

NHB(ND)/DoS/ Sup. Circular No. 2/2020-21
October 26, 2020

All Registered Housing Finance Companies

Madam / Sir,

Campaign for COVID-19: Appropriate Behaviour

The COVID-19 pandemic has led to unprecedented and unanticipated challenges requiring collective action and support from all. While all necessary measures to fight the spread of virus are being effectively led by the Central Government and State Governments, there is a need to reinforce the importance of preventive measures and practices in a sustained manner to deal with the pandemic.

2. Hon'ble Prime Minister of India has launched 'Jan Andolan' an awareness campaign to promote COVID appropriate behavior. The three key messages of the campaign are: Wear Mask; Follow Physical Distancing; and Maintain Hand Hygiene.

3. In order to reach every citizen of India through 'Jan Andolan' Campaign, the partnership between various stakeholders including Central Government, State Governments, Regulators, Public and Private Sector Industry is essential.

4. Accordingly, the Housing Finance Companies (HFCs), being pivotal players in the finance sector and with their proximity to the public, are hereby advised to publicize the message far and wide so as to reach both internal and external audiences.

5. In order to create awareness about COVID as well as to motivate people to be more responsible, the following may be considered for giving wide publicity:

- Display of messages/banners/billboards across all offices/branches and associate organizations;
- Posters, banners, billboards etc. at prominent locations;
- Pop up/flash messages on opening of website/app to reflect the message;
- SMS campaign with message containing to the audience with link to sites which have COVID behavior guidelines;
- Rephrasing of awareness/information messages to carry safety precaution related message for COVID;

- Animated video on the reasons to be careful and not let guard down while visiting/availing HFC services;
- Disseminating videos through social media, mobile network and whatsapp channels;
- Regular and sustained communication through various social media about right behavior;
- Messages by top executives/management on social media.

6. Further, a COVID pledge to be taken by all is enclosed herewith. The same can be administered at any suitable time.

7. For uniform messaging, creatives for the campaign (Hindi and English) as received from the Government of India are enclosed. It may be noted that for states where Model Code of Conduct is in operation, the alternative creatives (without picture of Hon'ble PM), enclosed herewith, are to be used. It is also advised that provisions of Model Code of Conduct for Elections be strictly followed.

8. A concentrated effort on our part shall positively contribute to the campaign and awareness to promote COVID appropriate behavior amongst citizens of India.

Action initiated with regard to the above may be intimated to the Department of Supervision, National Housing Bank by October 30, 2020.

Yours faithfully,



(Vineet Singhal)
General Manager
Department of Supervision

Encl.: As above

Pledge

I _____ commit to be vigilant and bear in mind at all times, the risk to myself and my colleagues from COVID-19.

I promise to take all necessary precautions that prevent the spread of this deadly virus. I promise to follow and encourage others to follow the key COVID Appropriate Behaviours.

To always wear a mask / face cover, especially when in public places.

To maintain a minimum distance of 6 feet from others

To wash my hands, frequently and thoroughly with soap and water.

Together we will win this fight against COVID-19.

प्रतिज्ञा

मैं ----- संकल्प लेता/लेती हूँ कि मैं कोविड-19 के बारे में सतर्क रहूँगा/रहूँगी और मुझे और मेरे साथियों को इससे जुड़े खतरे को हमेशा ध्यान में रखूँगा/रखूँगी।

मैं इस घातक विषाणु के प्रसार को रोकने संबंधी सभी आवश्यक सावधानियाँ बरतने का वचन देता/देती हूँ। मैं कोविड से जुड़े आचार-व्यवहार का अनुसरण करने और दूसरों को भी इसके लिए प्रोत्साहित करने का भी वचन देता/देती हूँ।

मैं सदैव माँस्क/फेस कवर पहनूँगा/पहनूँगी, विशेषकर सार्वजनिक स्थलों पर।

मैं दूसरों से कम-से-कम 2 गज की दूरी बनाकर रखूँगा/रखूँगी।

मैं अपने हाथों को नियमित रूप से और अच्छी तरह साबुन और पानी से धोऊँगा/धोऊँगी।

हम एक साथ मिलकर कोविड-19 के खिलाफ इस लड़ाई को जीतेंगे।



Stay Protected from Corona



Wear your mask properly



**Frequently wash
your hands with soap**



Maintain safe distance



No Carelessness until there is a Cure



Stay Protected from Corona



Frequently wash
your hands with soap



Wear your mask properly



Maintain safe distance



**No Carelessness
until there is a Cure**



भारत सरकार
Government of India

कोरोना से बचें



सही से मास्क पहनें



हाथ धोएं बार बार



निभाएं दो गज की दूरी



जब तक दवाई नहीं
तब तक ढिलाई नहीं



भारत सरकार
Government of India

कोरोना से बचें



हाथ धोएं बार बार



सही से मास्क पहनें



निभाएं दो गज की दूरी



जब तक दवाई नहीं
तब तक ढिलाई नहीं

Stay Protected from Corona



Wear your mask properly



**Frequently wash
your hands with soap**



Maintain safe distance

NO CARELESSNESS UNTIL THERE IS A CURE

Stay Protected from Corona



Wear your mask properly



Frequently wash your hands with soap



Maintain safe distance

NO CARELESSNESS UNTIL THERE IS A CURE

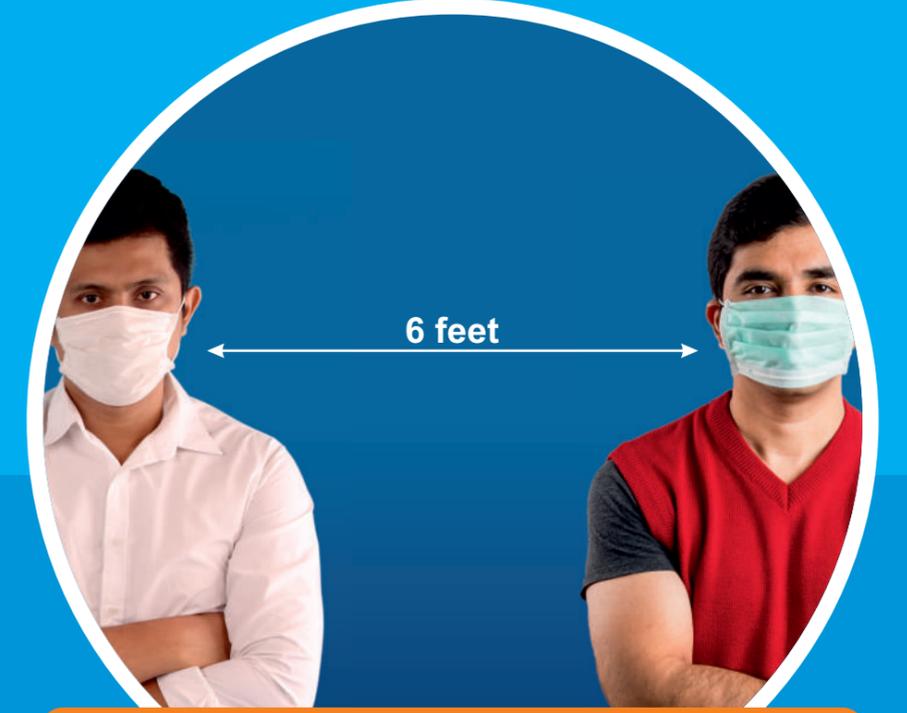
कोरोना से बचें



सही से मास्क पहनें



हाथ धोएं बार बार



निभाएं दो गज की दूरी

जब तक दवाई नहीं, तब तक ढिलाई नहीं

कोरोना से बचें



सही से मास्क पहनें



हाथ धोएं बार बार



निभाएं दो गज की दूरी

जब तक दवाई नहीं, तब तक ढिलाई नहीं