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P. N. Ranjit Kumar

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सत्यमेव जयते

भारत सरकार  
आयुष मंत्रालय  
आयुष भवन, 'बी' ब्लॉक, जी.पी.ओ. कॉम्प्लेक्स,  
आई.एन.ए., नई दिल्ली-110023  
GOVERNMENT OF INDIA  
MINISTRY OF AYUSH  
AYUSH BHAWAN, B-BLOCK, GPO COMPLEX  
INA, NEW DELHI-110023

D.O. No. W-11030/7/2020-IEC-Part (3)  
October 12<sup>th</sup>, 2020

Dear Madam/Sir,

This relates to the Jan Andolan regarding “**Public Health Response to COVID-19 : Campaign for COVID-Appropriate Behaviour**” which is launched in view of the upcoming festivals and winter season as also the opening up of the economy. As you are probably aware, the Hon’ble Prime Minister Shri Narendra Modi launched the **Jan Andolan Campaign on COVID-19** on 08.10.2020 by a tweet.

2. The Jan Andolan Campaign is a Low Cost, High Intensity campaign driven by people’s participation, for dissemination throughout the country using all media platforms. The campaign emphasizes on “Unlock With Precautions” i.e. COVID-19 Appropriate Behaviour in the New Normal. The three key messages being highlighted are - “**Wear Mask, Follow Physical Distancing, Maintain Hand Hygiene**”.

3. The highlight of the campaign is the partnership and concerted effort of Central Government Ministries and Departments and the State Governments, along with their attached and subordinate offices, PSUs, private sector industry and business etc. In this way, the campaign seeks to reach each and every citizen of India. From the Ministry of AYUSH, the following categories of stake-holding institutions are identified to participate in this effort :

- (i) Ayush Directorates in States and UTs :  
With 25000 dispensaries supported by the National Ayush Mission of Ministry of AYUSH under them, the States and UTs Ayush Directorates are important stakeholders, and will be the main network for this Ministry for spreading the instant behavioural change communication. The Health Secretaries of States/UTs are hereby requested to kindly issue necessary directions for this early
- (ii) Ayush Colleges – About 750 :  
The network of Ayush Medical Colleges communities of students and teachers can play an important role in this effort. The Chairmen of the Board of CCIM and CCH respectively are requested to kindly activate these colleges accordingly.

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- (iii) Hospitals/Research Councils of the National Institutes and Research Councils – About 150 in number :

These units are directly linked to Ministry of AYUSH and can serve as hubs for communication and other related preventive activities. The Heads of these institutions are requested to take up this national responsibility by deploying necessary resources.

- (iv) PSUs (Manufacturer of Ayush medicines) – IMPCL

Products like Ayush Immunity Kit will be integrated with the campaign. CEO, IMPCL is requested to plan and implement appropriate activities for this.

4. Two Creatives (in Hindi and English) for the campaign are attached for wide dissemination. You may request all the institutions and individuals of your domain including grassroot organisations to disseminate the messages by way of Posters, Banners, Billboards etc. at prominent locations for spreading the message far and wide. This may please be personally ensured in the case of the institutions directly controlled by you.

5. **For States where the Model Code of Conduct is in operation, the alternative creatives are also attached. All concerned may please ensure that provisions of Model Code of Conduct for Elections are followed.**

6. I am also enclosing a COVID-19 Pledge which may be taken tomorrow or any subsequent suitable days by all employees of the Government, attached/subordinate offices, grassroot organisations and frontline workers.

7. An Action Taken Report on the above lines may be forwarded to the undersigned at the earliest.

*Warm regards,*



(P N Ranjit Kumar)

To,

- (i) Health Secretaries of States/UTs
- (ii) Chairman, Board of Governors of CCIM and CCH : With a request to convey the instant message to all Ayush Medical Colleges
- (iii) Heads of All Autonomous Bodies of M/o AYUSH
- (iv) All Advisers/Directors/DS in M/o AYUSH

Copy to :- (i) AS (AYUSH)  
(ii) JS (RJ)  
(iii) PPS to Secretary (AYUSH)



12/10

( P N Ranjit Kumar)