

As you are aware that the entire nation is facing an unprecedented crisis arising due to the COVID-19 pandemic. In this situation, all sections of the society - individuals, markets, business entities, institutions, in fact everyone is affected by the crisis. However, it cannot be denied that, in this situation, containment of the pandemic and safety of health and life of the citizens is of utmost priority.

2. As you are aware, Government of India and State Governments are making all possible efforts to tide over the crisis employing all possible means. In this regard, the Government of India has launched Aarogya Setu App, which is explained in brief as follows:

(i) Aarogya Setu is a mobile application developed by the Government of India to connect essential health services with the people of India in our combined fight against COVID-19.

(ii) The App is aimed at augmenting the initiatives of the Government of India, particularly the Department of Health, in proactively reaching out to and informing the users of the app regarding risks, best practices and relevant advisories pertaining to the containment of COVID-19.

(iii) Aarogya Setu App tracks through a Bluetooth & Location generated social graph, the users interaction with someone who could have tested Covid-19 positive. The user of app will be alerted if someone has come in close proximity of, even unknowingly, tests Covid-19 positive.

3. It can be seen therefore, that this App is a very powerful tool in helping to protect individuals and their families against the COVID-19 virus. However, for effective utilization of the app towards achievement of the desired objective, it is important to spread awareness about the same to general public on an urgent basis.

4. This gives an opportunity to the UCBs to help all their customers by coming forward in spreading awareness about this app and encouraging all the users of financial services of the UCBs to download and start using this app with immediate effect.

Download Aarogya Setu App and help India win this fight against COVID 19

For Android Users: Aarogya Setu App

<https://bit.ly/AndroidAarogyaSetu>

For iOS Users: Aarogya Setu App

<https://bit.ly/iOSAarogyaSetu>

5. The above-mentioned message is being attached as a soft copy for ease of usage.
6. UCBs are also advised to display the attached banner on their website, app etc., for maximum downloads of the Aarogya Setu App. The URL link mentioned in the banner may kindly be made as hyperlink and clickable for download.
7. UCBs are requested to ensure maximum dissemination of the above information pertaining to Aarogya Setu App and spread maximum awareness about this app among general public.