

No-17(12)2020-Coord. [FTS: 9103]  
Government of India  
Ministry of Steel  
(Coordination Division)

Udyog Bhawan, New Delhi 110011

Dated April 9, 2021

To

The CMDs/MDs of all CPSEs  
(Under the administrative control of the Ministry)

**Subject- Covid-19 Appropriate behaviour guidelines-reg.**

Sir,

I am directed to forward herewith a copy of Ministry of Information and Broadcasting DO letter DY No. 27/Secy(I&B)/21 dated 6th April, 2021 and DO letter No. 57/Secy(I&B)/2020 dated 7th October, 2020 on 'Public Health Response to COVID 19: Campaign for COVID - Appropriate Behaviour', for information and necessary action/compliance.

2. All the CPSEs are requested to re-emphasize the importance and significance of COVID related Social Behaviour Norms including wearing masks, social distancing, hand washing/hygiene, etc in their offices, plant, mines, townships, etc.

3. A compliance report in respect of the CPSE may please be sent to Coord. Division urgently.

Yours faithfully



(Sunil Kumar Singh)

**Under secretary to the Government of India**

Telephone No-23061138

Encl : As above.

1.JS(S) -- For information and necessary action in r/o M/o Steel Proper.

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

6<sup>th</sup> April, 2021

Dear Secretary,

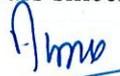
As you are aware, the number of cases of COVID-19 in the country is witnessing an alarming upward trend. The Hon'ble Prime Minister convened a high level meeting on 4th April, 2021 to review the emerging situation, following which it has been decided to focus on the five-fold strategy to deal with the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

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





**AGRIM KAUSHAL**  
Economic Adviser

D.O. No. 18(1)/2020-MGMT

भारत सरकार

GOVERNMENT OF INDIA

लोक उद्यम विभाग

DEPARTMENT OF PUBLIC ENTERPRISES

भारी उद्योग एवं लोक उद्यम मंत्रालय

MINISTRY OF HEAVY INDUSTRIES & PUBLIC ENTERPRISES

केन्द्रीय कार्यालय परिसर ब्लॉक नं. 14, लोदी रोड

Kendriya Karyala Parisar, Block No. 14, Lodi Road

नई दिल्ली/New Delhi-110003

Tel.: 24360603, Fax: 24360406, E-mail: agrim@nic.in

7<sup>th</sup> October, 2020

Dear Chief Executive,

It has been decided that an intensive and focussed campaign will be launched in the country to re-emphasize the importance and significance of following the COVID related social behavior norms including wearing masks, social distancing and hand washing/hygiene. In this regard, the following action plan has been finalized in respect of Central Public Sector Enterprises (CPSEs).

- (i) All CPSEs will display posters, banners and billboards on COVID related social behavior norms such as wearing masks, social distancing and hand washing/hygiene in their offices, units of production, townships and medical facilities. The details of townships and medical facilities of CPSEs available with DPE are enclosed at Annex 1 and Annex 2 respectively. In case any CPSE is not covered, the requisite details may be emailed to [lokeshbajpai.ofb@nic.in](mailto:lokeshbajpai.ofb@nic.in) for updation.
- (ii) All CPSEs will undertake an awareness campaign on COVID related social behavior norms through SMS and other social media tools to target their employees.
- (iii) The CPSEs undertaking CSR activities in 112 Aspirational Districts identified by NITI Aayog (list at Annex 3) will additionally undertake awareness campaign on COVID related social behavior norms through posters, banners and billboards in all Aspirational District Headquarters.
- (iv) Maharatna and Navratna CPSEs having significant social media presence will leverage their social media outreach to spread awareness campaign on COVID related social behavior norms.

2. In this regard, a copy of letter no. 57/Secy (I&B)/2020 dated 7<sup>th</sup> October, 2020 from Secretary, Ministry of Information & Broadcasting along with its enclosures (including creatives and COVID-19 pledge) is annexed (Annex 4) for the purpose of maintaining uniformity in the campaign awareness material.

3. All Chief Executives of CPSEs are requested to undertake the above tasks on a mission mode and furnish the details of implementation by their company and subsidiaries in the enclosed format (Annex 5) on weekly basis by every Friday beginning with 9.10.2020 through email to [lokeshbajpai.ofb@nic.in](mailto:lokeshbajpai.ofb@nic.in) and e-Samiksha portal of DPE. Shri Lokesh Bajpai, Director, DPE (Tel : 24360218) may also be contacted in this regard.

With regards,

Encl : As stated

Yours sincerely,

  
(Agrim Kaushal)

To Chief Executives of all CPSEs