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POLIO TUNES

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Polio tunes on phones

OUR CORRESPONDENT

Jamshedpur, Dec. 29: No more *Beedi* or *Crazy kiya re*.

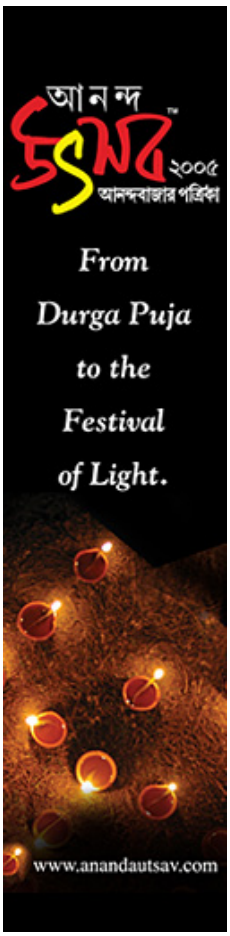
Be ready to hear hello tunes, or caller tunes, with the message to eradicate polio. This unique campaign, taken up by the office of the civil surgeon, is aimed at spreading awareness against polio among cellphone users between January 4 and January 7.

“We are tying up with four leading telecom service providers and seven banks to begin this campaign from January 4 onwards,” S.K. Ravi, the East Singhbhum civil surgeon, told **The Telegraph**.

A delegation of senior officials from the health department also met the banking and telecom authorities this morning. The banks, which would be brought under this awareness drive include, the State Bank of India, Bank of Baroda, Central Bank, ICICI, HDFC, UTI and IDBI. The telecom service providers are BSNL, Reliance, Airtel and Tata Indicom — all four have their statewide presence.

While banks have been asked to display banners on the pulse polio campaign at all their branches and ATM counters, telecom companies will have to set the messages as hello tunes or voice reminder facilities on all their landline and cellphone numbers. The civil surgeon’s office has given the banks and telecom operators to use their personalised messages instead of the one specified by the department.

The department has called for a meeting of all its stakeholders on January 4 to discuss further on the matter.



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