



ध्यान दें! सावधानी बरतें, सुरक्षित रहें!

वैक्सीनेशन करवाएं • मास्क पहनकर रखें
कोरोना नियमों का पालन करें

सफाई, दवाई और कड़ाई
जीतेंगे कोरोना से लड़ाई





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भारत सरकार

खुद बचें, अपनों को बचाएं!

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#Unite2FightCorona





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जीतेंगे कोरोना से लड़ाई**



#Unite2FightCorona

No. 1-5/2021-ICT
Government of India
Ministry of Consumer Affairs, Food & Public Distribution
Department of Food & Public Distribution

Krishi Bhawan, New Delhi

Dated, the 8th April, 2021

OFFICE MEMORANDUM

Sub: Campaign for COVID-19 appropriate behaviour

The undersigned is directed to forward herewith a copy of Secretary (Ministry of Information & Broadcasting)'s D.O. Letter No. 27/Secy(I&B)/21 dt. 06.03.2021 on the subject cited above for information and necessary action.

2. For this purpose, the creatives for the "Jan Andolan" on Covid-19 appropriate behavior as & when received from the Ministry of Information & Broadcasting will have to be immediately uploaded on the home page of the respective websites.

3. Further, displays of creatives are also requested to be tweeted with a common hashtag #Unite2FightCorona and if required, help may also be taken of the Social Media Cell constituted by the AC Section and the 2 infographists engaged for handling the Social Media etc. {copy of ICT Section's OM No. 3-3/2020-ICT dt. 30th March, 2021 enclosed}

Enc.: As above

Digitally signed by ARUN
KUMAR SAIGAL
Date: Fri Apr 09 12:01:21 IST
2021
Reason: Approved

(Arun Kumar Saigal)
Under Secretary to GoI
Tel. No.: 23382504

To:

1. All the Bureau Heads, DFPD
2. Heads of Subordinate Offices/ PSEs/ Autonomous/ Regulatory bodies under DFPD (FCI/ CWC/ CRWC/ WDRA/ NSI/ IGMRI)
3. Ms. Sameena Mukhija, DDG(NIC)/ Sh. B.S. Ram, TD(NIC), DFPD
4. Social Media Cell, DFPD
5. E-Office Dashboard

Copy for information to;

PSO to Secretary (DFPD)

अमित खरे, भा.प्र.से.
सचिव
AMIT KHARE, IAS
Secretary



भारत सरकार
सूचना एवं प्रसारण मंत्रालय
शास्त्री भवन, नई दिल्ली-110001
GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
SHASTRI BHAWAN, NEW DELHI - 110001

6th April, 2021

Dear Secretary,

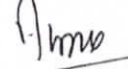
As you are aware, the number of cases of COVID-19 in the country is witnessing an alarming upward trend. The Hon'ble Prime Minister convened a high level meeting on 4th April, 2021 to review the emerging situation, following which it has been decided to focus on the five-fold strategy to deal with the emerging crisis viz. Testing, Tracing, Treatment, COVID appropriate behaviour and Vaccination.

2. It is therefore imperative that all stakeholders within the Central and State Governments take forward the communication strategy with renewed emphasis on 'Dawai Bhi, Kadai Bhi'. This would require your assistance, for instance, by displaying posters, embedded messaging and interpersonal communication through functionaries, etc. The Action Points of Ministry of I&B are at Annexure-I. and a list of suggested activities of various Central Government Ministries/Departments is at Annexure-II.

3. The campaign for COVID-19 Appropriate Behaviour will be a 'Low Cost People's Campaign (Jan Andolan)'. The approved creatives for the "Jan Andolan" will be shared tomorrow on 7th April, 2021, which should be disseminated to continue the awareness process. Respective Departmental Publicity Officers of the Ministry may be contacted for Creatives in regional languages. In order to amplify the campaign in a coordinated manner, photographs of outreach activities and displays of creatives may be tweeted with #Unite2FightCorona.

With regards,

Yours sincerely,


6.4.2021
(Amit Khare)

To
Secretaries of all Ministries/Departments
Of the Government of India



एक कदम स्वच्छता की ओर

Role of M/o I&B

S.No	Activity	Partner(s)
1	“Dawai Bhi, Kadai Bhi” Campaign in local languages	All States/UTs
2	Mask Up India Campaign	DD News/ All Regional Channels
3	“I am a Responsible Citizen, I have got Vaccinated ”	Collage by DD
4	“Doctor Speak” and “Administration Speak” programmes on DD & AIR	District Collectors/ Police Commissioners/ Zilla Parishad Chief/ Prominent Local doctors
5	Opening page of All Government Websites to have Banner on COVID-appropriate Behaviour	All Central Government Ministries /Departments /Central Autonomous Bodies /PSUs All States and UTs
6	All bulletins to have message on Campaign	DD/AIR
7	Request to all Private channels to focus on COVID-appropriate behaviour	Private Channels
8	Scroll on Landing Page of TV to have COVID Message	Prasar Bharati /TATA SKY/ Airtel/ Dish/ Sun (Zero Cost)
9	IPL Commentary to include COVID Message	Star Sports (Zero Cost)
10	Radio Jockeys (RJs)	Association of Radio Operators of India (Zero Cost)
11	Community Radio Stations	State Governments may also be contacted

12	Social Media: #Unite2FightCorona <ul style="list-style-type: none"> ➤ Infographics, Videos, Gifs, etc. ➤ Local influencers on FB pages with Google link to Vaccine Centres 	PIB/ DD/ AIR /retweeting messages from States/ District Level as appropriate
13	Posters on all official Vehicles	State/UTs/ District Administration
14	Posters, banners and PSA inside and outside of cinema halls	Theatre chains and Cinema exhibitors
15	Encourage restaurants, eateries, shopping malls, shops to display COVID-19 messaging at shop fronts/counters	All States and UTs
16	Installation of digital screens at public places/markets showing photographs and videos of people taking the vaccine	All states and UTs
17	<i>“Mask Nahi Toh Service Nahi” Campaign</i> at Markets, Malls, Petrol pumps, gas agencies, shopping complexes, etc.	All states and UTs
18	Involvement of Celebrities	<ul style="list-style-type: none"> ➤ Actors ➤ Cricketers and other Sportsmen ➤ Leading Industrialists/ Bankers/Businesspersons

Annexure II**Suggested Role of Central Ministries/Departments**

Ministry/ Department	Suggested Role
All Ministries	<ul style="list-style-type: none"> ● Banners on Websites of the Ministry/Autonomous Organisations and Subordinate and attached offices
Agriculture & Farmers' Welfare	<ul style="list-style-type: none"> ● Interpersonal communication through Farmer Producer Organizations and Associations ● All Krishi Vigyan Kendras
Fertilisers	<ul style="list-style-type: none"> ● Outdoor publicity at fertilizer and seed shops, APMCs, mandis, etc.
Department of Financial Services	<ul style="list-style-type: none"> ● Banners and Posters at all ATMs, bank branches ● Messaging in all SMSs, emails
Civil Aviation	<ul style="list-style-type: none"> ● Messages on flight tickets, boarding passes, etc. ● Posters and announcements on airports and inside flights ● Fines for not wearing masks
Railways	<ul style="list-style-type: none"> ● Messages on train tickets ● Posters, announcements and LED display in railway stations, passenger coaches ● Fines for not wearing masks
DoPT	<ul style="list-style-type: none"> ● All Government officials above 45 years to be vaccinated.
Department of Pension & Pensioners' Welfare	<ul style="list-style-type: none"> ● SMS and emails to all retired Government officials to take the vaccination.
Petroleum & Natural Gas	<ul style="list-style-type: none"> ● Messaging at all petrol pumps.
Posts	<ul style="list-style-type: none"> ● Outdoor publicity at Post Offices and MMS vans

	<ul style="list-style-type: none"> ● Embedded messaging on Mails
Electronics & Information Technology	<ul style="list-style-type: none"> ● Embedded messages on all Government websites ● MyGov for infographics & participatory communication ● Publicity at CSCs ● Push Notifications
Panchayati Raj	<ul style="list-style-type: none"> ● Wall paintings and posters in Panchayat Bhavans ● Interpersonal communication through Panchayat Functionaries
Rural Development	<ul style="list-style-type: none"> ● Communication using SHGs and training centres ● Activate NGOs
Women & Child Development	<ul style="list-style-type: none"> ● Posters and banners at Anganwadi Centres ● Interpersonal communication through Anganwadi workers
Youth Affairs & Sports	<ul style="list-style-type: none"> ● Posters, hoardings outside stadia and sports centres ● Dissemination of messages through Youth Clubs, NYK and NSS volunteers
Housing & Urban Affairs/Transport	<ul style="list-style-type: none"> ● Posters and banners in Government Colonies ● Posters/banners on Buses/backside of 3-wheelers ● Urban Transport e.g. messages in metro trains, buses, etc. ● Milk booths and markets to have banners ● Banners at entry gates of RWAs ● Messaging at toll plazas
AYUSH	<ul style="list-style-type: none"> ● Yoga centres and Institutes
Health & Family Welfare	<ul style="list-style-type: none"> ● Health Centres to act as COVID-19 Communication Hubs ● Interpersonal Communication through ASHAs, ANMs ● COVID-19 messages on Ambulances, CAT Vans, hospitals, etc.

<p>Drinking Water & Sanitation</p>	<ul style="list-style-type: none"> ● Messages on Public Toilets and Utilities ● Coordination with Municipal Corporations in Cities
<p>School and Higher Education</p>	<ul style="list-style-type: none"> ● Messages by school teachers, Principals and Headmasters ● Messages outside schools/colleges
<p>Home Affairs</p>	<ul style="list-style-type: none"> ● Utilize institutions such as Police Stations, Police Lines, Fire Stations. ● Involving SDMAs and DDMA's, and <i>Aapada Mitras</i> ● Publicity for fines levied for violations of COVID rules
<p>External Affairs</p>	<ul style="list-style-type: none"> ● Messaging at all Passport Seva Kendras

404952/2021/SO(ICT)

No. 3-3/2020-ICT
Government of India
Ministry of Consumer Affairs, Food & Public Distribution
Department of Food & Public Distribution

Dated, the 30th March, 2021**OFFICE MEMORANDUM****Sub: Hiring of infographists for Advertisement, Publicity and Social Media activities**

In partial modification to the ICT Section's O.M. of even number dated 16th March, 2021 (copy enclosed), the undersigned is directed to convey the revised details {forwarded by the Momagic, an agency engaged by the Food Corporation of India (FCI)} of the following 2 infographists for handling the Social Media (Twitter and Facebook), Advertisement & Publicity activities of the Department as under:

- i. **Shri Mohit Pandey; Graphic Designer {Phone: 9891207718; email id - mohitpandey999@gmail.com}**
- ii. **Ms. Sana P Nizami; Content Writer {Phone: 8178013216; email id - sanaa14n@gmail.com}**

2. Further, as per the requirements furnished by this agency, the Administration Division is requested to kindly provide/make arrangement for the following in order to ensure effective utilization of the above mentioned 2 infographists:

- I. A separate room
- II. Seating arrangement for 3
- III. High-Speed internet connectivity and a wi-fi router
- IV. A single Desktop or Laptop
- V. Printer
- VI. Monthly gate pass for the following 3 persons (2 infographists and 1 agency personnel):
 - a. Sh. Bharat Chauhan
 - b. Sh. Mohit Pandey
 - c. Ms. N Sana

3. All the Divisions are again requested to make active use of the above mentioned 2 infographists and if required, the Social Media Cell (details in the annexed O.M.) constituted by the AC Section may also be consulted.

Enc.: As above

(Arun Kumar Saigal)
Under Secretary (ICT)

To;

1. AS(Py&FCI and CVO)/ AS&FA
2. Pr. Advisor(Cost)/ JS(PD)/ JS(Impex&IC)/ JS(S&A)/ JS(Stg&PG)/ Economic Advisor/ CCA/ Advisor(Cost)
3. Sh. Amarnath Mishra, DDG(NIC)/ Sh. B.S. Ram, TD(NIC), DFPD
4. Social Media Cell, DFPD
5. e-Office Dashboard

Copy for information to:

1. PS to Hon'ble Minister (CA, F&PD)
2. PS to Hon'ble MoS (CA, F&PD)
3. PSO to Secretary (DFPD)

No. 3-3/2020-ICT
Government of India
Ministry of Consumer Affairs, Food & Public Distribution
Department of Food & Public Distribution

Krishi Bhawan, New Delhi
Dated, the 16th March, 2021

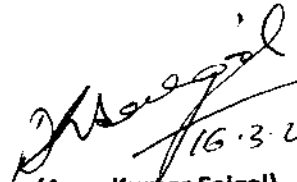
OFFICE MEMORANDUM

Sub: Hiring of infographists for Advertisement, Publicity and Social Media activities

In continuation to the ICT Section's OM of even number dt. 17.02.2021 (copy enclosed), the undersigned is directed to convey that the following 2 infographists have been engaged by the Food Corporation of India (FCI) through M/s MoMAGIC Technologies Pvt. Ltd. for handling the Social Media (Twitter and Facebook), Advertisement & Publicity activities of the Department:

- i. **Shri Mohit Pandey; Graphic Designer {Phone: 9891207718; email id - mohitpandey999@gmail.com}**
 - ii. **Ms. Shweta Singh; Content Writer {Phone: 8318481363; email id - ssingh0049@gmail.com}**
2. These 2 infographists will work in close co-ordination with the Social Media Cell of the Department (constituted by AC Section) comprising of undermentioned 4 senior level officers:
- I. Sh. D.K. Gupta, Director (PD) – In-charge
 - II. Sh. Rakesh Kumar Meena, Director (Py II, III & FC III) – Member
 - III. Sh. Dharendra Kumar, DS (Admn) – Member
 - IV. Sh. Devendra S. Uikey, DS (ICT) – Member
3. All the Divisions are requested to make active use of the above mentioned 2 infographists and if required, the aforementioned Social Media Cell constituted by the AC Section may also be consulted.
4. As earlier stated, all the Divisions are requested to forward the tweet requests to these 2 infographists after taking prior approval of their Bureau Heads in the following format:
- i. Tweet matter character limit (including spaces) - 280 characters
 - ii. Images/pics limit (in jpg, jpeg format) per tweet - 4
 - iii. Video duration limit - 2 min. 20 sec.
5. The Administration Division is also requested to kindly make seating arrangements for these 2 infographists as well as provide them the requisite Hardware/Software/tools/equipment to enable them to carry out the aforementioned works.

Enc.: As above


16.3.2021
(Arun Kumar Saigal)
Under Secretary to GoI
Phone: 23382504

400052/2021/SO(ICT)

1. AS(Py&FCI and CVO)/ AS&FA
2. Pr. Advisor(Cost)/ JS(PD)/ JS(Impex&IC)/ JS(S&A)/ JS(Stg&PG)/ Economic Advisor/ CCA/ Advisor(Cost)
3. Sh. Amarnath Mishra, DDG(NIC)/ Sh. B.S. Ram, TD(NIC), DFPD
4. Social Media Cell
5. E-Office Dashboard

Copy for information to;

1. The Chairman & Managing Director, Food Corporation of India, 16-20, Barakhamba Lane, New Delhi-110001
2. Executive Director (PR) (Dr. C.L. Ram), Food Corporation of India, 16-20, Barakhamba Lane, New Delhi-110001

Copy also for information to:

1. PS to Hon'ble Minister (CA, F&PD)
2. PS to Hon'ble MoS (CA, F&PD)
3. PSO to Secretary (DFPD)

2/2

300090/2021/SO(ICT)

No. 3-3/2020-ICT
 Government of India
 Ministry of Consumer Affairs, Food & Public Distribution
 Department of Food & Public Distribution

Krishi Bhavan, New Delhi
 Dated, the 15th February, 2021

OFFICE MEMORANDUM

Sub: Hiring of infographists for Advertisement, Publicity and Social Media activities in the DFPD - Regarding.

The undersigned is directed to refer to the ICT Section's OM of even number dt. 25th January, 2021 (copy enclosed) and to convey the approval of Secretary (DFPD) for providing 2 Infographists to DFPD for handling the Social Media (Twitter and Facebook), Advertisement & Publicity activities of the Department.

2. These 2 Infographists will work in close co-ordination with the Social Media Cell of the Department (constituted by AC Section) comprising of undermentioned 4 senior level officers.

i. Sh. D.K. Gupta, Director (PD) - In-charge *CK 17/2*

ii. Sh. Rakesh Kumar Meena, Director (Py II & III and FC-III) - Member *17/2*

iii. Sh. Dharendra Kumar, DS (Admn) - Member *AD 17/2/20*

iv. Sh. Devendra S. Uikey, DS (ICT) - Member

3. All the Divisions are requested to make active use of the above mentioned 2 infographists and if required, the aforementioned Social Media Cell constituted by the AC Section may also be consulted.

4. The details of the Infographists will be shared on receipt of the same from FCI.

5. Further, in compliance to the directions of the Hon'ble Minister (CA, F&PD), any negative news, in any platform of the Social Media/Audio/Video/Print should be countered immediately.

Enc.: As above

Digitally signed by ARUN
 KUMAR SAIGAL
 Date: Wed Feb 17 10:44:26 IST
 2021
 Reason: Approved

(Arun Kumar Saigal)
 Under Secretary (ICT)

To;

1. AS&FA/AS(Py,FCI&CVO)
2. JS(Stg.&PG)/ JS(Impex&IC)/ JS(PD)/ JS(S&A)/ CCA/ Pr. Advisor/ Economic Advisor/ Advisor (Cost)
3. Social Media Cell
4. eOffice Notice board

0/1

300090/2021/SO(ICT)

Copy for kind information to:

13/12
17/12/21

1. PS to H'ble Hon'ble Minister (CA, F&PD)
2. PS to H'ble Hon'ble MoS (CA, F&PD)
3. PSO to Secretary (DFPD)

13/12/21