



एक कदम स्वच्छता की ओर



सूचना का
अधिकार

Santosh Kumar Yadav,
Joint Secretary(SS-I)
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शिक्षा मंत्रालय
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शास्त्री भवन
नई दिल्ली - 110 115
GOVERNMENT OF INDIA
MINISTRY OF EDUCATION
DEPARTMENT OF SCHOOL EDUCATION & LITERACY
SHASTRI BHAVAN
NEW DELHI-110 115

Dated 8th October, 2020

DO No. 1-3/2020-IS.5

Dear Madam/Sir,

I hope you are ensuring the wearing of masks, following physical distancing and maintaining of hand hygiene in your office functioning on a regular basis. Please refer to D.O. letter of even number dated 1.10.2020 and 6.10.2020 regarding campaign titled "Public Health Response to Covid-19-Appropriate Behaviour" enclosing the action plan for the campaign.

2. Further, I would like to inform that 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 appropriate Behaviour in the New Normal". The three key messages being highlighted are "**Wear Mask, Follow Physical Distancing, Maintain Hand Hygiene**".

3. Two creatives (in Hindi and English) for the campaign are attached for wide dissemination. You may request all the schools to disseminate the messages by way of Posters, Banners etc. at prominent places. Soft copies of these creatives are available on covid link of MHRD website.

4. 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.

5. I am also enclosing a COVID Pledge which may be taken tomorrow or any subsequent suitable days by teachers and frontline workers.

With regards,

Yours sincerely,

(Santosh Kumar Yadav)

Encl. : As above.

The Additional Chief Secretary/Principal Secretary / Secretary (Education),
All States and UTs.

Director, NCERT; Commissioner, KVS; Commissioner, NVS; Chairman, NIOS;
Chairman, CBSE; Director, CTSA

