

**Advisory for uploading Information, Education & Communication (IEC) content in Covid Urban Practices (CUP-19) module**

1. Any Covid-19 related initiative uploaded in CUP-19 module has to be mandatorily supplemented with relevant photos/ videos/ infographics or creatives depicting the field level execution.
2. Such photos and videos are to be high quality, preferably in landscape format and should pertain to the initiative and its narrative.
3. In addition to the photos, word documents, presentation etc which are relevant to the initiative may also be uploaded.
4. Please avoid uploading images of news clippings, office orders, official noting etc to justify the initiative.
5. Also, please avoid duplicity of content in terms of photos & initiatives.
6. Any initiative which has later been banned may not be uploaded by State Government. If any such content has been uploaded already, request be made for deletion on PMAY IEC group at the earliest.
7. Please ensure the genuineness of all uploaded content as the same shall be going live on the CUP-19 module in public domain.
8. States will be responsible for the content uploaded by them.

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