



NSDC and Amazon India collaborate to launch Combat COVID-19 Digital Campaign

April 27, 2020

Digital campaign will also identify 'Digital Heroes' to spread authentic information to control the spread of coronavirus

New Delhi, April 27, 2020: In an endeavour to raise public awareness and further mitigate the spread of the coronavirus in the country, National Skill Development Corporation (NSDC) has partnered with Amazon India, to launch "Combat COVID-19 Digital Campaign". The campaign aims to complement Government's efforts and provide support in intensifying outreach amongst the public about coronavirus via digital platforms and online community engagements.

The campaign will focus on the importance of precautionary measures to combat COVID 19 such as physical distancing, hygiene, washing hands etc. Besides this, Amazon and NSDC will help in building the campaign by engaging students and skill trainees using various digital platforms. NSDC will further amplify the digital campaign through its wide network of 11,000+ Training Centres, 800 Pradhan Mantri Kaushal Kendras and portals.

Commenting on the campaign, **Dr. Manish Kumar, MD & CEO, National Skill Development Corporation** said, "We need to break the chain of spread of coronavirus. The ideal way to limiting and reduce the risk is by containing the spread of rumours and creating awareness with verified usable information. Our objective is to support the Government and help in enhancing the awareness through a sustained public information campaign."

Minari Shah, Head CSR and Director Corporate Communications, Amazon India says "COVID-19 has impacted communities across the country. Relay of accurate information especially regarding preventive measures is the need of the hour for a voluntary and willing effort by people to control the pandemic. We are keen to use our digital channels to disseminate authentic information about the Do's and Don't's about coronavirus to people in far corners of India and help keep India safe."

The partnership will simultaneously identify volunteers, namely '**COVID-19 Digital Heroes**' through digital outreach engagement across various online communities. Students who are part of Amazon's ALEXA student ambassador program will also act as COVID-19 Digital Heroes and help amplify the campaign further. The baseline for the creation of content will be aligned with the official communication and guidance from the Ministry of Health and Family Welfare and the Aarogya Setu app that has been launched recently.

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About National Skill Development Corporation (NSDC)

National Skill Development Corporation (NSDC) is a public private partnership working under the aegis of Ministry of Skill Development and Entrepreneurship. Established in 2009, NSDC aims to promote skill development by catalyzing creation of large, quality and for-profit vocational institutions. It provides funding to enterprises, companies and organizations to build scalable and profitable vocational training initiatives. The organization is mandated to create and nurture a sustainable support system focusing on capacity development, quality assurance, information systems and market intelligence.

About Amazon India

The [Amazon.in](https://www.amazon.in) marketplace is operated by Amazon Seller Services Private Ltd, an affiliate of [Amazon.com](https://www.amazon.com), Inc. (NASDAQ: AMZN). [Amazon.in](https://www.amazon.in) seeks to build the most customer-centric online destination for customers to find and discover virtually anything they want to buy online by giving them more of what they want – vast selection, low prices, fast and reliable delivery, and a trusted and convenient experience; and provide sellers with a world-class e-commerce marketplace.

For more information, visit:

Facebook: www.facebook.com/NSDCIndiaOfficial; Twitter: @NSDCIndia;

Website: www.nsdcindia.org

For more information on Skill Development, please follow the links below:

Facebook: www.facebook.com/SkillIndiaOfficial; Twitter: @MSDESkillIndia;

YouTube: <https://www.youtube.com/channel/UCzNfVNX5yLEUhlRNZJKniHg>