

## **The Mathrubhumi commitment to our readers and well-wishers in times of Covid-19; the newspaper delivered to you is safe**

**26<sup>th</sup> March,2020, Kochi:** The print medium is the victim of misinformation campaigns and rumours spread on social media making the false claim that newspapers too can spread Covid-19 infection. Mathrubhumi wishes to break this myth and educate all our constituents about our unswerving commitment to their welfare.

We have produced a video, which depicts our efforts in the hygienic production of the paper. The video showcases the hands-free, automated process of printing; and mechanised, sanitised wrapping and bundling. We are also following strict protocol in the distribution of our newspaper. The entire transportation and handling right up to the newspaper distribution is done in fumigated trucks with masked and gloved handlers.

Moreover, neither the World Health Organisation (WHO), nor India's health ministry has issued any directives against distribution of newspapers to arrest spread of the contagion. On the contrary, both the central and state governments have lauded the role of the print industry in disseminating authentic and curated information and updates on the pandemic.

We earnestly seek the support of our readers and well-wishers by continuing to repose faith in us and help spread our message.