

F. No. 23(5)2013-Comp(Pt)

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

Krishi Bhawan, New Delhi-110001

Dated:09/10/2020

To,

1. **Principal Secretary / Secretary, Food & Civil Supplies Department, All States/UTs**
2. **Executive Director (Coordination), Food Corporation of India, 16-20, Barakhamba Lane, New-Delhi-110001**
3. **Managing Director, Central Warehousing Corporation, 4/1 Siri Institutional Area, Hauz Khas, New Delhi**

Subject: Awareness generation of Jan Andolan campaign on COVID'19– reg.

Sir/Madam,

Please refer to the enclosed D.O. no. Dy. No 57/Secy (I&B)/2020 dated 07/10/2020 of Ministry of Information & Broadcasting (MoIB), regarding “Public Health Response to COVID'19: Campaign for COVID-Appropriate Behavior.”

2. As you are aware that this Department has issued several advisories/guidelines to handle the COVID'19 pandemic situation and to ensure the smooth distribution of foodgrains in all the States/UTs. In this direction, Ministry of Information & Broadcasting has also launched an initiative namely Public Health Response to COVID'19: Campaign for COVID-Appropriate Behavior”. The main objective of the said initiative is to ensure the safety from COVID'19 in the upcoming festival and winter season.

3. Hon'ble Prime Minister also launched this awareness campaign “Jan Andolan Campaign on COVID'19 on today ”.

4. For extensive awareness generation, MIB has designed two creatives (Hindi and English) on COVID'19. The attached creatives are highlighting the three key messages “**Wear Mask, Follow Physical distancing, Maintain Hand Hygiene**”. Also, a pledges have been prepared which may be taken by the employees/staff of Food Supply department offices, FPS owner, godown staff the other frontline workers. Also the alternative creatives (creatives without Hon'ble PM's photo) are attached for such States/UTs where Model Code of Conduct is in operation.

5. In this regard, it is requested to kindly circulate the appropriate attached creatives and pledges (suitably translated to regional language where applicable) to all the FCS offices, FPSs, godowns, procurement centers and all other touch points involved the operation of pubic distribution system so that the same may be pasted on all the offices, FPSs, godowns and procurement center. It is also requested to kindly nominate a nodal person for this initiative and the contact details of nodal person may be shared with this department latest by 10/10/20 through email to cpmu.fpd@nic.in.

Yours faithfully,
Encl: as above.

(Ashok Kumar)
Under Secretary to Govt of India

Copy to:

Sh. BVC Rao, Dy. Director General, NIC HQ, New Delhi.