



The Bharat Scouts and Guides

National Headquarters

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To
All the State Secretaries,
State Associations of
The Bharat Scouts and Guides,
INDIAN UNION

Circular No. : 40/2021

Date : 26th April, 2021



**SUB: COVID-19 INFECTION – CREATING AWARENESS ON FACE MASK – REG
REF: D.O. No. M-11011/8/2020-SJE DATED 23RD APRIL, 2021 OF NITI
AAYOG, GOVT. OF INDIA**

Dear Sir/Madam,

As you are aware, as India sees this massive surge in COVID-19 infections, it is important that Indians continue to mask up even those who have been vaccinated, scientific evidence on transmission of COVID-19 has shown that it transmits primarily through respiratory droplets and aerosol. According to studies, a single cough can produce upto 3000 droplets some of which can stay suspended in the air for hours. However, multiple studies have shown that face masks can block upto 90% of aerosol and respiratory droplets. Since the outbreak of COVID-19 pandemic, one of the most common precautionary measures recommended by the public health authorities across the world have been the use of 'face masks'. Use of face masks has proved to be a successful strategy in countries that made wearing face masks in public spaces mandatory.

While use of face masks can be critical in reducing the chances of COVID-19 spread, it alone is not sufficient for controlling the spread. Maintaining a physical distance of at least 6 feet, regular hand washing with soap or use of alcohol based hand sanitizer, physical hygiene when coughing or sneezing in public places and not spitting in public places can significantly reduce the chances of spread of the Virus when practiced with face masks.

NITI Aayog, tasked with leading the Empowered Group-3 has been engaging with over 110,000 CSOs and NGOs since the outbreak of pandemic in India. NITI Aayog, Govt. of India has partnered with the Bill & Melinda Gates Foundation to create a massive mask awareness campaign which is available in **open source in regional languages for the NGOs to download and disseminate**. This open destination is <http://indiafightscovid.com/> which also been updated to include communication COVID-19 vaccination and voice of experts who dispel common myths and misconceptions and provide accurate information about COVID-19 vaccination.

Today, as COVID-19 cases in India continue to soar, NITI Aayog is reaching out with a special request. Given below are the links to the mask campaign (anthem, radio jingles, out of home creative)

which have been created by Praseon Joshi in partnership with the Gates Foundation, Ministry of Health and NITI Aayog.

Please disseminate these widely amongst our stakeholders and create mass awareness through our Scouts/Guides/Rovers/Rangers in the community so that people can protect themselves from the onslaught of this Virus. Masks are social vaccines, please do your bit. Mask up and share the word.

Download the link to the Mask Campaign - Link: <https://we.tl/t-OCHZ15H7hr>

Included content has –

1. Anthem in Hindi + Languages
2. 35 seconder Anthem Spot in Hindi and Languages
3. 30 Seconder Anthem Spot in Hindi and Languages
4. 30 Seconder TV spot
5. 10 Seconder Stings for TV
6. Our of home creatives
7. Aston Bands

We request State Association to join hand with Government of India initiatives to combat COVID-19 infection in the Country.

With profound regards,

Yours in Scouting/Guiding,



(RAJ KUMAR KAUSHIK)
DIRECTOR_{DS}

Copy to:-

1. All the NHQ Office Bearers of the Bharat Scouts and Guides, National Headquarters.
2. Chairman/Secretary, Railway Scout and Guide Board, Rail Bhawan, New Delhi.
3. The Commissioner, Kendriya Vidyalaya Sangathan, 18 Institutional Area, Shahid Jeet Singh Marg, New Delhi - 110016.
4. The Commissioner, Novadaya Vidyalaya Samiti, Institutional Area, B-15, Sector - 62, Noida, Uttar Pradesh – 201309.
5. All the District Secretaries, District Association of Dammam, Riyadh, Muscat and Jamiat Youth Club with a request to take necessary action.
6. Shri Amitabh Kant, Chief Executive Officer, NITI Aayog, New Delhi. This is circulated to all our State Units in compliances to your letter dated 23-04-2021.