

अमित खरे, भा.प्र.से.
सचिव
AMIT KHARE, IAS
Secretary



भारत सरकार
सूचना एवं प्रसारण मंत्रालय
शास्त्री भवन, नई दिल्ली-110001
GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
SHASTRI BHAWAN, NEW DELHI - 110001

D.O. Dy. No. 57/Secy (I&B)/2020

07th October, 2020

Dear Secretary,

I refer to the earlier communication regarding “Public Health Response to COVID-19: Campaign for COVID-Appropriate Behaviour” in view of the upcoming festivals and winter season as also the opening up of the economy.

2. The Hon'ble Prime Minister Shri Narendra Modi will launch a Jan Andolan Campaign on COVID-19 tomorrow i.e. 08-10-2020 by a tweet.
3. The Jan Andolan Campaign is a Low Cost, High Intensity campaign driven by people's participation, for dissemination throughout the country using all media platforms. The campaign emphasizes on “Unlock With Precautions” i.e. COVID-19 Appropriate Behaviour in the New Normal. The three key messages being highlighted are - “Wear Mask, Follow Physical Distancing, Maintain Hand Hygiene”.
4. The highlight of the campaign is the partnership and concerted effort of Central Government Ministries and Departments and the State Governments, along with their attached and subordinate offices, PSUs, private sector industry and business etc. In this way, the campaign seeks to reach each and every citizen of India.
5. Two Creatives (in Hindi and English) for the campaign are attached for wide dissemination. You may request all the Institutions, including grassroot organisations to disseminate the messages by way of Posters, Banners, Billboards etc. at prominent locations for spreading the message far and wide.
6. For States where the Model Code of Conduct is in operation, the alternative creatives are also attached. All concerned may please ensure that provisions of Model Code of Conduct for Elections are followed.
7. I am also enclosing a COVID-19 Pledge which may be taken tomorrow or any subsequent suitable days by all employees of the Government, attached/ subordinate offices, grassroot organizations and frontline workers.
8. I will be meeting the Nodal Officers and PIB Officers through VC at 4:00 PM tomorrow (08.10.2020) to discuss the follow-up of the campaign.

With regards,

Yours sincerely,


(Amit Khare)

To

All Secretaries to Government of India/ CEO, NITI Aayog/Member (Health), NITI Aayog



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