

GOVERNMENT OF ODISHA  
TOURISM & CULTURE (CULTURE) DEPARTMENT

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No. 4008 /DC, Date - 21.06.14  
BY SPEED POST/MAIL/FAX

From

Shri Sushil Kumar Das, OAS (SAG),  
Director, Culture & Addl. Secretary to Govt.,  
Tourism & Culture (Culture) Department.

To

All Collector & District Magistrates.

**Sub.: Involvement of Human Resources under Culture Dept & Traditional Folk Art Groups of Zilla Kala Sanskruti Sangha(ZKSS) & Block Kala Sanskruti Sangha (BKSS) in the Campaign for prevention of Malaria, Dengue and Diarrheal diseases- regarding.**

Madam / Sir,

Please find the letter of Chief Secretary Odisha bearing letter.No-Sch-NVBDCP-133/2014- **15891** dated 16.06.2014 enclosed with guideline and responsibilities of Culture & Tourism Department and Involvement of Traditional Folk Art Groups of ZKSS & BKSS in the awareness campaign for prevention of Malaria, Dengue and Diarrheal diseases.

In the last year 2013, the Culture Department have successfully implemented and organized awareness programme in all Gaon Kalyan Samiti (GKS) villages in the state and contributed a lot for the prevention of Malaria, Dengue and Diarrheal diseases through ZKSS & BKSS Artists in all 30 districts of the state. Similarly this year, a three month long state wide campaign has been designed by H&FW Department for the prevention of Malaria, Dengue and Diarrheal diseases from **1st July to 30th Sept 2014**. The detailed guideline is enclosed at **Annexure -1**.

The Collector and Chairman of ZKSS of the concerned districts may utilize and involve the human resources functioning under Culture Department and traditional art groups of ZKSS & BKSS at the district and block level for the successful implementation of awareness programme for prevention of Malaria, Dengue and Diarrheal diseases from 1st July to 30th Sept 2014 in districts concerned . The detail proposed activities are given below-

- The human resources under Culture Department like District Culture Officer, DCO in Charge at the district level may be utilized for cleaning the campus premises and dewatering all water logging sites at least one day before the Independence Day.
- The Traditional Folk Artists and Art Groups of ZKSS & BKSS may be utilized for building awareness for the prevention of Malaria, Dengue and Diarrheal diseases.
- One day sensitization programme may be organized for Zilla Kala Sanskruti Sangha (ZKSS) & Block Kala Sanskruti Sangha (BKSS) for prevention and control of vector borne and water borne diseases.
- A proper script carrying health messages may be given for practice in organizing performances for awareness of the community as per schedule. The detail plan may be prepared jointly with District Culture Officer (DCO) or DCO in-charge and CDMO/concerned Health Officer for proper utilisation of Traditional Folk Artists of ZKSS & BKSS.

- The convergence fund is lying unspent at the district level earmarked under Health & Family welfare dept may be utilized for organizing such awareness for prevention of Malaria, Dengue and Diarrheal diseases. The DCO or DCO in-charge is hereby directed to contact with the CDMO for plan and implementation with due approval of Collector -cum-chairman ZKSS.
- The human resources under Tourism Department at the district level may be utilized for cleaning the campus premises and dewatering all water logging sites at least one day before the Independence Day. The Tourist places may also be cleaned and monitoring mechanism may be developed.
- The Unit Cost of expenditure etc is as per norm fixed by Dept of Health & Family Welfare, Govt of Odisha and approval of District Collector.
- The DCO and DCO in-charge of the district may be instructed to send detail progress report with photographs to the undersigned on monthly basis without fail

Yours faithfully,

  
Director, Culture & Addl. Secy. to Govt.

Memo No.- 4009 /DC, Date - 21.06.14

Copy to the P.S. to Commissioner -cum- Secretary to Govt., Culture Department for kind information of the Commissioner -cum- Secretary.

  
Director, Culture & Addl. Secy. to Govt.

Memo No.- 4010 /DC, Date - 21.06.14

Copy to the P.S. to Principal Secretary H & F W Dept for kind information of the Principal Secretary.

  
Director, Culture & Addl. Secy. to Govt.

Memo No.- 4011 /DC, Date - 21.06.14

Copy to the P.S. to Chief Secretary for kind information of Chief Secretary.

  
Director, Culture & Addl. Secy. to Govt.

Memo No.- 4012 /DC, Date - 21.06.14

Copy forwarded to Director SIH&FW (O)/Centre of Excellence of Communication for kind information.

  
Director, Culture & Addl. Secy. to Govt.

Memo No.- 4013 /DC, Date - 21.06.14

Copy forwarded to All District Culture Officer, DCO in Charge for kind information and necessary action.

  
Director, Culture & Addl. Secy. to Govt.

Encl:

1. Letter of Chief Secretary of Odisha
2. Guidelines & Roles and Responsibilities



Dy No. 110712  
17.6.14

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**Mr. P. K. Mohapatra, IAS**  
Principal Secretary to Govt.

**GOVERNMENT OF ODISHA**  
**HEALTH & FAMILY WELFARE DEPARTMENT**  
**ODISHA SECRETARIAT,**  
**BHUBANESWAR - 751001**

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*Sanjay*  
*Sanjay*  
*Sanjay*

Letter No. 15895 /H,  
SCH-NVBDCP-133/2014

Dated 16/6/2014

*Sub.*  
*Dr. B. Boud*  
*S.R. Mahapatra, Secy*  
*19/6/2014*

The Principal Secretaries/The Commissioner-cum-Secretaries  
Panchayati Raj Deptt./Health & F.W. Deptt./ School & Mass Education Deptt./  
ST & SC Dev. Deptt./ W&CD Deptt./Housing & Urban Development Deptt./  
Rural Development Deptt./ Industries Deptt./ Labour & ESI Deptt./  
Revenue & Disaster Management Deptt./ Water Resources Deptt./  
Agriculture Deptt./ Information and Public Relation Deptt./  
Forest & Environment Deptt./ Fisheries & ARD Deptt/ Steel & Mines Deptt./  
Works Deptt./ Culture Deptt./ Commissioners of BMC Bhubaneswar,  
CMC Cuttack and BMC Berhampur.

*RUSS/*  
*ZUSS*  
*may be*  
*involved*  
*in the campaign*  
*let's discuss*

**Sub: Integrated implementation of MDD Campaign for prevention of Malaria, Dengue and Diarrheal diseases – regarding**

Madam/Sir

*16/6/2014*

As you know H&FW department is spearheading the state wide Malaria, Dengue & Diarrhoea IEC/BCC Campaign and Centre of Excellence for Communication at SIH&FW is the nodal agency for implementing the campaign. Since the last two campaign we have achieved a good results in reducing the incidences of vector borne and water borne diseases in our State. As a part of sustainable effort to eradicate these diseases this year also the massive awareness campaign is going to be implemented across the state with multi-sectoral involvement.

This year a three month long campaign is designed to be implemented throughout the state from 1<sup>st</sup> July to 30<sup>th</sup> September, 2014 involving all the stakeholders. The awareness campaign will be executed in 3 phases i.e. extensive phase, intensive phase & follow up phase. The extensive phase from 1<sup>st</sup> July to 31<sup>st</sup> July 2014, the intensive phase from 1<sup>st</sup> August to 30<sup>th</sup> August 2014 and then the follow up phase from 1<sup>st</sup> September to 30<sup>th</sup> September 2014. All departments/ sectors must instruct their respective offices / institutions to devote at least one day for cleaning the campus premises and dewatering all water logging sites potential for mosquito breeding.

In this regard a comprehensive guideline reflecting the action points for all concerned department/sectors developed by Health & Family Welfare Department is enclosed herewith for your ready reference and execution. It is requested to declare a nodal officer from respective departments for the campaign to coordinate with SIH&FW, Odisha and take steps to print IEC/BCC materials of their concerned departments for the campaign as developed by COE, SIH&FW, Odisha. For any support please do contact the Centre of Excellence at Directorate of SIH&FW, Odisha. Contact person of SIH&FW- Ritesh Kumar Sisu, State Communication Manager, Mo-9439987245 and e-mail ID-ritesh.sihfw@gmail.com,

Yours faithfully,

*16/6/2014*  
Principal Secretary to Government

