

**GOVERNMENT OF ASSAM
OFFICE OF THE DIRECTOR OF LAND RECORDS & SURVEYS ETC., ASSAM
RUPNAGAR, GUWAHATI -32**

No. DS.187/Mission Basundhara/VOL-I/2021/10

Dated, Guwahati the 23-09-2021

To : The Deputy Commissioner, (All)
(except six schedule areas)

Sub : Activities under IEC Campaign for MISSION BASUNDHARA.

Sir,

With reference to the subject cited above, I am to inform that an IEC Campaign has been conceptualized for wide dissemination of the objectives of the mission. The activities are targeted towards community mobilization, behavioral change and awareness generation so that citizens can avail the services to be offered under the mission in a smooth manner.

The activities, timeline and responsibilities of Deputy Commissioners have been specified in ANNEXURE-I (Copy enclosed). You are therefore, requested to ensure the implementation of the IEC activities with strict adherence to the timeline.

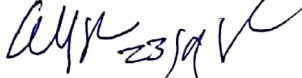
An officer, not below the rank of Assistant Commissioner, may be notified as co-ordinating officer for IEC activities, with details, furnished to the office of the undersigned in the following format-

Sl No.	Name of officer	Designation	Contact No.

This is for favour of kind information and necessary action.

Encl- ANNEXURE-I

Yours faithfully,


(Gyanendra Dev Tripathi, IAS)
Director of Land Records & Surveys etc., Assam
Rupnagar, Guwahati-32

Memo No. DS.187/Mission Basundhara/VOL-I/2021/10-A

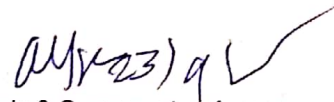
Dated, Guwahati the 23-09-2021

Copy to –

1. The Principal Secretary to the Govt. of Assam, Revenue & D.M. Deptt. Dispur, Guwahati-32 for information.
2. The Chief Executive Officer, ASDMA for favour of kind information

Director of Land Records & Surveys etc., Assam
Rupnagar, Guwahati-32

SL No.	Activity	Timeline	Responsibility of Deputy Commissioner/ CEO Zila Parishad
1	Installation of Banners in DC Offices, Circle Offices, Block Offices and GP Offices	-The banners will be provided to DC Offices for distribution and installation to Circle Offices and to CEO, Zilla Parishad for distribution to Block Offices and GP Offices by 30 th September, 2021	- To ensure the selection of prominent place for installation of banner in the premises of DC Offices, Circle Offices, Block Offices and GP Offices. -To ensure the timely distribution and installation of banners in DC Offices, Circle Offices, Block Offices and GP Offices
2	Awareness through Miking campaign The miking to be done covering the entire Revenue Circle area through a hired vehicle and 2 (two) banners to be displayed in the vehicle during miking.	-The miking to be done from 2 nd Oct, 2021 to 30 th Nov, 2021 covering the entire Revenue Circle area at least 2 times in this duration. -Banners to be displayed in the vehicle during miking will be provided by 30 th September, 2021 at DC Offices. -The audio of the Jingle for miking will be provided by 30 th September, 2021.	-To monitor the proper and timely implementation of the miking. -The concerned Circle Officer shall implement the proper and timely miking with the involvement of VLMCC, Gaon Pradhan, Gaon Panchayat representative. - The bills against hiring vehicle to be submitted for payment.
3	Focal Point Discussion & Distribution of Leaflets on MISSION BASUNDHARA in Gaon Sabha meetings to be conducted by P& RD on October 2 nd , 2021	-The leaflets will be provided to CEO, Zilla Parishad by 30 th September 2021 for distribution to all Gaon Panchayats of the District -The leaflets are to be distributed in Gaon Sabhas on October 2 nd , 2021	To monitor and ensure the timely distribution of leaflets in Gaon Sabhas with the involvement of VLMCC, Gaon Pradhan, Gaon Panchayat representative.
4	Street Plays for highlighting the Revenue Services under Mission Basundhara.	The street plays to be conducted from 7 th October, 2021 to 30 th November, 2021 at prominent locations of the Revenue Circle.	-Street plays to be conducted at Circle Level. -One Street play team per Circle.


 Director of Land Records & Surveys etc., Assam
 M. Rupnagar, Guwahati-32