

Government of India
Ministry of Drinking Water and Sanitation

9th Floor, Paryavaran Bhawan,
CGO Complex, Lodi Road,
New Delhi – 110 003.

D.O.No.W-11018/11/2011-WQ(IEC)

Dated: 5th June, 2014

To

Pr. Secretaries / Secretaries of State Managing Drinking Water Supply and Sanitation
(Assam, Bihar, West Bengal, Tamil Nadu and Uttar Pradesh)

**Sub: Launching of Awareness Campaign in the 60 High Priority JE-AES districts
from 23-6-2014 to 27-06-2014 - Regarding**

Sir,/Madam,

With reference to the video conferencing today, it is to be informed that an intensive five days IEC Campaign has to be launched on 23-06-2014 and will be celebrated till 27-06-2014. For the celebration of the campaign the following needs to be adhered to:-

- (i) Convergence through Departments i.e. Department of Health, Women and Child Development, Panchayati Raj, Rural Development and Department of Education.
- (ii) For funding the campaign, money may be dovetailed from different flagship Programmes like NBA, Sarv Siksha Abhiyan, NRHM etc.
- (iii) Media activities should include all types of media i.e. street plays, nukkad natakas, audio visuals, print, outdoor, digital preferably in local languages for making an intensive and impactful campaign.

As has been decided, the launching of the campaign would be done from the most affected district in the State i.e. Assam – Shivsagar district, Bihar – Muzaffarnagar district, Uttar Pradesh – Gorakhpur district, West Bengal – Bankura district and Tamil Nadu – Madurai district.

A report on the celebration of this awareness week needs to be submitted to this Ministry by 10th July, 2014. For any other query on the Awareness week, the undersigned may be contacted over Phone No. 24364112 and E-Mail sandhya.singh@nic.in.


(SANDHYA SINGH)
JOINT DIRECTOR (STAT)

My (NIC) to upload in the Ministry website (Hindi copy follow)