

F. No.9(1)/2019-Comp.
Government of India
Ministry of Consumer Affairs, Food and Public Distribution
Department of Food & Public Distribution

Krishi Bhawan, New Delhi – 110001
Dated 24th July, 2020

To

Pr. Secretary/ Secretary,
Department of Food & Civil Supplies,
All States/UTs

Subject: Awareness Generation for 'One nation One Ration Card' initiative- regarding

Sir

In continuation to this Department's communication to your State/UT vide letter dated 8th June 2020 on carrying out awareness plan at State/UT level to spread the awareness about ONORC scheme, we are yet to receive the awareness plan and financial proposals for the same from all the concerned

2 Further, the Department has also initiated the awareness plan for nationwide dissemination of key messages about ONORC and PMGKAY scheme. For the same we are partnering with MyGov to assist in develop and disseminate information pertaining to schemes through different mediums like TV, radio, print and social media

3 In this regard, MyGov has requested for support in form of still images of the PDS operations and video testimony of beneficiaries from across the Nation, to develop the Information, Education and Communication(IEC) material. Following are the requirements as stated by the MyGov team

Still images and 1-2 minute video clips (high resolution) of:

- Beneficiaries receiving the foodgrains, operating ePoS devices, sharing their experience how new initiatives have helped them etc.
- FPS dealers helping beneficiaries do the transaction and handover the grains
- Officials of Food Department assisting beneficiaries and working on ensuring smooth supply chain movement of food grains
- Employers of beneficiaries (contractors who employee migrants and informed them about ONORC or PMGKAY)

4 You are requested to share the above mentioned materials with the Department at dk.gupta73@gov.in and cpmu.fpd@nic.in before 30th July 2020. For further details you may contact Sh. Piyush Kanal +91-989918474

Yours faithfully,



(D. K. Gupta)

Director (PD)

011-23070429

Copy to:

1. CEO, NeGD, Meity, New Delhi
2. JS(Sugar & Admin), DFPD, Krishi Bhawan, New Delhi