

**T.M. Vijay Bhaskar, I.A.S.**  
Joint Secretary

टी.एम. विजय भास्कर, आई.ए.एस.  
संयुक्त सचिव



भारत सरकार  
पेयजल एवं स्वच्छता मंत्रालय  
राजीव गांधी राष्ट्रीय पेयजल मिशन  
Government of India  
Ministry of Drinking Water and Sanitation  
Rajiv Gandhi National Drinking Water Mission

D.O.No.W-011/11/2011WQ.IEC  
Dated:22.03.12

Subject: Request for organizing BCC workshops

Dear «Sir\_Name»

Keeping in view the significance of Behavior Change Communication (BCC) in Drinking Water and Sanitation, this Ministry had organized a five day Training of Trainers (TOT) workshop on BCC at the National Institute of Health and Family Welfare (NIHFW), at Delhi, for IEC Officials/Consultants of states working in Sanitation and Drinking Water Sectors.

2. All the States were requested to nominate Officers/Consultants looking after IEC in Sanitation/Water and consequently 20 participants from 13 States attended the workshop from 27<sup>th</sup> February, 2012 to 2<sup>nd</sup> March, 2012.

3. In the context of above, the States whose nominees participated in the Workshop are requested to initiate action for organizing series of BCC workshops for districts and blocks in batches. The Ministry may be intimated about the dates, venue and details of all such workshops to the Nodal Officer for IEC/BCC in the Ministry:

Dr. T. K. Das,  
NRC Consultant (Documentation and IEC),  
Ministry of Drinking Water & Sanitation,  
11<sup>th</sup> Block, 6<sup>th</sup> Floor (Room No. 627), C. G. O. Complex,  
Lodhi Road, New Delhi-110003.  
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4. This is to inform further that from next financial year (2012-13) onwards monthly progress in planning and implementation of IEC activities in Water and Sanitation will be closely coordinated with the States from the Ministry. It is being emphasized that sustained capacity building of officials and consultants on IEC & BCC would have to taken up in the States on priority basis. In case of assistance being required in organizing the workshops, Dr. T.K. Das, Nodal Officer may be contacted.

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It would be appreciated, if an action taken report is sent by return e-mail.

With regards,

Yours sincerely,



(T.M. Vijay Bhaskar)

State Secretaries incharge of RWS in the States of  
Assam, Arunachal Pradesh, Chhattisgarh, HP, J&K, Kerala, Karnataka  
Orissa, Tripura, Uttarakhand, UP and West Bengal.

