

GOVERNOR EXHORTS PEOPLE TO OVERCOME VACCINE HESITANCY AND GET VACCINATED AT THE EARLIEST

MOBILE VIDEO PUBLICITY VANS ON COVID VACCINATION AWARENESS AND COVID APPROPRIATE BEHAVIOUR FLAGGED OFF

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The Governor of Telangana, Smt. Tamilisai Soundararajan, has appealed to the people to get vaccinated in order to successfully fight the corona virus. She flagged off ten digital mobile video publicity vans loaded with content on and Covid appropriate behaviour and Covid Vaccination at Raj Bhavan today. Organised by the Regional Outreach Bureau (ROB), Ministry of Information and Broadcasting, Government of India, these vans would tour around 29 districts of Telangana state and reach out to the people in the rural areas. Governor said that earlier, there was vaccine hesitancy among the people, but now the country has shed the inertia and emerged as one of the highest vaccinated country in the world as more than 42 Crore people have been vaccinated.

Referring to the Prime Minister's call to get vaccinated and become 'Bahubali' or the strong person to fight Corona, the Governor has said this message has to reach rural and tribal areas where still some vaccine hesitancy exists. Informing that she herself received the second dose of vaccine in a tribal area recently, the Governor said the repeated messages of the Prime Minister emphasising importance of vaccination and the decision of the Govt to provide free vaccine to all above 18 years of age should reach the grassroot level.

Appreciating the timely efforts of the Regional Outreach Bureau (ROB) for taking up the awareness campaign on Covid vaccination, Smt. Tamilisai Soundararajan hoped that the short videos and creatives brought out by the ROB will enhance the create awareness among rural masses.

A total of 10 mobile digital video publicity vans, flagged off by the Governor, will run for a week from 24th to 30th of this month in 29 districts of the state namely --Adilabad, BhadradiKothagudem, Jagitial, Jangaon, JayashankarBhoopalpally Jogulamba Gadwal, Kamareddy, Karimnagar, Khammam, KomaramBheemAsifabad, Mahabubabad, Mahabubnagar, Mancherial, Medak, Mulugu, Nagarkurnool, Nalgonda, Nirmal, Nizamabad, Peddapalli, RajannaSircilla, Sangareddy, Siddipet, Suryapet, Vikarabad, Wanaparthy, Warangal (Rural), Warangal (Urban) and Yadadri Bhuvanagiri. The video vans will tour in these districts mainly concentrating on public places like Railway stations, Bus stations, Markets, Business localities and Traffic junctions where the floating population is found in large numbers

The need of the campaign was felt as it was observed that vaccine hesitancy exists among some sections of the society and the vaccination rate is low in some areas. The Director General (South) of ROB Sh. S Venkateshwar, Director Shruti Patil, Deputy Director Dr. Manas K along with other senior officials of the Raj Bhawan participated in the programme.



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