

सं. डब्लू- 11013/04/2014- एनबीए

भारत सरकार

पेयजल एवं स्वच्छता मंत्रालय

निर्मल भारत अभियान

12वां तल, पर्यावरण भवन  
सीजीओ कॉम्प्लैक्स, लोदी रोड  
नई दिल्ली - 110003  
दिनांक 18.06.2014

सेवा में,

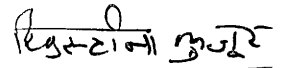
प्रधान सचिव/ ग्रामीण स्वच्छता के प्रभारी सचिव (समस्त राज्य)

विषय: ऑनलाइन अनुवीक्षण एकीकृत प्रणाली पर एनबीए आधारभूत सर्वेक्षण की आँकड़ों की प्रविष्टियों के संबंध में।

महोदय,

मुझे उपर्युक्त विषय पर दिनांक 09 जून, 2014 के इस मंत्रालय के समसंख्यक पत्र की ओर ध्यान आकर्षित करने तथा यह कहने का निदेश हुआ है कि आईएमआईएस पर आँकड़ों की प्रविष्टियों के लिए/ पर व्यय के संबंध में इस मंत्रालय में विचार किया गया है तथा यह निर्णय लिया गया है कि राज्य आईएमआईएस पर आधारभूत आँकड़ा हेतु आँकड़ों की प्रविष्टियों को पूरा करने के लिए आईईसी शीर्ष से 0.30/- रुपए प्रति परिवार (एचएच) खर्च कर सकता है, यद्यपि यह खर्च इस मंत्रालय द्वारा दिनांक 18.07.2013 के पत्र संख्या डब्लू- 11042/18/2013- एनबीए (प्रति संलग्न) के अंतर्गत संशोधित एनबीए दिशा-निर्देशों, के पैराग्राफ 5.1.1 के अनुसार आधारभूत सर्वेक्षण हेतु 8/-रुपए प्रति परिवार (एचएच) की इकाई लागत तथा जिला व्यय-सीमा 20 लाख रुपए प्रति जिला की सीमा के भीतर ही रखा जाए।

भवदीय,



(रिश्तुस्तीना कुजूर)

अवर सचिव (एनबीए)

संलग्नक- यथोक्त

प्रति:-

1. सभी राज्यों के राज्य संयोजक
2. तकनीकी निदेशक, एनआईसी को मंत्रालय की वेबसाइट पर अपलोड करने हेतु

No W.11042/18/2013-NBA  
 Government of India  
 Ministry of Drinking Water and Sanitation  
 NBA Division

12<sup>th</sup> Floor, Paryavaran Bhawan,  
 CGO Complex, Lodhi Road,  
 New Delhi – 110003  
 Date: 18 JUN, 2013

OFFICE MEMORANDUM

Subject: Regarding earmarking of IEC funds for States / UTs to carry out State Level IEC activities and increase in amount for Start-up Activities – modification in Nirmal Bharat Abhiyan (NBA) Guidelines

Representations have been received from several States demanding earmarking of certain part of IEC funds to be utilized for carrying out State level IEC activities and also for enhancement of amount for start-up activities. The matter has been considered by the Ministry of Drinking Water and Sanitation, Government of India and it has now been decided, with the approval of the Competent Authority, to amend the NBA Guidelines (the changes have been underlined and printed in bold) as indicated below:-

| S. No. | Existing Provisions   | Modified Provisions   |
|--------|---|---|
| 1      | Para 5.2.1<br>Information, Education and Communication (IEC) are important components of the Programme. These intend to trigger the demand for sanitary facilities in the rural areas for Households, Schools, Anganwadis and Community Sanitary Complexes through behavioural change. The activities carried out under these components should be area specific and should involve all sections of the rural population. IEC is not a one-time activity. IEC strategy and plan is to be drawn to include creation of demand leading to construction and use in a sustained manner. IEC should be conducted at all tiers i.e. Districts, Blocks and Gram Panchayat. | Para 5.2.1<br>Information, Education and Information (IEC) are important components of the Programme. These intend to trigger the demand for sanitary facilities in the rural areas for Households, Schools, Anganwadis and Community Sanitary Complexes through behavioural change. The activities carried out under these components should be area specific and should involve all sections of the rural population. IEC is not a one-time activity. IEC strategy and plan is to be drawn to include creation of demand leading to construction and use in a sustained manner. <u>IEC should be conducted at all levels i.e. State/UT, Districts, Blocks and Gram Panchayat.</u> |
| 2      | Para 5.2.6<br>IEC funding will be in the ratio of 80:20 between GOI and the State Governments and the total IEC costs including start up grant will be limited to 15% of the total project cost.  | Para 5.2.8 - <del>5.2.6</del><br>IEC funding will be in the ratio of 80:20 between GOI and the State Governments and the total IEC costs including start up grant will be limited to 15% of the total project cost. <u>Out of 15% total project cost of the district, 5% will be utilized by the State/UT for state level IEC activities and funding will be same in the ratio of 80:20 between GOI and the State Government.</u>   |

Noted

Noted!

|   |  |  |    |
|---|--|--|----|
|   |  | Entire state level activities for IEC need to be approved by State Level Scheme Sanctioning Committee  | No |
| 3 | Para 7.2.4 (New para to be added):   | Para 7.2.4<br>SWSM will carry out state level IEC activities. Entire state level activities for IEC need to be approved by State Level Scheme Sanctioning Committee (SSSC)   | No |
| 4 | Para 13.2.1<br>The States/UTs shall release the central grants received along with the matching State share to the District implementing agency/agencies within 15 days of receipt of Central share.   | Para 13.2.1<br>The States/UTs shall release the central grants received along with the matching State share to the District implementing agency/agencies within 15 days of receipt of Central share. <u>Out of 15% of the total project cost of the district 5% will be utilized by the state/UT for state level IEC activities and funding will be same in the ratio of 80:20 between GOI and the State Government.</u>   | No |
| 5 | Para 5.1.1<br>The Start-up activities include:<br><br>a. Conducting of preliminary survey to assess the status of sanitation and hygiene practices<br><br>b. Base line survey<br><br>c. Orientation of key personnel at the District/GP level<br><br>d. Preparation of State Plan.<br><br>The cost of Start-up activities will be met from the IEC funds up to Rs.10 lakh. Additional fund requirement, if any, shall be met by the State. | Para 5.1.1.<br>The Start-up activities include:<br><br>a. Conducting of preliminary survey to assess the status of sanitation and hygiene practices<br><br>b. Base line survey<br><br>c. Orientation of key personnel at the District/GP level<br><br>d. Preparation of State Plan.<br><br>The cost of Start-up activities will be met from the IEC funds <u>at the rate of upto Rs.8/- per HH with a ceiling of Rs. 20.00 lakh.</u> Additional fund requirement, if any, shall be met by the State. | No |

It is requested that above mentioned modifications in NBA guidelines may be noted and may be brought to the notice of all concerned for necessary action.

(Saraswati Prasad)  
Joint Secretary (Sanitation)

The Principal Secretary, Secretary in-charge of Rural Sanitation)  
States/UTs

Copy to Dist. (NDC) with the request to upload the letter on the website of the Ministry of Drinking Water & Sanitation.