

कामरान रिज़वी
अपर सचिव
KAMRAN RIZVI
Additional Secretary



भारत सरकार
आवासन और शहरी कार्य मंत्रालय
निर्माण भवन, नई दिल्ली-110011
GOVERNMENT OF INDIA
MINISTRY OF HOUSING AND URBAN AFFAIRS
NIRMAN BHAWAN, NEW DELHI-110011

D.O. 16/1/2021-SBM-III

Dated 26th April, 2021

Dear Sir/ Madam,

At the outset, I would like to take the opportunity to thank you and your team for their unstinted efforts in containing the COVID-19 crisis since the past one year. We are now, however, faced with another unprecedented crisis as the second wave of the pandemic has hit us. While the situation is grim, there is enough evidence to show how concerted efforts and collective action can help us win over this battle, as we had experienced during the first wave of COVID-19.

2. Over the last few months, Government has successfully rolled out the COVID vaccination programme in phases. In this context, one of the challenges is to ensure that all citizens of Urban India **receive factually correct and prompt information and updates on vaccine benefits and roll out progress**. It is critical to build public confidence regarding vaccine safety and address fears over any adverse events, while continuing to stress on strict public adherence to COVID Appropriate Behaviour, as given below.

3. I would like to reiterate that as important as it is to focus on public health infrastructure, sanitization of public spaces, and vaccinating citizens, it is equally important to **effectively communicate and reiterate key messages** of COVID Appropriate Behaviour, viz.

- **social / physical distancing (2 gajkidoori),**
- **wearing of face masks covering nose and mouth in public places at all times**
- **regular hand washing/sanitizing,**
- **avoiding touching of eyes, nose or mouth**
- **No spitting in the open**
- **Keeping work places, house and surrounding areas clean**
- **Taking vaccination shots as per relevant schedule (all above age of 18) among all citizens.**

Contd/...2/-

:2:

4. In the light of the above, and as part of your action plan for management of the second phase of COVID-19, I would request you to kindly instruct your States' / UTs' Mission teams and ULBs to proactively engage with all their **Swachhagrahis, volunteer organizations, citizen groups, Self Help Groups, NGOs, Community Based Organisations and SBM-U brand ambassadors, RWAs, market associations, and social media influencers** and enlist their cooperation in disseminating the message of COVID Appropriate Behaviour and importance of vaccination among citizens through different platforms, including social and digital media.

5. I am confident that under your able leadership and with the right kind of planning and effective coordination and communication among stakeholders, we will be able to tide over these difficult times.

With warm regards,

Yours Sincerely,

Kamran
(Kamran Rizvi) 26/4

To: Principal Secretaries- Urban Development of all States / UTs

Copy To:

- All State Mission Directors
- All Municipal Commissioners / Executive Officers of ULBs