

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

12th floor, Paryavaran Bhawan,
CGO Complex, Lodi Road,
New Delhi – 110 003.

Dated the 15th July, 2013

Subject: Request for "soft copies" of IEC materials and photographs for repository of IEC materials of the Ministry and for utilization in the "Face Book Page" and "e-newsletter" of the Ministry.

Sir/Madam,

With a view to enable functionaries of the states ,NGOs ,CSOs, VO's, WWSOs, individuals working in the field of Rural Drinking Water and Sanitation & Hygiene, to have access to wide range of IEC materials, a repository of IEC materials is proposed to be created, for being uploaded in the website of the Ministry.

2. This is for information of all the concerned functionaries in the states working in the field of Rural Drinking Water, Sanitation & Hygiene, that a few Audio-Films on Sanitation figuring a National Award Winning Film celebrity have been made available in the Face Book Page of the Ministry captioned as "**Ministry of Drinking Water and Sanitation, Government of India**", which may be downloaded and utilized for awareness generation. The said face book page also contains brief stories with photographs from states and a few excerpts from the Face Book page of WSSOs and website of WSSOs. The states may also send across photographs (soft copies) with brief note on respective activities captured in the photographs, for inclusion in the Face Book Page of MDWS. Since new media like E-newsletter, Face Book and U-Tube etc. are becoming popular platforms for dissemination of messages in an interesting and interactive manner, the states are requested to advise and assist SWSMs and DWSSMs to open a "**Face Book**" page and up-date the content on weekly/monthly basis and also make it interactive and active. Success stories / Best Practices on sanitation may also may also be sent, along with photographs, on regular basis for

inclusion in the forthcoming issues of Quarterly E-Newsletter "Swajal Nirmal Bharat" (two issues available in MDWS website).

3. In the context of above, all states are requested to send "soft copies of IEC materials (Audio-Visual Film, Audio Film, artwork of Posters, Banners, Wall Paintings, Flex, Flip Charts etc.), Success Stories with photographs by e-mail or by post in CD/DVD format to the following Official of the Ministry:

Dr.T.K.Das,
NRC Consultant (Documentation & IEC),
Ministry of Drinking Water and Sanitation,
11th Block, 6th Floor (Room No: 627),
C.G.O.Complex, Lodhi Road,
New delhi-110003.
E-mail: dr tkdas47@rediffmail.com / dr tkdas@hotmail.com
Mobile: 08826011268

4. An action taken report may also be sent to the Ministry to above mentioned Nodal officer.

Yours faithfully,



(Saraswati Prasad)
Joint Secretary (Sanitation)

To

Principal Secretaries of all States,
In Charge of Rural Drinking Water & Sanitation,

Copy to:

- (i) Engineering-in Chief/Chief Engineer, PHED/State Coordinator (Sanitation),
- (ii) PS to Secretary, MDWS
- (iii) PS to the Joint Secretary (water)/Director (Water)/Director (Sanitation)
- (iv) Senior Technical Director, NIC with the request of uploading on the website.