

डा० बिजय कुमार बेहेरा, आई.ई.एस.
आर्थिक सलाहकार

Dr. Bijaya Kumar Behera, IES
ECONOMIC ADVISER
Tel. : 011-23725302
E-mail : behera.bk@nic.in



पंचायती राज मंत्रालय
भारत सरकार
टावर-II, 9वाँ तल
जीवन भारती बिल्डिंग
नई दिल्ली-110001

MINISTRY OF PANCHAYATI RAJ
GOVERNMENT OF INDIA
TOWER-II, 9th, FLOOR
JEEVAN BHARTI BUILDING
NEW DELHI-110001

D.O. No. J-11011/10/2020-Media

Dated 7th January, 2021

Dear Sir/madam,

As you are well aware, our country is all set to roll-out one of the world's biggest COVID-19 vaccination drives any time during the month of January 2021. A safe and successful implementation of the vaccination programme of such a large scale is not possible without (i) proactive support of key stakeholders like Panchayati Raj Institutions at grassroots level across the country and (ii) building public confidence regarding COVID-19 vaccine and addressing fears over any adverse events and at the same time continuing stress on strict public adherence to COVID-19 Appropriate Behaviour. For this purpose, we will need to actively collaborate towards building such an environment of universal vaccine acceptability and key will be an effective communication action plan for proactive dissemination of authentic information at all levels (State, District, Block, Village and Family level).

2. In this context, relevant IEC materials developed and shared by Ministry of Health & Family Welfare, Government of India are available on sharable Google Drive link: <https://drive.google.com/drive/folders/1Y6eQohnz8-y1M9YDqghIDPnrZdQMByQJ?usp=sharing>.

3. I would, therefore, request all State / UT Departments / Directorates of Panchayati Raj to make extensive use of the aforesaid IEC materials and get it translated in prominent local languages for wider dissemination among the general rural masses. Kindly have these IEC materials customized for ensuring mass awareness and maximum outreach through network of Panchayati Raj Institutions / Rural Local Bodies.

With regards,

Yours sincerely,


(Bijaya Kumar Behera)

To

Principal Secretary / Secretary,
Department of Panchayati Raj
All States / UTs.