-19 activities is not maintained.

(d) The COVID Jan Andolan Campaign was undertaken on a participative and collaborative effort in coordination with the various Ministries/ Departments of the Central Government and State Governments.

(e) The dedicated campaign “Jan Andolan Against COVID-19” involved various Ministries/Departments of the Government of India as well as State Governments. The campaign utilized grass-root level functionaries of the various Ministries/Departments on various occasions as under:

- i. Wall painting and posters in Panchayat Bhavans
- ii. Outdoor publicity at fertilizer and seed shops, APMCs, mandis, etc.
- iii. Dissemination of messages through Youth Clubs, NYK and NSS volunteers
- iv. Communication using SHGs and training centres
- v. Messages by school teachers, Principals and Head Masters
- vi. Interpersonal Communication through ASHAs, ANMs
- vii. COVID-19 messages on Ambulances, CAT Vans, hospitals, etc.
- viii. Posters, announcements on railway stations
- ix. Messages on flight tickets, boarding passes, etc.
- x. Posters and announcements on airports
- xi. Embedded messages on all Government websites
