

MOST IMMEDIATE

[E-29759]

No.D-31016/8/2020-Genl. (Pt.Attendance)

Government of India

Ministry of Statistics & Programme Implementation

Sardar Patel Bhawan, Sansad Marg,

New Delhi, Dated: 20/10/2020

OFFICE MEMORANDUM

Subject: Jan Andolan Campaign on COVID-19 - Regarding

The undersigned is directed to say that Secretary, Ministry of Information & Broadcasting vide communication dated 07.10.2020 had conveyed regarding launching of **Jan Andolan Campaign on COVID-19** by the Hon'ble Prime Minister of India by a tweet on 8th October, 2020. The copy of the said communication was circulated vide MoS&PI's OM of even number dated 12.10.2020 (**copy enclosed**) for information and necessary action.

2. The **Jan Andolan Campaign on COVID-19** is a Low Cost, High Intensity campaign driven by the people's participation, for dissemination throughout the country using all media platforms. 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, and Maintain Hand Hygiene**".

3. Thereafter, Cabinet Secretary vide its communication dated 08.10.2020 (**copy enclosed**) has requested to mobilize the entire machinery of Ministry /Department including the attached offices , institutions, PSU etc to take up this exercise on mission mode basis.

4. In view of the above, for wide dissemination of the Jan Aandolan on COVID-19, the following action plan has been decided in the MoS&PI:-

S. No.	Action Plan	Concerned Division
1.	COVID-19 pledge (in Hindi & English) attached with DO Letter dated 07.10.2020 of Secretary, Ministry of Information & Broadcasting may be taken by all the employees / staff of the Offices / Divisions of MoS&PI.	All Divisions
2.	Posters / banners / billboards / hoardings / electronic display etc. regarding Jan Andolan Campaign on COVID-19 may be put up on all office buildings of MoS&PI located in Delhi at Sardar Patel Bhawan, R. K. Puram (East & West Blocks), Pushpa Bhawan, Sankhyiki Bhawan, NSSTA and Mahalanobis Bhawan, Kolkata.	All concerned Divisions
3.	Posters / banners / billboards / hoardings / electronic display etc. may also be put up on all buildings 59 Regional Offices and 162 Sub-Regional Offices of Field Operation Division (FOD) subject to availability of funds.	DG (NSS) is requested to issue directions to Field Operation Division (FOD) for necessary action.
4.	Posters of Jan Andolan Campaign on COVID-19 (both Hindi and English) issued by Ministry of Information & Broadcasting may also be placed on the website for wide dissemination.	Data Informatics and Innovation Division (DIID)

5.	Jan Andolan Campaign for COVID-19 may be included in the Data Warrior Campaign of the Ministry . Field officials of FOD may be asked to sensitize the respondents one the three key messages of the Campaign when when they visit the respondents for data collection. FOD is requested to give necessary instruction to field offices for disseminating the information on the Campaign to the respondents / public whenever they visit them for data collection. Videos/photo may be shot and sent to Social Media Cell of the Ministry.	Field Operation Division (FOD)
6.	The field investigators of Economic Census may be asked to create awareness amongst the people about the Jan Andolan programme and the photos and videos may be sent to Social Media Cell of the Ministry so that they can be uploaded on MoS&PI's social media. ESD may issue necessary instructions to CSCs to take this movement forward.	Economic Statistics Division (ESD)
7.	ISI is requested to launch Jan Andolan Campaign in its headquarter and other centers and units. CAP may issue necessary instructions to ISI.	CAP Division

5. The photos / videos of the campaign can be posted in MoS&PI's social media handles. All the concerned are requested to take immediate necessary action accordingly and send action taken report to this office.

Enclosures: As above



(Sanjay Kumar)

Under Secretary to the Govt. of India

To,

1. All Divisional Heads, MoSPI.
2. FOD (HQ), MoS&PI, New Delhi.
3. ESD, MoS&P, New Delhi.
4. ISI, MoS&PI, Kolkata.
5. DIID, MOS&PI, New Delhi.
6. NIC-for uploading the OM on e-Office portal of MoS&PI.

Copy for information to:

1. PPS to Hon'ble Minister of State (I/C).
2. Sr. PPS / PPS to Secretary (S&PI) / DG (C&A) / DG (Statistics) / DG (NSS).
3. PPS to AS (S&PI) / all ADGs / JS (MPLADS) / all DDGs.

No.D-31016/8/2020-Genl.(Pt.Attendance)
Government of India
Ministry of Statistics & Programme Implementation

Sardar Patel Bhawan, Sansad Marg,
New Delhi, Dated: 12/10/2020

OFFICE MEMORANDUM

Subject:- Jan Andolan Campaign on COVID-19 - Regarding

The undersigned is directed to forward herewith a copy of DO Letter No.57/Secy(I&B)/2020, dated 07.10.2020 received from Secretary, Ministry of Information & Broadcasting regarding the above mentioned subject.

2. All the Divisional Heads are requested to take necessary action for wider coverage and awareness as per above mentioned DO Letter.

Enclosures: As above



(Sanjay Kumar)

Under Secretary to the Govt. of India

To,

1. All Divisional Heads, MoS&PI.
2. NSO, FOD

Copy to:

1. General Section, MoS&PI with request to take necessary action w.r.t. the Offices / Divisions of MoS&PI located at Sardar Patel Bhawan, New Delhi and R. K. Puram, New Delhi.
2. NIC with request to upload this OM on e-Office portal of MoS&PI.



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
(Amit Khare)

To

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



Stay Protected from Corona



Wear your mask properly



**Frequently wash
your hands with soap**



Maintain safe distance

NO CARELESSNESS UNTIL THERE IS A CURE

Stay Protected from Corona



Wear your mask properly



**Frequently wash your hands
with soap**



Maintain safe distance

NO CARELESSNESS UNTIL THERE IS A CURE

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



सही से मास्क पहनें



हाथ धोएं बार बार



निभाएं दो गज की दूरी

जब तक दवाई नहीं, तब तक ढिलाई नहीं



भारत सरकार
Government of India

कोरोना से बचें



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तब तक ढिलाई नहीं



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Government of India

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हाथ धोएं बार बार



सही से मास्क पहनें



निभाएं दो गज की दूरी



जब तक दवाई नहीं तब तक ढिलाई नहीं



भारत सरकार
Government of India

Stay Protected from Corona



Wear your mask properly



**Frequently wash
your hands with soap**



Maintain safe distance



No Carelessness until there is a Cure



भारत सरकार
Government of India

Stay Protected from Corona



**Frequently wash
your hands with soap**



Wear your mask properly



Maintain safe distance



**No Carelessness
until there is a Cure**

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.

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।

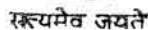
मैं सदैव माँस्क/फेस कवर पहनूँगा/पहनूँगी, विशेषकर सार्वजनिक स्थलों पर।

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 जीतेगे।

राजीव गौबा
Rajiv Gauba



मंत्रिमंडल सचिव
भारत सरकार
CABINET SECRETARY
GOVERNMENT OF INDIA

D.O. No. 272/2/15/2020-Cab.III

8th October, 2020

Dear Secretary

As you are aware the Campaign for COVID Appropriate Behaviour has been launched by the Hon'ble Prime Minister on October 8, 2020. This campaign denotes our collective resolve to prevent the spread of COVID 19 and minimise the adverse impact of the pandemic.

2. The key messages of the campaign namely- ***Wear Mask, Follow Physical Distancing, Maintain Hand Hygiene*** are critical in our fight against the pandemic. You will appreciate that the success of our strategy for management of COVID 19 pandemic hinges on how effectively we can prevent the spread of the virus. It is, therefore, imperative that we provide the required leadership to make this a peoples' campaign.

3. Secretary M/o Information and Broadcasting has already written to you highlighting the strategy and role that is expected of your Ministry/Department. I urge you to mobilise the entire machinery of your Ministry/Department, including the attached offices, institutions, PSUs etc and take up this exercise on a mission mode basis. Your Action Plan should aim at tapping all available resources for ensuring wide dissemination and repeated reinforcement of the key messages. It would also be vital to work in tandem and close coordination with the State Government Departments.

4. As the festival season approaches and as more economic and other activities are resumed, the challenges are also expected to be greater and hence it would be critical to sustain the momentum generated by the campaign over the next few months.

5. I request you to personally lead this collective effort in your Ministry/Department and spearhead the campaign. I am confident that working together we can overcome this unprecedented situation.

Yours sincerely,

(Rajiv Gauba)

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— at 15/10/2020

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(Rajiv Gauba)

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