

**No.F.27-2/2020-IS-9**  
Government of India  
Ministry of Education  
Department of School Education & Literacy  
IS-9 Section  
\*\*\*

Shastri Bhawan, New Delhi  
Dated 15<sup>th</sup> January, 2021

To

The Additional Chief Secretaries/Pr. Secretaries/Secretaries (Education) of all States/UTs.

**Subject: IEC materials to mainstream Corona Responsive Behaviour (CRB) across Schools & related communities- regarding.**

Madam/Sir,

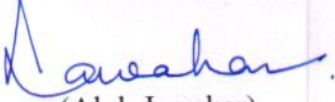
I am directed to refer to this Department's D.O. letter of even number dated 6<sup>th</sup> November 2020(copy enclosed) circulating IEC materials to mainstream Corona Responsive Behaviour (CRB) across Schools & related communities to all States and UTs.

2. The English version of IEC materials (posters, wall paintings and social media creatives) has also been prepared. The material is available for download at the following link:

<https://drive.google.com/drive/folders/1NmiwQRPwa1hmMcsbZ1VLjsCB45siFbdQ?usp=sharing>

Yours faithfully,

Encl: as above

  
(Alok Jawahar)

Under Secretary to the Government of India  
Tel. No. 011-23381095  
Email: [alok.jawahar@nic.in](mailto:alok.jawahar@nic.in)

Copy for similar action to:-

1. Chairperson, CBSE
2. Commissioner, KVS
3. Director, NCERT
4. Commissioner, NVS
5. Chairman, NIOS
6. Chairman, CISCE
7. Director, CTSA

Copy also to:-

1. PPS to Secretary (SE&L)
2. Social Media Unit, Ministry of Education.
3. UNICEF
4. NIC cell – for uploading on the website.



सत्यमेव जयते



एक कदम स्वच्छता की ओर



सूचना का अधिकार

**L.S. Changsan**  
**Joint Secretary (Institutions)**

**D.O. No. 27-2/2020-IS-9**

भारत सरकार  
शिक्षा मंत्रालय  
स्कूल शिक्षा और साक्षरता विभाग  
शास्त्री भवन  
नई दिल्ली – 110 115

GOVERNMENT OF INDIA  
MINISTRY OF EDUCATION  
DEPARTMENT OF SCHOOL EDUCATION & LITERACY  
SHASTRI BHAVAN  
NEW DELHI-110 115

Shastri Bhawan, New Delhi,  
Dated 6<sup>th</sup> November, 2020

*Respected Sir/Ma'am,*

As you are aware, In India as well as in other countries, educational practices have been among the worst hit by the pandemic. Till now, non-opening of schools has kept children safe. However, opening of the schools which is inevitable, if not carefully nurtured in terms of a new code of conduct and rigorous protocol, could reverse all gains that the Government's calibrated handling of COVID-19 has so far yielded.

2. This Department, with the support of UNICEF, has prepared IEC material to mainstream Corona Responsive Behaviour (CRB) across Schools & related communities. This includes posters, wall paintings, animation film for Gram Panchayat & SMC and social media creatives. The material is available for download at the following link:

<https://drive.google.com/drive/folders/18mXWZ55rLv6HAbZxrEdKPbC99cgQlkeo?usp=sharing>

3. I would like to request you to disseminate above IEC materials among Teachers, Staff and Students and also make arrangements for proper display of the posters and paintings in schools.

With Regards

Yours sincerely,

(L.S. Changsan)

To

The Additional Chief Secretaries/Pr. Secretaries/Secretaries (Education) of all States/UTs.




शिक्षा का अधिकार  
सर्व शिक्षा अभियान  
सब पढ़ें सब बढ़ें

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3. Director, NCERT
4. Commissioner, NVS
5. Chairman, NIOS
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7. Director, CTSA

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(L.S. Changsan)