

**BIG FM LAUNCHES ITS INITIATIVE 'DEKH KAHIN YEH FAKE TOH NAHI' TO STOP THE  
RAPID DISSEMINATION OF WRONG & INCORRECT INFORMATION REGARDING  
COVID-19  
OR**

**'STAMPING' THEIR AUTHORITY BY DISPELLING WRONG INFORMATION ABOUT  
COVID-19, BIG FM LAUNCHES ITS INITIATIVE 'DEKH KAHIN YEH FAKE TOH NAHI'**

*~The initiative urges listeners to act as responsible citizens by replying to a fake post and posting the  
'FAKE NEWS' stamp to stop the spread of fake news across social media~*

Download the Stop Fake News Stamp from - [www.bigfmindia.com/fakenews](http://www.bigfmindia.com/fakenews)

**National, 13<sup>th</sup> April 2020:** Through its purpose-driven campaigns and initiatives, **BIG FM**, one of the largest radio networks in the country has always come to the fore when it comes to taking necessary steps to change mindsets and make a difference for the better in society. In its bid to curb the amount of fake news being spread about the ongoing Coronavirus pandemic, BIG FM has launched its latest initiative '**Dekh Kahin Yeh Fake Toh Nahi**'. With social media being massively consumed by audiences, majorly for news & updates around the ongoing pandemic and to keep themselves entertained, there is a growing trend of panic being spread through fake news. At a time like this, radio plays a crucial role as the medium has always been regarded as one with highest level of trust and credibility. As a reputed radio network, BIG FM, in its endeavor to raise awareness around the pandemic, takes the responsibility of stopping the spread of fake news by urging all listeners to discourage people who participate in the spread of fake news across various social media platforms.

The initiative encourages listeners to reply to a said article with a 'FAKE NEWS' stamp stating that they do not support fake news and that the person sharing the news should take responsibility for the same. At a time where it is the need of the hour to not disseminate any wrong information around the virus, this stamp will raise awareness levels amongst people leading them to disallow those who spread such news from doing so.

**Commenting on the initiative, a BIG FM spokesperson said, "As watchdogs of society, we at BIG FM want our listeners to be aware of the real effects of fake news and not just believe anything that is sent to them. We are currently in a situation where any information we get is crucial and there is no scope for the wrong data and information to be sent as that can misguide people and create immense panic amongst them. Every individual needs to know what a fake piece of news or information comprises of and what all can be done to keep a look out for them. We hope that through this initiative, citizens become more self-aware of all the messages they receive as forwards and STAMP the unauthorized news as Fake, thus putting a full stop to fake news."**

The radio station is also planning to come up with more campaigns in the coming days to further educate its listeners about identifying fake news.



## **About BIG FM:**

BIG FM, One of India's largest radio network with 58 stations, reaches out to 1200+ towns and 50,000+ villages and over 45 crore Indians across the country. BIG FM has evolved with the changing times. With the new positioning, BIG FM will play a meaningful, relevant and compelling role in the lives of consumers. It will not just be about entertainment but a brand that has a purpose. With its extensive reach, localized content and credible RJs the brand will play the role of a 'thought inspirer' and an agent of positive change in society. The new tag line of 'DhunBadalKeTohDekho' reflects the philosophy that 'Changing the world for the better starts with changing your thoughts'. Realigning the programming to reflect the new positioning, BIG FM has refreshed the music promise playing your favorite music tested with the audience besides bringing on board some big names from the Radio and entertainment spaces across all key markets. The network's occasion-based programming, CSR Activities, and client integrated campaigns strongly reflect its Dhun Badal Ke Toh Dekho ethos. The original content-based shows and engaging brand-led campaigns have consistently won accolades at prestigious industry awards like the EMVIES, ABBYs, Asian Customer Engagement Awards, Indian Radio Forum & New York Festival.'

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