

**File No. U/16/3/2021-PMU/CRS**  
**Government of India**  
**Ministry of Information and Broadcasting**  
**CRS Cell**

Shastri Bhawan, New Delhi  
Dated: the 17<sup>th</sup> March 2021

**To**  
**Community Radio Stations operational in the districts as per list**

**Subject: Upsurge in the number of COVID-19 cases - reg**

Sir/Madam,

The Ministry of Information and Broadcasting (MoIB) is engaged in carrying out various IEC activities for promoting COVID-19 Appropriate Behaviour among the people. The Ministry seeks the continued support of the Community Radio Stations in the country's fight against COVID-19.

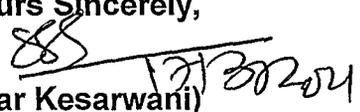
2. There has been a recent upsurge in COVID-19 cases in 12 states. List of states/UTs and districts of concern in these states are listed in Annexure-I (State-wise). A list of the operational Community Radio stations mapped to these districts are also enclosed (Annexure-II).

3. It is felt that there is a need for greater focus on complete adoption of Covid Appropriate Behaviour. Simultaneously, it is important that people take their vaccine on their turn. India having embarked on the world's biggest vaccination drive, has administered a total of 3,29,47,432 vaccine doses in the country, so far, since its launch on 16<sup>th</sup> January, 2021. There is a strong need to improve upon these numbers rapidly. The Community Radio Stations can play a crucial role to aggressively carryout campaigns and active outreach in this regard. An indicative list of activities that may be performed by the Community Radio Stations in this regard is attached at Annexure-III.

4. Operators, of Community Radio Stations are requested to encourage active participation of the stations (Annexure-II) in spreading Covid Appropriate Behaviour. The Community Radio Stations may also encourage their listeners to avail the COVID-19 vaccination drive which has been initiated to cover healthcare and frontline workers and has been scaled up to cover citizens above 60 years of age and and/or citizens above 45 years of age suffering from comorbidities

5. A summary of activities/action undertaken in this regard may be shared with the Ministry for information. The Community Radio Stations may also be encouraged to refer to the Ministry of Health & Family Welfare website [www.mohfw.gov.in](http://www.mohfw.gov.in) for updates on Advisories, SoPs, and other resources related to awareness on COVID-19.

Yours Sincerely,

  
(Gaurishankar Kesarwani)  
Additional Director (CRS)  
Tel: 2338 6547

**CC to:**

**Community Radio Association (CRA)**

**Federation of Community Radio Stations (FCRS)**

## ANNEXURE- I

### Cases Analysis of 12 States and UTs showing increase in new cases in past 14 days

Sl	States [rate of growth of cases in last two weeks]	Top 8 Districts of Concern (% Change on 14-Mar vs. 01-Mar) Note: New cases considered are the moving average of last 7 days
1	Punjab (139.8%)	Rupnagar (Ropar) (277.8%), Sri Muktsar Sahib (250.0%), Amritsar (125.0%), Shahid Bhagat Singh Nagar (Nawanshahr) (73.6%), Kapurthala (45.9%)
2	Haryana (135.5%)	Yamunanagar (228.6%), Karnal (227.3%), Kaithal (220.0%), Panchkula (207.7%), Bhiwani (200.0%), Faridabad (200.0%), Fatehabad (200.0%), Rohtak (200.0%)
3	Chandigarh (113.9%)	One unit
4	Himachal Pradesh (106.9%)	Sirmaur (466.7%), Hamirpur (400.0%), Bilaspur (300.0%), Solan (233.3%), Una (180.0%)
5	Delhi (78.1%)	Taken as one unit
6	Rajasthan (71.9%)	Barmer (400.0%), Jhalawar (400.0%), Pratapgarh (300.0%), Hanumangarh (200.0%), Rajsamand (200.0%), Ajmer (175.0%), Bhilwara (150.0%), Chittorgarh (150.0%)
7	Gujarat (64.7%)	Bharuch (400.0%), Navsari (200.0%), Patan (200.0%), Dohad (150.0%), Mahesana (125.0%), Arvalli (100.0%), Banas Kantha (100.0%), Surat (79.2%)
8	Maharashtra (64.6%)	Nanded (351.4%), Beed (159.6%), Dhule (154.8%), Nashik (130.7%), Jalgaon (125.7%), Nandurbar (121.6%), Bhandara (120.0%), Nagpur (106.5%)
9	Chhattisgarh (64.5%)	Surajpur (300.0%), Balrampur (100.0%), Surguja (50.0%), Raipur (22.7%), Rajnandgaon (10.0%)
10	Andhra Pradesh (62.9%)	Prakasam (300.0%), Krishna (171.4%), East Godavari (112.5%), Visakhapatanam (100.0%), Chittoor (88.0%), Guntur (40.0%), Kurnool (25.0%), Y.S.R. (16.7%)
11	Karnataka (59.4%)	Bagalkote (200.0%), Gadag (200.0%), Bidar (180.0%), Kolar (166.7%), Dharwad (116.7%), Yadgir (100.0%), Kalaburagi (85.7%), Belagavi (71.4%)
12	Madhya Pradesh (55.5%)	Ratlam (400.0%), Gwalior (320.0%), Khargone (250.0%), Alirajpur (200.0%), Dewas (200.0%), Panna (200.0%), Ujjain (200.0%), Jabalpur (164.3%)

# ANNEXURE - II

List of CRS Stations in COVID Upsurge areas

SL.	Name of Organisation	Name of CRS	Location of CRS	District	State	Contact Person	Contact Number	Mail ID
1	Narayana Education & Rural Development Society, Guntur		D No 14/411/4, Sri Ramapuram Po & Mdl Gurazala	Guntur	Andhra Pradesh	L.Knshna	09866278339	nerdsurajala@gmail.com
2	Sri Venkateswara Oriental College	SVFM	S.V.Oriental & PG College, TTD, K T.Road, Tirupati/517507	Chittoor	Andhra Pradesh	Durga Prasad Vibhishanasarma	9440088315, 0877-2264055 98662 34482, 8639991598	svocctd38501@gmail.com vibhishanasarma2008@yahoo.co.in
3	Punganur Mandata Vayalaga Rythuta Samakhya (PMVRS)	Karshakavani	Punganur Mandala Vayalaga Rythula Samakya 28/114/4, Prasanth Nagar, Opp APTRANSCO, Chowdepalle Road Punganur / 517247 Chittoor District, Andhra Pradesh Ph: 08581 / 250249	Chittoor	Andhra Pradesh	Prasanth T K	9494887420	pmvrs2002@gmail.com
4	Malireddy Charitable Trust	RADIO ALA	2nd Floor, Biggavarapu Municipal Complex, Cinema Road, KAKINADA/1	East Godavari	Andhra Pradesh	Mrs K.Sathyavathi	7794982345, 09248040968 0844-2333444	radioala90.8fm@gmail.com, mctrust@live.in
5	Acharya Nagarjuna University	ANU RADIO	Nagarjuna Nagar	Guntur	Andhra Pradesh	K.rosaiah, G. Anita	7801482979, 08632346410	regisraranu@yahoo.co.in, mvn_sarma@yahoo.com, anita_kolla@yahoo.com
6	Indira Gandhi Krishi Vishwavidyalaya		Krishak Nagar	Rajpur	Chhattisgarh	M.P. Thakur	0771-2442274	des_igkv@yahoo.com
7	Dr C.V.Raman University	radio raman	dr cv raman university kargi road kota bilaspur chhattisgarh	Bilaspur/Chhattisgarh	Chhattisgarh	shweta pandey and prashant kumar	9098636869, 0909863686	soniprasanna@yahoo.com
8	Neotech Technical & Management School	Neotech Community FM Radio 90.4FM	C/o Neotech Technical And Management College, P.O / Ambikapur, Dist. / Surguja, Chhattisgarh, India, Pin / 497001	Surguja	Chhattisgarh	Sunil Palaskar	9425254338	neotechlimes@gmail.com, sunilpalaskar@gmail.com
9	Kushabhau Thakre Patrakarita Avam Jansanchar Vishwavidyalaya		Kathadin	Rajpur	Chhattisgarh	Rajendra Mohanty	07987175187 0771-2575517	info@ktuim.ac.in
10	Vikas Anusandhan Sansthan	HAMAR RADIO,	Ward No 13, Satpata, Bishrampur	Surajpur	Chhattisgarh	Viresh Singh	992663733, 08770623076, 09406030049	ksing1b2@gmail.com, vreshsingh@gmail.com, hamarradio@gmail.com
11	Manav Rachna Education Trust/ M. R. Education Trust	Radio Manav Rachna	Aravalli Campus Sector 43 Delhi/Surajkund Road	Faridabad	Haryana	Ms. Bhavna Sharma	0129-4198339, 09810157838, 9466235294 0129-4198341, 0129-4198384	rmr107.8fm@gmail.com director.mmr@radiomanavrachna.org bhavna.mmr@radiomanavrachna.org
12	Banaskantha District Kelavani Mandal Palanpur	Radio Palanpur 90.4 FM	Banaskantha District Kelvani Mandal Palanpur, C/o. G.D.Modi Vidyasankul, Opp. S.T. Workshope Palanpur /385001. Banaskantha Gujarat	Banaskantha	Gujarat	Abhijisinh Rathore	9925393229, 02742 259957	radiopalanpur@gmail.com, pncopal@bkmbea.org onlym1@yahoo.co.in
13	All India Samaj Sewa Kendra	Sanjha Radio	b/vi,1345,modern colony,yamunanagar	Yamuna nagar	HARYANA	Mr.Manmohan Singh	08901295709, 09095908908, 09315342478 01732-265709	sanjharadioynr@gmail.com, manmohan_singh98@yahoo.com, sanjhasudio@outlook.com, sanjharadioynr@gmail.com

14	M S Panwar Institute of Communication & Management		Rajgarh Road, Near Gas Godown, Shamti	Solan	Himachal Pradesh	Bnjender Singh Panwar	9218848838, 01792-229297	saloniglm@gmail.com, bnjenderpanwar@gmail.com
15	Haryana Nav Yuvak Kala Sangam		#46 Sec/1	Rohtak	Haryana	Ms. Rani Peter	01262-272347/ 9315595155, 9896250683	hnyksrtk@rediffmail.com
16	University of Agricultural Sciences, Dharwad	University of Agricultural Sciences	DIRECTOR OF EXTENSION UAS DHARWAD DIRECTOR OF EXTENSION UAS DHARWAD	DHARWAD	Karnataka	Devendrappa S	09448497356, 09448838465, 0836-2440050	kcsuasd@rediffmail.com deuasd@rediffmail.com
17	Manav Sewa Charitable Society	Radio Gramoday	C/o Kehar Singh Project Director/Nodal Officer For Radio Gramoday, Gramoday Bhawan, Village and Post Office Gondar, Karnal, Haryana	Karnal	Haryana	Virender S Chauhan	9826003879	radiogondar@gmail.com, gramodayharyana@gmail.com
18	The Mysore Resettlement and Development Agency	NAMMADHWANI CRS	# 166, Budikote Village and Post, Bangarapete Taluk, Kolar District, Karnataka – 563 114	KOLAR	Karnataka	Hemanth, Shvashankar	9019484861, 0944992049, 08153-256999	nammadhwanicmrc@gmail.com, myradakam@gmail.com
19	KLE Technological University (earstwhile B.V Bhoomaraddi College of Engineering & Technology)	KLE Dhwanl BVB 90.4	B V B College of Engineering and Technology, Vidyanagar, Hubballi	DHARWAD	Karnataka	GOPALKRISHNA HEGDE, STATION DIRECTOR	9449139121, 09986567302, 08971267688, 0836-2378135	kledhwanl@gmail.com, kledhwanl@gmail.com kledhwanl@bvb.edu
20	Re/Organisation of Rural Economy and Society		No 65 Ramakrishna Extension	Kolar	Karnataka			
21	Shaskiya Utkrishta Uchchitar Madhyamik Vidyalaya/BHABRA	VanyaChandra shekhar Azad Nagar (Bhabra) 90 4 FM	Shaskiya Utkrishta Uchchitar Madhyamik Vidyalaya/BHABRA	Allrajpur	MADHYA PRADESH	HEMANT CHOUDHARY	9425938113	vanya bhabraradio@gmail.com

22	Jabalpur Engineering College		Gokulpur	Jabalpur	Madhya Pradesh			
23	Ashiyana Sanskar Samiti		F/23, Sainik Society, Shakti Nagar	Jabalpur	Madhya Pradesh	Raghvendra Singh Patel	9425357127 0761-2426670,	<a href="mailto:aashiyanasanskarsamiti@gmail.com">aashiyanasanskarsamiti@gmail.com</a>
24	Mahatma Gandhi Vidyamandir's M S G Arts, Science and Commerce College	Radio Mast	Samajshri Prashantdada hiray Institute of Music & Fine Arts , Malegaon camp , Malegaon / 423105 .	Nashik	Maharashtra	Shri. Prashant bachhav	7720020774	<a href="mailto:radiomasi20july@gmail.com">radiomasi20july@gmail.com</a> , <a href="mailto:Msgcollege@Rediffmail.Com">Msgcollege@Rediffmail.Com</a>
25	Vishwas Dnyan Prabodhini & Research Institute	Radio Vishwas 90 8 CR	Basement, Vishwas Bank, Vishwajyoti Apartment, Behind Prakash Petrol Pump, Govind Nagar, Mumbai Naka, Nashik /422009	Nashik	Maharashtra	Dr.Han Vinayak Kulkarni, Station Director	8380016500, 0253-2472626 0253-2472247 0253-2472627	<a href="mailto:dr.han.radiovishwas@gmail.com">dr.han.radiovishwas@gmail.com</a> , <a href="mailto:Vishwasjthakur@Gmail.Com">Vishwasjthakur@Gmail.Com</a> , <a href="mailto:info@vishwasdyanprabodhini.com">info@vishwasdyanprabodhini.com</a> <a href="mailto:vishwasprabodhini@gmail.com">vishwasprabodhini@gmail.com</a> <a href="mailto:radiovishwas@gmail.com">radiovishwas@gmail.com</a>
26	Social Work & Research Centre (Barefoot College)		Tilona Village	Ajmer	Rajasthan	Sanjit (Bunker) Roy	07425026541, 06375119209	<a href="mailto:tilona.radio@gmail.com">tilona.radio@gmail.com</a> <a href="mailto:bunker.roy1@gmail.com">bunker.roy1@gmail.com</a> <a href="mailto:barefootcollege@gmail.com">barefootcollege@gmail.com</a>
27	KC School of Management & Computer Applications		Karyam Road Nawanshahr	Shaheed Bhagat Singh Nagar	Punjab	Deepak Ji Prncipa JParmunder singh, Dean-	7206552012 9888867828, 8872088406, 01823504213, 8872088413, 01823504206,	<a href="mailto:kcsmsca@kcinstitutes.com">kcsmsca@kcinstitutes.com</a>
28	Central University of Rajasthan		Bandar Sindri Near Mundoti	Ajmer	Rajasthan			
29	Community and Rural Development Society (CARDS)		H No. 26/45/16/78, Post Box/309, Santosh Nagar, Ngo Colony	Guntur	Andhra Pradesh	Dr P Ranjan Babu, 0863-2231942		<a href="mailto:dalit_cards@yahoo.co.in">dalit_cards@yahoo.co.in</a>

30	Lupin Human Welfare and Research Foundation	Panzarawani Community Radio Station	Sai Gagan,Sakri Road ,pimpalner Tq sakri Dist Dhule, Maharashtra	Dhule	Maharashtra	Rahul Panditrao thakare Anup Deshmukh, Sunil Sandane	9405295897 7350212471 9021921917 02562273755 022-66402222, 022-66402323,	rthakare370@gmail.com, anupvd2009@rediffmail.com, hrdbmg@gmail.com
31	Libra Welfare Society		R/5,B1/6,Kranti Nagar	Bilaspur/Chhattisgarh	Chhattisgarh	Sangya Tandon, President	9827150507, 9179132444	sangya_tandon@yahoo.in
32	Shri Krishna Shikshan Lok Parmarth Samiti	Radio Dastak 90.8 FM	89, Vishawavidhyalya Marg, Opp Madhav Nagar Railway Station	Ujjain	Madhya Pradesh	Sundeep Kulshreshtha	9425092124, 9406827000	rd90.8fm@gmail.com, shknshmaujain09@gmail.com
33	Shaskiya Gurukul Uchchter Madhyamik Vidyalaya, Bilaspur		Bilaspur	Bilaspur/Chhattisgarh	Chhattisgarh			
34	Krishi Vigyan Kendra, Rohtak		Near Jatt College Old Octroi	Rohtak	Haryana	Dr. (Mrs.) Meena Swach,	08896291515 ,01262-274257	kvkrohtaksc@gmail.com
35	Basaveshwar Engineering College	BEC Dhvani	Basaveshwar Engineering College, Nijalingappa nagr, Vidyagiri , Bagalkot/ 587103 Dist: Bagalkot, State' Karnataka	Bagalkot	Karnataka	Dr. Basavaprabhu G Sheeparamatti	9448789302	b.g.sheeparamatti@gmail.com, becbgk_fm@gmail.com , becfm@becbgk.edu
36	Blind Welfare Council	Radio Awaj	Blind welfare council Mandaav road, Opp Hanumanjee temple Dahod 389151 Gujarat	Dahod	Gujarat	Yusufi Kapadiya	9426669952, 084015 13352	bvcdahod@gmail.com
37	Surguja Gyanodaya Association		Near Co/operative Bank	Surajpur	Chhattisgarh	Vijayraj Aggarwal, President	9926191919, 6263871489	evanodavasurguja@gmail.com
38	Krishi Vigyan Kendra Biljapur,		Near Railway Station Badami Road	Bagalkot	Karnataka	Dr. S.Y.Wali	9448973685/08352-230758	kvkvjayapur@gmail.com kvkvjayapur@rediffmail.com
39	Holy Cross Convent Senior Secondary School		M.G Road, Ambikapur	Surajpur	Chhattisgarh	Dr. C.Usha Antony	07774-230499	holycross_ambikapur67@gmail.com

40	VFSTR University (Vignan University)		Vadlamudi	Guntur	Andhra Pradesh	Dr. M.S. Raghunathan	0863-2344700	director_ves@vignanuniversity.org
41	Bhagwant University	Radio BU 90.4 Awaz Ajmer Ki	Bhagwant University Sikar Road, Ajmer	Ajmer	Rajasthan	Dr. Dharmendra Dubey Station Director	9928144447 9928144442 9928144443 0145-2789406	radiobu904@gmail.com, unibhagwant@rediffmail.com
42	Nutan Vidya Prasarak Mandals Arts Commerce and Science College		Lasalgaon Ta: Niphad	Nashik	Maharashtra			
43	Madanapalle Institute of Technology and Science		Post Box No 14, Kadiri Road Angallu (Village), Madanapalle	Chittoor	Andhra Pradesh			
44	Government Industrial Training Institute		Government Industrial Training Institute Singhavad, Randhikpur, Dahod, Gujarat	Dahod	Gujarat	Mr. M K Mavi, Pnnicipal	9558669687	prfrandhikpunit@gmail.com
45	Dr Y S Parmar University of Horticulture and Forestry		Nauni	Solan	Himachal Pradesh			
46	The Lord Krishna Education, Technical and Welfare Society		VPO Bhaini Bharow Teh Meham	Rohtak	Haryana			
47	Shrishahti Shaikshnik Sanstha		Devine Campus, Nampur Road, Satana, Tal.Baglan,	Nashik	Maharashtra			
48	Jaanta Raja Shikshan Prasarak Sanstha		9, Omkar, Kathe Lane Opposite Ganesh Nagar Kathe lane, Dwarka	Nashik	Maharashtra			
49	Banas Dairy Education, Research and Development Organisation		Ogadpura, Ta Deodar, District Banaskantha, Gujarat	Banaskantha	Gujarat	Chaudhan Shankarbhai Lagdhirbhai/9825 313199, Desai Mavjibhai/982526 1011		<a href="mailto:berdo@banasdairy.coop">berdo@banasdairy.coop</a>
50	Madhura Women Empowerment And Welfare Trust		KBH Dental College, Agra Road, Panchavati, Nashik	Nashik	Maharashtra			
51	Royal College of Pharmacy		Behind Pt RSS University Campus, Dumar Talab, Mohba Bazar, Raipur, PO Tatibandh Chhattisgarh	Raipur	Chhattisgarh	Toshan Chandrakar,	0771-2263061, Noida 01202400303	<a href="mailto:rcp_rcps@gmail.com">rcp_rcps@gmail.com</a>



**Ministry of Information and Broadcasting  
Government of India**

**DUE TO SUDDEN SURGE OF COVID-19 CASES IN CERTAIN DISTRICTS, THE  
FOLLOWING INDICATIVE COMMUNICATION STRATEGIES CAN BE ADOPTED  
BY COMMUNITY RADIO STATIONS OPERATIONAL IN COVID SURGE  
DISTRICTS**

**As part of Preventive Measures following promotional contents can be adopted**

- Importance of use of face masks
- Promotion of hand hygiene
- Maintain a safe distance
- Information about availability of masks at the local level
- Proper wearing of masks

**As part of Promotive Measures following broadcasting methods can be adopted**

- Promote safe and healthy behavior
- Discussion with local Hon'ble MLAs and MPs, community leaders, local district administrations, local Panchayat bodies and Panchayat leaders
- Discussion with local health care workers and doctors
- Broadcast special programmes and Public Service Announcements
- Broadcast of AIR news pertaining to Covid-19
- Programmes involving listeners participation such as phone-in-programmes
- Promotion of community led free volunteer services
- Promote simple and traditional methods of communication

**As part of Behavioral change following broadcasting methods can be adopted**

- Bring positive ground stories
- Regular broadcast of programmes on motivational stories, parenting, kitchen garden
- Discussing of ideas how to engage kids and senior citizens, promotion of Yoga
- Joining hands to help each other at the time of crisis
- Discussion of mental health issues arising due to Covid situation
- Become a platform for the community to put forth their voices
- Special programmes for migrant populations
- Provide feedback to the local PIB officials on fake news

**As part of Curative Measures following promotional contents can be adopted**

The Government of India has developed a phased plan of vaccine rollout in India with the population at high risk to be prioritized and vaccinated first. This includes:

- Health care workers
- Frontline workers
- Population  $\geq 50$  years, and
- Population  $< 50$  years with associated co morbidities such as hypertension / diabetes / HIV / cancer, etc.

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