सत्यमेव जयते

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GOVERNMENT OF INDIA
लोक उद्यम विभाग
DEPARTMENT OF PUBLIC ENTERPRISES
भारी उद्योग एवं लोक उद्यम मंत्रालय
MINISTRY OF HEAVY INDUSTRIES & PUBLIC ENTERPRISES
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D.O. No. 16(6)/2020-MGMT
13th October, 2020

Dear Chief Executive,

In continuation of my earlier DO letters dated 7th and 8th October, 2020, all Central Public Sector Enterprises (CPSEs) are requested to consider integration/embedding of messages related to COVID-19 precautions within their advertisements in print, electronic and social media. In this regard, the "*Illustrative Guide on COVID-19 Appropriate Behaviours*", released by the Ministry of Health & Family Welfare is attached for reference. The action taken in this regard may please be intimated to this Department (email : lokeshbajpai.ofb@nic.in).

With regards,

Yours sincerely,

Encl : As stated

(**Agrim Kaushal**)

To Chief Executives of all CPSEs

Ministry of Health and Family Welfare
Government of India

Help us to help you

An Illustrative Guide on COVID Appropriate Behaviours

As you are aware, the COVID 19 pandemic has led to unprecedented and unanticipated challenges requiring collective action and support from all.

While all necessary measures to fight the spread of Novel Corona Virus (COVID 19) are being effectively led by the Central Government and State Governments, there is a need to reinforce the importance of preventive measures and practices in a sustained manner, to deal with the disease over the long run.

This guidebook outlines a comprehensive list of 15 preventive behavioural practices which are critical to winning this fight against the deadly virus.
This fight can be won only when everyone knows their goal; everyone knows their role.

A set of 15 promises, we need to follow, as part of COVID Appropriate Behaviours

1. Greet without physical contact

2. Maintain physical distance

2 Gaj ki Doori
(6 feet)

3. Wear reusable face cover or mask

4. Avoid touching eyes, nose and mouth

5. Maintain respiratory hygiene

6. Wash hands frequently and thoroughly

7. Do not chew tobacco, khaini etc. or spit in the public places

8. Regularly clean and disinfect frequently touched surfaces

9. Avoid unnecessary travel

10. Do not discriminate against anyone

11. Discourage crowd - Encourage Safety

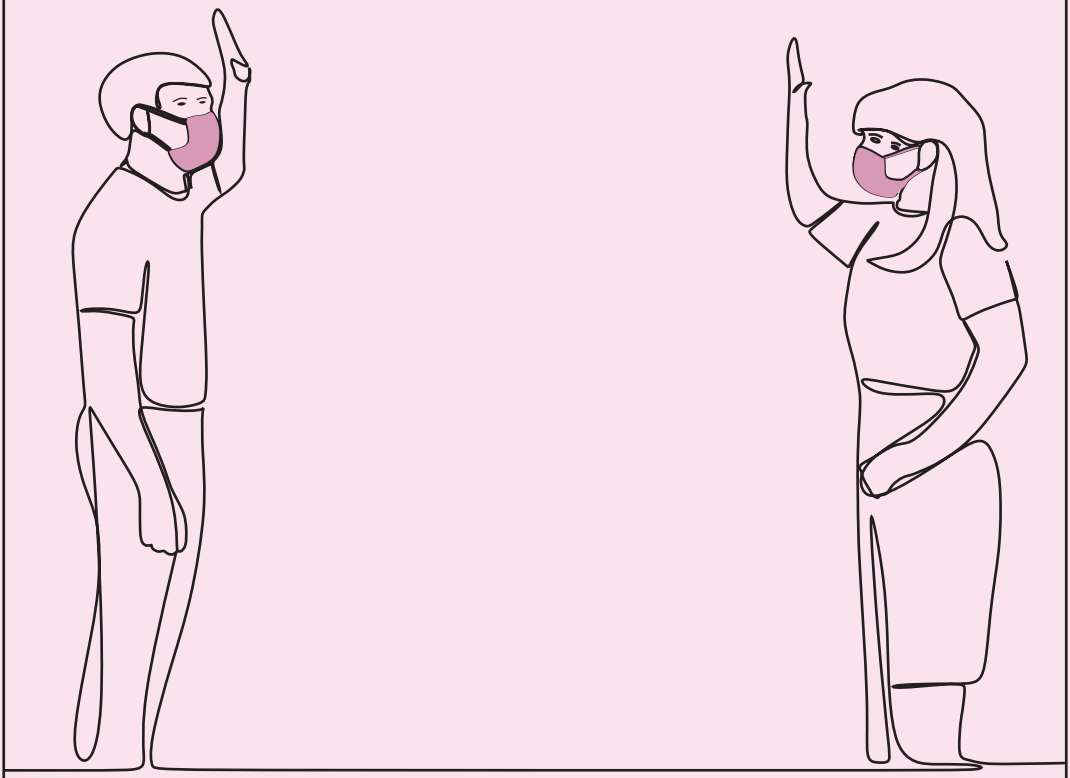
12. Do not circulate social media posts which carry unverified or negative information

13. Seek information on COVID-19 from credible sources

14. Call National Toll-free helpline 1075 or State helpline numbers for any queries

15. Seek psychosocial support for any stress or anxiety

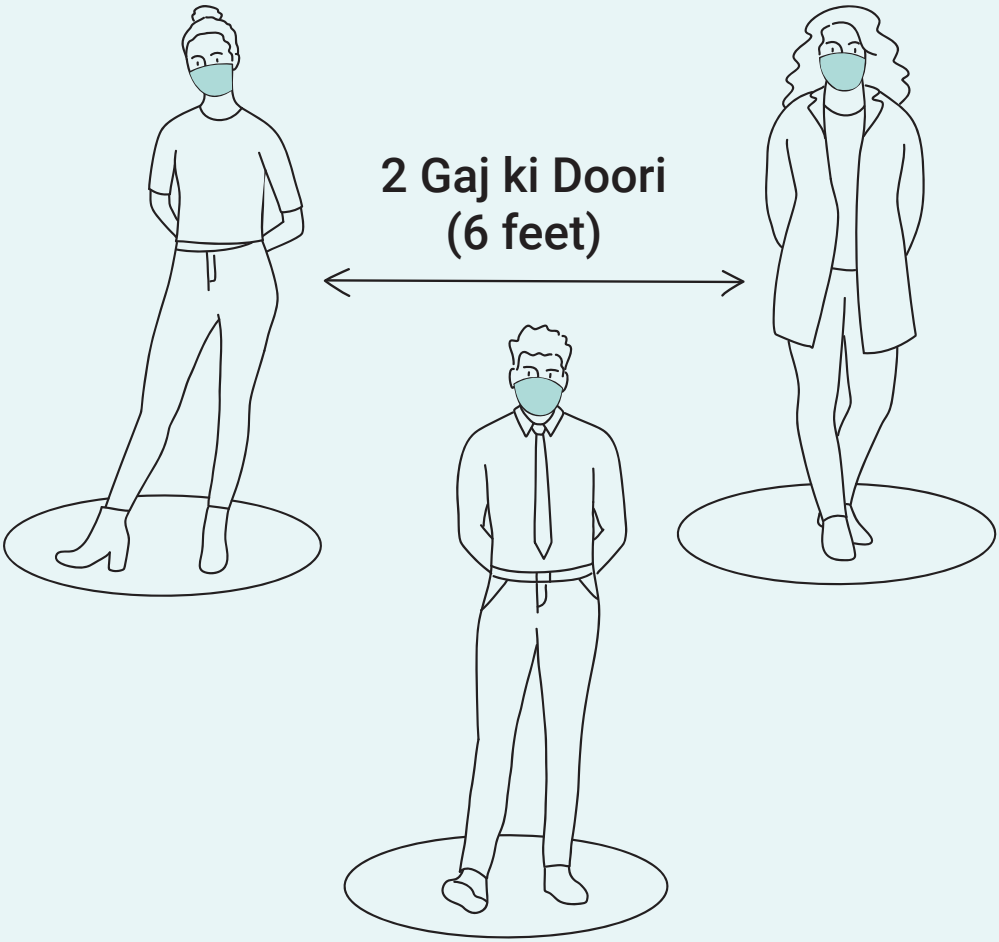
1. Greet without physical contact



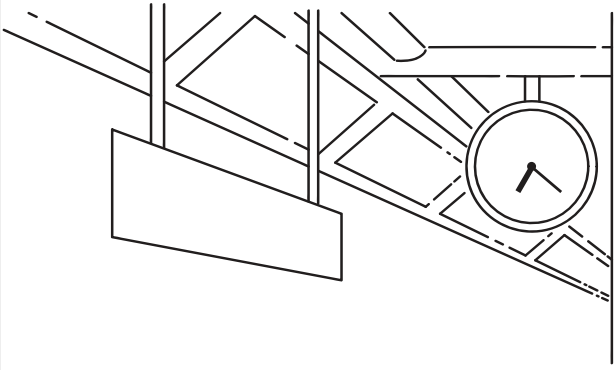
Avoiding physical contact is a responsible behaviour as it prevents the spread of COVID-19 disease and other viruses.

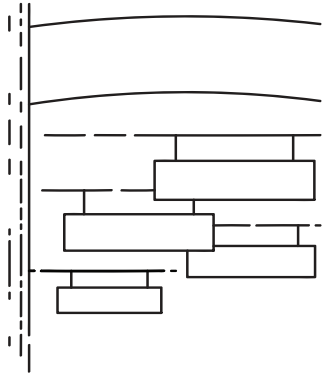
Be responsible!
Promote greeting without any form of physical contact

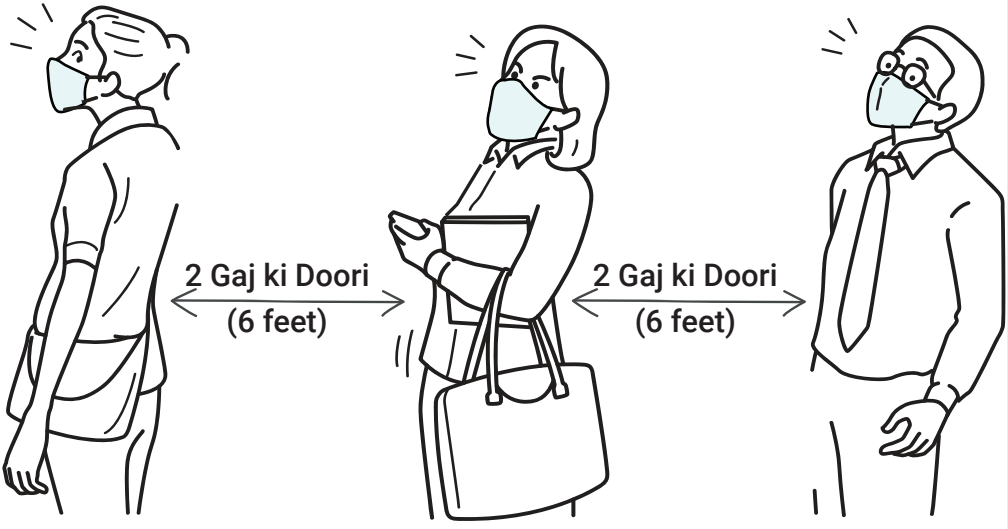
2. Maintain Physical distance



Follow distancing norms
in all public places
Keep minimum distance
of 2 Gaj(6 feet)

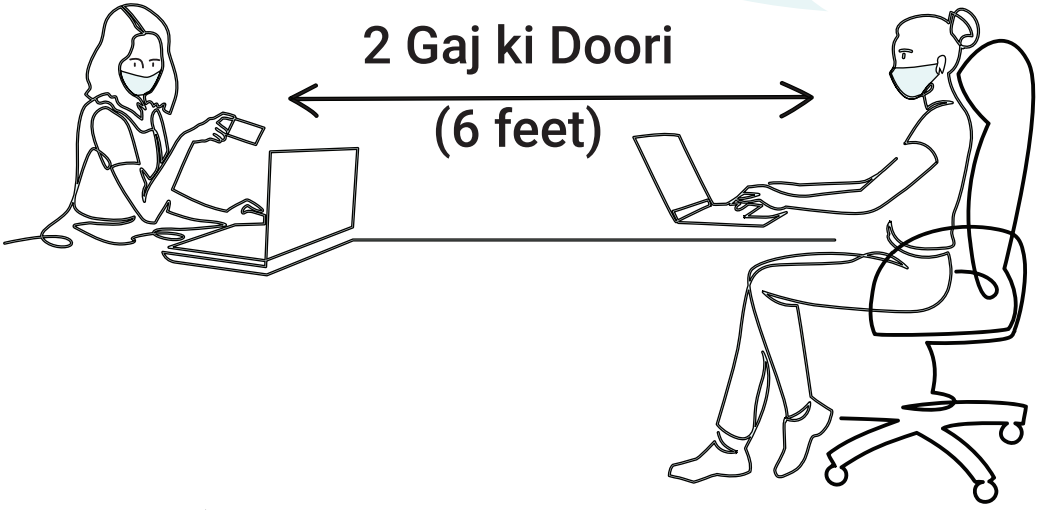






Especially, when you go out to shop for essential products to the vegetable or fruit market, dairy store, pharmacy, hospital, etc....

Also follow distancing norms when in a room / office with other people



If the other person is infected, their physical contact may increase the risk of transmission

3. Wear reusable hand- made face-cover or mask, at all times

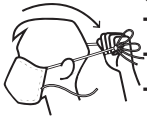
Why is it necessary to wear a hand-made face cover or mask?

A handmade face cover or mask limits the spread of any respiratory infection and protects the community at large

How to wear a mask

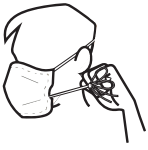
1.
Wear mask so nasal clip is over the nose. External pleats should face downwards

2.
Open mask pleats so it covers mouth and nose

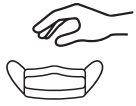


3.
Tie upper strings first. Then lower strings. There should be no gap between face and mask

4.
Do not touch front of the mask



5.
Remove by first untying lower string and then upper string.



6.
Replace mask after 8 hours or when damp/humid

7.
Dispose the mask in the recommended manner

8.
Clean hands after removal of mask

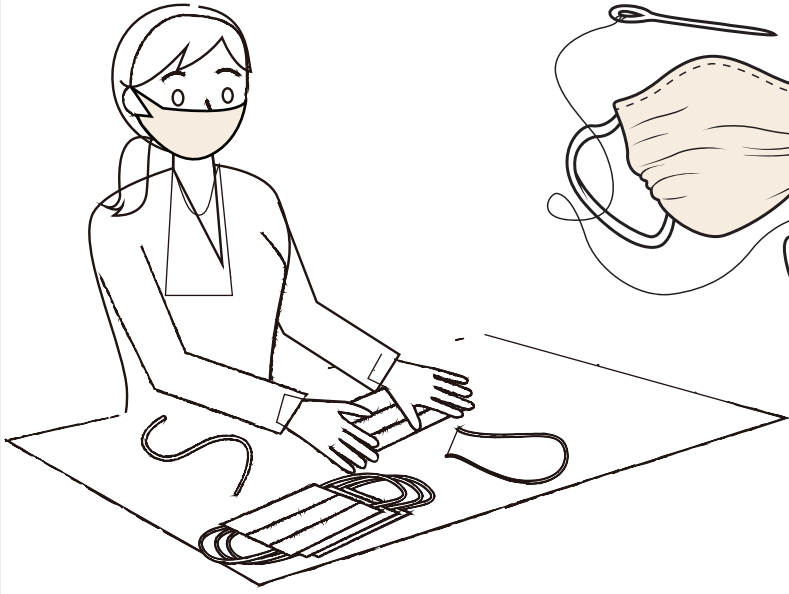
9.
Do not reuse single use mask

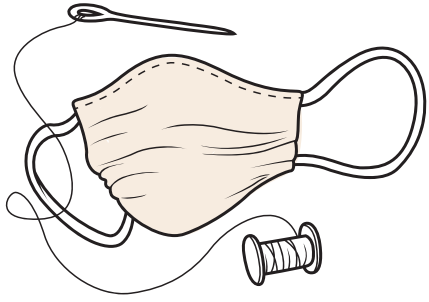
Do I need to wear a mask at all times?

Remember three key occasions one must definitely wear a face cover or mask

1. When you undertake any essential travel or go to a public place
2. When you are in a room with other people
3. When you have any signs of cough, cold or flu

You can easily make a face cover at home to protect yourself

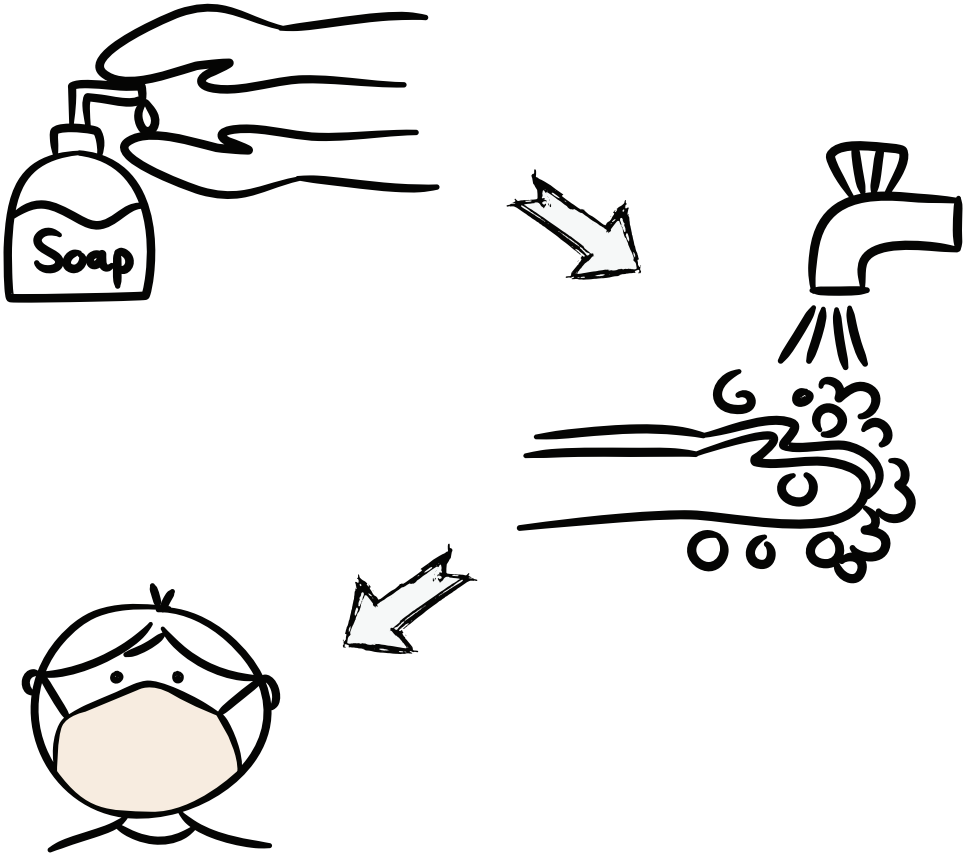




Really?

Yes, just log on to www.mohfw.gov.in and read the manual on how to make a face cover

Always remember, wash hands with soap and water or use an alcohol based sanitizer before wearing a mask



4. Avoid touching your eyes, nose or mouth

We tend to touch our face inadvertently...
let's be extra careful

But Why?

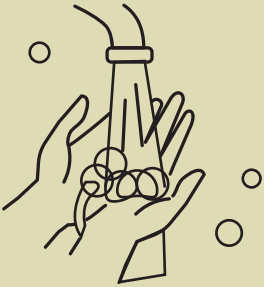
Hands touch many surfaces and can easily pick up germs and viruses

Once contaminated, hands can transfer the virus to your eyes, nose or mouth

From there, the virus can enter your body and can make you sick

Your safety is in your own hands- quite literally!

5. Maintain respiratory hygiene



Cover your nose and mouth when you cough or sneeze with tissue or handkerchief

Not carrying a tissue or handkerchief?
Cough or sneeze into your bent elbow

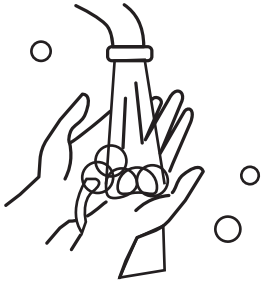
Don’t forget...
Wash hands immediately after you cough or sneeze

6. Wash hands regularly and thoroughly!

Your safety is in your hands – Literally!

Wash your hands frequently and thoroughly with soap and water

Meet our hand hygiene superheroes



Frequently hand-wash with me using water.
I am there to protect you from any virus, including COVID-19

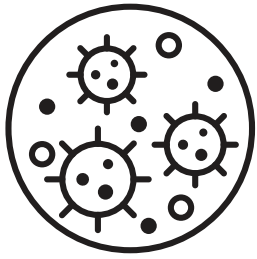
ALCOHOL-BASED HAND SANITIZER
You can use me if you don't have soap and water facility.

7. Regularly clean and disinfect frequently touched surfaces

Practicing good environmental hygiene makes your surroundings safer.

How is that?

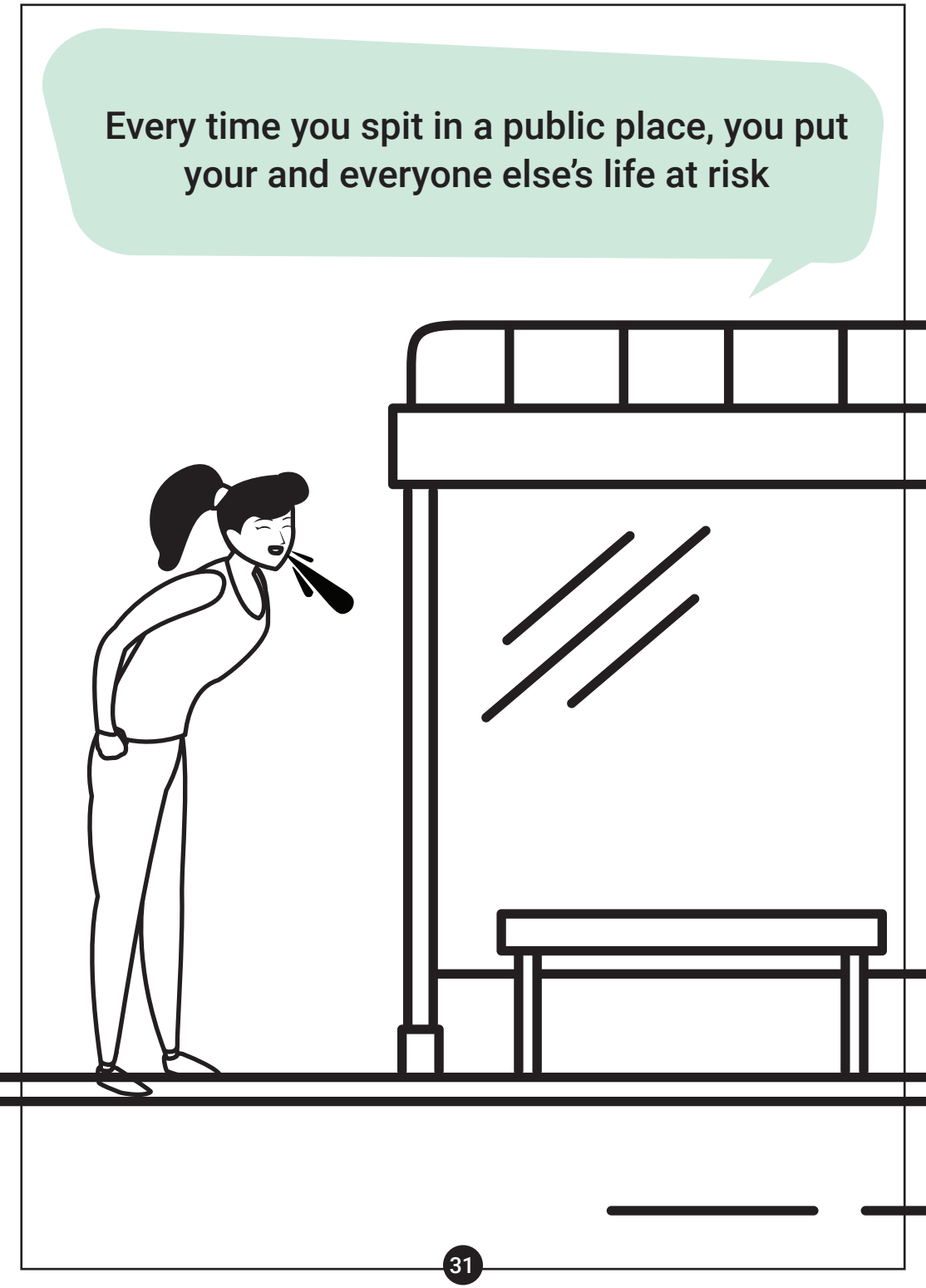
Because the infected droplets are likely to settle on surrounding surfaces.



You may use chemical disinfectants to clean the surfaces

But wait...
Don't forget to wear gloves during disinfection

8. Do not spit in the open

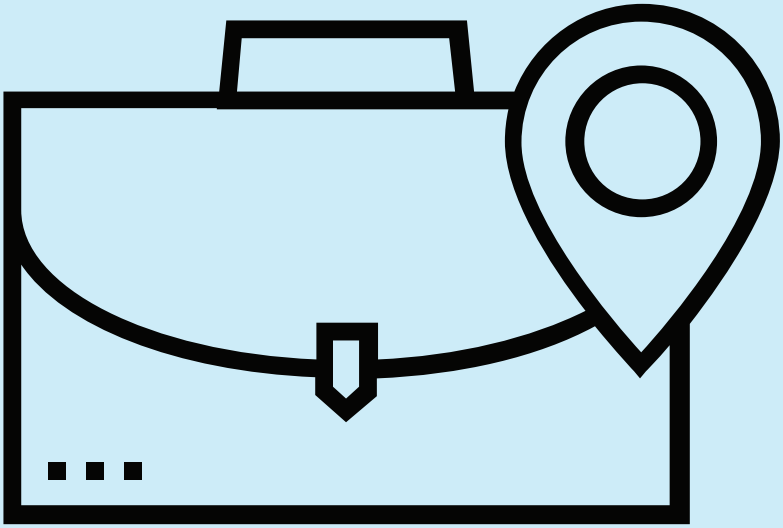

Every time you spit in a public place, you put your and everyone else's life at risk

Spitting in public places can increase the risk of COVID-19 spread

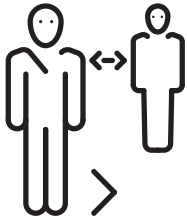
This also includes spitting after consuming smokeless tobacco products

Remember - Spitting in public places is also punishable by law

9. Avoid unnecessary travel



Travel only when it's absolutely essential



2 Gaj ki Doori
(6 feet)

And if you do step out of your house...

Wear your face-cover and follow distancing norms

10. Do not discriminate - Against anyone!

Show compassion and support to persons affected with COVID-19 and their families

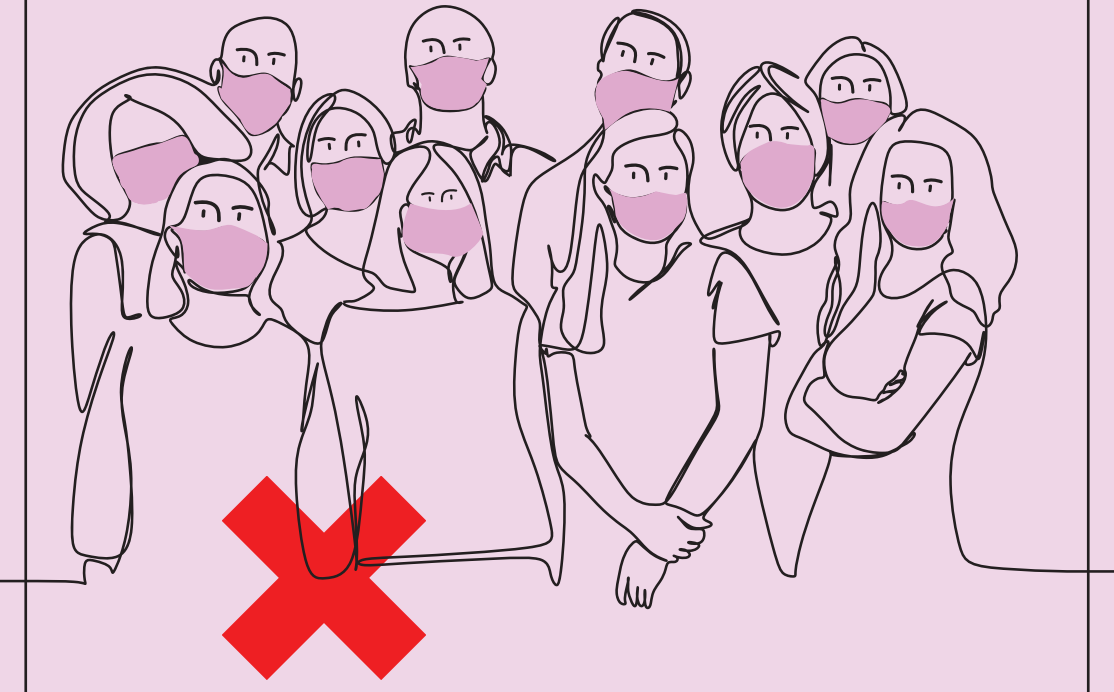
Remember – As people keep a check on any symptoms associated with COVID-19 and are willing to undergo testing, they also provide an opportunity to beat the disease!

Download the Aarogya Setu app to monitor your health

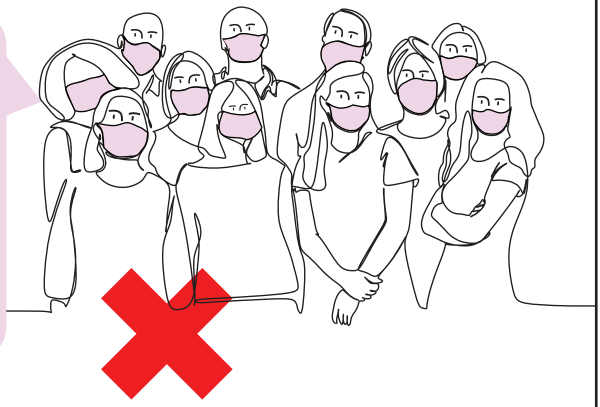
Boost the morale of doctors, nurses, police, sanitation workers who are on guard 24X7 to protect us

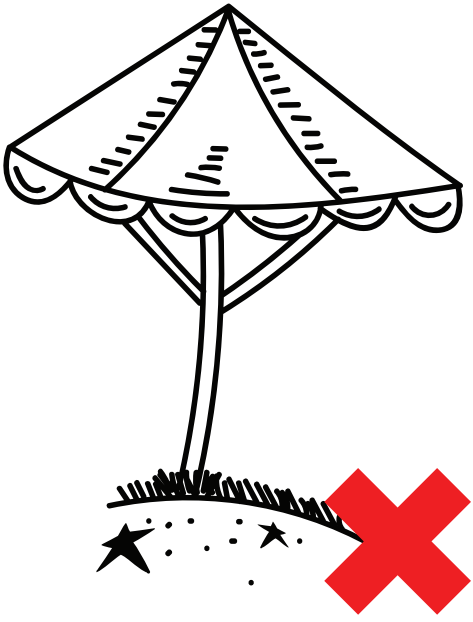
It is time to show CARE
Compassion
Assurance
Respect
Encouragement

11. Discourage crowd - Encourage safety

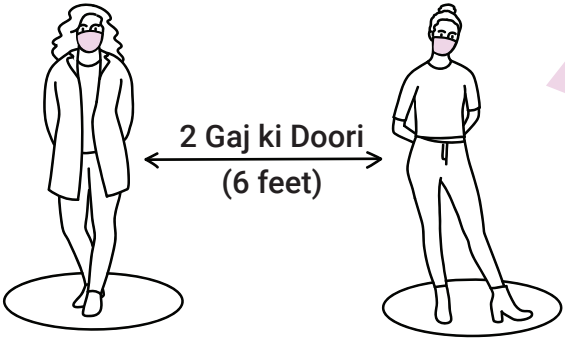


Limit going to social gatherings and say no to crowded places.

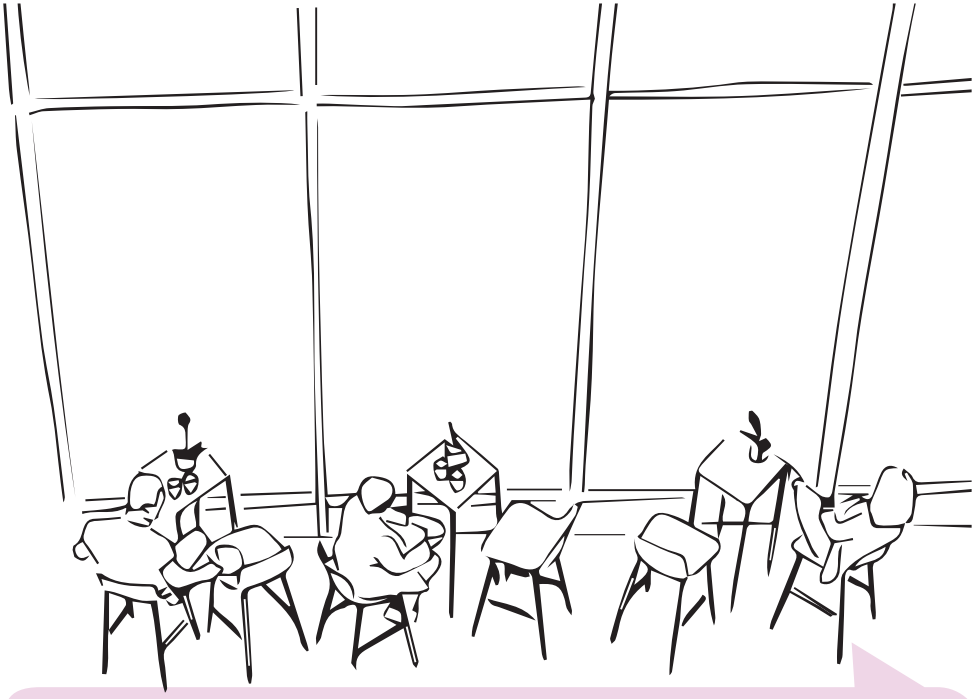




Unnecessary travel to crowded places or large gatherings increases the risk of COVID-19 transmission!



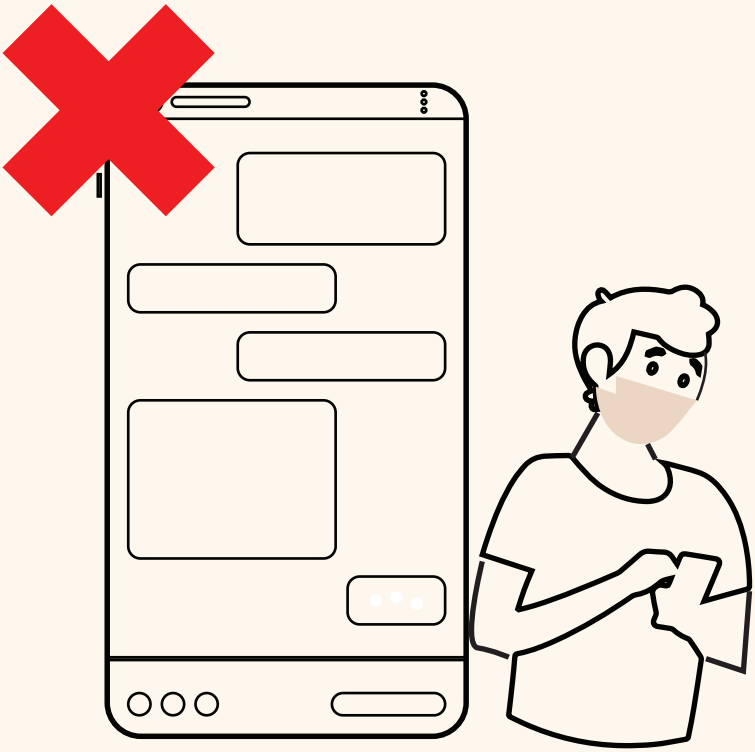
Keep a reasonable distance of atleast 2 Gaj(6 feet) from others



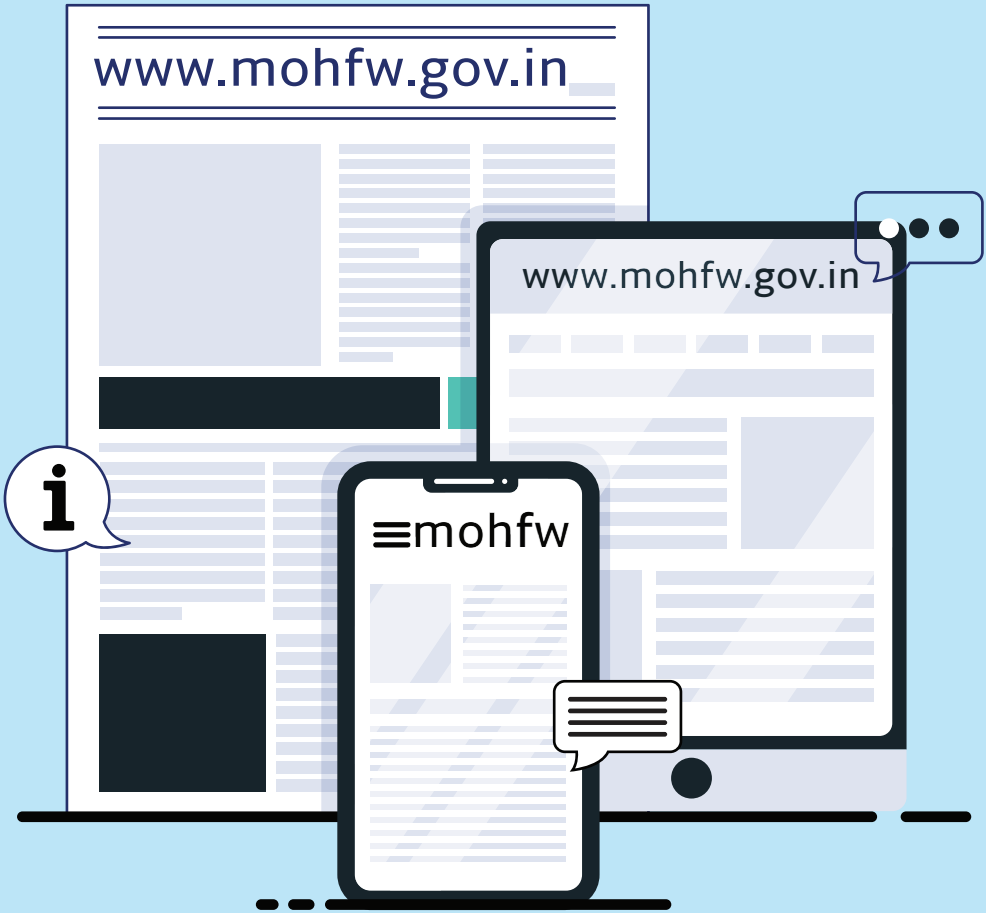
For important events which cannot be postponed, keep the number of guests to minimal

Oh, have you tried connecting with your loved ones and colleagues virtually?
Try it, it is much safer!

12. Do not circulate social media posts which carry unverified or negative information



13. Seek information on COVID-19 from credible sources



There is COVID-19 related information coming in from so many sources. Which one should I rely on?

The most credible source for COVID-19 information is Ministry of Health and Family Welfare's website (www.mohfw.com). You will receive all updated information and facts related to COVID-19 here.

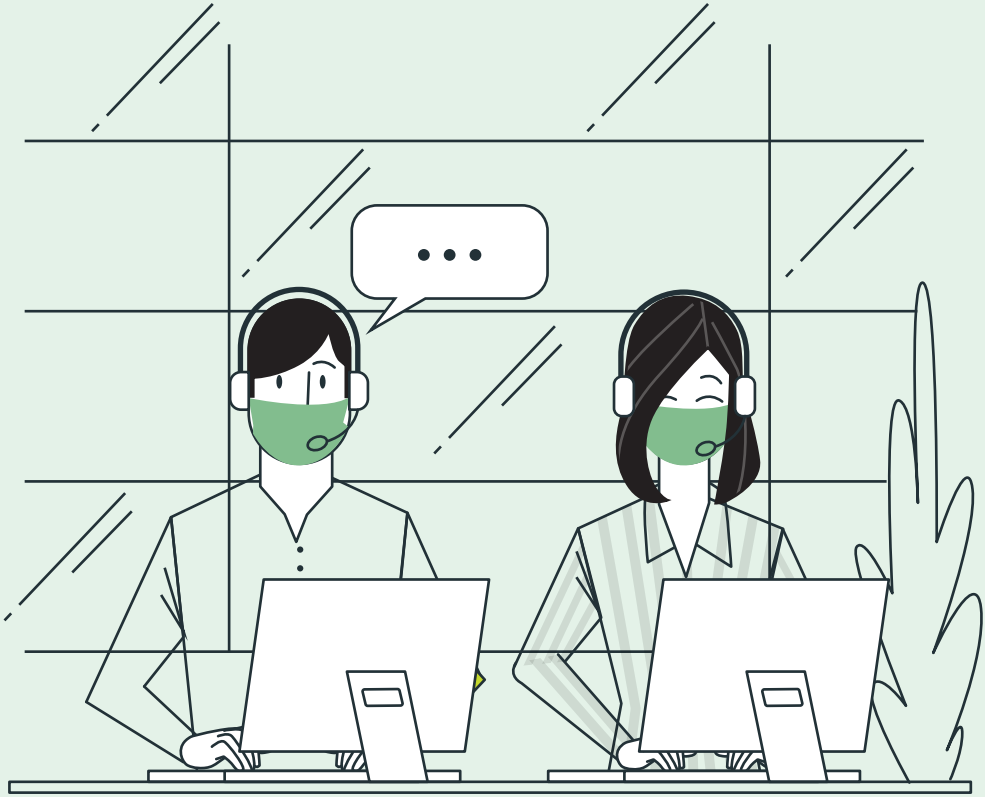
14. Call national toll free helpline numbers 1075 or State helpline numbers for any COVID-19 related queries

If you have any COVID-19 related queries or observe any COVID-19 related symptoms like fever, cough, or difficulty in breathing, call the national helpline number 1075 (toll free)

Do not hesitate to disclose your symptoms

The earlier you seek help, the faster you will beat the disease!

15. Seek psychosocial support in case of any distress or anxiety

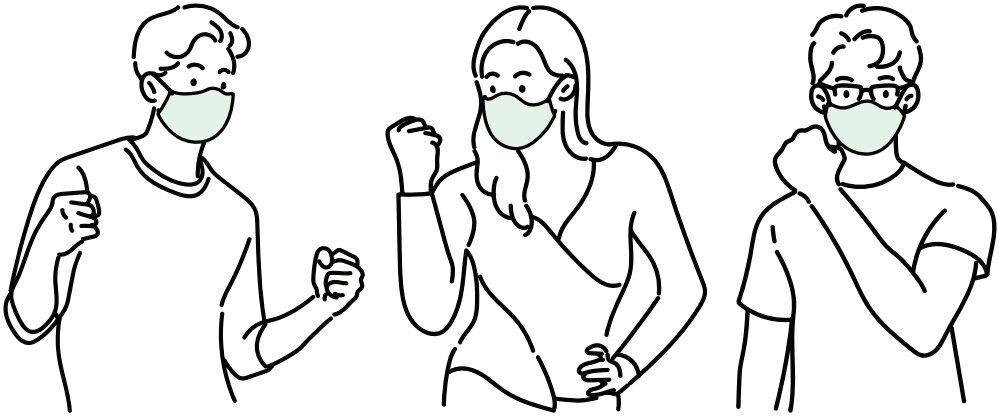


Coping with any public emergency or outbreak can be a testing time for people and their families – both affected or unaffected

Do not ignore or suppress any feelings of anxiety or distress

Psychosocial support services are available at all times for you, to address any stress or distress related queries and concerns

Call on national psychosocial toll-free helpline number 08046110007



Together,
we will fight COVID-19!