

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

6th April, 2021

Dear Secretary,

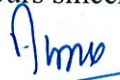
As you are aware, the number of cases of COVID-19 in the country is witnessing an alarming upward trend. The Hon'ble Prime Minister convened a high level meeting on 4th April, 2021 to review the emerging situation, following which it has been decided to focus on the five-fold strategy to deal with the emerging crisis viz. Testing, Tracing, Treatment, COVID appropriate behaviour and Vaccination.

2. It is therefore imperative that all stakeholders within the Central and State Governments take forward the communication strategy with renewed emphasis on 'Dawai Bhi, Kadai Bhi'. This would require your assistance, for instance, by displaying posters, embedded messaging and interpersonal communication through functionaries, etc. The Action Points of Ministry of I&B are at Annexure-I. and a list of suggested activities of various Central Government Ministries/Departments is at Annexure-II.

3. The campaign for COVID-19 Appropriate Behaviour will be a 'Low Cost People's Campaign (Jan Andolan)'. The approved creatives for the "Jan Andolan" will be shared tomorrow on 7th April, 2021, which should be disseminated to continue the awareness process. Respective Departmental Publicity Officers of the Ministry may be contacted for Creatives in regional languages. In order to amplify the campaign in a coordinated manner, photographs of outreach activities and displays of creatives may be tweeted with #Unite2FightCorona.

With regards,

Yours sincerely,


6.4.2021
(Amit Khare)

To
Secretaries of all Ministries/Departments
Of the Government of India



Role of M/o I&B

S.No	Activity	Partner(s)
1	“Dawai Bhi, Kadai Bhi” Campaign in local languages	All States/UTs
2	Mask Up India Campaign	DD News/ All Regional Channels
3	“I am a Responsible Citizen, I have got Vaccinated ”	Collage by DD
4	“Doctor Speak” and “Administration Speak” programmes on DD & AIR	District Collectors/ Police Commissioners/ Zilla Parishad Chief/ Prominent Local Doctors
5	Opening page of All Government Websites to have Banner on COVID-appropriate Behaviour	All Central Government Ministries /Departments / Central Autonomous Bodies /PSUs All States and UTs
6	All bulletins to have message on Campaign	DD/AIR
7	Request to all Private channels to focus on COVID-appropriate behaviour	Private Channels
8	Scroll on Landing Page of TV to have COVID Message	Prasar Bharati /TATA SKY/ Airtel/ Dish/ Sun (Zero Cost)
9	IPL Commentary to include COVID Message	Star Sports (Zero Cost)
10	Radio Jockeys (RJs)	Association of Radio Operators of India (Zero Cost)
11	Community Radio Stations	State Governments may also be contacted

12	Social Media: #Unite2FightCorona <ul style="list-style-type: none"> ➤ Infographics, Videos, Gifs, etc. ➤ Local influencers on FB pages with Google link to Vaccine Centres 	PIB/ DD/ AIR /retweeting messages from States/ District Level as appropriate
13	Posters on all official Vehicles	State/UTs/ District Administration
14	Posters, banners and PSA inside and outside of cinema halls	Theatre chains and Cinema exhibitors
15	Encourage restaurants, eateries, shopping malls, shops to display COVID-19 messaging at shop fronts/counters	All States and UTs
16	Installation of digital screens at public places/markets showing photographs and videos of people taking the vaccine	All States and UTs
17	<i>“Mask Nahi Toh Service Nahi” Campaign</i> at Markets, Malls, Petrol pumps, gas agencies, shopping complexes, etc.	All States and UTs
18	Involvement of Celebrities	<ul style="list-style-type: none"> ➤ Actors ➤ Cricketers and other Sportsmen ➤ Leading Industrialists/ Bankers/ Businesspersons

Suggested Role of Central Ministries/Departments

Ministry/ Department	Suggested Role
All Ministries	<ul style="list-style-type: none">● Banners on Websites of the Ministry/Autonomous Organisations and Subordinate and attached offices
Agriculture & Farmers' Welfare	<ul style="list-style-type: none">● Interpersonal communication through Farmer Producer Organizations and Associations● All Krishi Vigyan Kendras
Fertilisers	<ul style="list-style-type: none">● Outdoor publicity at fertilizer and seed shops, APMCs, mandis, etc.
Department of Financial Services	<ul style="list-style-type: none">● Banners and Posters at all ATMs, bank branches● Messaging in all SMSs, emails
Civil Aviation	<ul style="list-style-type: none">● Messages on flight tickets, boarding passes, etc.● Posters and announcements on airports and inside flights● Fines for not wearing masks
Railways	<ul style="list-style-type: none">● Messages on train tickets● Posters, announcements and LED display in railway stations, passenger coaches● Fines for not wearing masks
DoPT	<ul style="list-style-type: none">● All Government officials above 45 years to be vaccinated.
Department of Pension & Pensioners' Welfare	<ul style="list-style-type: none">● SMS and emails to all retired Government officials to take the vaccination.
Petroleum & Natural Gas	<ul style="list-style-type: none">● Messaging at all petrol pumps.
Posts	<ul style="list-style-type: none">● Outdoor publicity at Post Offices and MMS vans● Embedded messaging on Mails

Electronics & Information Technology	<ul style="list-style-type: none"> ● Embedded messages on all Government websites ● MyGov for infographics & participatory communication ● Publicity at CSCs ● Push Notifications
Panchayati Raj	<ul style="list-style-type: none"> ● Wall paintings and posters in Panchayat Bhavans ● Interpersonal communication through Panchayat Functionaries
Rural Development	<ul style="list-style-type: none"> ● Communication using SHGs and training centres ● Activate NGOs
Women & Child Development	<ul style="list-style-type: none"> ● Posters and banners at Anganwadi Centres ● Interpersonal communication through Anganwadi workers
Youth Affairs & Sports	<ul style="list-style-type: none"> ● Posters, hoardings outside stadia and sports centres ● Dissemination of messages through Youth Clubs, NYK and NSS volunteers
Housing & Urban Affairs/Transport	<ul style="list-style-type: none"> ● Posters and banners in Government Colonies ● Posters/banners on Buses/backside of 3-wheelers ● Urban Transport e.g. messages in metro trains, buses, etc. ● Milk booths and markets to have banners ● Banners at entry gates of RWAs ● Messaging at toll plazas
AYUSH	<ul style="list-style-type: none"> ● Yoga centres and Institutes
Health & Family Welfare	<ul style="list-style-type: none"> ● Health Centres to act as COVID-19 Communication Hubs ● Interpersonal Communication through ASHAs, ANMs ● COVID-19 messages on Ambulances, CAT Vans, hospitals, etc.
Drinking Water & Sanitation	<ul style="list-style-type: none"> ● Messages on Public Toilets and Utilities ● Coordination with Municipal Corporations in Cities

School and Higher Education	<ul style="list-style-type: none">● Messages by school teachers, Principals and Headmasters● Messages outside schools/colleges
Home Affairs	<ul style="list-style-type: none">● Utilize institutions such as Police Stations, Police Lines, Fire Stations.● Involving SDMAs and DDMA's, and <i>Aapada Mitras</i>● Publicity for fines levied for violations of COVID rules
External Affairs	<ul style="list-style-type: none">● Messaging at all Passport Seva Kendras