

Circular

NHB(ND)/DoS/ Sup. Circular No. 4/2020-21
April 09, 2021

All Registered Housing Finance Companies

Madam/ Sir,

**Public Health Response to COVID-19
Campaign for COVID-19: Appropriate Behaviour Reg.**

Please refer to our circular NHB(ND)/DoS/ Sup. Circular No.2/2020-21 dated October 26, 2020 on the subject.

2. Hon'ble Prime Minister of India, on April 04, 2021, reviewed the emerging situation due to alarming upward trend of COVID-19 cases in the country. It has been decided to focus on the five-fold strategy to deal with the emerging crisis viz. Testing, Tracing, Treatment, COVID appropriate behaviour and Vaccination. A low cost people's campaign emphasising COVID-19 appropriate behaviour with focussed messaging namely on 'Dawai bhi, Kadai bhi', encouraging people to wear mask when in public places, follow physical distancing, washing hands frequently etc. by displaying banners/ posters, messaging through SMS/emails etc. and interpersonal communication through functionaries etc. is expected to create public awareness.
3. Accordingly, you are advised to give wide publicity to this message in Regional languages.
4. In order to amplify the campaign in a coordinated manner, photographs of outreach activities and displays of creatives may be tweeted with #Unite2FightCorona and #NHB.
5. Action initiated with regard to the above may be intimated to the Department of Supervision, National Housing Bank by April 16, 2021.



(Vineet Singhal)
General Manager
Department of Supervision