



Prime Minister's Office

PM launches public movement and appeals everyone to unite in fight against corona

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Prime Minister, Shri Narendra Modi launched a public movement today and appealed everyone to unite in the fight against corona.

In a tweet, the Prime Minister appealed everyone to unite in the fight against Corona. Reiterating the key message of “wear a mask, wash hands, follow social distancing and practice do gaj ki doori”, the Prime Minister said together we will succeed and win against the Covid-19.

The campaign is being launched with the aim to encourage People’s Participation. Under the campaign, a COVID-19 Pledge will be taken by all. A Concerted Action Plan will be implemented by Central Government Ministries/ Departments and State Governments/ Union Territories with the following highlights:

- Region- specific targeted communication in high case-load districts.
- Simple and easily understandable messages to reach every citizen
- Dissemination throughout the country using all media platforms
- Banners and Posters at public places; involving Frontline workers and Targeting Beneficiaries of Government Schemes
- Hoardings/ wall paintings/ electronic display boards in government premises
- Involvement of Local and National influencers to drive home the message
- Running mobile vans for regular awareness generation
- Audio messages; pamphlets/ brochures on awareness
- Seeking support of Local Cable Operators for running COVID messages
- Coordinated media campaign across platforms for effective outreach and impact



Let us #Unite2FightCorona!

Let us always remember:

Wear a mask.

Wash hands.

Follow social distancing.

Practice 'Do Gaj Ki Doori.'

Together, we will succeed.

Together, we will win against COVID-19. pic.twitter.com/x5bymQpqjx

— Narendra Modi (@narendramodi) October 8, 2020

VRRK/KP

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