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Government of India  
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Ministry of Minority Affairs  
11वाँ तल, पं दीनदयाल अंत्योदय भवन  
11th Floor Pt. Deendayal Antyodaya Bhawan  
सी.जी.ओ. काम्प्लेक्स, लोधी रोड, नई दिल्ली-110003  
C.G.O. Complex, Lodhi Road, , New Delhi-110003

Dated: 14<sup>th</sup> June, 2021

Dear *Colleagues*,

I write to you with a fervent hope that you, your colleagues and family members are safe and healthy. I am also sure that in the interest of the greater good of each one of us, our respective communities and the nation, each of us is following the Covid safety protocols and encouraging people around us to do so. With the dipping number of new infections, the second wave of the pandemic is getting under control, which has been made possible through the concerted efforts of the Government, well meaning Citizens and Civil Society Organizations like yours. A video documenting the various initiatives taken up by the partnering PIAs of this Ministry is being shared on the Scheme portals of Seekho Aur Kamao and Nai Manzil and the Ministry's website shortly.

This Ministry appreciates the efforts put in by you and your organization during this crisis. I personally thank each one of you for having reached out to the youth under Seekho Aur Kamao and Nai Manzil schemes during these challenging times and instilling the spirit of 'Vasudhaiva Kutumbakam'. **I would now request you to kindly put your best foot forward and support the Covid vaccination drive to totally rid ourselves of Covid and propel the nation forward. We have to get this initiative going at a scale of 'Jan Andolan', to protect our citizens and the Ministry looks forward to your personal and your organization's active participation in this initiative.**

It is reported by the front line workers that certain myths and misinformation regarding the effect of vaccines is prevalent in the hinterlands and the remote social geographies of the country. **With your developed expertise in community based interventions in these areas, out of years of engagement with the communities, I urge you to use your respective organisations to reach out to the people and work towards spreading awareness and getting rid of the vaccine hesitancy amongst the local communities, with whom your organization is working. It needs to be clarified and emphasized that Vaccination is the only way we can safeguard ourselves and our families and get our nation rid of this virus.**

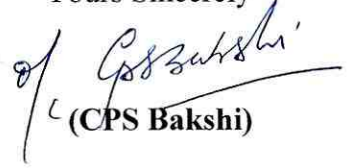
I request you and your chief functionaries to take a personal interest in this initiative for which I shall be personally obliged. Please also let the Ministry know in case any assistance is required. PIAs are advised to hold vaccination drives, besides submitting a report on the number of beneficiaries and their family members who have been vaccinated. The PIAs also be requested to use innovative methods like Nukkad Nataks, Animated films, Podcasts, collaboration with community and social media leaders and influencers etc., keeping in mind the cultural sensitivities of the local communities as a medium of Behavioral change and dissemination of information.

Cont./

You are also encouraged to share the role played by your organization in the vaccination drive, with Mr. Joy Daniel Pradhan on [joydaniel.pradhan@nic.in](mailto:joydaniel.pradhan@nic.in) by 20<sup>th</sup> June 2021. You may get in touch with him and share the videos, write up materials and photographs with him on the mail id.

With warm regards,

Yours Sincerely

  
(CPS Bakshi)

To,

1. All Project Implementing Agencies implementing Seekho Aur Kamao
2. All Project Implementing Agencies implementing Nai Manzil

**Copy to :**

1. PS to Hon'ble Minister (MA) , for information
2. PS to Secretary (MA), for information
3. PS to Special Secretary (MA) for information