



Santosh Kumar Yadav,
Joint Secretary(SS-I)
Tel:- 011-23387781



सूचना का
अधिकार

भारत सरकार
शिक्षा मंत्रालय
स्कूल शिक्षा और साक्षरता विभाग
शास्त्री भवन
नई दिल्ली - 110 115
GOVERNMENT OF INDIA
MINISTRY OF EDUCATION
DEPARTMENT OF SCHOOL EDUCATION & LITERACY
SHASTRI BHAVAN
NEW DELHI-110 115

DO No. 1-3/2020-IS.5 Dated

1st October, 2020

Dear Madam/Sir,

I hope you are ensuring the wearing of masks, following physical distancing and maintaining of hand hygiene in your office functioning on a regular basis. You would agree that due to the upcoming festival season and the present unlock situation, it is important to reemphasize amongst our stakeholders the importance and significance of following the COVID related social behavior norms including wearing masks, social distancing and hand washing/hygiene, through an intensive and focused communication strategy. For this, it is important that Education Departments of all States and UTs and other autonomous organizations take up this task in a mission mode.

2. In the meeting held in the Cabinet Secretariat on 29.9.2020, it has been decided to organize a campaign titled "Public Health Response to Covid-19-Appropriate Behaviour" in all schools across the country. In this regard, a VC meeting was held with States, UTs and other stake holders on 1.10.2020 to disseminate the information on the campaign. I am sharing the PPT and action plan on the subject including the suggested roles and responsibilities of the various stakeholders for the campaign. The monitoring format in which the information is to be provided by the States, UTs and other autonomous organizations is also enclosed for your kind information. All the stake holders are requested to take necessary action as discussed in the VC meeting.

3. I would request you to **appoint a Nodal Officer for the campaign** and furnish his/her details to the following officials by 5th October 2020:-

- Sh. Rajesh Kumar Maurya, Under Secretary, Tele No. 011-23384501 (email-rajmaurya.edu@nic.in), Mobile No. 9818062407
- Sh. Nisheeth Verma, Chief Consultant, Mobile No. 9560970505

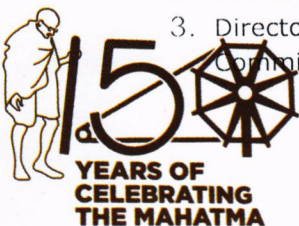
With regards,

Yours sincerely,

Encl. : As above.

(Santosh Kumar Yadav)

- The Additional Chief Secretary/Principal Secretary / Secretary (Education), All States and UTs.
- The State Programme Directors, Samagra Shiksha, All States and UTs.
- Director, SCERT, All States and UTs. 4. Chairman, CBSE; Director, NCERT; Commissioner, KVS; Commissioner, NVS; Chairman, NIOS; Director, CTSA



Intensive & Focussed COVID-19 Campaign

Message Before Every Meeting

**Wear Masks, Follow Physical Distancing,
Maintain Hand Hygiene**

1

Rationale

- **Combating COVID-19 amidst unlocking of economy**
- **Upcoming Festival Season**
- **Concerted action with State/UT Governments & Autonomous Bodies**

2

Shift in Communication Strategy

- Central message in the earlier communication strategy:
 - During lockdown: "Stay Home, Stay Safe"
 - During Unlock: AatmaNirbhar Bharat
- New strategy for "Unlock With Precautions":
 - Unlock does not mean the end of the pandemic
 - Focus on COVID-19 Appropriate Behaviour with economic needs
- Continuous emphasis on the need to embrace technology
- Region-specific targeted communication in high case-load districts
- Specific messages for social and religious situations based on SOPs

3

Other Focus Areas

- Aarogya Setu
 - Promoting active use through push notifications
 - Encouraging downloads among untapped populations through radio jockeys of FM stations, All India Radio and Doordarshan
- Encouraging COVID-19 testing and health seeking behaviour
- Promoting immunity boosting AYUSH measures
- Specific communication in view of the approaching festive season

4

Intensive Communication Campaign

- **Campaign duration: Two months (October-November, 2020)**
- **Simple, easily understandable messages to reach every citizen**
- **Dissemination throughout the country using social media, personal communication, along with traditional media, AIR, DD, FM**
- **Messages on ways to combat COVID-19, and behavioural changes**
- **Communicating the present COVID-19 situation for people to understand its seriousness and magnitude**
- **For pan-India consistency, messages/slogans to be developed centrally**

5

Intensive Communication Campaign

- **Banners and Posters at public places:**
- **Involving Front-line Workers:**
 - **Teachers**
- **COVID-19 messages at landing pages of Government websites**
- **Messages on bills/receipts /communication of different offices**

6

Intensive Communication Campaign

- **Involving all stakeholders:**
 - Religious leaders to appeal during the festive season.
 - NGOs to be roped in for targeted messaging at the grassroots level.
 - Social media influencers
 - YouTube for unpaid promotion of COVID-19 related messages.

7

Intensive Communication Campaign

- **Message to focus on promoting the right way of:**
 - Wearing mask
 - Washing hands
 - Following social & physical distancing
- **Developing Acronym, tag line, jingles, and short animated videos.**

8

Next Steps

- One Nodal Officer assisted by MIS Official will be deputed in each state and UT to collect, compile the information on Google Tracker
- The Contact details (Email IDs and Mobile No. of Each Official)
- The compiled information on Google Tracker will also be sent by each state and UT on the following Emails
 - rajmaurya.edu@nic.in
 - The Whats App Group of all Nodal Officers will be formed

9

Next Steps

- Every state/UT and autonomous body to prepare action plan by 5.10.20
- Action Plan to include:
 - Likely size of Target Group
 - Monitorable Targets as per DoSEL format
- A Link on behavioural change will be created on mhrd.gov.in. For the information and will be mailed to the all the nodal officers also.
- Appoint a nodal officer and inform the details to: rajmaurya.edu@nic.in
- Review by Secretary of the Department every Monday

Any other innovative activities conducted by States and UTs for communication during COVID-19

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THANK YOU

ACTION PLAN BY DoSEL FOR STATE/UTs AND AUTONOMOUS BODIES OF DOSEL

S. no	Action Title	Action to be taken	By whom	To whom	By when
1.	Video conference with all states/UTs	Video conference meeting with all states/UTs to convey purpose, timelines, resources, and target group. States will also be conveyed to appoint a nodal officer at state level to communicate with Gol; and Nodal officers in every district for the 2-month campaign to report to the state level; report progress of state on all points covered here every Saturday by 1 pm to Gol in attached format.	Secretary DoSEL	School Education Secretaries, SPD Samagra Shiksha and Directors SCERT of all States/UTs; heads of autonomous institutions under DoSEL	2.10.20
2.	States/UTs to have their own action plans for maximum outreach	All states/UTs shall prepare their own action plans to ensure maximum outreach to schools, students, teachers, parents and all other stakeholders in the school education system.	School Education Secretaries	DoSEL	5.10.20
3.	Appointment of State level Nodal Officer	States/UTs to inform name and contact details of State level Nodal officer to DoSEL, MoE, Gol	School Education Secretaries	DoSEL	5.10.20
4.	States/UTs to inform DoSEL likely size of target group	States/UTs have to reach schools, students, teachers, parents, DIETs, and all other offices of school education at all level. The likely target size of outreach maybe conveyed to DoSEL	School Education Secretaries	DoSEL	5.10.20
5.	Conveying common communication material to states/UTs	Common Communication material to be conveyed through email and WhatsApp groups to states/UTs	DoSEL	School Education Secretaries, State Programme Directors of Samagra Shiksha, Directors of SCERT and Chairpersons of State Secondary School Boards of all states	7.10.20

6.	Conveying IEC material to Nodal Officers/districts/schools of states/UTs	Common Communication material to be conveyed by states/UTs through email and/or WhatsApp groups to Nodal Officers/districts/schools	SPDs, SCERT Directors and Secondary Board Chairpersons	District level Nodal officers, and Heads of all schools in the state/UT	10.10.20
7.	Briefing session of district level Nodal officers by states/UTs	A session on detailed instructions through Video Conferencing to be undertaken for all Nodal officers in the state/UTs by the state/UT.	SPDs, SCERT Directors and Secondary Board Chairpersons	District level Nodal officers	10.10.20
8.	Specific instructions to Nodal officers at district level by states/UTs	<p>Nodal officers at district level in states/UTs will be briefed to undertake the following:</p> <ul style="list-style-type: none"> • Ensure all IEC material is available with them • Ensure that all schools within their district (government, government aided or private) receive all IEC material • Ensure that schools convey these IEC materials to their teachers, and through their teachers to parents and students (through various modes - online/offline/SMS/WhatsApp/through peer group/etc.) • Ensure that teachers hold Parent Teacher Meetings (in online/offline mode) wherever possible to convey the three main messages to parents. • Ensure that teachers discuss the importance of these precautions in their online/offline classes with their students • Ensure reporting of progress in attached format by Friday of every week to the state government 	SPDs SCERT Directors and Secondary Board Chairpersons	Nodal Officers at District level	10.10.20
9.	Principals/Head of schools of states/UTs to brief their teachers	<p>Head of School/Principal to hold meetings with their teachers (online/offline) to undertake the following:</p> <ul style="list-style-type: none"> • convey and explain to teachers the messaging and communication material received from Gol • direct teachers to convey these materials to parents and students through whatever means possible (online/offline/ SMS/WhatsApp/through peer group/etc.) 	Principal/Head of school	Teachers of all schools	Before 14.10.20

		<ul style="list-style-type: none"> • direct teachers to hold Parent Teacher Meetings (in online/offline mode) wherever possible to convey the three main messages to parents. • direct teachers to discuss the importance of these precautions in their online/offline classes with their students • collate weekly progress and report to District Nodal Officer 			
10.	SOPs on school reopening by DoSEL	DoSEL, MoE, GoI to issue detailed SOPs to states/UTs on health and safety precautions to be taken on school reopening.	DoSEL	States/UTs	3.10.20
11.	SOPs on school reopening by States/UTs	States/UTs to issue their own SOPs on detailed guidelines to on health and safety precautions to be taken on school reopening, based on DoSEL SOPs, but contextualised to local requirements	Department of School Education of all states/UTs	To all stakeholders in the school education system in the state/UT	Before permitting reopening of schools
12.	CBSE, KV, JNV and CTSA to have their own action plans for maximum outreach	CBSE, KV, JNV and CTSA shall prepare their own action plans to ensure maximum outreach to schools, students, teachers, parents and all other stakeholders in the school education system	CBSE, KV, JNV and CTSA	DoSEL	5.10.20
13.	Nodal officers' appointment by CBSE, KV, JNV and CTSA	CBSE, KV, JNV and CTSA to appoint Nodal officer for reporting in the attached format to DoSEL every Saturday.	CBSE, KV, JNV and CTSA	DoSEL	5.10.20
14.	CBSE, KV, JNV and CTSA to convey the likely size of target group to DoSEL	CBSE, KV, JNV and CTSA have to reach schools, students, teachers, parents, DIETs, and all other offices of school education at all level. The likely target size of outreach maybe conveyed to DoSEL	CBSE, KV, JNV and CTSA	DoSEL	5.10.20
15.	VC with Regional level Nodal Officers by CBSE, KV, JNV and CTSA	Common Communication material to be conveyed through Video Conferencing by CBSE, KVS, JNV and CTSA through email and/or WhatsApp groups to their own Regional level Nodal Officers along with detailed instructions.	CBSE, KVS, JNV and CTSA	Regional Offices of CBSE, KVS, JNV and CTSA	10.10.20
16.	Emails to all Principals directly by CBSE, KV, JNV and CTSA	CBSE, KV, JNV and CTSA to send direct emails to all Principals containing Letter from Chairperson/Commissioner and all IEC material.	CBSE, KVS, JNV and CTSA	All School principals under these organisations	10.10.20
17.	Principals/Head of	Head of School/Principals of all schools affiliated/under	Principal/Head	Teachers of all	Before

	schools of CBSE, KV, JNV and CTSA schools to brief their teachers	<p>CBSE/KVS/JNV/CTSA to hold meetings with their teachers (online/offline) to undertake the following:</p> <ul style="list-style-type: none"> • convey and explain to teachers the messaging and communication material received from CBSE/KVS/JNV/CTSA • direct teachers to convey these materials to parents and students through whatever means possible (online/offline/ SMS/WhatsApp/through peer group/etc.) • direct teachers to hold Parent Teacher Meetings (in online/offline mode) wherever possible to convey the three main messages to parents. • direct teachers to discuss the importance of these precautions in their online/offline classes with their students • collate weekly progress and report to the concerned Nodal Officer as maybe directed by CBSE, KV, JNV and CTSA 	of school	schools	14.10.20
18.	CBSE to hold meetings with other national level boards – IB, Cambridge and ICSE	CBSE will hold meetings with other national level Examination Boards, that is, ICSE, Cambridge and IB, to apprise them of the campaign and get their support to convey to their schools, teachers, students and parents as per serial number 13 above.	CBSE	IB, Cambridge and ICSE	12.10.20
19.	Meeting with Education wing of FICCI and CII by CBSE	CBSE will hold meetings with the Educational wing of FICCI, CII and other organisations with a large ground presence in school education to convey the campaign details and resources for further dissemination by them	CBSE	FICCI, CII, etc.	12.10.20
20.	NIOS to convey all the IEC material to its students	NIOS will directly convey all the IEC material to its students and also inform its study centres to disseminate to the students as and when they visit the study centres.	NIOS	Students registered with NIOS	10.10.20
21.	Dissemination of IEC material through digital means by NIOS	NIOS to disseminate all IEC material through its TV and radio channels, learning portals, etc.	NIOS	To persons visiting these sites	7.10.20 onwards
22.	Dissemination of IEC material through digital means by NCERT	DoSEL will ensure dissemination of IEC material through all websites under DoSEL and its autonomous bodies, Swayam Prabha Channels, DIKSHA and Gyanamrit radio channel, etc.	NCERT, DoSEL	To persons visiting these sites	7.10.20 onwards

23.	Dissemination of IEC material through digital means by states/UTs - websites	All states/UTs will ensure that all this IEC material is displayed prominently on all their official websites and on the websites of all schools in the state/UTs.	States/UTs	To persons visiting these sites	7.10.20 onwards
24.	Dissemination of IEC material through digital means by states/UTs – TV channels, radio, e-learning portals	All states/UTs will ensure that all this IEC material is disseminated through their educational TV/radio channels and e-learning portals as well.	States/UTs	To persons visiting these sites	7.10.20 onwards
25.	Monitoring of progress by the DoSEL and state/UTs	<p>DOSEL and state/UTs will monitor weekly progress of the campaign.</p> <p>States/UTs, autonomous bodies will send their reports to DoSEL by 1 pm every Saturday of the week.</p> <p>DoSEL will share progress report with Ministry of I and B, every Monday of the week.</p>	States/UTs, DOSEL	DOSEL	Every week until 7 th December, 2020

REPORTING FORMAT FOR STATES/UTs AND AUTONOMOUS BODIES OF DoSEL BY 1PM EVERY SATURDAY

S. no	Action Title	Sub-action	Reporting by whom	By when	Action taken
1.	States/UTs to have their own action plans for maximum outreach		State/UT	5.10.20	
2.	Appointment of State level Nodal Officer		State/UT	5.10.20	
3.	States/UTs to inform DoSEL likely size of target group		State/UT	5.10.20	
4.	Conveying IEC material to Nodal Officers/districts/schools of states/UTs		State/UT	10.10.20	
5.	Briefing session of district level Nodal officers by states/UTs		State/UT	10.10.20	
6.	Specific instructions to Nodal officers at district level by states/UTs		State/UT	10.10.20	
7.	Principals/Head of schools of states/UTs to brief their teachers --- Give number of schools where action taken and likely number of teachers (cumulative figures this week)		states/UTs	Before 14.10.20	
8.	SOPs on school reopening by States/UTs		State/UT	Before permitting reopening of schools	
9.	CBSE, KV, JNV and CTSA to have their own action plans for maximum outreach		CBSE, KV, JNV and CTSA	5.10.20	
10.	Nodal officers' appointment by CBSE, KV, JNV and CTSA		CBSE, KV, JNV and CTSA	5.10.20	
11.	CBSE, KV, JNV and CTSA to convey the likely size of target group to DoSEL		CBSE, KV, JNV and CTSA	5.10.20	
12.	VC with Regional level Nodal Officers by CBSE, KV, JNV and CTSA		CBSE, KVS, JNV and CTSA	10.10.20	
13.	Emails to all Principals directly by CBSE, KV, JNV and CTSA --- Give number of		CBSE, KVS,	10.10.20	

	schools where action taken		JNV and CTSA		
14.	Principals/Head of schools of CBSE, KV, JNV and CTSA schools to brief their teachers -- Give number of schools where action taken and likely number of teachers (cumulative figures this week)		CBSE, KV, JNV and CTSA	Before 14.10.20	
15.	CBSE to hold meetings with other national level boards – IB, Cambridge and ICSE		CBSE	12.10.20	
16.	Meeting with Education wing of FICCI and CII by CBSE		CBSE	12.10.20	
17.	NIOS to convey all the IEC material to its students – number of students to whom conveyed (cumulative figures this week)		NIOS	10.10.20	
18.	Dissemination of IEC material through digital means by NIOS - list the TV channels, e-learning sites, radio channels where material disseminated		NIOS	7.10.20 onwards	
19.	Dissemination of IEC material through digital means by NCERT - list the TV channels, e-learning sites, radio channels where material disseminated		NCERT	7.10.20 onwards	
20.	Dissemination of IEC material through digital means by states/UTs – number of sites on which IEC material displayed		States/UTs	7.10.20 onwards	
21.	Dissemination of IEC material through digital means by states/UTs – list the TV channels, e-learning sites, radio channels where material disseminated		States/UTs	7.10.20 onwards	
22.	Monitoring of progress by the DoSEL and state/UTs	Head of School/Principals of all schools of states/UTs and affiliated/under CBSE/KVS/JNV/CTSA have held meetings with their teachers (online/offline) to undertake the campaign – Give number of schools and likely number of teachers (cumulative figures this week)	States/UTs, CBSE, KV, JNV and CTSA	14.10.20	
23.		Head of School/Principals of all schools of		14.10.20	

		states/UTs and affiliated/under CBSE/KVS/JNV/CTSA have conveyed the messaging and communication material received from DoSEL – Give number of schools and likely number of teachers (cumulative figures this week)			
24.		Teachers of all schools of states/UTs and affiliated/under CBSE/KVS/JNV/CTSA have conveyed these materials to parents and students through whatever means possible (online/offline/ SMS/WhatsApp/through peer group/etc.) – Give number of schools and likely number of students and parents (cumulative figures this week)		15.10.20 to 31.10.20	
25.		Teachers of all schools of states/UTs and affiliated/under CBSE/KVS/JNV/CTSA have held Parent Teacher Meetings (in online/offline mode) wherever possible to convey the three main messages to parents – Give number of schools.		15.10.20 to 15.11.20	
26.		Teachers of all schools of states/UTs and affiliated/under CBSE/KVS/JNV/CTSA have discussed the importance of these precautions in their online/offline classes with their students – Give number of schools		15.10.20 to 15.11.20	

**REPORTING FORMAT FOR STATES/UTs AND AUTONOMOUS BODIES OF DoSEL BY
1PM EVERY SATURDAY**

Format 1

S. No	Action Title	Reporting by whom	By when	Frequency										
1.	States/UTs to have their own action plans for maximum outreach	State/UT	5.10.20	One Time										
2.	Appointment of State level Nodal Officer	State/UT	5.10.20	One Time										
3.	States/UTs to inform DoSEL likely size of target group	State/UT	5.10.20	One Time										
	<table><tr><td></td><td>Total</td></tr><tr><td>No. of Schools</td><td></td></tr><tr><td>No. of Teachers, Other Edu Stakeholders</td><td></td></tr><tr><td>No. of Students</td><td></td></tr><tr><td>No. of Parents/Guardians</td><td></td></tr></table>		Total	No. of Schools		No. of Teachers, Other Edu Stakeholders		No. of Students		No. of Parents/Guardians				
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No. of Schools														
No. of Teachers, Other Edu Stakeholders														
No. of Students														
No. of Parents/Guardians														
4.	Conveying IEC material to Nodal Officers/districts/schools of states/UTs	State/UT	10.10.20	One Time										
5.	Briefing session of district level Nodal officers by states/UTs	State/UT	10.10.20	One Time										
6.	Specific instructions to Nodal officers at district level by states/UTs	State/UT	10.10.20	One Time										
7.	Principals/Head of schools of states/UTs to brief their teachers --- Give number of schools where action taken and likely number of teachers (cumulative figures this week)	states/UTs	Before 14.10.20	One Time										
8.	SOPs on school reopening by States/UTs	State/UT	Before permitting reopening of schools	One Time										
9.	CBSE, KV, JNV and CTSA to have their own action plans for maximum outreach	CBSE, KV, JNV and CTSA	5.10.20	One Time										
10.	Nodal officers' appointment by CBSE, KV, JNV and CTSA	CBSE, KV, JNV and CTSA	5.10.20	One Time										
11.	CBSE, KV, JNV and CTSA to convey the likely size of target group to DoSEL	CBSE, KV, JNV and CTSA	5.10.20	One Time										
12.	VC with Regional level Nodal Officers by CBSE, KV, JNV and CTSA	CBSE, KVS, JNV and CTSA	10.10.20	One Time										
13.	Emails to all Principals directly by CBSE, KV, JNV and CTSA --- Give number of schools where action taken	CBSE, KVS, JNV and CTSA	10.10.20	One Time										
14.	Principals/Head of schools of CBSE, KV, JNV and CTSA schools to brief their	CBSE, KV, JNV and	Before 14.10.20	One Time										

	teachers -- Give number of schools where action taken and likely number of teachers (cumulative figures this week)	CTSA		
15.	CBSE to hold meetings with other national level boards – IB, Cambridge and ICSE	CBSE	12.10.20	One Time
16.	Meeting with Education wing of FICCI and CII by CBSE	CBSE	12.10.20	One Time

Format -2

S. No	Action Title	Reporting by whom	By when	Frequency										
1.	NIOS to convey all the IEC material to its students - number of students to whom conveyed (cumulative figures this week)	NIOS	10.10.20	Weekly										
2.	Dissemination of IEC material through digital means by NIOS - list the TV channels, e-learning sites, radio channels where material disseminated	NIOS	7.10.20 onwards	Weekly										
3.	Dissemination of IEC material through digital means by NCERT - list the TV channels, e-learning sites, radio channels where material disseminated	NCERT	7.10.20 onwards	Weekly										
4.	Dissemination of IEC material through digital means by states/UTs - number of sites on which IEC material displayed	States/UTs	7.10.20 onwards	Weekly										
5.	Dissemination of IEC material through digital means by states/UTs - list the TV channels, e-learning sites, radio channels where material disseminated	States/UTs	7.10.20 onwards	Weekly										
6.	IEC meeting has reached Schools, teachers, Students and parents etc. <table border="1"><tr><td></td><td>Total</td></tr><tr><td>No. of Parents received</td><td></td></tr><tr><td>No. of Students Contacted</td><td></td></tr><tr><td>No. of Teachers and other Edu. stakeholders</td><td></td></tr><tr><td>No. of Schools</td><td></td></tr></table>		Total	No. of Parents received		No. of Students Contacted		No. of Teachers and other Edu. stakeholders		No. of Schools		States/UTs, CBSE, KV, JNV and CTSA	14.10.20	Weekly
	Total													
No. of Parents received														
No. of Students Contacted														
No. of Teachers and other Edu. stakeholders														
No. of Schools														
7.	Teacher have held special PTA meeting for communicating precautions for COVID. (Numbers)	15.10.20 to 30.11.20	Weekly											
8.	Teachers have started integrating COVID presentations in online/offline classes for students. (Numbers)	15.10.20 to 30.11.20	Weekly											