



राजेश भूषण, आईएएस
सचिव

RAJESH BHUSHAN, IAS
SECRETARY



भारत सरकार
स्वास्थ्य एवं परिवार कल्याण विभाग
स्वास्थ्य एवं परिवार कल्याण मंत्रालय

Government of India
Department of Health and Family Welfare
Ministry of Health and Family Welfare

D.O. No. A-11014/126/2020-SNA
10th August, 2020

Dear Rajesh,

As you are aware, the Government has announced Unlock 3.0, which commenced on 1st August, 2020 across the country. With this announcement, several more utilities have opened up, which allow people to increasingly return to their pre COVID routines.

2. It has however been disconcerting to note that a sense of complacency may have set in with regard to observance of three key COVID appropriate behaviours. The importance of these measures cannot but be emphasized in our efforts to break the cycle of transmission.

3. At this juncture, when the number of recoveries are on a promising increase, it is time to be extremely alert and ensure strict adherence to the COVID appropriate behaviours, lest this public omission, results in serious consequences.

4. It is therefore critical to re-iterate these three key messages to continue the fight against COVID-19.

- i. Wearing Homemade reusable face cover or mask
- ii. Maintaining 6 feet distance (Do Gaj Ki Doori)
- iii. Maintaining personal hygiene (such as avoid touching your eyes, nose or mouth unnecessarily and Handwashing frequently and thoroughly)

5. In this regard, the Ministry of Health and Family Welfare has developed a message / creative bank on the appropriate behaviours which needs to be advocated by stakeholders at all levels and adopted by the community to strengthen sustained COVID-19 response efforts. The said materials can be accessed via Ministry of Health and Family Welfare's website www.mohfw.gov.in. It is requested that these messages and materials may be amplified from all mass, print and social media platforms.

6. In fact, it will be useful if a Nodal Officer from your Ministry is nominated for keeping in touch with MoHFW. We can succeed in our efforts to reach the last mile only by leveraging the field functionaries of your Ministry. Ms. Gauri Rishi (Mobile: 9811005199) may be contacted for any facilitation in the matter.

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7. Ministry of Corporate Affairs is requested to support in dissemination of these messages on COVID Appropriate Behaviours, especially the three detailed in Para 4. Your offices and any other points of larger footfalls may be leveraged for these efforts.

8. I urge you to kindly direct your Officers to give a renewed push to disseminating these messages which is extremely vital at this point of time to arrest any kind of slackness in observance of these key behaviours.

Warm Regards .

Yours Sincerely



(Rajesh Bhushan)

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