

No W.11042/18/2013-NBA  
Government of India  
Ministry of Drinking Water and Sanitation  
NBA Division

12<sup>th</sup> Floor, Paryavaran Bhawan,  
CGO Complex, Lodhi Road,  
New Delhi – 110003  
Date: 18 July, 2013

**OFFICE MEMORANDUM**


**Subject:** Regarding earmarking of IEC funds for States / UTs to carry out State Level IEC activities and increase in amount for Start-up Activities – modification in Nirmal Bharat Abhiyan (NBA) Guidelines

Representations have been received from several States demanding earmarking of certain part of IEC funds to be utilized for carrying out State level IEC activities and also for enhancement of amount for start-up activities. The matter has been considered by the Ministry of Drinking Water and Sanitation, Government of India and it has now been decided, with the approval of the Competent Authority, to amend the NBA guidelines (the changes have been underlined and printed in bold) as indicated below:-

Sl.No.	Existing Provisions	Modified Provisions
1.	Para 5.2.1 Information, Education and Communication (IEC) are important components of the Programme. These intend to trigger the demand for sanitary facilities in the rural areas for Households, Schools, Anganwadis and Community Sanitary Complexes through behavioural change. The activities carried out under these components should be area specific and should also involve all sections of the rural population. IEC is not a one-time activity. IEC strategy and plan is to be drawn to include creation of demand leading to construction and use in a sustained manner. IEC should be conducted at all tiers i.e. Districts, Blocks and Gram Panchayat.	Para 5.2.1 Information, Education and Information (IEC) are important components of the Programme. These intend to trigger the demand for sanitary facilities in the rural areas for Households, Schools, Anganwadis and Community Sanitary Complexes through behavioural change. The activities carried out under these components should be area specific and should also involve all sections of the rural population. IEC is not a one-time activity. IEC strategy and plan is to be drawn to include creation of demand leading to construction and use in a sustained manner. <b><u>IEC should be conducted at all levels i.e. State/UT, Districts, Blocks and Gram Panchayat.</u></b>
2.	Para 5.2.8 IEC funding will be in the ratio of 80:20 between GOI and the State Governments and the total IEC costs including start up grant will be limited to 15% of the total project cost.	Para 5.2.8 IEC funding will be in the ratio of 80:20 between GOI and the State Governments and the total IEC costs including start up grant will be limited to 15% of the total project cost. <b><u>Out of 15% total project cost of the district, 5% will be utilized by the State/UT for state level IEC activities and funding will be same in the ratio of 80:20 between GOI and the State Government.</u></b>

		Entire state level activities for IEC need to be approved by State Level Scheme Sanctioning Committee
3.	Para 7.2.4 (New para to be added)	Para 7.2.4 <i>SWSM will carry out state level IEC activities. Entire state level activities for IEC need to be approved by State Level Scheme Sanctioning Committee (SSSC)</i>
4.	Para 13.2.1 The States/UTs shall release the central grants received along with the matching State share to the District implementing agency/agencies within 15 days of receipt of Central share.	Para 13.2.2 The States/UTs shall release the central grants received along with the matching State share to the District implementing agency/agencies within 15 days of receipt of Central share. <b><u>Out of 15% of the total project cost of the district 5% will be utilized by the state/UT for state level IEC activities and funding will be same in the ratio of 80:20 between GOI and the State Government.</u></b>
5.	Para 5.1.1. The Start-up activities include:  a. Conducting of preliminary survey to assess the status of sanitation and hygiene practices  b. Base line survey  c. Orientation of key personnel at the District/GP level  d. Preparation of State Plan.  The cost of Start-up activities will be met from the IEC funds up to Rs.10 lakh. Additional fund requirement, if any, shall be met by the State	Para 5.1.1. The Start-up activities include:  a. Conducting of preliminary survey to assess the status of sanitation and hygiene practices  b. Base line survey  c. Orientation of key personnel at the District/GP level  d. Preparation of State Plan.  The cost of Start-up activities will be met from the IEC funds <b><u>at the rate of upto Rs.8/- per HH with a ceiling of Rs. 20.00 lakh.</u></b> Additional fund requirement, if any, shall be met by the State.

It is requested that above mentioned modifications in NBA guidelines may be noted and may be brought to the notice of all concerned for necessary action.

  
(Saraswati Prasad)  
Joint Secretary (Sanitation)

To  
The Principal Secretary /Secretary (In-charge of Rural Sanitation)  
All States / UTs