

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

**UNSTARRED QUESTION NO. 2551**

**TO BE ANSWERED ON 14.12.2021**

**PROMOTING COVID-19 VACCINATION AWARENESS**

**2551. SHRI ADALA PRABHAKARA REDDY**

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

- a) whether the Government has outreach strategy to promote awareness with respect to COVID-19 vaccination; and
- b) if so, the details thereof alongwith the expenditure incurred for the media outreach programmes?

**ANSWER**

**THE MINISTER OF INFORMATION AND BROADCASTING; AND MINISTER OF  
YOUTH AFFAIRS AND SPORTS**

**(SHRI ANURAG SINGH THAKUR)**

**(a) and (b)** Since January 2021, the Government has undertaken awareness generation activities with respect to COVID-19 vaccination, including promotion of vaccine seeking behaviour and curbing vaccine hesitancy through various media units like Press Information Bureau (PIB), Bureau of Outreach and Communication (BOC) and Prasar Bharati, the public broadcaster, through Doordarshan (DD) and All India Radio (AIR) in English, Hindi and other regional languages utilizing various media vehicles like print, electronic media, social media, internet websites, outdoor publicity, live arts and interpersonal media along with press conferences, press releases, webinars, etc.

Special outreach activities were also launched during Tika Utsav in April, 2021, National vaccination drive on 21st June and on the occasion of India's historic milestone of 100 crore vaccine doses. Some of the major themes of the outreach campaigns were "Jab Tak

Dawai Nahi Tab Tak Dhilai Nahi”, “Safai Bhi, Dawai Bhi, Kadai Bhi-Jeetenge Corona se Ladai bhi”, “Vaccination for All”, “Sabko Vaccine – Muft Vaccine”, etc.

Private media including TV and FM Radio supplemented the efforts of the Government by positioning Public Service Announcements, jingles, spots, special mentions by anchors, radio jockeys, experts and influencers. Pre-Caller tunes on Mobile phones were also deployed for awareness generation on COVID-19 vaccination. Expenditure relating to COVID-19 vaccination outreach activities is not separately maintained.

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