



Department of Information Technology
Government of Goa
'IT Hub' 2nd Floor,
Altinho, Panaji, Goa - 403 001

No. 8(47)/DoIT/2020/ DIPT Circular on COVID-19 awareness / 906 Dated : 13 /10/2020

TIME BOUND

Ref. No: DI/INF/Media-Plan-Covid/2020/2103, dated 6/10/2020


CIRCULAR

Reference is invited to the above cited letter received from Department of Information and Publicity, Government of Goa (*copy enclosed*), to initiate a two month (October - November, 2020) public awareness campaign to influence public behavior on wearing mask, following Social distancing and maintaining hand hygiene.

In this direction, a public awareness banner has been designed and hosted by Department of Information Technology-Goa (DoIT), which is available for download at Goa Portal (www.goa.gov.in) and e-district Portal (www.goaonline.gov.in) and are also displayed on LCD screens across all Citizen Service Centers(CSC).

Further, as indicated in the above letter all Departments /Corporations /Autonomous Bodies are to ensure COVID-19 related awareness messages/ banners to be designed and hosted on home pages of their respective website and may suitably utilize the banner hosted by DoIT for this purpose.

Compliance to the same should be shared with Department of Information and Publicity at email: dir-dip.goa@nic.in, along with an intimation to this department at email : dir-dit.goa@nic.in .


12/10/2020
Ankita Anand, IAS
Director (IT)

Encl : As Above

To:

All Head of Departments/ Corporations/ Autonomous Bodies

Copy for Information:

All Secretaries, Secretariat, Porvorim



Department of Information and Publicity
Government of India
Lutyens Bungalow, 3rd Floor, Raisin, Con. Pin 403 001, India
Telephone: 223167 / 2422676 / 2226047 / Fax: 2224211
email: dipgee@prmail.com

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1266510
05/10/2020

No. DI/INF/Media-Plan-Covid/2020/2103

October 6, 2020

To,

The HoD's/MD's as per attached list

S. W. Pring
Benedita
12/10/2020

Sub: Public awareness to influence public behavior on Covid-19

Sir/Madam,

The Union Cabinet Secretary during a VC held on October 1, 2020 has decided that all the Union of States of India initiate a two month public awareness to influence the public behavior on wearing masks, following physical distancing and maintaining hand hygiene.

It has been decided that the campaign should focus on new strategy – opening with precaution, focus areas of which are as under:

1. Aarogya Setu:
 - a. Promoting active use through push notifications
 - b. Encouraging downloads among untapped populations through radio jockeys of FM stations, AIR and Doordarshan.
2. Encouraging Covid-19 testing and health seeking behaviour
3. Promoting immunity boosting AYUSH measures
4. Specific communication in view of the approaching festive
5. Messages to focus on promoting the right way of:
 - a. Wearing mask
 - b. Washing hands
 - c. Following social distancing

The other details about the campaign:

1. Campaign duration: two months (October-November, 2020)
2. Simple, easy understandable messages to reach every citizen
3. Messages on ways to combat Covid-19 situation for people to understand its seriousness and magnitude.
4. Targeting beneficiaries of Government schemes, e.g. MGNREGA, PM Awas, PM-Kishan, Ujjawala Yozna.
5. Covid-19 messages at landing pages of Government websites.
6. Messages on bills/receipts/communication of different offices.

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The public awareness campaign to be carried out by various departments is attached herewith. The awareness campaign should be undertaken by the concerned Departments across the State and photos and documents of the activities should be shared with DIP as monitorable targets positively every Friday on email ID dir-dip.goa@nic.in.

The Departments/Autonomous bodies may undertake the campaign through their own funds with minimal expenditure.

Yours faithfully,

~~(SUDHIR S. KERKAR)~~
Director, Information & Publicity

Encl.: As above