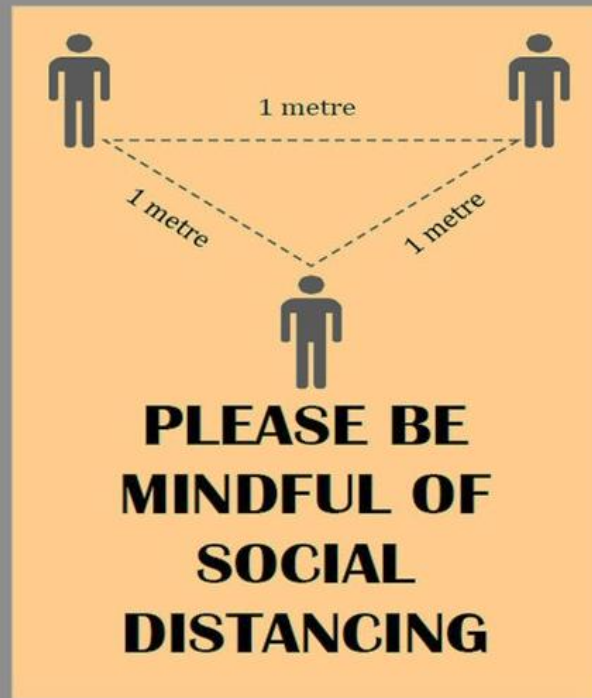




NEWTOWN KOLKATA
GREEN SMART CITY CORPORATION LTD



NO MASK NO SELL



IEC Activities Undertaken to Create Awareness about COVID 19



New Town Kolkata

IEC Activities undertaken by New Town Kolkata to create awareness about COVID 19

New Town Kolkata is committed to mitigating the challenges of the pandemic Covid 19. To that end, while the city authorities have been introducing several interventions to stop the spread of Covid 19 and ensure citizens' safety, they are also creating constant awareness about Covid 19 among the citizenry, through multiple innovative information, education, and communication (IEC) activities.

➤ Regular Announcement on precautions against Covid 19 for public awareness



To make public awareness regular, announcements are being made from e-rickshaws moving throughout the city on precautions that are necessary to stop Covid 19 from spreading.

➤ Awareness posters on waste collection vehicles

Posters highlighting various initiatives taken by the city authorities to mitigate Covid 19, as well as the general awareness about the precautions to be taken, are pasted on waste collection vehicles that go around the city for collecting waste. The posters attract viewers' attention and in turn create public awareness.



Waste collection vehicles with posters highlighting various citizen-centric initiatives of New Town



Waste collection vehicles with posters highlighting the precautions to take to stop Covid 19 from spreading

➤ Awareness posters at markets and shops in New Town

Posters highlighting the importance of wearing masks are put up at markets in New Town, to ensure no one enters a market place without a mask.



The posters highlighting the requirement of wearing masks, which are put up at the New Town markets



Awareness posters put up at various New Town markets and shops

➤ Introduction of Radio New Town

New Town in a unique endeavour has launched an Internet based Radio Station for its citizens' entertainment. This radio facility is available on Google Play Store and can be accessed easily.

Launched on 14th April 2020, this innovative initiative has been introduced mainly to offer some entertainment options for the citizens, especially during the lockdown times, when venturing out of the homes is practically impossible



Radio New Town Logo

While the New Town Radio will play songs, broadcast audio plays, talk shows, chats with doctors, and many more, it will also be used as a medium for announcements of various initiatives by the city authorities, as well as aim at creating awareness among citizens..

➤ Posters highlighting hygienic practices at government office premises in New Town

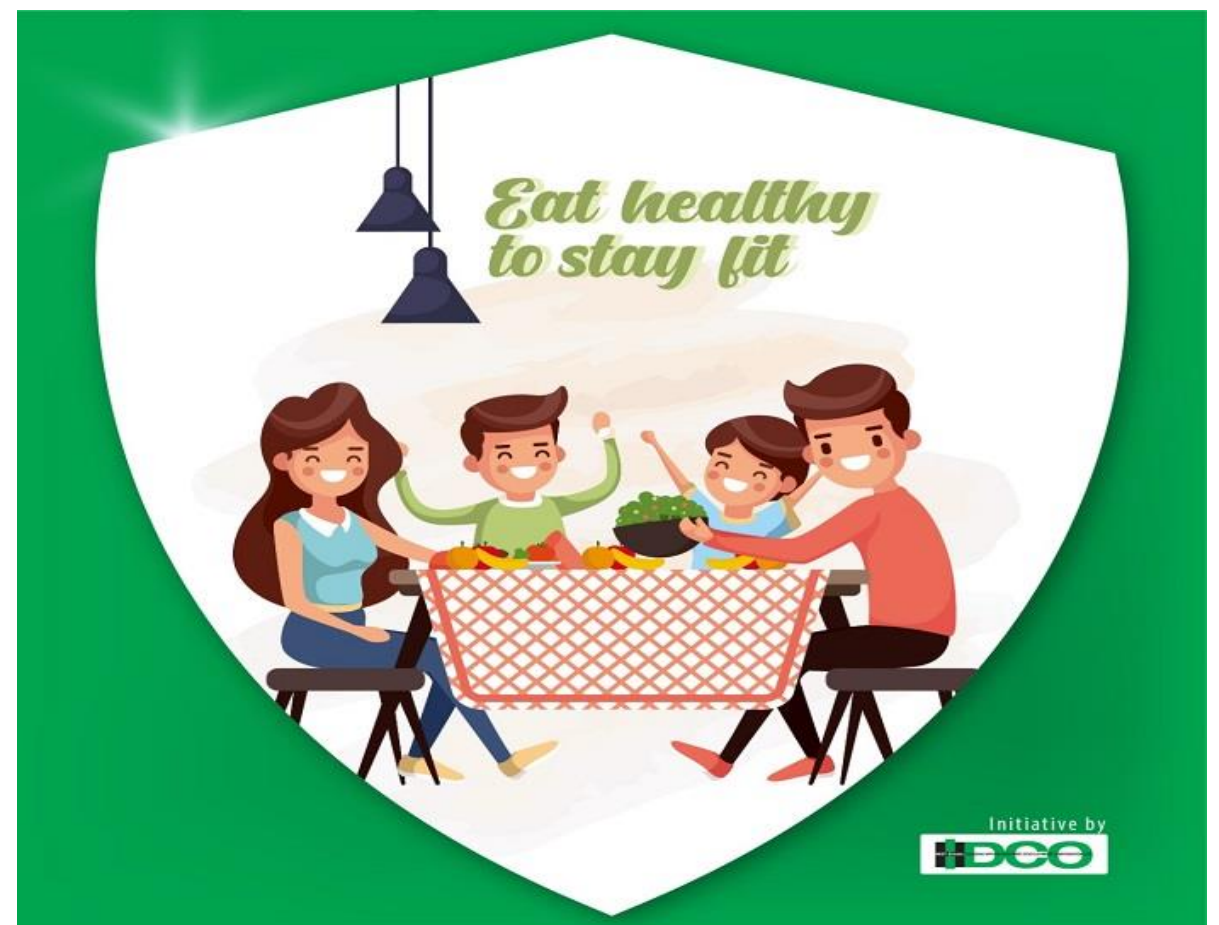
Posters highlighting social distancing and hygienic practices are put up at government office premises in New Town to increase awareness about the precautions against Covid 19 spreading.



Posters for awareness put up at government office premises in New Town

➤ Creating awareness on social media

The New Town city authorities are also heavily leveraging social media to create awareness around Covid 19 mitigation and sensitize the citizenry. Several messages and posters are being posted on to the social media handles as well as the websites of the New Town city authorities, highlighting the good practices that need to be adopted to stop Covid 19 from spreading.



Some of the posters which are shared on social medial handles and websites of the New Town city authorities

➤ Creating awareness through posters/standees put up at public places

The Government of West Bengal's posters/standees highlighting the needful to stop the spread of Covid 19, have been put up at all the public places including bus stops, public buildings, government offices, shops, hospitals and the backside of public vehicles, in New Town, in order to generate more and more public awareness about Covid 19 and educate people about the do's and don'ts pertaining to the disease.



Covid 19 Awareness poster of West Bengal Govt.



Awareness poster pasted on the backside of autorickshaw



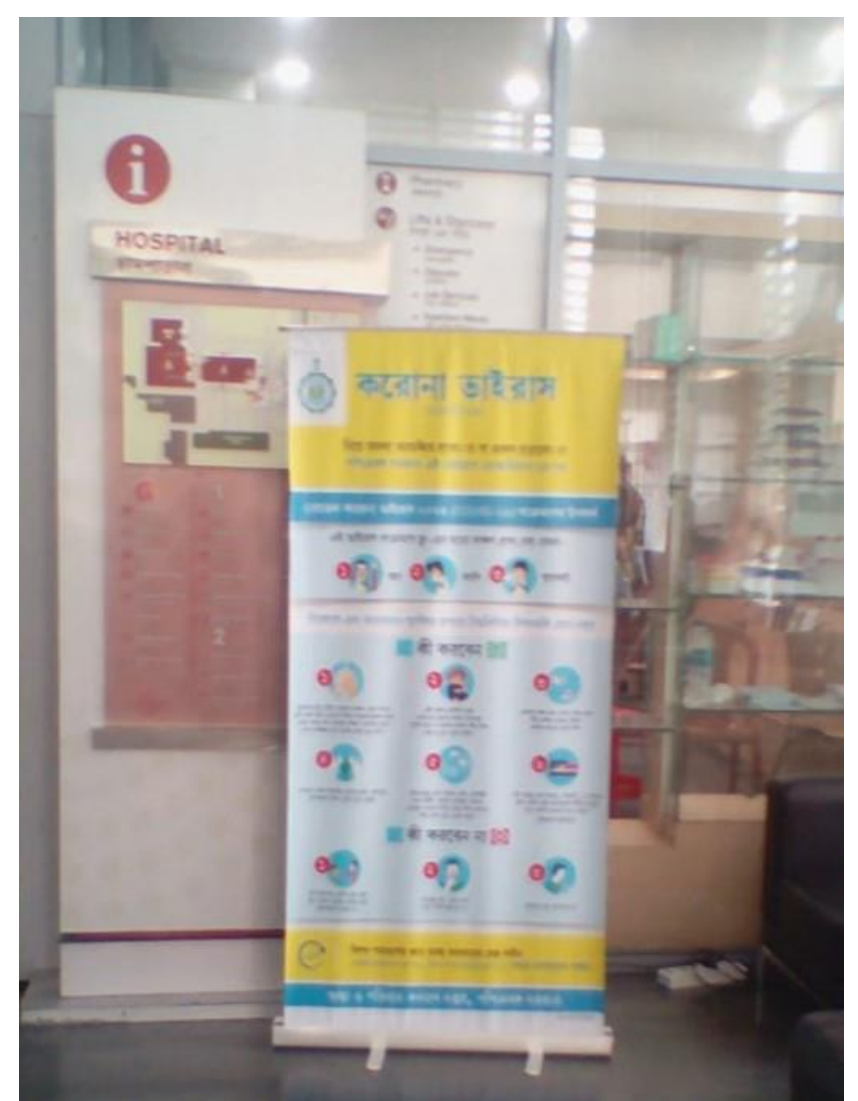
Awareness poster put up at shop entrance



Awareness poster put up at government office



Awareness poster put up near bus stand

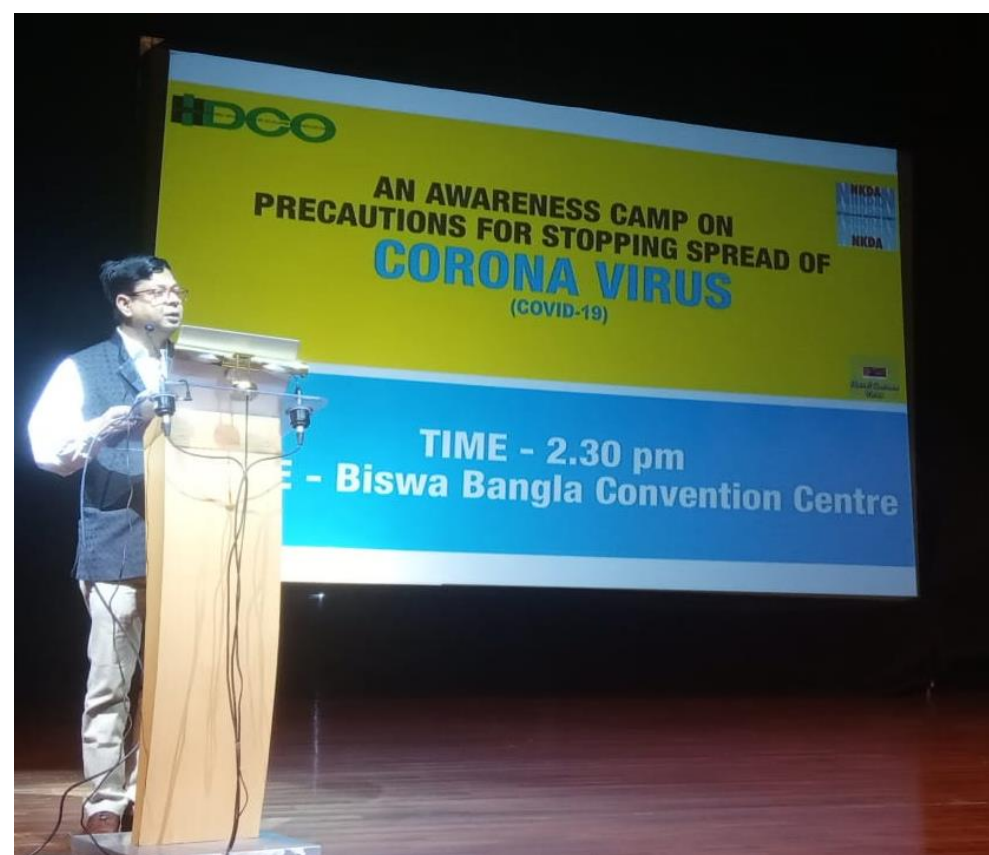


A standee kept at a hospital in New Town

➤ An Awareness Camp on precautions for stopping the spread of Corona Virus (Covid 19)

An awareness camp on precautions for stopping the spread of Covid 19 was held on 15th March 2020 at the Biswa Bangla Convention Centre for New Town citizens.

The programme was graced by Dr Arnab Roy of the Health and Family Welfare Department, Government of West Bengal, Dr Suparna Chatterjee, Deputy CMOH-2, North 24 Parganas, and Dr Tapan Saha, CMOH, North 24 Parganas, who informed the audience about the various aspects of Covid 19 as well as elaborated on how the virus spreads and what are the best ways to stop it from spreading.



Hon'ble Chairman addressing the audience at the session.



(From the left) Hon'ble Chairman Sri Debashis Sen; Dr Arnab Roy, Dr Suparna Chatterjee; and Dr Tapan Saha at the session.



People sitting 2-3 chairs away from each other, maintaining social distancing

Strict social distancing was maintained by the audience, with people sitting two to three seats away from each other.

Finally, the session was rounded off by Sri Debashis Sen, Hon'ble Chairman, HIDCO, NKDA, and New Town Kolkata Green Smart City Corporation Limited, who urged the citizens to strictly follow the government's advisory on Covid 19 and stay safe.

To view the recording of the session, [click here](#)

New Town Kolkata is committed to mitigating Covid 19

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