

Jan Andolan for COVID-19

October 9, 2020

In News

The Prime Minister has launched a campaign on **Jan Andolan for COVID-19 Appropriate Behavior in view of the upcoming festivals and winter season as well as the opening up of the economy**. He has appealed to people to unite to fight Corona and urged the people to always remember to wear a mask, wash hands, follow social distancing by maintaining 'Do Gaz Ki Doori.'

More About Jan Andolan

- A **Concerted Action Plan** will be implemented by Central Government ministries and departments and State Governments and Union Territories with **region-specific targeted communication in high case-load districts**.
- Proper **dissemination of precautionary measures on all media platforms** throughout the country will be put out. Special focus will be laid on **simple and easily understandable messages**, so that they can reach every citizen.
- The campaign, launched via a **series of tweets with the #Unite2FightCorona tag**, garnered major support on social media.
- It aims to be a **low-cost, high-intensity campaign with the key messages of 'wear mask, follow physical distancing and maintaining hand hygiene'**.
- The campaign will be **conducted in various languages** across the country and a **Covid-19 pledge** will be taken by all.