

परमेश्वरनअय्यर
Parameswaran Iyer



भारतसरकार
पेयजलएवंस्वच्छताविभाग
जल शक्ति मंत्रालय
Secretary
Government of India
Department of Drinking Water & Sanitation
Ministry of Jal Shakti
4th Floor, Pt Dindayal AntodayaBhawan, N D-
110003
Tel: 24361011, 24362715,
e-Mail: param.iyer@gov.in
D.O. No. 2/2/S(DWS)/20
28th May 2020

Dear

Kindly refer to my D.O. No. 2/2/S (DWS)/2020, dated 21st May 2020 regarding the directions given in the meeting chaired by the cabinet Secretary on 13th May 2020 for developing a campaign for awareness generation around health, hygiene, lives and livelihood etc. during the Covid-19 pandemic.

2. As it was proposed in my letter, we have created few audio visual creative collaterals and ready to use stencils for above purpose. These creative were reviewed by Dr. Vinod Paul, Member, NITI Aayog, Shri Rajesh Bhushan, OSD, Ministry of Health and Family Welfare, Shri Atul Kumar Tiwari, Additional Secretary, I&B and myself this morning and found them appropriate. It was decided to name the campaign “बदलकर अपना व्यवहार, करें कोरोना पर वार”.

3. The collaterals approved are:

- Hon’ble PM’s message on precautions during COVID-19 times.
- Hon’ble PM’s advice to the elderly during COVID-19 times.
- Two video and two audio creative of Shri Amitabh Bachchan on need to share problems, shun the stigma and embrace the patients who defeated the virus.
- Shri Sachin Tendulkar’s video on honouring Corona Warriors.
- Nine ready to use stencils which may be used for outdoor awareness on themes such as Health & Hygiene, Stigma & Fear, Lives and Livelihood, hand washing, precautions and adopting positive behaviour change, not spitting in public etc.

4. It is requested that the Ministry of Information and Broadcasting supports, free of charge, the dissemination through all your media units including DD national, DD News, AIR, BoC, Publications Division, Field Publicity media units and others. The Ministry is also requested to direct social media teams of all Central Ministries to share these on their Twitter/ Face Book pages.

5. The Ministry is requested to further support the dissemination of this campaign through the network of private channels, both TV and radio, by urging as many of them as possible to air these spots free of charge to the government.
6. DDWS will also be sending these collaterals to States, Districts and more than four lakh swachhagrahies working in villages. DDWS is also sending these collaterals to DoPR, DoRD, DoYA, DoSEL, MoHFW and MoWCD to forward these to their filed formations.
7. We would like you to take necessary approvals wherever required from the PMO and arrange to translate these collaterals to regional languages.
8. Shri Yugal Joshi, Director IEC (yugal.joshi@gov.in, +91- 9810973200) would be sending these collaterals to nodal officers of these Departments/ Ministries including I&B by tomorrow.
9. More messages and creative collaterals will be added as the situation evolves in the country.

Regards,

Yours sincerely,
Sd/-

Parameswaran Iyer

Shri Amit Khare
Secretary
Ministry of Information & Broadcasting
New Delhi -110001

Copy to :

Shri Rajiv Gauba, Cabinet Secretary, Cabinet Sectt.

Dr. V.K. Paul, member, NITI Aayog.

Ms. Preeti Sudan, Secretary, Ministry of Health & family Welfare.

Shri Rajesh Bhushan, OSD, Ministry of Health & family Welfare.

Shri Atul Kumar Tiwari, Addl. Secretary, Ministry of Information & Broadcasting.


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