

PRAVEEN PRAKASH, IAS
Joint Secretary & Mission Director (SBM)
GOVERNMENT OF INDIA
MINISTRY OF URBAN DEVELOPMENT



प्रवीण प्रकाश, आई.ए.एस.
संयुक्त सचिव एवं मिशन निदेशक (एस.बी.एम.)
भारत सरकार
शहरी विकास मंत्रालय

D.O. SB/SBM/011/2017

Date: 1st February 2017

Dear Sir,

Re: Request for IEC and CB action plans for fund release under SBM-Urban

As you are aware, behaviour change is one of the most crucial aspects that will determine the success of Swachh Bharat Mission – Urban. While we stand at the mid-way (50%) mark in terms of Mission tenure, our utilisation of funds for IEC and capacity building stands at a mere 23% of the total Mission funds available, across Centre and states. In 2016-17 itself, an amount of Rs 400 crores remains as yet unutilised from the year's allocated funds, a majority portion of which is under IEC and capacity building heads of SBM.

In order to effectively utilise the available funds, we request you to convene a meeting of the Annual Plan Approval Committee (APAC) at the earliest to approve the IEC and CB plans for the year and send the approved proposals to MOUD for release of required funds. In this regard, please refer to the Office Memorandum no. 20/1/2016-SBM-I dated 30th January 2017 sent to you, regarding change in SBM(U) guidelines for release of funds under IEC and CB components.

While sending the IEC and CB proposals to MOUD, kindly keep in mind that the Integrated Finance Division (IFD) at MOUD, while approving the second instalment of funds for release, requires details of both financial and physical progress at the city / state vis-à-vis the funds released earlier. Hence, please ensure that the Utilisation certificates (UCs) provide a detailed breakup of activities / events taken up under IEC and capacity building, and the funds utilised against each activity / event.

In order to facilitate your preparation of IEC and CB action plans, suggestive formats of action plans are attached herewith for your reference.

Keeping in mind the criticality of speeding up the Mission progress alongwith achieving the desired behaviour change, you are requested to kindly convene the APAC meeting on priority, and send us the IEC and CB action plans, alongwith the relevant UCs in the desired format, for early processing and release of Mission funds to your state.

With sincere regards,


(PRAVEEN PRAKASH)

To:

- Secretaries of Urban Development of all states /UTs

Copy to:

- Chief Secretaries of all states / UTs
- Principal Secretaries / Mission Directors of all states /UTs
- Director – SBM-I / DS-SBM-II

Action plan format : IEC

Proposed action plan: IEC									
Period :									
State:									
SI no	Planned Activity	Unit	No. of units planned	Time duration (no. of days /months)	Total units	Tentative Cost / unit	Representative cost / unit	Total budget	
	TV Spots/programs/success stories in Local News channels-	No. of Spots /day					ETV News- INR 128 per 10 sec slot		
	Advertisement/ success stories in Local Newspapers, Features on SBM Progress & Targets achieved	No. of ads / month * no. of local papers							
	Stickers/ Flexes (Bus Panels/ Auto/ Cycle Rickshaw Panels etc.						inr 4600/ Bus (Rental)		
	FM / Radio Spots for programs/success stories	No. of Spots /day					Tier 1- INR 375/ 10 sec Tier 2- INR 60/ 10 sec AIR- Tier 1 - 770/ 10 sec AIR- Tier 2- 440/ 10 SE		
	Press Meets / Conferences	No. of press meets							

Printing of Newsletters/Posters	No. of pages of A4 prints per month						10 page coloured Newsletter- INR 60	
Sending Bulk SMS related to Swachhata	No. of SMS per month * no. of telecom service providers						INR 1 - 1.5 paise/ SMS	
Road Shows / Street Plays / Nukkad Natak / Cleanliness Drives / Display Vans etc.	No. per month						Road Shows- 2500-15000/ day	
Walkathons	No. per month						10 k- Minimum INR 3,00,000	
State Level meets (for awards/felicitations)	No. per month							
Printing of Bags / Diaries / Calendars / Pens with IEC messages of SBM	No. per month						Diary- INR 200/ Unit Pen- INR 17/ Unit Calender- INR 20/ piece	
Hoardings, (10'x12') (Designing, Printing and Mounting charges)	No. per month						INR 10- 50 /sq-ft	
Electronic Hoardings	No. per month						INR 5000- 8000/ piece	
Banners (8'x4')/Standees Designing & Printing	No. per month							
Wall paintings drives	No. per month						Rs 8/ Sq Foot + Labour	

Action plan format : Capacity Building & A/OE

Proposed action plan: CB & A/OE

Period :

State:

Sl no	Planned Activity	Unit	No. of units planned	Time duration (no. of days /months)	Total units	Tentative Cost / unit	Representative cost / unit	Total budget
	Establishment of State Level PMU	No. of resource persons						
	O & AE @ 20%							
	IHHL Data Entry Outsourcing Work							
	Engagement of Consultants for preparation of DPRs for SWM							
	Exposure visits by State PMU & other Senior officials							
	Exposure visits by ULB Level Officers/Officials							
	Trainings for the State level PMU outside the State							
	Trainings/workshops for ULB Level Officers/Officials							

Engagement of Independent Project Review & Monitoring Agencies (IPRMA)							