



भारत सरकार
स्वास्थ्य एवं परिवार कल्याण विभाग
स्वास्थ्य एवं परिवार कल्याण मंत्रालय

Government of India

Department of Health and Family Welfare
Ministry of Health and Family Welfare

D.O No. Z.28015/66/2021-DMCell
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राजेश भूषण, आईएएस
सचिव

RAJESH BHUSHAN, IAS
SECRETARY

India is currently witnessing a rapid surge in cases which has the potential for overwhelming the healthcare systems in some States. This in turn can lead to increased mortality unless checked urgently. High growth rates are being reported from new districts (in tier 2 & 3 towns) that had shown limited spread of COVID-19 earlier.

2. Almost all districts in the country are witnessing clusters of cases emerging because of increased intermingling, especially in scenarios where large number of people are in close physical contact in closed spaces. The problem is aggravated due to lack of implementation and follow up of COVID appropriate behavior. The same has also been repeatedly highlighted by various Central Teams sent to states in last few months.

3. It is accordingly important to renew and revitalize the campaign for COVID appropriate behavior involving the community so as to check this unbridled spread of infection, both in districts reporting higher cases and positivity as well as those where the current cases are low but have the potential of spreading.

4. All States/UTs are accordingly requested to undertake a mission mode approach towards implementation of COVID appropriate behavior across all districts. The campaign should be held from 6th April to 14th April, 2021, with focus on awareness creation on critical elements of COVID Appropriate Behavior such as physical distancing ('2 gaj ki doori'), appropriate use of masks/face covers, respiratory hygiene (avoiding spitting in public places, use of tissue/handkerchief while coughing or coughing in a flexed elbow) and hand hygiene (by repeated hand washing using soap or through use of hand sanitizers). There is ample evidence to support the focus on COVID Appropriate Behavior as a mainstay of COVID-19 management and hence the need for not only this mission mode approach during the period but a sustained campaign on a regular basis subsequently.

5. All mediums of communication, such as TV/Radio/Print/Government websites, use of social media, besides interpersonal communication strategies should be utilized for the same. Further States/Districts should explore the feasibility of roping in elected representatives, local influencers, celebrities, religious leaders etc. to create public awareness on criticality of these measures.

6. Urban local bodies, their elected leaders and functionaries, Panchayati Raj Institutions, elected representatives and functionaries, Self Help Groups of women, Indian Medical Association, Nursing Association, Trade Unions, Trade Bodies, Farmer's Cooperatives, Dairy Cooperatives, NSS volunteers, NCC Cadets, ANMs and ASHA's must all be optimally utilized to spread awareness about COVID appropriate behavior in the community.

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7. While focusing on awareness creation, States/Districts may ensure adherence to COVID appropriate behavior using Police Act or powers delegated under DM Act, 2005 as applicable.

8. We have collectively taken up this battle against COVID-19 over last year and with new challenge it is imperative that we collectively undertake efforts with renewed vigour for managing the situation.


Yours sincerely


(Rajesh Bhushan)

Chief Secretary / Administrator – All States / UTs

✓ Copy to (with the request to kindly mobilize their field network to disseminate COVID Appropriate behavior):

1. Secretary, Ministry of Housing and Urban Affairs
2. Secretary, Ministry of Panchayati Raj
3. Secretary, Ministry of Rural Development


(Rajesh Bhushan)