



F.110336/01/2021/KVS(HQ)/Acad/Misc Matter

दिनांक: 26.04.2021

The Deputy Commissioner  
Kendriya Vidyalaya Sangathan  
All Regional Office

Subject:- COVID-19 Appropriate Behaviour – Low cost People Campaign-reg

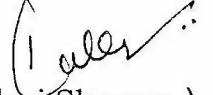
With reference to letter received from, Joint Secretary (SS-I) DSE & L, Ministry of Education, Govt of India, vide D.O No 1-3/2020-IS-5 dated 08.04.2021, on the subject cited above it is to inform that the Ministry has re-emphasize the importance and significance of COVID related social behavior norms with renewed emphasis on "Dawai Bhi, Kadai Bhi" through intensive and focused communication campaign.

The main objective of the campaign is to reinforce adherence to COVID-19 appropriate behaviour through **Cleanliness, Wearing Mask, Safe Distancing and Washing Hands.**

It is therefore requested to ensure that above message is conveyed to students and parents through the school teachers, Principals. The message may also be displayed outside the school premises. Creatives & other materials received from the Ministry from time to time will be forwarded to ROs for display at appropriate place in & outside the school premises.

**In this regard, it is requested,** to disseminate the information to all the Kendriya Vidyalayas under the Region and ensure the above message is conveyed to all stakeholders. Further, action taken report along with 02 best relevant photographs may be forwarded by each Region to this office by 05.05.2021 on [acacadkvs1@gmail.com](mailto:acacadkvs1@gmail.com) for onward transmission to the Ministry.

Yours faithfully

  
(Pallavi Sharma )

Assistant Commissioner (Acad)

**Encl:- Creatives/ Posters**

Copy to :-

1. PS to Joint Secretary(SS-I), DSE & L, Ministry of Education, Shastri Bhawan, New Delhi for information.
2. PS to Commissioner, KVS (HQ), New Delhi for information.