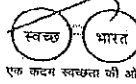


राजीव गौबा
Rajiv Gauba



सत्यमेव जयते



मंत्रिमंडल सचिव
भारत सरकार

CABINET SECRETARY
GOVERNMENT OF INDIA

For Secy, Health, Med, Education
Secy, Disasters Management
June 13, 2020

20
11/6/20
15/6/20
Deel Chief Secretary

Chief Secretary
Jharkhand, Ranchi

This has reference to our video conference on 11th June regarding the importance of behavior change for effectively tackling the COVID – 19 pandemic.

2. In this regard, the Department of Drinking Water and Sanitation has conceptualized a campaign "बदलकर अपना व्यवहार, करें कोरोना पर वार". As part of this campaign, the following awareness generation and communication collaterals have been created. The Ministries of Information & Broadcasting, Health and Family Welfare, Women and Child Development, Departments of Drinking Water and Sanitation, Rural Development, Panchayati Raj, School Education & Literacy and Youth Affairs have already sent these collaterals to their respective State departments for further dissemination at the grassroots:

- i. Two videos and two audios creative of Shri Amitabh Bachchan on the need to seek medical assistance on observing symptoms, and to break the stigma towards patients battling COVID – 19 and those who have recovered from it.
- ii. Shri Sachin Tendelkar's video and audio message on honouring Corona Warriors.
- iii. Shri Akshay Kumar's short film and audio clip urging people to return to work in new normal.
- iv. Nine ready-to-use stencils for outdoor awareness on themes such as Health & Hygiene, Stigma & Fear, Lives & Livelihoods, hand washing, precautions and adopting positive behavior change and not spitting in public.

3. Positive behavior change is an effective tool against the virus spread. I urge you to kindly review the status of the campaign roll out in your State as soon as possible, and ensure that these important messages reach the people in your State. You may have the material translated in regional languages, as required.

with regards

Yours sincerely,

18/6/20
(Rajiv Gauba)

