



भारत सरकार
शिक्षा मंत्रालय
स्कूल शिक्षा और साक्षरता विभाग
शास्त्री भवन
नई दिल्ली - 110 115
GOVERNMENT OF INDIA
MINISTRY OF EDUCATION
DEPARTMENT OF SCHOOL EDUCATION & LITERACY
SHASTRI BHAVAN
NEW DELHI-110 115

Santosh Kumar Yadav,
Joint Secretary(SS-I)
Tel:- 011-23387781
E-mail : yadavsk.up@nic.in

Dated 8th October, 2020

DO No. 1-3/2020-IS.5

Dear Madam/Sir,

I hope you are ensuring the wearing of masks, following physical distancing and maintaining of hand hygiene in your office functioning on a regular basis. Please refer to D.O. letter of even number dated 1.10.2020 and 6.10.2020 regarding campaign titled "Public Health Response to Covid-19-Appropriate Behaviour" enclosing the action plan for the campaign.

2. Further, I would like to inform that 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 appropriate Behaviour in the New Normal". The three key messages being highlighted are "**Wear Mask, Follow Physical Distancing, Maintain Hand Hygiene**".

3. Two creatives (in Hindi and English) for the campaign are attached for wide dissemination. You may request all the schools to disseminate the messages by way of Posters, Banners etc. at prominent places. Soft copies of these creatives are available on covid link of MHRD website.

4. 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.

5. I am also enclosing a COVID Pledge which may be taken tomorrow or any subsequent suitable days by teachers and frontline workers.

With regards,

Yours sincerely,

(Santosh Kumar Yadav)

Encl. : As above.

The Additional Chief Secretary/Principal Secretary / Secretary (Education),
All States and UTs.

Director, NCERT; Commissioner, KVS; Commissioner, NVS; Chairman, NIOS;
Chairman, CBSE; Director, CTSA



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

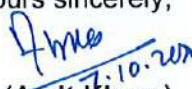
07th October, 2020

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



कमरा नं. 654, 'ए' विंग, शास्त्री भवन, नई दिल्ली-110 001
Room No. 654, 'A' Wing, Shastri Bhawan, New Delhi-110 001
Tel. : 011-23382639 Fax : 011-23383513, Mob. : 9968654630, E-mail: secy.inb@nic.in



Stay Protected from Corona



Wear your mask properly



**Frequently wash
your hands with soap**



Maintain safe distance



No Carelessness until there is a Cure



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भारत सरकार
Government of India

कोरोना से बचें



सही से मास्क पहनें



हाथ धोएं बार बार



निभाएं दो गज की दूरी



जब तक दवाई नहीं
तब तक ढिलाई नहीं



कोरोना से बचें



हाथ धोएं बार बार



सही से मास्क पहनें



निभाएं दो गज की दूरी



जब तक दवाई नहीं
तब तक ढिलाई नहीं

प्रतिज्ञा

मैं ----- संकल्प लेता/लेती हूँ कि मैं कोविड-19 के बारे में सतर्क रहूँगा/रहूँगी और मुझे और मेरे साथियों को इससे जुड़े खतरे को हमेशा ध्यान में रखूँगा/रखूँगी।

मैं इस घातक विषाणु के प्रसार को रोकने संबंधी सभी आवश्यक सावधानियाँ बरतने का वचन देता/देती हूँ। मैं कोविड से जुड़े आचार-व्यवहार का अनुसरण करने और दूसरों को भी इसके लिए प्रोत्साहित करने का भी वचन देता/देती हूँ।

मैं सदैव माँस्क/फेस कवर पहनूँगा/पहनूँगी, विशेषकर सार्वजनिक स्थलों पर।

मैं दूसरों से कम-से-कम 2 गज की दूरी बनाकर रखूँगा/रखूँगी।

मैं अपने हाथों को नियमित रूप से और अच्छी तरह साबुन और पानी से धोऊँगा/धोऊँगी।

हम एक साथ मिलकर कोविड-19 के खिलाफ इस लड़ाई को जीतेंगे।

Pledge

I _____ commit to be vigilant and bear in mind at all times, the risk to myself and my colleagues from COVID-19.

I promise to take all necessary precautions that prevent the spread of this deadly virus. I promise to follow and encourage others to follow the key COVID Appropriate Behaviours.

To always wear a mask / face cover, especially when in public places.

To maintain a minimum distance of 6 feet from others

To wash my hands, frequently and thoroughly with soap and water.

Together we will win this fight against COVID-19.