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भारत सरकार
Government of India

पेय जल एवं स्वच्छता मंत्रालय
4वीं, 8वीं, 9वीं एवं 12 वीं मंजिल, पर्यावरण भवन,
सी.जी.ओ. कॉम्प्लेक्स, लोधी रोड,
नई दिल्ली-110 003
Ministry of Drinking Water and Sanitation
4th, 8th, 9th & 12th Floor, Paryavaran Bhawan,
C.G.O. Complex, Lodhi Road,
New Delhi-110 003

D.O .No. W-11018/07/2015-O/o JD(Stat)
Date :24-6-2015

Subject: Awareness campaign on Rural drinking Water & Sanitation during the
upcoming Rath Yatra in Puri District , Odisha- Regarding

Dear Sir,

As you are aware that the auspicious Rath Yatra which is being celebrated every year during the month of July and attracts lakhs of devotees from all over India. Since during the Rath Yatra devotees come in large numbers from both rural & urban parts of India, it is a very good opportunity for launching an aggressive awareness campaign to educate the people about safe handling and quality of drinking water and also hazards of adopting open defecation and benefits of making toilets and using in their villages / homes. Therefore, you are requested to use this platform by launching an aggressive awareness campaign in Puri district especially on the Rath Yatra routes / locations during the forthcoming rath yatra from 18th to 27th July, 2015. Activities like nukkad natak; quiz's etc. can be organized. People may be encouraged to speak about water and sanitation issues. Stages / stalls may be put in place where a small exhibition could be placed and people may be provided with safe drinking water. Audio messages may be displayed along with announcement during Rath Yatra. These are some of the indicative activities. The state may prepare an aggressive campaign plan and implement it.

The funds for the campaign may be taken from the support fund under NRDWP programme released to the state during the year.

With regards,

Yours sincerely,


(SANDHYA SINGH)

Shri P.K. Mahapatra,
Pr. Secretary, Rural Drinking Water & Sanitation,
Govt. of Odisha, Secretariat,
Bhubaneswar -751 001.

Copy to:
TD(NIC) to upload in the Minister's website.