

To
All the Superintending Engineers,
RWS & S, Department,
Andhra Pradesh.

File.No: 88(16)/SAM/COO(S)/GEN/2017, dt:06.07.2019.

Sir,

Sub: SAC-To take up the IEC (4+1) activities in the districts and geo tagging the wall paintings & ODF board in IMIS website immediately –Requested –Reg (Remainder).

Ref: S-13015/57/2019-SBM, dt:04.07.2019, of the Director, SBM(G)-IEC, Ministry of Drinking Water and Sanitation (MoDWS).

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Attention is invited to the subject and reference cited and please find the enclosed copy of the reference cited.

Vide reference cited, the Director, SBM(G)-IEC, Ministry of Drinking Water and Sanitation has informed that MoDWS has taken up a massive IEC 4+1 campaign using standard messages on ODF-Plus & ODF Sustainability through wall paintings etc in all the villages across the country and requested to upload the geo-tagged photographs in IMIS site. The uploaded data on IMIS pertains to Andhra Pradesh as on 04.07.2019 is as follows:

Target (Total No of Villages*5) - 94205

Achievement (Total No of Images Uploaded) – 0

In view of the above, it is to inform that recently we have issued instructions to all the Districts to take up the IEC 4+1 activities in all the villages and geo-tag the wall paintings & ODF board. But none of the districts have attended for the above work.

In view of the above, all the SEs RWS & S are once again requested to give top most priority for this item and take up the IEC (4+1) activities immediately in all the 18,841 villages and upload the geo-tagged wall paintings & ODF board in IMIS website immediately and complete the work at the earliest.

Please treat is as most urgent.

Yours faithfully
D MURALIDHAR REDDY, IAS
MANAGING DIRECTOR

Copy submitted to the Principal Secretary, PR & RD Department for information.
Copy to all the District Collectors for information.

Signature Not Verified

Digitally signed by DE REDDY
MURALIDHAR REDDY
Date: 2019.07.07 12:19:48 IST
Reason: Approved



REMINDER

S-13015/57/2019-SBM
Government of India
Ministry of Jal Shakti
Department of Drinking water and Sanitation
Swachh Bharat Mission (Grameen)
4th floor, Pt. Deendayal Antyodaya Bhawan
CGO Complex, Lodhi Road
New Delhi-110003
Dated: 04.07.2019

To
The Mission Director,
Swachh Bharat Mission(Grameen),
Govt. of Andhra Pradesh, Hyderabad

Subject: 4+1 IEC Message Campaign-regarding

Kindly refer to this Ministry's letter No. JS/SBM/ODF/1/2019, dated 27 May 2019, regarding 4 + 1 massive IEC campaign for ODF-Plus and ODF-Sustainability, conducted through standard messages, wall paintings, etc. in all the villages across the country. This campaign began on 1st June 2019 however it needs momentum and speed as the campaign end date is July, 31, 2019. The uploaded data on IMIS till date (04.07.2019)is:


Target (Total No. of Village*5) - 94205

Achievement (Total No of Images Uploaded) - 0

Therefore, you are requested to give some more attention to this campaign so that target may be achieved by due date, and get 4 wall paintings and ODF board put up in all villages, please get the photos uploaded through the Mobile App (Link: <http://sbm.gov.in/odfplus>)

In addition, please provide the name, mobile number and email ID of the nodal officer from your state/ UT, so that coordination can be done smoothly.

For any details on the campaign you may please contact Ms Sanju Yadav, Assistant Director-IEC (Email: sanju.yadav03@gov.in, mob: 9818997674)



(Yugal Kishore Joshi)
Director – SBMG (IEC)

Copy to:
Principal Secretary,
Panchayati Raj & Rural Dev. Department
Swachh Bharat Mission Programme
Govt. of Andhra Pradesh, Hyderabad