

D.O No.W-11018/07/2015-O/o JD(Stat)

Dated: 30th June 2015

Subject: Awareness campaign on Swachh Bharat and Rural Drinking water during the famous fairs / mela's/ yatra's/ festivals in the States/ UTs

Dear Sir,

As you are aware India is a country of color, festivities and happiness. In our tradition we have been celebrating different festivals, yatra's as a devotion to the God and also been organizing yatra's and fairs in large scale. People from far of places have been coming to take part in the events. In most of such festivities lakhs of people collect every year in one place at one point in time. Such places are good places to launch awareness campaigns and putting stalls and organizing different awareness activities.

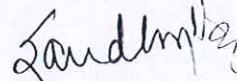
2. With this view, this ministry has decided that we should make good use of such opportunities and do the aggressive campaigning during these periods. Therefore, you are requested to make use of this opportunity and launch aggressive campaigning on "Sandy Bharat" and "Safe drinking water" may be taken up .

3. An indicative list of the fairs/yatra's and mela's is enclosed here with for your ready reference. Other similar events may be targets by you as and when required.

4. The funds for the campaign may be taken from the IEC funds of the Sandy Bharat Mission (Gramin) or from the support fund of the NRDWP (as the case may be).

With regards

Yours sincerely,



(SANDHYA SINGH)

To,

Pr. Secretary/ secretary in charge of Rural water supply and Sanitation in the States.

Copy for information to : Director WSSO/CCDU in the States.

✓ NIC to upload in the ministries website.

Indicative List of Fairs / Pilgrimage Yatra's in India

- Amaranth Yatra – Jammu & Kashmir
- Ratha Yatra – Odisha
- Pandharpur Palkhi Yatra – Maharashtra
- Sonepur Livestock fair – Bihar
- Kumbh Mela- haridwar, Nasik , Ujjain and Allahabad
- Nada devi raj jat – Uttrakahand
- Mela Hemis Gompa- Leh
- Meenakshi Lalaynam – Madurai Tamilnadu
- Nagaur Fair – Rajasthan
- Pushkar Fair – Rajasthan
- Ganga Sagar Mela – West Bengal
- Sonebhadra Mela – Uttar Pradesh



SANDHYA SINGH
JOINT DIRECTOR
Tel:24364112
E-Mail: sandhya.singh@nic.in

भारत सरकार
Government of India

पेय जल एवं स्वच्छता मंत्रालय
4वीं, 8वीं, 9वीं एवं 12 वीं मंजिल, पर्यावरण भवन,
सी.जी.ओ. काम्प्लेक्स, लोधी रोड़,
नई दिल्ली-110 003

Ministry of Drinking Water and Sanitation
4th, 8th, 9th & 12th Floor, Paryavaran Bhawan,
C.G.O. Complex, Lodhi Road,

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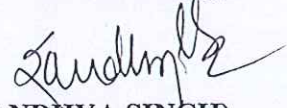
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With regards

Yours sincerely,


(SANDHYA SINGH)

Shri S. Raju
Principal Secretary
Drinking Water Supply Department
Govt. of Uttarakhand
New Secretariat Building, Uttarakhand Secretariat
Dehradun248001.



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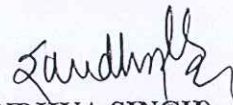
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With regards

Yours sincerely,


(SANDHYA SINGH)

Shri Shishir Kumar Sinha
Principal Secretary
Public Health Engineering Department
Government of Bihar
Vishweshwaraiya Bhawan
Patna-800 015.



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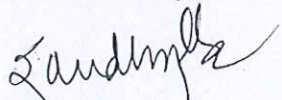
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With regards

Yours sincerely,


(SANDHYA SINGH)

Shri Chanchal Kumar Tiwari,
Principal Secretary
Panchayati Raj Department
Rural Development Department
Government of Uttar Pradesh,
Sachiv Bhawan, UP Sachivalaya,
Lucknow-226001.



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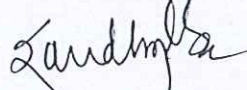
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(SANDHYA SINGH)

Shri Arun Singhal
Principal Secretary
Rural Development Department
Government of Uttar Pradesh,
Sachiv Bhawan, UP Sachivalaya,
Lucknow-226001.



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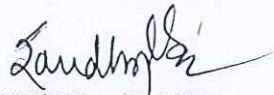
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Yours sincerely,


(SANDHYA SINGH)

Shri Saurabh Kumar Das
Principal Secretary
Public Health Engineering Department
Government of West Bengal
New Secretariat Building
Kolkata-700 001.



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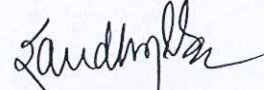
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Yours sincerely,


(SANDHYA SINGH)

Shri Ashwini Rai
Pr. Secretary
Public Health Engineering Department
Government of Madhya Pradesh
Mantralya
Bhopal462 004.



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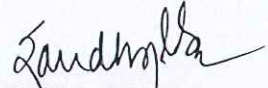
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Yours sincerely,


(SANDHYA SINGH)

Shri Rajesh Kumar
Principal Secretary
Water Supply & Sanitation Department
Government of Maharashtra
Gokuldas Tejpal Hospital New Building
7th floor, L.T. Marg, Near Crawford Market Mumbai-400 001



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Shri P.K.Mahapatra
Principal Secretary
Rural Development Department
Government of Odisha
Secretariat
Bhubaneswar751 001.



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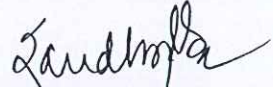
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(SANDHYA SINGH)

Sh. Parvez Malik
Commissioner and Secretary
Flood Control and Public Health Department
Government of Jammu & Kashmir
Civil Secretariat
Jammu-190001



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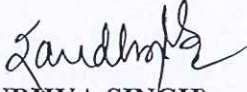
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Shri O.P.Saini
Principal Secretary
Public Health Engineering Department
Government of Rajasthan
Secretariat
Jaipur-302 005 (Rajasthan)



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नई दिल्ली-110 003
Ministry of Drinking Water and Sanitation
4th, 8th, 9th & 12th Floor, Paryavaran Bhawan,
C.G.O. Complex, Lodhi Road,
D.O No.W-11018/07/2015-D/W/D(Stat)3
Dated: 30th June 2015

Subject: Awareness campaign on Swachh Bharat and Rural Drinking water during the famous fairs / mela's/ yatra's/ festivals in the States/ UTs

Dear Sir,

As you are aware India is a country of color, festivities and happiness. In our tradition we have been celebrating different festivals, yatra's as a devotion to the God and also been organizing yatra's and fairs in large scale. People from far of places have been coming to take part in the events. In most of such festivities lakhs of people collect every year in one place at one point in time. Such places are good places to launch awareness campaigns and putting stalls and organizing different awareness activities.

2. With this view, this ministry has decided that we should make good use of such opportunities and do the aggressive campaigning during these periods. Therefore, you are requested to make use of this opportunity and launch aggressive campaigning on "Swachh Bharat" and "Safe drinking water" may be taken up .
3. An indicative list of the fairs / yatra's and mela's is enclosed here with for your ready reference. Other similar events may be targets by you as and when required.
4. The funds for the campaign may be taken from the IEC funds of the Swachh Bharat Mission (Gramin) or from the support fund of the NRDWP (as the case may be).

With regards

Yours sincerely,

(SANDHYA SINGH)

Shri K. Phanindra Reddy
Secretary
Municipal Admn. & Water Supply Department
Government of Tamil Nadu
Fort St. George
Chennai 600 009.