

## **Jagran and Facebook joins hand to applaud corona worriers through “Rising India Campaign**

**May 30th, 2020:** The joint campaign of Dainik Jagran Group and Facebook, 'Rising India - Jeetega Bharat, Harega Corona' has started.

This campaign is dedicated to the stories of the Corona warriors fighting day and night against the deadly virus. The campaign is also receiving cheers from all across the country. People are getting inspired by the stories of Corona warriors and are getting hope and courage that our country will conquer this deadly pathogen.

**India’s largest newspaper group, Dainik Jagran and the World's largest social media group Facebook, is thanking the warriors through 'Rising India Against Corona' campaign because of the indomitable courage and commitment these warriors are fighting is incomparable.**

In the war against the virus, many doctors, policemen and employees of the essential services gave up their lives, but did not leave the field. At the same time, scientists and IITians are also engaged in making vaccines, medicines and gadgets to fight the virus. In the 'Rising India' campaign, we are bringing out the efforts of these Corona warriors.

Starting today, (May 29), we are running this campaign for the next one month. You can read these inspiring stories on Dainik Jagran newspaper as well as Jagran.com and Jagran's Facebook and Instagram page.

From Union Ministers to Chief Ministers to celebrities associated with sports, entertainment and other fields have praised the 'Rising India' campaign. It won the hearts of people on social media on the first day itself, as the users flooded the comments box and praised Jagran for this campaign and also gave positive response.

**World Health Organization (WHO) Executive Board Chairman and Union Health Minister Harsh Vardhan said,** "This campaign of Dainik Jagran is a commendable effort. Thank you for this and congratulations."

**Jharkhand Chief Minister Hemant Soren said,** "Dainik Jagran's campaign Rising India: Jeetega Bharat Harega Corona gives a message of positivity. People will take inspiration from this. We will certainly be successful in dealing with the challenges arising from this deadly disease."

**Jagran New Media (JNM) CEO Bharat Gupta said,** "We are delivering very high quality content on Jagran's digital platform. In the era of Coronavirus, we are carrying out this responsibility with full sincerity, passion and commitment. We are providing informative,

factual and credible content to our users. Hence JNM is touching new heights every day. We have reached a new peak of 104 million mobile users in April this year.

According to Bharat Gupta, Jagran is also committed to its social concerns. That is why Rising India campaign has been brought together with Facebook. He said that in this period, misleading information should not reach the reader, for this we also do a fact check of the news because maintaining the credibility is the biggest challenge in this period. So we are fully committed in keeping the news credible and factually correct. We are also thankful to the readers for their constant support and love for Jagran New Media.