



No.S-18/61/2015-SBM

Government of India

Ministry of Drinking Water and Sanitation
Swachh Bharat Mission (Gramin) Division

4th Floor, Paryavaran Bhawan,
CGO Complex, Lodhi Road,
New Delhi – 110003
Dated the 23rd July, 2015

To

Principal Secretary/Secretary in charge Rural Sanitation,
All States/UTs

Sub: Intensified Diarrhoea Control Fortnight (IDCF) from 27th July to 8th August, 2015

Ministry of Health and Family Welfare is conducting an Intensified Diarrhoea Control Fortnight (IDCF) from 27th July to 8th August, 2015. The operational Guidelines for this programme is available at nrhm.gov.in/site.../fy2015-16/IDCF_guidelines_01.07.2015__1_.doc. The programme is focusing on Intensification of efforts towards “zero” childhood deaths due to diarrhoea across the Country.

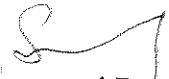
2. As you all are aware, diarrhoea contributes to around 11 percent under-five deaths in country and most of these deaths are clustered around summer and monsoon season. To effectively address the issue, Intensified Diarrhoea Control Fortnight (IDCF) is being observed by Ministry of Health & Family Welfare in the country with an aim of achieving improved coverage of essential life-saving commodity of ORS, zinc dispersible tablets and practice of appropriate child feeding practices including safe water, sanitation and hygiene practices during diarrhoea.

3. Diarrhoea can be prevented with provision of safe drinking water, proper hand washing, sanitation facilities, immunization and breast feeding/ appropriate nutrition. Since our Ministry plays a major role in providing safe drinking water and sanitation facilities in rural areas, we have to play a key role in reduction of diarrhoea among the rural children. The integrated and active efforts of Ministry of Drinking Water and Sanitation in rural areas and Ministry of Health & Family Welfare will help to reduce the child deaths due to diarrhoea in India.

4. I request you all to take part in this campaign and support the activities by distribution of supportive IEC materials developed in the state, hand washing demonstration activities and training on sanitation and hygiene practices to all ASHA workers, Anganwadi teachers and supportive staff. You could also spread the messages like

- i. Use clean drinking water after safe handling.
- ii. Mother should wash with soap before preparation of food, before feeding the child and after cleaning stool of child.
- iii. Safe and quick disposal of child's faeces, that too in sanitary toilets.

Yours faithfully,


(Saraswati Prasad)

Joint Secretary (Swachh Bharat Mission-Gramin)

Tel. No. 24362705

Copy to:

1. State Coordinator - SBM (G), All States/UTs