

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

**LOK SABHA
UNSTARRED QUESTION NO. 849
(TO BE ANSWERED ON 23.07.2021)**

AWARENESS PROGRAMME ABOUT COVID-19

849. SHRIMATI RITA BAHUGUNA JOSHI:

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

- a) whether the Government is making best possible efforts to inform and educate people about the importance of COVID vaccines and COVID appropriate behavior;
- b) if so, the details thereof; and
- c) If not, the reasons therefor?

ANSWER

**THE MINISTER OF INFORMATION AND BROADCASTING; AND MINISTER OF
YOUTH AFFAIRS AND SPORTS
[SHRI ANURAG SINGH THAKUR]**

(a) to (c) Since March 2020, the Government has undertaken awareness generation on COVID-19, appropriate behaviour and vaccination. The Press Information Bureau has organized over 120 press conferences and issued over 27000 press releases in 14 languages. Over 100 special programmes were aired on Doordarshan in various languages. Similarly, All India Radio broadcast over 6600 Public Service Messages /Announcements, Jingles for awareness generation and dedicated programmes such as Corona Jagrukta Series, with over 405 episodes of Live Public Phone-in programmes. The pre caller tune on Mobile phones was also deployed to encourage vaccination and observance of covid appropriate behaviour.

The Government also took extensive outdoor and interpersonal communication along with a special Jan Andolan campaign in October, 2020 with active participation of Frontline Workers, Anganwadis, and Panchayati Raj institutions, along with several institutions and bodies of the Central and State Governments, under the overall campaign theme of #Unite2FightCorona, with emphasis on COVID-19 appropriate behaviour.

In its entire effort the Central Government continuously interacted and collaborated with the State Governments. This was supplemented by collaboration with private media, TV channels, private FM and Community radio stations. Extensive publicity was given to the various National helpline numbers for COVID, for children, for elderly people and for psychological support.

The Ministry of I&B also undertook extensive publicity following the vaccine roll-out in January, 2021 and special outreach activities were launched during TikaUtsav in April, 2021 and national vaccination drive on 21st June, 2021.

In the realm of social media the Ministry developed a dedicated Twitter handle @COVIDNewsByMIB, having over 2.4 lakh followers in which around 29,000 tweets were posted. MyGov has also engaged citizens in creating awareness through a dedicated page on COVID-19 on its Website (over 10 Crore page views till 19 July, 2021), a Corona Helpdesk on Telegram mobile app (18.37 Lakh users), a dedicated Facebook hub (13.32 lakh followers), and an automated WhatsApp Chatbot CORONA Helpdesk which provides automatic answers to queries (4 Crore users). Ministry of Health and Family Welfare has posted more than 4000 tweets, 60 YouTube videos and 2000 Facebook posts on COVID-19.
