

F.No.23(5)/2015-Comp. (E:314477)

Government of India
Ministry of Consumer Affairs, Food and Public Distribution
Department of Food & Public Distribution

275, Krishi Bhawan, New Delhi

Dated:28/08/20

To

Principal Secretary/Secretary,
Food & Civil Supplies Department,
All States/UTs – (Under One Nation One Ration Card)

Subject: Information Education & Communication (IEC) material for publicity and awareness of One Nation One Ration Card plan – reg.

Sir/Madam,

To generate wide scale publicity and awareness about the One Nation One Ration Card plan, this Department in collaboration with MyGov and WFP has developed some infographics/posters which may be used by the States/UTs on various channels of publicity (copies enclosed).

2. Infographics developed by MyGov team may be highly used for promotions through social media platforms, departmental websites, etc. and may be adapted on other electronic/print media suitably. The material developed by WFP is may be used as posters, banners, pamphlets, standees, hoardings and on other outdoor publicity mediums.
3. It is also informed that 12th September 2020 is National Food Security Day, therefore it all States/UTs are requested to celebrate this NFSA day by organizing various activities including display of IEC material and awareness generation at all FPSs and identified locations across the State/UT. In this regard, an action taken report (ATR) may be shared with this Department by 10th Sept' 2020.
4. For further support/clarification in this regard States/UTs may contact Sh. Piyush Kanal, Consultant (CPMU) at 9871535111 / cpmu.fpd@nic.in

Encl: As above.

Yours faithfully,



(D. K. Gupta)

Director (PD)

Tel: 011-23070429

Copy to:

Sh. BVC Rao, DDG NIC HQ, New Delhi – for uploading on central portals and supporting States/UTs w.r.t. State portals.