

अमित खरे, मा.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

6<sup>th</sup> 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 7<sup>th</sup> 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)

Secy. (DP)'s Office  
Date 06 APR 2021  
Diary No. 53808  
To

SECY (DP)'S OFFICE  
53808/SDP  
05 APR 2021

Secretaries of all Ministries/Departments  
Of the Government of India

Take action on  
point no 5  
6/4/21  
AS (DP)  
1. speak JS (I&B)  
2. NO (DPIT) 6/4/2021  
DS (Admin)

Office of I & B  
Diary No. 53808  
7/4/21