

No.S-18020/7/2017-SBM  
Government of India  
Ministry of Drinking Water & Sanitation  
Swachh Bharat Mission (Gramin)

12<sup>th</sup> Floor, Pt. Deendayal 'Antyodaya Bhawan'  
CGO Complex Lodhi Road  
New Delhi-110 003

Dated: 27.01.2017

To

The Principal Secretary/Secretary, In-charge (Rural Sanitation)  
All States/UTs

Subject: One-day Workshop for IEC Consultants on 15<sup>th</sup> February, 2017 in Ministry of Drinking Water & Sanitation, New Delhi

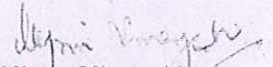
Madam/Sir,

The role of IEC/behaviour-change communication (BCC) in Swachh Bharat Mission (Gramin) cannot be over-emphasized. This is the crux of the campaign. Across the districts and States/UTs, various IEC/BCC tools are being deployed to influence behaviour-change against open defecation. In order to discuss these tools and promote cross-sharing between different States/UTs, a one-day workshop of IEC Consultants of all States/UTs is being organized on 15<sup>th</sup> February, 2017 in Ministry of Drinking Water & Sanitation, 4<sup>th</sup> Floor, Pt. Deendayal 'Antoyada Bhawan', CGO Complex, Lodhi Road, New Delhi-110003. The workshop will provide opportunities to share IEC/BCC tools from all the States/UTs.

2. Ms. Val Curtis, Professor of Behavioural Science from London School of Hygiene & Tropical Medicine is also participating in the workshop to share international best practices in behaviour-change communication.

3. It is requested that you may nominate your IEC Consultants for this workshop. The detailed agenda for the workshop is being sent separately. The nodal person for coordinating this workshop will be Ms. Siriesha Darbha, Consultant (Email:sirieshadarbha@kpmg.com/Mob:9866320206).

Yours faithfully,

  
(Nipun Vinayak)  
Director SBM (G)

Copy to:

1. State Coordinators, SBM-G of all States/UTs
2. Technical Director (NIC) – for uploading on website

Copy also to:

1. JS (S)
2. PPS to Secretary, DWS
3. Under Secretary (GA) – for booking conference room and arranging tea/lunches, etc.