

No.W-11042/34/2013-NBA
Government of India
Ministry of Drinking Water and Sanitation

Paryavarn Bhawan, 9th Floor, C.G.O. Complex,
Lodhi Road, New Delhi-110003.
Dated the 19th September, 2014

Subject: Request for using Social Media, Face Book in particular for information dissemination and sharing of process, output and outcome.

Sir/Madam

In view of huge expansion of Internet in India [164.81 Million as per TRAI as of March 31.1013 reported in the Hindu) ,achieving Third Position in the World after China (1st)& USA (2nd) ,the" Social Media" ,in particular " Face Book" has penetrated fast in India [with 100 million users , India occupying the second position , after USA- as per Company Source (a target of 1billion has been projected by March,2015)reported in Economic Times on April 9th ,2014].For obvious reason ,the "Face Book" , as a very popular fastest growing "Social Media" , has emerged as a very effective communication platform for social sector . Keeping in view the immense potential of "Face Book" a communiqué (copy enclosed) of even number dated 15th July,2013 ,was issued from the Ministry for regular contribution of content with photographs/video for Face Book Page and E-Newsletter of the Ministry . Even after one year, substantive quantum of inputs vis-à-vis potential has not been forthcoming from states and districts . However, It has been encouraging and gratifying to note that with concerted effort the Face Book Page of the Ministry has now emerged as a very rich and acknowledged source of information on best practices ,R & D, events, Policy Decisions etc. for people working in WASH sector across the country .

In the context of above all states are requested to appreciate the immense potential of Social Media and Face Book in particular ,as a platform for information dissemination and visualize its tremendous growth in the offing in near future .It is therefore requested that all states may kindly note the following for appropriate pro-active initiative :

- 1) As a Communication Strategy, henceforth, It would be obligatory for all WSSOs and DWSMs to create a Face Book Page in the name of respective WSSO/DWSM . The Consultant IEC/HRD/M &E in WSSO at State level and Consultant (IEC/HRD/M &E),District Coordinator in DWSM or any other suitable Officer/functionary may be assigned the responsibility of Administrator for maintaining and creating content (brief story with relevant photographs /video) in the form of album(MDWS pattern may be followed).The Concerned Official should be given full support for collection and uploading of materials(photographs, video) from the field.
- 2) In Block level also a Block Level Face Book (WASH) Page may be created in the name of Block specifically for WASH and one Block Coordinator or even a Cluster Coordinator may be given the responsibility of content creation and administration .The respective DWSM may guide the Block Coordinators (BC)/Cluster Coordinators (CC) by arranging a workshop at district level.
- 3) The states may also acknowledge the districts and blocks those who are implementing effective communication through Face Book by declaring Prize and Certificate and even some incentive.

Furthermore, Officials of WSSO and DWSM and BRCs/CRCs may be encouraged to highlight the activities, events, trainings in the Face Book Page of the Ministry by sending a brief 8-10 lines story and 4-10 photographs. This may please be noted that content received form an Official /functionary and subsequently included in the Face Book, should carry the name, designation and e-mail address of that official/ functionary.

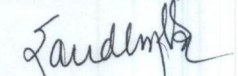
In view of above the States are requested to peruse with all Officials/Functionaries at state level to access the Face Book Page of the Ministry and express your views and take pride in being a part of the Social Network of MDWS, accessed by all working in WASH sector across the Country and world. All materials for uploading in the Ministries Facebook page may be sent to: Dr.T.KDas,NRC Consultant, dr_tkdas47@rediffmail.com, Mobile:08826011268.

It is requested that this circular may be sent to all level Officials at State, District ,Block levels. Lastly, with a view to enable the Ministry to create a comprehensive data base of Officials and other functionaries across states engaged in WASH Sector , it is requested that name ,designation, place of posting ,e-mail address and mobile number of all officials and other functionaries at state, district, block(including Block Coordinator ,Cluster Coordinators etc.) and GP (Including swachhata doot etc.) may be sent to ssengupta@nic.in, as well as to dr_tkdas47@rediffmail.com/drtkdas@gmail.com)

It would be appreciated if an action taken report is sent to the Ministry (sandhya.singh@nic.in/dr_tkdas47@rediffmail.com/drtkdas47@gmail.com) by 6th October,2014

Regards,

Yours Sincerely,


(Sandhya Singh)

To,

Principal Secretary/Secretary in Charge of Water and Sanitation ,All States and UTs

Copy to :

E-in C/Chief Engineer ,in charge of Water and Sanitation/State Coordinator, Sanitation/ Director, WSSO/CCDU

Copy of for information to:

Senior Technical Director ,NIC/ Director(Sanitation)/Director(Water)/PS to Secretary/PS to OSD/PS to JS(Sanitation)/PS to JS(Water)