NSDC and Amazon India collaborate to launch

Combat COVID-19 Digital Campaign

**New Delhi, April 28, 2020:** In an endeavour to raise public awareness on the novel coronavirus, the National Skill Development Corporation (NSDC) has partnered with Amazon India, to launch the “**Fight Against COVID-19 #AwareIndiaSafeIndia; Digital Campaign**”. Using digital platforms and online community engagement, the campaign will drive awareness on the importance of precautionary measures in combating COVID 19 such as physical distancing and maintaining hygiene. In addition to this, Amazon and NSDC will engage students and skill trainees through NSDC’s network of 11,000+ Training Centres, 800+ Pradhan Mantri Kaushal Kendra and digital interfaces.

Commenting on the campaign, **Dr. Manish Kumar, MD & CEO, National Skill Development Corporation** said, “The chain of infection can be broken by creating awareness at scale and we believe that Amazon can scale up digital communication in a short span of time, covering millions and impacting community behavior positively.”

Responding to the government’s appeal to the private sector to step forward in the fight against COVID-19, **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 identify volunteers, namely ‘**COVID-19 Digital Heroes**’ through digital outreach across various platforms. Students who are a part of Amazon’s ALEXA student ambassador program will also act as COVID-19 Digital Heroes and help amplify the campaign further. The campaign’s 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.
**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 marketplace is operated by Amazon Seller Services Private Ltd, an affiliate of Amazon.com, Inc. (NASDAQ: AMZN). 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.

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