



GOVERNMENT OF ODISHA  
HEALTH & FAMILY WELFARE DEPARTMENT

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Letter No. 13812 /H & FW dated 10/5 May 2021

From

Shri P. K. Mohapatra, IAS,  
Additional Chief Secretary to Government

To

All the Collectors & District Magistrate  
The Commissioner, Municipal Corporations  
Bhubaneswar, Cuttack, Berhampur, Sambalpur and Rourkela  
All the CDM & PHOs

Sub: Execution of IEC activities at all COVID Vaccination Centres in the State – Reg.

Madam/Sir,

In order to increase awareness of Covid Appropriate Behavior and ensure persons come timely for second dose Covid vaccination, it has been decided to conduct the following IEC activities as mentioned below, **at all COVID Vaccination Centre across the State :-**

1. **Display of IEC Sun-boards at session sites.** Size: Size- 3' X 5' Sun Board, Thickness – 3 MM, Printing process- Eco Solvent Vinyl print, multi colour (approx. Rs.200/- per sun board). Two sun-board at each session sites (one at entry point and another at observation room after vaccination) **{Budget head: line item C.7.6 (IEC activities under Covid Vaccination Fund)}**.
2. IEC Post Card for each beneficiary coming for first dose to COVID Vaccination. Size: 13.5 X 9 cm, 220GSM paper, both Sides printing (approx @ Rs 1/- per post card) **{Budget head: Public Health Response Fund}**.

The actual cost will be as per local quotations/short tenders. The beneficiaries should be told to read and follow the same carefully and bring the card with them when coming for second dose vaccination.

I am herewith enclosing the prototype of sun-board and IEC post card for your information (high resolution copy has been emailed to all districts). You are requested to implement the same immediately.

Yours faithfully,

  
Additional Chief Secretary to Government

Memo No 13813

Date 10.05.2021

Copy submitted to the Mission Director, NHM, Odisha for kind information.

*Haladh*  
10/05/21  
Deputy Secretary to Government

Memo No 13814

Date 10.05.2021

Copy submitted to the Director, FW, Odisha for information & necessary action.

*Haladh*  
10/05/21  
Deputy Secretary to Government

Memo No 13815

Date 10.05.2021

Copy submitted to the Director, SIHFW, Odisha for information & necessary action.

*Haladh*  
10/05/21  
Deputy Secretary to Government

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