

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

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



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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

No.W-11018/07/2012-WQ(IEC)

Dated: 22nd November, 2012

Dear Sir/ Madam,

With a view to generate sustained awareness and behaviour change on various issues of water, provision has been made for funding IEC activities from 5% NRDWP- Support Fund. States have prepared Annual Action Plans for IEC activities. Accordingly States have been entering monthly progress on IEC in state and district (inclusive of GP, block & District level activities) levels in Format C 24 (Annual Action Plan-Support Activity) under Physical Progress (2012-13) of NRDWP in MDWS website.

2. Over the last seven months of the financial year (2012-13) as per the on-line data available till 14th November, 2012 on Format C -24 under Physical Progress Report of NRDWP, it is seen that out of **total expenditure target** of Rs 6281.03 lacs for **State level IEC activities**, only Rs 585.97 lacs, i.e. 9.34 % has been utilized. In respect of the **district level** (inclusive of block and GP level activities) IEC activities, against the target of Rs. 4661.31 lacs, only Rs 306.87 lacs, that is only 6.58% has been utilized.

3. As far as **State level IEC activities** are concerned, thirteen (13) States, namely Andhra Pradesh, Bihar, Goa, J & K, Jharkhand, Karnataka, Kerala, Madhya Pradesh, Orissa, Uttarakhand, West Bengal, Assam and Sikkim have either not utilized the IEC fund at all or utilized an insignificant quantum (less than 1%).

4. As far **district level**, IEC activities, out of 28 states, 19 states, namely Andhra Pradesh, Bihar, Goa, J & K, Jharkhand, Karnataka, Maharashtra, Orissa, Punjab, Rajasthan, Tamil Nadu, Uttar Pradesh, Uttarakhand, West Bengal, Assam, Manipur, Meghalaya, Mizoram and Sikkim have not utilized any IEC fund even after seven months.

5. Although IEC in district, block and GP is very significant for awareness generation and behaviour change 14 States namely Andhra Pradesh, Bihar, Goa, Gujarat, Himachal Pradesh, Karnataka, Punjab, Rajasthan, Tamil Nadu, Uttar Pradesh, West Bengal, Manipur, Mizoram and Nagaland have not even fixed any target of expenditure for district level (inclusive of block and GP) IEC activities.

ग्रामीण क्षेत्रों में
पेयजल स्थायित्व एवं सम्पूर्ण स्वच्छता

Sustainable Drinking Water and
Sanitation for all in Rural Areas

6. Only 8 States utilized IEC fund in district level ranging from 20.38% at the lowest end to 100%. **Arunachal Pradesh(92.59 %),Haryana(89.24%) and Himachal Pradesh(87%)** have utilised the desirable proportion of IEC expenditure at district level (inclusive of GP, block & district) almost keeping with the recommended 90% fund allocation for district level (GP:60%,Block:10%,District:20%,State:10%) as per the IEC Guidelines of NRDWP.

The details are provided in the attached Tables.

7. In view of poor status of implementation of IEC activities, utilization of IEC fund and inadequate IEC intervention at district levels, **you are requested to personally review the target and status of implementation of IEC activities and fund utilization , at various levels (State, district ,block & GP)** with maximum focus on IEC at GP level, keeping with the recommendation of IEC Guideline,2010 and gear up implementation of IEC in a time bound manner.

Furthermore, special drive may be initiated for getting fluoride & arsenic contaminated handpumps (private and public) **painted red in a time bound manner, in each affected habitation** by utilizing IEC fund and executing door-to-door awareness campaign.

With regards,

Yours sincerely,

Sd/-
(T.M.Vijay Bhaskar)

To

Principal Secretary/Secretary,

In Charge of Rural Drinking Water & Sanitation all States.

Copy to:

- (i) P.S. to Secretary, MDWS for kind information.
- (ii) Director (Water & Administration)/Director (Sanitation)/Deputy Secretary (Co- ordination)/ Deputy Secretary (IFD)
- (iii) Engineering -in-Chief /Chief Engineer, PHED/Director, WSSO/Director, CCDU/State Coordinator (Sanitation)
- (iv) Director, NIC for uploading on MDWS website


(T.M.Vijay Bhaskar)

							(Source: IIMS data as on 14.11.12 in Format 26 under Physical Progress)				
Sl. No.	STATES	STATE LEVEL				DISTRICT LEVEL		STATE'S	DISTRICT'S	TOTAL	% of District's
		States level	State's	% Exp.achived	Dist. Level	Dist level	% Exp.achived	Achieved	Achieved	Achieved	Achieved IEC Exp. to
		Target Exp.	Achieved Exp.	against target	Target Exp.	Achieved Exp.	against target	Exp.(Lacs)	Exp.(Lacs)	Exp.(Lacs)	State's Total IEC Exp.
1	ANDHRA PRADESH	0	0.21		0	0	0	0	0	0.21	0
2	BIHAR	0	0	0	0	0	0	0	0	0	0
3	CHATTISGARH	216.89	23.54	10.85	80.65	0	0	216.89	0	216.89	0
4	GOA	31	0	0	0	0	0	31	0	0	0
5	GUJARAT	0	32.26		0	8.26		0	8.26	8.26	20.38
6	HARYANA	50.75	11.97	23.59	618.8	99.24	16.04	50.75	99.24	149.99	89.24
7	HIMACHAL PRADESH	0	7.53		0	51.43		0	51.43	51.43	87.23
8	JAMMU AND KASHMIR	0	0	0	804.84	0	0	0	0	0	0
9	JHARKHAND	50	0	0	606.64	0	0	50	0	0	0
10	KARNATAKA	0	0	0	0	0	0	0	0	0	0
11	KERALA	101.7	0	0	101.7	3.4	3.34	101.7	3.4	105.1	100
12	MADHYA PRADESH	91	0	0	455.38	9.34	2.05	91	9.34	100.34	100
13	MAHARASHTRA	536.48	35.42	6.6	360.76	0	0	536.48	0	536.48	0
14	ORISSA	114.5	0.78	0.68	496	0	0	114.5	0	114.5	0
15	PUNJAB	0	18.1		0	0	0	0	0	0	0
16	RAJASTHAN	2041.48	183.2	8.97	0	0	0	2041.48	0	2041.48	0
17	TAMIL NADU	640	68.83	10.75	0	0	0	640	0	640	0
18	UTTAR PRADESH	1275.8	137.78	10.8	0	0	0	1275.8	0	1275.8	0
19	UTTARAKHAND	0	0.57		142.43	0	0	0	0	0	0
20	WEST BENGAL	408.6	0	0	0	0	0	408.6	0	0	0
21	ARUNACHAL PRADESH	128.78	1.9	1.47	529.95	23.74	4.48	128.78	23.74	152.52	92.59
22	ASSAM	347.54	0	0	237.33	0	0	347.54	0	0	0
23	MANIPUR	0	7.21		0	0	0	0	0	0	0
24	MEGHALAYA	210.01	18.15	8.64	60	0	0	210.01	0	210.01	0
25	MIZORAM	0	15.76		0	0	0	0	0	0	0
26	NAGALAND	0	2.02		0	77.6		0	77.6	77.6	97.46
27	SIKKIM	1	0.6	60	20.5	0	0	1	0	1	0
28	TRIPURA	35.5	20.14	56.73	146.34	33.86	23.12	35.5	33.86	69.36	62.7
		6281.03	585.97	9.34	4661.32	306.87	6.58	6281.03	306.87	6587.9	34.37