

To  
All the District Collectors,  
Andhra Pradesh.

**File.No: 88(13)/SAM/COO(S)/GEN/2017, dt:30.07.2019.**

Sir/Madam,

Sub: SAC- Extension of IEC (4+1) campaign period upto 15th August 2019 – Communicated – Necessary action – Requested –Reg.

Ref: S-13015 / 57 /2019-SBM, dt:30.07.2019, of the Director-IEC, SBM(G), Ministry of Drinking Water and Sanitation (MoDWS).

@@@@@

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

Vide reference cited, the Director-IEC, SBM(G), Ministry of Drinking Water and Sanitation has informed that IEC Campaign for ODF-Plus and ODF-Sustainability is being conducted through standardized wall paintings etc., in all the Villages nationwide. The time period for this campaign was from 1st June 2019 to 31st July 2019. MoDWS has receiving requests from many states to extend the period of campaign.

In this regard, it is informed that the time period of the campaign has been extended till 15th August 2019.

Therefore, it is requested to issue necessary instructions to all the SEs **to finalize the Tenders at the earliest and to take up IEC activities in the districts through Digital Wall Painting only and complete the targets by due date.** It is reiterated that the photos of 4 wall paintings and one board in each village to be uploaded through the mobile app (Link:<http://sbm.gov.in/odfplus>). For any details on the campaign please contact Ms. Sanju Yadav, Assistant Director-IEC (Email:sanju.yadav30@gov.in, Mob:9818997674).

Yours faithfully,  
**DR P SAMPATH KUMAR**  
**MANAGING DIRECTOR**

Encl: As above.

Copy submitted to the Principal Secretary, PR & RD Department for information.  
Copy to all the SEs, RWS & S for information and necessary action.

Signature Not Verified

Digitally signed by Sampath  
Kumar Pommala  
Date: 2019.08.03 11:02:06 IST  
Reason: Approved



S-13015/57/2019-SBM

Government of India

Ministry of Jal Shakti

Department of Drinking water and Sanitation

Swachh Bharat Mission (Grameen)

4<sup>th</sup> floor, Pt. Deendayal Antyodaya Bhawan

CGO Complex, Lodhi Road

New Delhi-110003

Dated: 30.07.2019

To

The Mission Director,

Swachh Bharat Mission (Grameen),

States of Jharkhand, Tripura, Daman & Diu, Chandigarh, Lakshadweep, Andaman & Nicobar Islands, Arunachal Pradesh, Dadra & Nagar Haveli, Andhra Pradesh, Assam, Chhattisgarh, Bihar, Dadra & Nagar Haveli, Goa, Gujarat, Haryana, Himachal Pradesh, Jammu & Kashmir, Karnataka, Kerala, Maharashtra, Madhya Pradesh, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim, Puducherry, TamilNadu, Uttar Pradesh, Uttarakhand, Telangana, Odisha, Punjab, Rajasthan, West Bengal.

Subject: Extension of period for campaign: 4+1 IEC Message Campaign-regarding

IEC campaign for ODF-Plus and ODF-Sustainability is being conducted through standardized wall paintings etc. in all the villages nationwide. The time period for this campaign was from 1<sup>st</sup> June 2019 to 30<sup>th</sup> July, 2019.

The Department is receiving requests from many states to extend the period of campaign. In this regard, it is informed that time period of the campaign has been extended till 15<sup>th</sup> August, 2019.

You are requested to boost this campaign for the remaining period so that the targets may be achieved by due date. It is reiterated that the photos of 4 wall paintings and one ODF board in each village to be uploaded through the Mobile App (Link: <http://sbm.gov.in/odfplus>).

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



30.07.2019

(Yugal Kishore Joshi)

Director – SBMG (IEC)

Copy to:

The Principal Secretary, Secretary/additional principal Secretary

Swachh Bharat Mission (G) Programme,

States of Jharkhand, Tripura, Daman & Diu, Chandigarh, Lakshadweep, Andaman & Nicobar Islands, Arunachal Pradesh, Dadra & Nagar Haveli, Andhra Pradesh, Assam, Chhattisgarh, Bihar, Dadra & Nagar Haveli, Goa, Gujarat, Haryana, Himachal Pradesh, Jammu & Kashmir, Karnataka, Kerala, Maharashtra, Madhya Pradesh, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim, Puducherry, TamilNadu, Uttar Pradesh, Uttarakhand, Telangana, Odisha, Punjab, Rajasthan, West Bengal.