

**BY SPEED POST**

**No.W-11042/36/2011-NBA  
Government of India  
Ministry of Drinking water and Sanitation**

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C.G.O. Complex, Lodhi Road,  
New Delhi-11003.**

**Dated the 5<sup>th</sup> August, 2013**

**Subject: Non-utilization of IEC budget across states under NBA and improper allocation fund under various components as per approved Communication Strategy Framework for Sanitation and Hygiene.**

**Sir/Madam,**

Keeping in view the significance of IEC in generating "participatory community awareness" and "felt need" triggering "behavior change", under TSC & NBA, a substantive proportion (15%) of District Project Fund was earmarked for communication activities. For enabling the state to plan and implement appropriate state level IEC activities [e.g. Advocacy Workshops, mass media (TV, Radio, Newspapers, etc.), New Media (Bulk Voice/Music SMS on Mobile etc.), Print Materials(Flip Charts, Leaflets, Pamphlets, Booklets containing Technical Options of Toilets & SLWM), Artwork (Posters, Flex, Wall Paintings, Hoardings, Banners etc. for being used by districts/blocks/GPs] out of Project Fund of the Districts, 5% can now be utilized by for state level IEC activities, facilitating utilization of remaining 10% for IEC activities at District, Block, GP and Village levels. The details of the provisions made for state level IEC in the form of Office Memorandum (No. W-11042/18/2013-NBA dated 18<sup>th</sup> July, 2013) may be seen in the website of the Ministry.

2. It has been brought to the notice of the Ministry that some states have retained the entire IEC fund in the state H.Q., without disbursing the proportionate share of the project fund to the districts, for planning and execution of appropriate interventions like IPC (door-to-door visit, Group meeting), PRA, CLTS, Street Theatre, Wall Paintings, Hoardings etc.) as recommended in the "Sanitation and Hygiene Advocacy and Communication Strategy Framework 2012-2017". This is a serious matter, in violation of the spirit of the Guideline and tends to defeat the very purpose of NBA, since IEC activities like IPC, PRA, CLTS, Community Mobilization (CM) including mass & group meetings, rally, Wall Painting, Street Theatre, AV Show by IEC Van, Audio Show by Van/Rickshaw etc. to be implemented by districts in GPs most crucial for generating awareness, creating "social norm" against "open defecation" and triggering sustainable behavior change towards construction, maintenance & use of durable quality toilets and for following healthy hygiene practices. Hence, all states are requested to ensure that only maximum of 5% of districts' projects fund may be utilized for state level IEC activities and providing software support to districts and remaining 10% of the Project Funds of the districts should be immediately released for dedicated utilization for IEC in the district, keeping with the recommendations of "Sanitation and Hygiene Advocacy and Communication Strategy Framework 2012-2017"(available in the website of the Ministry).

3. The following percentage weightage as suggested in the said Communication Strategy Framework, 2012-2017 for IEC budget utilizations may be followed:

MEDIUM	PERCENTAGE OF IEC BUDGET
Interpersonal communication and community mobilization(including all IPC print material and incentive & training for Front Line Workers engaged for WASH)	Up to 60%(print ceiling 10%)of IEC fund
Outdoor Media(Wall Painting, Hoarding, Posters etc.), Street Theatre, Folk Music, Puppet Show	Up to 15% of IEC fund
Mass Media-TV, Radio, Print, Digital Media	Up to 15%(Print Ceiling 3%)of IEC fund
Monitoring & Evaluation of IEC activities	5% of IEC fund
Evidence building	5% of IEC fund.

4. Although IEC is a very crucial component of NBA, the on-line entry of IEC expenditure for NBA by states in 2013-2014 portrays a very dismal picture. Not even a single state has utilized even a fraction of IEC fund approved for various seventeen components on-line IEC Template (e.g. IPC, PRA, Wall writing, Hoarding & Banner, TV, Radio, Exhibition etc.) (Table 1) till date. This is a matter of serious concern, since the very purpose of NBA will be defeated unless multi-level IEC interventions, keeping with the "Advocacy & Communication Strategy Framework(2012-17) " is executed for generating awareness, creating "felt need" and triggering "behaviour change ". Even the "Communication Plan" (as per on-line template) allocating funds for various IEC interventions is not as per the recommended weightage of fund mentioned above. Against the recommendation of allocating 60%(print ceiling 10%) fund for IPC and Community Mobilization(e.g. PRA, group meeting, school rally, awareness etc.) except Uttarakhand (62.64%) and West Bengal (50.8%), most of the states have not earmarked the stipulated quantum(**Table 1**) of fund for IPC & CM ,which are significant and crucial for participatory awareness generation, creation of "felt need" and triggering "behaviour change" towards sustainable use of toilets and elimination of "open defecation".

5. In the context of above, the states are requested to revise the IEC plan for various levels (e.g. state, district, block, GP and village, ward) keeping with the recommendations of "Sanitation and Hygiene Advocacy & Communication Strategy Framework 2012-2017". It is further advised that a **two /three days workshops** involving all District Officials and functionaries of Block & GP level ("sar panch of GP) may be organized in each state, in a time bound manner, for brain- storming on area specific messages and media and finalizing "**District Specific Communication Plan**" for target GPs with IEC interventions formulated for various levels(district, block, GP, village). The finalization of District Communication Plan by organizing state level workshop should be completed **latest by 30<sup>th</sup> August 2013** and implementation started by first week of September, 2013 .The dates of workshop may be intimated to the Ministry by each state immediately, so that the Ministry may also consider deputing officials for attending workshop, where ever required.

6. It has been decided that the Ministry will review the progress made by each state in the execution of IEC activities and utilization of fund on bi-monthly basis through "video conferencing".

7. This may kindly be treated as most urgent and an action taken report may be sent by return e-mail([dr\\_tkdas47@rediffmail.com](mailto:dr_tkdas47@rediffmail.com)).



(Saraswati Prasad)  
Joint Secretary (Sanitation)

To  
Principal Secretaries,  
In Charge of Sanitation,  
All states/UTs.

TABLE-1

IEC EXPENDITURE IN SANITATION ACROSS STATES IN 2013-14 TILL 25.07.13 (In Rs Lacs)

STATES	Song & Dr		Wall Writing		Street plays		IPC		PRA		Gr. Meet		Sc.Rally		TV		RADIO		Hoard-bar		MELAS	A.V.Pub		IEC mat		Awareness		Exhibit		Pic.frame		Other		TOTAL	% fund use in IPC	
	Tgt	A	Tgt	A	Tgt	A	Tgt	A	Tgt	A	Tgt	A	Tgt	A	Tgt	A	Tgt	A	Tgt	A		Tgt	A	Tgt	A	Tgt	A	Tgt	A	Tgt	A	Tgt	A			
ANDHRA PRADESH	246	0	446.45	0	135.087	0	54.167	0	123.5	0	114.23	0	120.2	0	37.57	0	10.75	0	426.6	0	151	0	124	0	224.2	0	80.94	0	66.75	0	34.42	0	324.61	0	2720	18.13
ARUNACHAL PRADESH	0	0	3.52	0	0.5	0	30.26	0	0	0	13.32	0	31.2	0	3	0	0.7	0	33.48	0	2.64	0	0.85	0	3.3	0	27.03	0	7.09	0	0	0	0.4	0	157.3	
ASSAM	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
BIHAR	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
CHHATTISGARH	197	0	142.09	0	51.28	0	195.06	0	75.58	0	110.77	0	126.8	0	7.7	0	22	0	231.1	0	28.65	0	63.4	0	147.2	0	111.1	0	78	0	28.5	0	159.25	0	1775	35
GUJARAT	70.3	0	166.54	0	106.65	0	22.65	0	72.34	0	49.78	0	116.3	0	13.42	0	1.16	0	210.5	0	12.55	0	47.9	0	184.3	0	112.9	0	63.13	0	22.46	0	211.74	0	1485	25
HARYANA	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
HIMACHAL PRADESH	66	0	71.3	0	13.79	0	152.75	0	67.7	0	74.896	0	85.43	0	3	0	9.25	0	54.6	0	3.48	0	17	0	116.7	0	122.6	0	13.1	0	10.25	0	268.74	0	1151	43.75
JAMMU & KASHMIR	63.9	0	323.99	0	30.94	0	37	0	34.88	0	35.55	0	115.3	0	60.75	0	60.15	0	318.4	0	66.3	0	69.3	0	371	0	317.8	0	35.2	0	31.61	0	0	0	1972	27.41
JHARKHAND	230	0	273.67	0	167.28	0	102.31	0	101.22	0	210.54	0	334.1	0	147.1	0	12.66	0	423.8	0	101.5	0	246	0	392.5	0	100.3	0	60.7	0	83.72	0	269.5	0	3256	26
KARNATAKA	233	0	378.99	0	275.52	0	142	0	125.91	0	166.97	0	367.7	0	44.11	0	31	0	294.1	0	147.1	0	84.3	0	382.2	0	130.5	0	123.2	0	68.1	0	225	0	3219	29
KERALA	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
MADHYA PRADESH	117	0	104.77	0	52.19	0	392.2	0	315.73	0	210.24	0	78.68	0	80.78	0	54.19	0	131.7	0	64.19	0	130	0	483.4	0	291.4	0	64.49	0	96.28	0	194.56	0	2862	45
MAHARASHTRA	249	0	76.84	0	255.75	0	159.39	0	164	0	159.15	0	170.3	0	71.46	0	176.6	0	379.8	0	308	0	245	0	521.5	0	223.5	0	224.5	0	83.61	0	1718.1	0	5186	16.9
MANIPUR	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
MEGHALAYA	17.9	0	3.62	0	6.25	0	42.29	0	13	0	46.65	0	42.43	0	3.42	0	1.55	0	15.75	0	14.5	0	4.15	0	16.12	0	97.17	0	31.9	0	8.35	0	0	0	365	
MIZORAM	2.5	0	2.5	0	2.1	0	4.5	0	0	0	5.2	0	3.7	0	2.5	0	0.25	0	7.8	0	0	0	3.6	0	2.5	0	21	0	4.5	0	2.5	0	12.1	0	77.25	
NAGALAND	1.5	0	0	0	0	0	0	0	26.5	0	2.5	0	20	0	10	0	0	0	11	0	0	0	6	0	54.35	0	27	0	0	0	5	0	0	0	163.8	
ORISSA	44.3	0	250.24	0	179.151	0	215.52	0	82.527	0	384.5	0	172.8	0	0	0	1.357	0	166.7	0	68.05	0	188	0	156.5	0	138	0	58.19	0	22.73	0	180.34	0	2309	43
PUNJAB	0	0	62	0	10	0	1	0	0	0	3.4	0	0	0	16	0	15.6	0	0	0	0	0	0	0	5	0	0	0	2	0	0	0	0	115		
RAJASTHAN	72.6	0	138.01	0	118.472	0	1080.5	0	50.44	0	47.73	0	77.17	0	4.5	0	2.7	0	128.7	0	52.74	0	64.5	0	99.96	0	714.6	0	37.09	0	8.498	0	429.65	0	3128	63
SIKKIM	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
TAMIL NADU	613	0	676.1	0	513.54	0	441.38	0	250.11	0	259.75	0	363.4	0	142.2	0	85.32	0	408.8	0	324.5	0	187	0	888.6	0	266.9	0	288.6	0	324.4	0	331.59	0	6365	24.84
TRIPURA	34.1	0	54.39	0	43.65	0	93.28	0	0	0	23.9	0	24.25	0	29.53	0	4	0	58	0	2.37	0	38.5	0	38.78	0	22.27	0	24.5	0	0	0	101.5	0		
UTTAR PRADESH	859	0	1382.9	0	501.871	0	753.56	0	507.23	0	701.16	0	762.6	0	91.25	0	55.97	0	1051	0	516.3	0	322	0	1009	0	561.7	0	314.3	0	265.1	0	2782.9	0	12439	26.42
UTTARAKHAND	6.2	0	28.2	0	7.86	0	87.41	0	0.77	0	6.4	0	4.38	0	0	0	0	0	20.9	0	0.53	0	0	0	3.08	0	16.5	0	0.89	0	1.2	0	0	0	184.3	62.64
WEST BENGAL	285	0	784.82	0	128.53	0	1927.6	0	287.45	0	541.6	0	413.1	0	32.6	0	7.65	0	809.7	0	153	0	94.9	0	527.8	0	341.3	0	75.36	0	148.1	0	451.63	0	7010	50.08
TOTAL	3406	0	5370.9	0	2600.41	0	5934.8	0	2298.9	0	3168.2	0	3430	0	800.9	0	552.9	0	5182	0	2017	0	1936	0	5628	0	3724	0	1573	0	1245	0	7661.6	0	56532	32.82