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GOVERNMENT OF ASSAM
COMMISSIONERATE PANCHAYAT & RURAL DEVELOPMENT, ASSAM
PANJABARI: JURIPAR: GUWAHATI-37

No: DRD-12M/10/2011-12/110

Dated: 24.01.2012

To,
All Deputy Commissioner

Sub: IEC Plan under Socio Economic Caste Census 2011

Sir,

With reference to the above, this is to inform you that budget has already been provided to the Districts for awareness generation and information dissemination, under SECC. The Deputy Commissioners should make special efforts to disseminate information particularly among the rural population and make them well aware about the questionnaire that are to be canvassed by the enumeration team.

Keeping this in view the following IEC Action Plans are suggested:

1. One mobile van with loud speaker maybe arranged for announcement in each GP prior to the day scheduled for enumeration.
2. Publicity may also be done through display of banners, hoardings, wall paintings, poster, distribution of hand outs, leaflets etc at strategic locations. For display through hoardings, efforts should be made to use the existing facilities and platform for hoardings etc. No new structure should be erected. Material for flex printing is being sent separately from our office.
3. GPs may be instructed to hold a special Gram Sabha to disseminate information to all the Households by engaging a few resource persons.
4. Our office has prepared a theme song voiced by Zubeen Garg highlighting the importance of SECC. Copy of the song is being sent to you separately. The song may be played through local cable networks and FLS.
5. Our office is also planning to produce a video clipping on SECC which will be sent to you in due course. The video should be widely played through local cable channels and Doordarshan wherever possible.
6. You may hold press conference and release press notes highlighting the salient features of SECC.
7. SHGs, Youth Clubs, NGOs etc may be engaged in creating awareness about SECC.
8. You may write to PRI members seeking their co-operation and with request to mobilise rural Households for wide participation in the census process.
9. While implementing the above plans, it should be noted that in no case the budget indicated for the IEC activity should be exceeded.

The above action points are illustrative only. You may take other appropriate measures for creating awareness for smooth and successful SECC.

Yours faithfully,


(Dr. K.K. Dwivedi, IAS)
Commissioner

Panchayat & Rural Development, Assam

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