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**PUNJAB FIGHTS  
CORONA**







“ MISSION FATEH SYMBOLISES THE RESOLVE OF THE PEOPLE OF PUNJAB TO HALT THE SPREAD OF THE NOVEL CORONAVIRUS THROUGH DISCIPLINE, COOPERATION AND COMPASSION .... DISCIPLINE IN OBSERVING ALL PRECAUTIONS, COOPERATION WITH THE STATE GOVERNMENT BY FAITHFULLY ABIDING BY THE LOCKDOWN RESTRICTIONS AND COMPASSION TOWARDS THE POOR BY HELPING THEM AND GIVING THEM AID. IT IS THE TRUE REFLECTION OF THE PUNJABI SPIRIT THAT CAN OVERCOME ALL ODDS TO EMERGE VICTORIOUS. ”

**FROM THE CHIEF**

**MINISTER'S DESK**

**JUNE 2020**

**PUNJAB FIGHTS BACK**

# MISSION FATEH



**Punjab fights Corona**

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# INTRODUCTION

22<sup>nd</sup> March, 2020 will forever be etched in the memory of the nation as the day when the country woke up to the invisible threat of the novel coronavirus. While the rest of the country was still trying to grasp the enormity of the situation the State of Punjab, realising that there was not a moment to lose, swung into action to immediately impose a state-wide lockdown followed by curfew.



Suddenly the streets became barren, the factories shut shop, the vehicles came off the roads and life came to a standstill. But while the people stayed indoors in fear of the invisible enemy lurking outside, the State Government led by its Chief Minister, Captain Amarinder Singh, immediately swung into action to draw up an elaborate plan to mitigate the hardships faced by the people on one hand and vastly enhance the healthcare facilities in the state on the other to meet the impending challenge of the virus. The efforts did not stop there. Through a continuous day to day review of the situation prevailing on the ground, the spread of the virus was contained to an extent that the state rose like a phoenix to occupy the No. 1 slot among all the states in the battle against covid-19.

The people of Punjab took on the challenge with a spirit never seen before by the present generation. The sudden lockdown and curfew had resulted in loss of wages for a large number of

**PUNJAB SHOWS**

**THE WAY**

**LIFE COMES TO**

**A STANDSTILL**

people, thereby putting their families under extreme financial stress. The philanthropic spirit of the Punjabis came to the fore and community langars were organised all over the state by religious, charitable and social organisations to ensure that no one went hungry. The state government launched a mass distribution of dry ration packets to cater to the needs of the underprivileged. Till 31st May, 2020 more than 3.5 crore cooked food packets had been prepared and handed over by philanthropic organisations while the State Government had distributed more than 1.25 crore dry ration packets.



Realising that it would not be possible to contact every individual to inquire about his well being, the State pressed 4 Helplines (104, 108, 112 and 195) into action where people could call and seek assistance like food, medicines, etc from the State Government. Home delivery of food was commenced. Online medical assistance including psychiatric consultancy (1800-180-4104) was introduced so that people did not move out of their homes during curfew timings. 25 Lakh calls were answered and promptly responded to. The people of Punjab responded with patience and cooperated with the government even where there were delays in operationalizing relief operations.

**NO ONE SLEEPS  
HUNGRY**

**24X7  
HELPLINES**

The State Government, having realised that the existing health facilities would be unable to cope with the probable rush of patients, took immediate steps to ramp up the capacities of its testing facilities and critical care units, availability of PPE kits and masks. Boarding and lodging facilities were identified across the state where the patients could be kept under Quarantine. A Daily Health Bulletin was commenced on 24th March to apprise the people



about the real time threat and spread of the virus and to dispel any rumours/ fake news that had immediately started doing the rounds.

The arrival of the virus could not have come at a worse time, with the Rabi procurement season slated to commence a week after the imposition of curfew in the state. The number of Mandis was doubled and elaborate systems were put in place to ensure adequate social distancing and cleanliness during the purchase of wheat. About 15 lakh farmers came into the Mandis within a period of 45 days, selling a total of 128 lakh MT wheat and earned a colossal Rs. 24,000 crore to give a much needed fillip



**HEALTH  
FACILITIES GET  
A BOOST**

**WHEAT  
PROCUREMENT  
UNTOUCHED BY  
COVID-19**

to the dwindling rural economy. And all this happened without any spread of the virus in the rural areas, a true salute to the indomitable spirit of the farmer of Punjab.

While the people of Punjab were slowly coming to terms with the new lifestyle, a hitherto neglected section of the society suddenly evoked the



attention of one and all. These were the migrant labourers who had left their homes to earn a livelihood in different parts of the country and were now living a life of penury and struggling to go back home with decency.

Once again the State Government, realising the importance of the labour for the industry of Punjab, urged the industrialists to take care of these labourers and make them comfortable so that they continue to stay in the state till the period of lock down ended. The industry instantly responded to the call and provided boarding and lodging in addition to continuance of payment of wages to a large section of migrants. At the same time, recognising the emotional feelings of the migrants who were longing to return to their homes, the state of Punjab announced free travel by train for all migrants to their home States. Despite this offer, more than half of the 13.5 lakh migrant workforce preferred to stay back in the State in view of the warmth extended by the people of Punjab. While the nation witnessed migrant protests, Punjab remained peaceful.

## HELPING HAND FOR THE MIGRANTS

The lockdown and the restrictions affected the the lives of every person in Punjab. School and college education came to a halt until enterprising educationists began online classes to safeguard the interests of the young generation. The children were introduced to a different way of learning through IT interventions but without the joyful company of their classmates. The state government also started online classes via Doordarshan. Software's like Zoom became a household name and the students immediately adapted to the new methodology to put the worries of the government at ease.



The halt in industrial production and closure of the markets severely crippled the flow of taxes into the state treasury. The State Government appealed to the people to come forward and contribute to the “Chief Minister Relief Fund COVID-19” and once again, forgetting their own financial constraints, the people responded to the call and contributed more than Rs 62 Crore into the Relief Fund.

**STUDENTS**

**ADOPT ONLINE**

**EDUCATION**

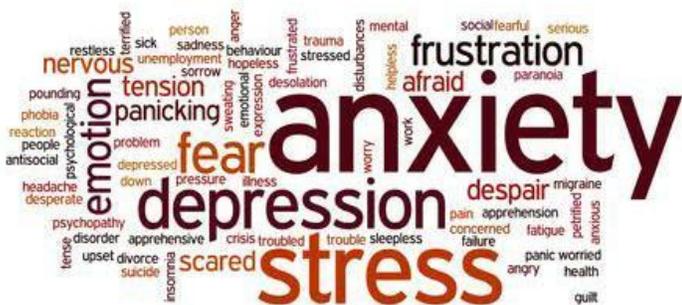
**DONATIONS**

**POUR IN**

# WHY MISSION FATEH

The question that many would naturally ask is that if people were cooperating in such huge numbers then what was the need to launch Mission Fateh. What has necessitated the launch of a concerted campaign at this stage ?

After having endured the lockdown for more than two months, it was understandable that people



were getting restless and experiencing psychological ripples. Increase in cases of domestic violence came to the fore. Employers were finding it increasingly difficult to hold on to the work force and pay them adequate wages. The economic slowdown was threatening to destroy the economy of the state and many feared it would take years before it would come back on track.

The State, therefore, was faced with the difficult choice of balancing the interests of the people and the economy while combating the virus. A cautious approach was adopted and the State began to gradually relax the restrictions, while continuously emphasising the importance of social distancing and directing the district authorities to strictly enforce the same. Fines were notified against those violating mandatory norms of wearing masks, spitting in public, violating home quarantine,, etc

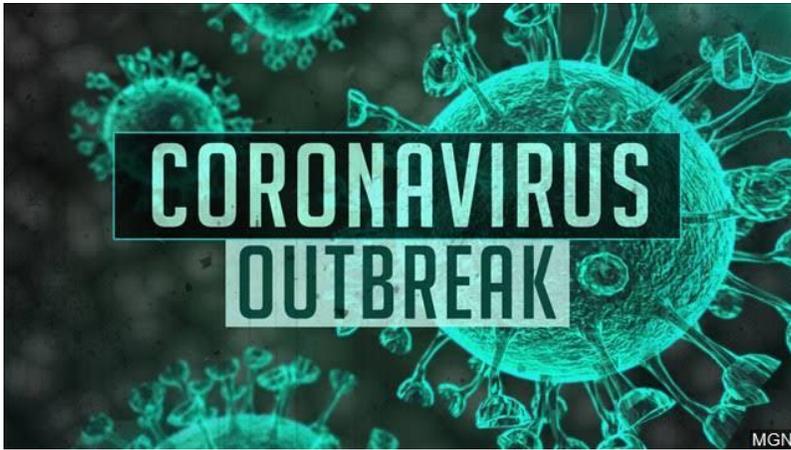
Simultaneously there was a huge influx of Punjabis, stranded abroad and in other parts of India ever since the imposition of the lockdown. Many of these tested positive for the virus and had to be kept in

HIGH STRESS  
LEVELS

LOCKDOWN  
EASES

CASES RISE

quarantine facilities. As a result the number of patients



of the virus began to show a gradual increase.

With the passage of time, and the effective steps taken by the people and the government to slow down the spread of the virus, it was but natural that people began to relax, and a sense of complacency began to creep in through the belief that the virus is not as harmful as it was made out to be. Cases of violations of curfew and home quarantine begin to increase. While a section of the society favoured the opening up of the economy, a sizeable number expressed fear and apprehension that any such move would be disastrous and lead to widespread infections.

As restrictions are gradually relaxed, the industries open up, the market places begin functioning normally and people go back to work. It creates a potential for the spread of the virus in case adequate precautions are not undertaken by the people as they had been doing in the past. It is, therefore, very important to continuously remind the people and to encourage the conscientious amongst them to be even more careful in the coming days and to spread this message in the neighbourhood so that the state can unitedly halt the onslaught of the virus.

**DECLINING FEAR  
OF THE VIRUS**

**NEED TO  
REMINDE PEOPLE  
TO EXERCISE  
CAUTION**

# THE MISSION

**Mission Fateh** is the effort of the people of Punjab to defeat the pandemic in the face of overwhelming odds. It is a Mission of the people, by the people and for the people.

During the one month long campaign under the Mission, the State Government will create mass awareness about –

1. Wearing masks
2. Washing hands
3. Maintaining social distancing



4. Taking care of the elderly
5. Remaining vigilant about entry of outsiders in the locality
6. Use of COVA App to track patients of the virus and maintaining a safe distance from them.
7. Importance of Home Quarantine
8. Symptoms of the flu and action thereafter.
9. Restrictions during Lockdown 5.0 and penalties / fines in case of violations
10. Community mobilization to jointly fight against the pandemic

## THE MESSAGE

11. Emphasizing that the threat of the virus has not diminished, rather it has become more menacing.

NGOs, charitable institutions and social organisations will be requested to undertake similar campaigns within their localities. People will be encouraged to lead by example and advise others about the precautions to be taken and report violations wherever they are happening. The district administration will play a key role in this exercise by serving as the link between the Government and the people and motivating people from time to time to remain vigilant and safe.

And finally, all the Departments of the State Government will come together and work in unison to create a positive atmosphere in the state, enabling the people to push forward and make the Mission successful.

It cannot be emphasized enough that the fight against the virus can only be won by the people and not by the governments. Unless the people exercise all caution and motivate others to follow suit, efforts of the government, no matter how monumental, are bound to fail. It is, therefore, the duty of every citizen towards, his family, his neighbours and the nation, to continue to remain vigilant at all times.

**THE  
STAKEHOLDERS**

**IT'S  
EVERYONE'S  
FIGHT**

# COMMITTEES

For the success of the Mission, the following committees shall be constituted-

## 1. Campaign Committee

A Campaign Committee at the state level shall be headed by the Secretary, Information and Public Relations and will work in close coordination with the Departments of Rural Development, Local Government, Sports and Youth Affairs, Governance Reforms, Transport, School Education, Technical Education, Higher Education, SS & WCD and Health & Family Welfare. DIPR will be the member secretary of this committee.

## 2. Implementation Committee

- a. DIPR – Chairperson
- b. DGSE
- c. DPI (C)
- d. DHS
- e. DLG
- f. DRDP
- g. DSYA
- h. DGR
- i. Director, Transport
- j. DSS & WCD
- k. Additional Director (Press) – Member Secretary

## 3. District Level Implementation Committee

- a. Deputy Commissioner – Chairperson
- b. Civil Surgeon
- c. DDPO
- d. DDLG
- e. District Coordinator, NYK
- f. DEO (S)
- g. DEO (E)
- h. DPO
- i. DPRO - Member Secretary

CAMPAIGN

COMMITTEE

(STATE LEVEL)

IMPLEMENTATION

COMMITTEE

(STATE LEVEL)

IMPLEMENTATION

COMMITTEE

(DISTRICT LEVEL)

# ACTIVITIES

A number of activities have been planned as part of the communication campaign to sensitise the people about the ever increasing risk of the virus, resulting in the continuous need to take all precautions.

## **Hoardings**

Hoardings will be designed and put up across the state covering strategic locations in all towns. The hoarding sites will be taken from the concerned urban local bodies at no profit no loss basis, as has been done in the past in other campaigns.

Banners shall also be affixed on the advertising area of the buses of the state transport undertakings.

Shops and commercial establishments shall also be encouraged, through the Deputy Commissioners, to display publicity material related to the campaign

## **Campaign song**

A special campaign song has been produced and a number of celebrities have graciously agreed to become a part of the same. The song will be promoted on you tube, what's app, Facebook, TV and radio. The entire production of the song has been provided free of cost to the department.

## **IVRS and SMS**

Multiple rounds of IVRS and SMS will be used to directly connect to the people. The message will include voice messages of the Chief Minister, reaching out to the people and urging them to take all precautions.

**OUTDOOR**

**HOARDINGS**

**CAMPAIGN SONG**

**IVRS & SMS**

## **Radio**

The campaign on radio will include jingles, appeals from the Chief Minister, special sessions by RJ's, campaign song, etc

## **CORONA Warriors**

The Frontline workers in the fight against COVID-19 are today's true CORONA Warriors The people who were infected with the virus and subsequently developed symptoms, but have today fully recovered, shall also be declared as Corona Warriors and their experiences shall be shared with the people in order to sensitize them about how the virus spreads.

## **MISSION FATEH Warriors**

These warriors are people who come forward and work enthusiastically in Mission Fateh and lead by example to sensitize their friends and neighbours about the pandemic and the precautions to be taken. These Warriors shall be categorised into two groups-

1. Individual Warriors
2. Group Warriors

Individual warriors are those who work by themselves, whereas the Group Warriors are the ones who work in groups, and the group as a whole shall be recognised in their case.

There will be weekly conferment of titles of warriors on individuals and groups and their contributions shall be duly appreciated.

## **COVA APP**

The COVA Punjab App has today recorded more than 23 Lakh downloads and has proved to be hugely popular among the people. As a result, it becomes an

**RADIO**

**CORONA**

**WARRIORS**

**MISSION FATEH**

**WARRIORS**

**COVA APP**

ideal platform of communication. The COVA App shall be used for -

1. Registration of all Mission Fateh warriors for
  - a. Tracking the daily progress of precautions being followed
  - b. Ranking of participants based on daily inputs
  - c. Provision for CM live, videos and messages in this section

### **Landing Page of COVA App**

The landing page of the app shall be used

1. To direct web traffic to download the app
2. As a Photo repository of
  - a. Corona Warriors
  - b. Mission Fateh Warriora

### **TV and newspaper**

Television and newspaper advertisements will be released in the first week to generate mass awareness about Mission Fateh

### **Ground Activities**

The foot soldiers in various departments of the state government such as Sarpanchs, Anganwari Workers, ASHA workers, etc will be mobilized to create mass awareness. They will be equipped with badges and Mission Call Number for registering the support of people. Some of the suggested activities are –

1. Sarpanchs – village meetings in small numbers while maintaining social distancing
2. Teachers – awareness among students while taking online classes
3. ASHA/Angamwari workers – door-to-door campaign

**LANDING PAGE**

**TV &**

**NEWSPAPER**

**GROUND**

**ACTIVITIES**

# ACTIVITY SCHEDULE

The campaign period of Mission Fateh shall extend from 1st June 2020 till 30th June 2020

The weekly activities of Mission Fateh are grouped as under-

## **Week Zero**

This pertains to the period prior to 1st June 2020. During this period outdoor hoarding related to Mission Fateh will be installed all across the state in strategic locations.

## **Week 1 ( 1<sup>st</sup> June 2020 – 7<sup>th</sup> June 2020 )**

1. Publicity of the campaign song in electronic media and social media.
2. Publicity through IVRS and SMS
3. Publicity through RJs and jingles on radio
4. Publicity through TV and newspapers

## **Week 2 ( 8<sup>th</sup> June – 14<sup>th</sup> June 2020 )**

1. Publicity through IVRS and SMS
2. Publicity through Radio Jingles
3. Publicity through Landing page and COVA App
4. Publicity through TV

**WEEK ZERO**

**WEEK 1**

**WEEK 2**

5. Identification of Corona Warriors and their recognition
6. Identification of Mission Fateh Warriors and their recognition
7. Ground Activities commence. Distribution of Badges.

### **Week 3** (14<sup>th</sup> June – 20<sup>th</sup> June)

1. Publicity through IVRS and SMS
2. Publicity through Landing page and COVA App
3. Identification of Corona Warriors and their recognition
4. Identification of Mission Fateh Warriors and their recognition
5. Ground Activities . Distribution of Badges.
6. Distribution of Mission Fateh T-shirts to exceptional warriors.

### **Week 4** ( 21<sup>st</sup> June – 30th June)

1. Publicity through IVRS and SMS
2. Publicity through Landing page and COVA App
3. Publicity through Newspapers and TV
4. Identification of Corona Warriors and their recognition
5. Identification of Mission Fateh Warriors and their recognition
6. Ground Activities
7. Distribution of Mission Fateh T-shirts to exceptional warriors.

## **WEEK 3**

## **WEEK 4**

# Success Indicators

The campaign is mainly dependent upon the response of the people and it is, therefore, difficult to quantify its success, given the sheer numbers. However, some success indicators of the campaign after week 4 should be as under –

1. Increase in COVA App download by 20%
2. Identification of 1,00,000 CORONA Warriors and uploading of their data on the App.
3. Identification of 1,000 Mission Fateh warriors and their recognition on the App.



PUNJAB FIGHTS CORONA

**MISSION**

**FATEH**







DEPARTMENT OF INFORMATION AND PUBLIC RELATIONS,  
GOVERNMENT OF PUNJAB