



Ministry of Information & Broadcasting



Advisory to General Entertainment channels for promotion of national helpline numbers



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Ministry of Information and Broadcasting has today issued advisory to all private General Entertainment (non-news) television channels to promote awareness of the following national helpline numbers by way of a ticker or such appropriate ways as they may consider at periodical intervals, especially during prime time

1075	National Helpline No. of Ministry of Health and Family Welfare
1098	Child Helpline No. of Ministry of Women and Child Development
14567	Senior Citizens Helpline of the Ministry of Social Justice and Empowerment (NCT Delhi, Karnataka, Madhya Pradesh, Rajasthan, Tamil Nadu, Telangana, Uttar Pradesh and Uttarakhand)
08046110007	Helpline No. of NIMHANS for psychological support
14443	AYUSH Covid-19 Counselling Helpline
9013151515	MyGovWhatsApp Helpdesk


These National helpline numbers were created and propagated by the Government for the benefit of the citizens.


The advisory has highlighted that over the last several months, the Government has created awareness through various instrumentalities and media platforms, including print, TV, Radio, social media, etc. for creating awareness on the three critical issues – COVID treatment protocol, COVID appropriate behavior and Vaccination.


The advisory credits private TV channels for having played an important role in supplementing the efforts of the Government in fighting this epidemic by creating awareness and informing people about the aforementioned three issues. It has urged that in order to further this cause, the private TV general

entertainment (non-news) channels are advised to promote awareness of the four national level helpline

 nos.

 Saurabh Singh

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