



ABSTRACT

PH and PM – Prevention and Control measures – To intensify IEC activities for 3 weeks through LED fitted IEC vehicles across the State from Emergency COVID-19 response Plan / Package for the year 2020-2021 of Government of India – Rs. 2.0 Crores – Sanctioned – Orders - Issued

HEALTH AND FAMILY WELFARE (P1) DEPARTMENT

G.O.(D) No.1299

Dated: 20.11.2020
Thiruvalluvar Aandu-2051
Sarvari, Karthigai – 5

Read:

1. G.O.(Ms) No.409, Health and Family Welfare (EAPIL-1) Department, dated: 08.10.2020.
2. From the Director of Public Health and Preventive Medicine, letter No.4736/EPI/S1/2020-IEC Vehicle, dated: 17.10.2020.

ORDER:

In the Government Order first read above, the Government have sanctioned a sum of Rs.199,00,00,000/- (Rupees One Hundred and Ninety Nine Crore Only) towards the India COVID-19 Emergency Response and Health System Preparedness Package for the Financial Year 2020-2021.

2. In the letter second read above the Director of Public Health and Preventive Medicine has stated that the states like Maharashtra and Kerala, after opening the lockdown coupled with festival celebration, there were spike in the number of COVID-19 cases. In Tamil Nadu, North East Monsoon is likely to begin at the end of October. Also there are number of festival celebrations likely to happen in the forthcoming days. At this juncture, it is very critical to intensify and widely conduct the IEC activities in very short period of time especially in people gathering areas like markets, shopping centres, bus stand, temples and prominent public places. To conduct the IEC activities, the present capacity of IEC vehicles with DIPR is not adequate to cover the entire state. Under these circumstances, it is necessary to amplify the IEC activity manifold to bring effective behaviour changes among public for controlling spread of COVID-19. Existing DIPR vehicles may not be sufficient to carry out this activity. Hence, it is planned to intensify IEC activities for 3 weeks period on Social distancing. Wearing Face masks and Hand Washing activities through LED fitted IEC vehicles across the state. At present, these activities are also carried out in the Greater Chennai Corporation.

3. The Director of Public Health and Preventive Medicine in the letter second read above has requested to sanction an amount of Rs. 2.0 Crore to that Directorate for carrying out the IEC activities initially for a period of 3 weeks (i.e with 50 Vehicles x Rs.19,000 per vehicles x 21 days) which will be planned and implemented through the Districts.

-2-

4. After careful consideration of the proposal, the Government have decided to accept the same. Hence, the Director of Public Health and Preventive Medicine is hereby permitted to incur an amount of Rs.2.0 crore (Rupees Two Crore Only) under Emergency COVID-19 response Plan/Package for the year 2020-2021 of Government of India.

5. The Mission Director, National Health Mission / Project Director, Reproductive Child Health Project, Tamil Nadu is directed to release an amount of Rs. 2.0 Crore to the Director of Public Health and Preventive Medicine from the National Health Mission Account for carrying out the IEC activities as detailed in para – 3 above. District wise documentation of IEC done may be obtained from all the Districts, where the fund is distributed / utilized. Available IEC prepared by DIPR includes the videos compiled and released as part of Jan Andolan Mission for COVID appropriate behaviour are to be displayed.

(BY ORDER OF THE GOVERNOR)

**J.RADHAKRISHNAN,
PRINCIPAL SECRETARY TO GOVERNMENT.**

To

The Director of Public Health and Preventive Medicine, Chennai – 600 006.
The Mission Director, National Health Mission, Chennai – 600 006.
The Pay and Accounts Officer, Chennai – 600 006.

Copy to:

The Special Personal Assistant to Hon'ble Chief Minister, Chennai – 600 009.
The Special Personal Assistant to Hon'ble Deputy Chief Minister, Chennai – 600 009.
The Special Personal Assistant to Hon'ble Minister (Health and Family Welfare),
Chennai – 600 009.
The Finance (Health-1/GBC/BGM) Department, Chennai – 600 009.
The Health and Family Welfare (Data Cell) Department, Chennai – 600 009.
Stock File / Spare Copy

//FORWARDED BY ORDER//

J. Amudha
SECTION OFFICER

20.11.2020