



केन्द्रीय माध्यमिक शिक्षा बोर्ड  
( शिक्षा मंत्रालय, भारत सरकार के अधीन एक स्वायत्त संगठन )  
**CENTRAL BOARD OF SECONDARY EDUCATION**  
(An Autonomous Organisation under the Ministry of Education, Govt. of India)



CBSE/Aff/2021

Date: 13.04.2021

CIRCULAR No: 07 /2021

To,  
All the Heads of Institutions Affiliated to CBSE

**Subject: Dissemination of message regarding COVID-19 appropriate behavior  
'Jan Andolan' campaign-reg.**

The number of cases of Covid-19 in the country is witnessing an alarming upward trend because of laxity in observation of COVID-19 precautions, low compliance for vaccination and false sense of confidence. Hence, it is imperative to re-emphasize adherence to COVID-19 appropriate behavior by driving behavior change through Cleanliness, Wearing Mask, Safe Distancing and Washing Hands.

In view of above and with respect to the communication received from the Ministry of Education in this regard, the schools are hereby requested to ensure that the above messages are conveyed by the schools to students and parents through the school teachers, principals/headmasters. The same may also be displayed outside the school premises.

The approved creative with respect to the COVID-19 appropriate behavior campaign - 'Jan Andolan' is enclosed herewith, which may be used for the following actions:

- Dissemination of message/creative material in schools.
- Dissemination of creative through digital means on websites, e-learning sites.
- Display of posters inside and outside school premises.
- Integrating creative/message in online / offline classes by teachers for students.

Further, in order to amplify the campaign in a coordinated manner, photographs of outreach activities and display of creatives may be tweeted with #Unite2FightCorona. The action taken report along with good quality photographs, wherever available, may also be sent to the concerned Regional Office.

Encls: As above

*Anurag Tripathi*

(ANURAG TRIPATHI),  
Secretary, CBSE



# दवाई भी कड़ाई भी



भारत सरकार  
Government of India

कोविड-19 का टीका लगवाने के लिए  
[www.cowin.gov.in](http://www.cowin.gov.in) या Aarogya Setu  
पर रजिस्टर करें



Wear Your Mask Properly



Wash Your Hands Regularly



Maintain Social Distancing