



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)

8<sup>th</sup> October, 2020

**Subject : Jan Andolan Campaign on COVID-19**

Respected Madam /Sir,

This is in reference to the communication dated 7<sup>th</sup> 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 8<sup>th</sup> 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/](http://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

# Pledge

**I \_\_\_\_\_ commit to be vigilant and bear in mind at all times, the risk to myself and my colleagues from COVID-19.**

**I promise to take all necessary precautions that prevent the spread of this deadly virus. I promise to follow and encourage others to follow the key COVID Appropriate Behaviours.**

**To always wear a mask / face cover, especially when in public places.**

**To maintain a minimum distance of 6 feet from others**

**To wash my hands, frequently and thoroughly with soap and water.**

**Together we will win this fight against COVID-19.**



भारत सरकार  
Government of India

# कोरोना से बचें



सही से मास्क पहनें



हाथ धोएं बार बार



निभाएं दो गज की दूरी



जब तक दवाई नहीं  
तब तक ढिलाई नहीं



भारत सरकार  
Government of India

# कोरोना से बचें



हाथ धोएं बार बार



सही से मास्क पहनें



निभाएं दो गज की दूरी



जब तक दवाई नहीं  
तब तक ढिलाई नहीं