



प्रो. रजनीश जैन
सचिव

Prof. Rajnish Jain
Secretary



विश्वविद्यालय अनुदान आयोग
University Grants Commission

(शिक्षा मंत्रालय, भारत सरकार)
(Ministry of Education, Govt. of India)

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D.O.No.F.1-1 /2020 (Secy)

8th October, 2020

Subject : Jan Andolan Campaign on COVID-19

Respected Madam /Sir,

This is in reference to the communication dated 7th October, 2020 received from the Secretary, Ministry of Information & Broadcasting regarding launching of **Jan Andolan Campaign on COVID-19** by the Hon'ble Prime Minister of India by a tweet on 8th October, 2020.

The **Jan Andolan Campaign on COVID-19** is a Low Cost, High Intensity campaign driven by people's participation, for dissemination throughout the country using all media platforms. The Campaign emphasises on "Unlock With Precautions" i.e. COVID-19 Appropriate Behaviour in the New Normal. The three key messages being highlighted are- "**Wear Mask, Follow Physical Distancing, and Maintain Hand Hygiene**".

In this regard, the Vice-Chancellors of all the Universities and Principals of all the Colleges are requested to make the following arrangement for wider reach and dissemination of messages:

- Display of Posters, Banners, Billboards etc. at prominent locations/ Institutions website and other social media platforms. Two creatives (in Hindi and English) for the campaign attached with the letter may be used. Alternative creatives are also attached for states where the Model Code of Conduct is in operation.
- Facilitation of Pledge (enclosed with the letter) on any suitable day within this week by faculty, officers, staff and students of the respective Institutions.

Also, all HEIs may kindly upload detailed action taken report on UGC's University Activity Monitoring portal (UAMP) www.ugc.ac.in/uamp/.

Your cooperation in spreading awareness about the Campaign is highly solicited.

With warm regards,

Yours sincerely,

(Rajnish Jain)

Encl: As Above

To:

- The Vice Chancellors of all the Universities
- The Principals of all the Colleges