



ABSTRACT

Nirmal Bharat Abhiyan – Roll out of massive State Level Information, Education and Communication (IEC) Campaign to achieve open defecation free status – Approved – Orders – Issued.

Rural Development and Panchayat Raj (CGS.1) Department.

G.O.(D) No. 147

Dated: 03.04.2013.

Read:

From the Commissioner of Rural Development and Panchayat Raj
Letter No.8332/2013-TSC-1, dated 18.2.2013.

ORDER:

In the letter read above, the Commissioner of Rural Development and Panchayat Raj has sent a proposal stating that among the ten vision themes highlighted in the Hon'ble Chief Minister's Vision Tamil Nadu 2023, the vision of providing the best infrastructure services in India in terms of universal access to water and sanitation figures prominently. Provision of Sanitation facilities under various Schemes to the eligible beneficiaries and motivating others who are currently practicing open defecation to construct and use toilets requires massive efforts on the Information, Education and Communication (IEC) front.

2. He has also stated that the Sanitation and Hygiene Advocacy and Communication Strategy Framework 2012-2017, designed jointly by UNICEF and Ministry of Drinking Water and Sanitation lays more emphasis on Inter-Personal Communication which is a part of IEC. Based on this strategy, UNICEF has developed a creative route, creative treatment, messages and visualization which could be used for broadcast and print media, inter – personal communication and outdoor visibility through a specialized media agency M/s DRAFTFCB + ULKA. The creatives developed by the Media Agency were also field tested at various locations with satisfaction.

3. The IEC sanitation materials sent by UNICEF are as follows:-

IEC Materials on Sanitation

Sl. No.	Communication Material	Hard Copy	Soft copy in CD
1.	Posters: Teasers – 5 nos. Reveal - 7 nos.	Two nos (one of Teaser and one Reveal) of size 29”*19” Twelve nos of Teaser and Reveal – A3 size One no : Summary poster for all A3 size	One (1)

2.	Brochure	One (1)	One (1)
3.	Flip Chart	Two (2)	Two (2)
4.	Wall Paintings	One with six templates	One (1)
5.	Newsletter templates	Two (2)	One (1)
6.	Leaflets – two designs	Two (2)	One (1)
7.	Kiosks Design – one	One (1)	One (1)
8.	CD Pouches – two nos.	One (1) set each	One (1)
9.	CD Label – two nos.		
10.	Radio Jingles: Teaser Spots – 3 Spots* 25 sec each Reveal Spots – 3 Spots * 60 sec each		One (1)

4. He has further stated that various final communication tools prepared in hard and soft copies including posters as mentioned above are now ready for rolling out. Rolling out the Information, Education and Communication (IEC) campaign on a massive scale at the State level with the participation of all the stakeholders will provide the requisite impetus to the sanitation activities so as to make State open defecation free by 2015. He has therefore requested the Government to issue orders for State level roll out of IEC Campaign for accelerating the sanitation activities in Tamil Nadu.

5. After careful examination of the proposal of the Commissioner of Rural Development and Panchayat Raj, the Government approve the State level roll out of Information, Education and Communication (IEC) Campaign under Nirmal Bharat Abhiyan for accelerating the sanitation activities in Tamil Nadu. Government also direct the Commissioner of Rural Development and Panchayat Raj to implement the above Information, Education and Communication (IEC) Campaign effectively and monitor the same with suitable monitarable indicators.

(BY ORDER OF THE GOVERNOR)

C.V. SANKAR,
PRINCIPAL SECRETARY TO GOVERNMENT.

To
The Commissioner of Rural Development and Panchayat Raj,
Chennai – 15.
All District Collectors, (except Chennai) (through CRD & PR, Chennai – 15)
All Project Directors, District Rural Development Agencies.
(through CRD & PR, Chennai-15)
The Water, Sanitation and Hygiene Specialist, UNICEF,
Office of Tamil Nadu and Kerala.
Copy to:
The Director,
State Institute of Rural Development,
Maraimalai Nagar, Kancheepuram District.

The Senior Personal Assistant to Hon'ble Minister (Municipal Administration,
Rural Development, Law, Courts and Prisons), Chennai – 9.
Rural Development and Panchayat Raj (OP.II) Department. Chennai – 9.
National Informatics Centre, Chennai – 9.
Private Secretary to Principal Secretary to Government,
Rural Development and Panchayat Raj Department, Chennai – 9.

//Forwarded by order//

SECTION OFFICER.