

**GOVERNMENT OF NATIONAL CAPITAL TERRITORY OF DELHI
DIRECTORATE OF EDUCATION: SCHOOL BRANCH
OLD SECRETARIAT: DELHI - 110054**

No. DE.23 (386)/SchBr/SHP/2021/184-188

Dated: 20.07.2021

CIRCULAR

Sub:-Dawai Bhi, Kadai Bhi- An intensive and focused communication campaign against COVID-19 Pandemic.

Under the campaign 'Dawai Bhi, Kadai Bhi' an effort is to be made to reinforce adherence to COVID-19 appropriate behavior by sending message regarding Cleanliness, Wearing Mask, Safe Distancing and Washing Hands. All the Heads of Govt., Govt. Aided and Private Unaided Recognized Schools under Directorate of Education, GNCTD are hereby directed to convey the aforesaid message to students via online mode.

The campaign for COVID-19 Appropriate Behaviour will be a 'Low cost People's Campaign (Jan Andolan)'. The approved creatives for the 'Jan Andolan' is enclosed, which may be used for the following actions by the schools.

- Dissemination of message/ creative material in local languages in schools.
- Display of posters inside and outside school premises.
- Integrating creative/message in online classes by teachers for students.

In order to amplify the campaign in a coordinated manner, photographs of outreach activities and display of creatives may be tweeted with #Unite2FightCorona.

A weekly action taken report with good quality photographs is to be sent to Ministry of Education, hence all HoS may send these to Zonal / District DDEs who can compile them and then forward to healthschoolbranch@gmail.com

The issues with approval of the Competent Authority.

Encl: As above


20/7/21
(Dr. Rita Sharma)
Addl. DE (School)


Heads of all Govt., Govt. Aided & Private Unaided Recognized Schools Under Directorate of Education through DEL-E

No. DE.23 (386)/SchBr/SHP/2021/184-188

Dated: 20.07.2021

Copy to:-

1. PA to Secretary (Education).
2. PA to Director (Education).
3. All RDEs and DDEs (District and Zones) to ensure compliance.
4. System Analyst (MIS) for uploading on MIS.
5. Guard File.


DDE (School)

दिल्ली स

आप की

वैक्सीन लगवाई क्या?

अगर नहीं तो www.cowin.gov.in पर रजिस्टर करें



बार-बार साबुन
से हाथ धोयें



मास्क
जरूर पहनें



सोशल डिस्टेंसिंग
का पालन करें



V. V. V.

दिल्ली सरकार
आप की सरकार

वैक्सीन ही कोरोना से बचाव है वैक्सीन जरूर लगवायें



बार-बार साबुन
से हाथ धोयें



मास्क
जरूर पहनें



सोशल डिस्टेंसिंग
6 फीट
का पालन करें



Manoj

दिल्ली सरकार
आप की सरकार

वैक्सीन ही आपको और आपके पूरे परिवार को कोरोना से बचा सकती है



बार-बार साबुन से हाथ धोयें



मास्क जरूर पहनें



सोशल डिस्टेंसिंग का पालन करें



Manish