



COUNCIL FOR THE INDIAN SCHOOL  
CERTIFICATE EXAMINATIONS, NEW DELHI

Promoting Excellence in Education since 1949

**KEEP  
DISTANCE  
FROM OTHERS**



←----- 2 meters or 6 feet -----→  
minimum



**COVID-19  
PREVENTION**

**WEAR  
MASK  
PROPERLY**



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CERTIFICATE EXAMINATIONS, NEW DELHI**



**COVID-19  
PREVENTION**

# WASH HANDS THOROUGHLY

COVID-19  
PREVENTION



Providing Excellence in Education since 1952

COUNCIL FOR THE INDIAN SCHOOL  
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Preserving Excellence in Education since 1959

**COUNCIL FOR THE INDIAN SCHOOL  
CERTIFICATE EXAMINATIONS, NEW DELHI**



← 2 meters or 6 feet  
minimum →



## 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.

# **Intensive & Focussed COVID-19 Campaign**

***Message Before Every Meeting***

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

## **Rationale**

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

# 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**



## **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**

## **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**

## **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**

## **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.**

## **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.**