



GOVERNMENT OF KERALA

Abstract

'Jalam Jeevitham'- a Campus to Campus campaign on the Protection and Sanitation of Water Resources- Release of fund to the Education Department - Sanction accorded – Orders issued

LOCAL SELF GOVERNMENT (DC) DEPARTMENT

G.O.(Rt)No.593/2023/LSGD Dated,Thiruvananthapuram, **10-03-2023**

- Read
- 1 Minutes of 3rd State High Powered Steering Committee (SHPS) of AMRUT 2.0 held on 27.10.2022 (agenda item)
 - 2 Minutes of 4th meeting of State High Powered Steering Committee (SHPS), AMRUT 2.0 held on 23.01.2023 (agenda item 12)
 - 3 Letter No CBE/SMMU/ AMRUT 2.0/2022/IEC dated 14.02.2023 of Mission Director, AMRUT

ORDER

As per the AMRUI 2.0 guidelines, Information Education Communication (IEC) including Behavior Change Communication is envisaged as a key strategy for spreading awareness on the conservation of water and enhancing water use efficiency, municipal services, creation of markets for treated used water, encouraging potential investors to invest in PPP projects in the water sector,etc among the masses. 1% of the central assistance is earmarked for IEC activities. As per the guidelines, an annual IEC action plan is required to be submitted to MOHUA along with SWAPS.

2. As per the minutes read as 1st paper above, the 3rd State High Powered Steering Committee (SHPS) of AMRUT 2.0 approved the action plan and decided to include school- based Information Education and Communication (IEC) campaign in the IEC Action Plan on Water Conservation & Sanitation at schools through various activities like, forming science clubs, doing projects on water conservation in Schools and Houses, water quality auditing, making competitions, and thereby spreading awareness to the Public through the students.

3. The 4th SHPS considered a proposal on '**Jalam Jeevitham**' a Campus-to- Campus Campaign on the Protection and Sanitation of Water Resources submitted by the National Service Scheme(NSS) unit of the Education Department. The IEC campaign covers 372 selected schools (4 schools from each ULB) in the 93 Urban Local Bodies including Lower Primary, Upper Primary, High School, and Higher Secondary Schools. The campaign aims to cover more than one lakh students through 300 NSS

volunteers. The estimated cost for the campaign is **Rs.39,22,800/- (Thirty Nine Lakh Twenty Two Thousand and Eight Hundred Only)**

4. As per the minutes read as 2nd paper above, the 4th meeting of State High Powered Steering Committee (SHPS), AMRUT 2.0 has approved proposal submitted by the Education Department for 'Jalam Jeevitham'- a Campus to Campus campaign for an estimated amount of Rs.39,22,800/- and directed Education Department to ensure that the campaign should benefit the students and spread awareness to the Public

5. As per the letter read as 3rd paper above, Mission Director, AMRUT has requested to accord sanction to release an amount of Rs.39,22,800/-to the Education Department for organizing the IEC campaign 'Jalam Jeevitham'

6. Government have examined the matter in detail and are pleased to accord sanction to release an amount of **Rs.39,22,800/-(Thirty Nine Lakh Twenty Two Thousand and Eight Hundred Only)** to the Education Department for the implementation of '**Jalam Jeevitham**'- a Campus to Campus campaign on the Protection and Sanitation of Water Resources

(By order of the Governor)

SHEEJA.R.S.

JOINT SECRETARY

To:

The Mission Director, AMRUT

The Principal Director, LSGD

The Director of Urban Affairs

The Director of General Education

The Principal Accountant General (A&E) Kerala Thiruvananthapuram

The Accountant General (Audit I/Audit II), Kerala Thiruvananthapuram

The Information Officer, I&PRD (Web & New Media)

The Executive Director, Information Kerala Mission.

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Forwarded /By order

Section Officer

Copy to:

Private Secretary to Hon'ble Minister for LSGD

PA to Additional Chief Secretary, LSGD

PA to Principal Secretary, General Education Department