

Government of Jammu and Kashmir
Rural Development Department: Civil Secretariat

Subject: Campaign on Rural Development in J&K State/Supply of Publicity material by the Directorate of Field Publicity.

CIRCULAR NO: 2-RD of 2011
D A T E D: 18. 01. 2011

The Ministry of Rural Development (MoRD) has entrusted Directorate of Field Publicity, Government of India in J&K to launch on intensive publicity campaign on Rural Development with special reference to MG NREGA & TSC/NRDWM in 3 identified Backward Region Grant Fund (BRGF) districts of J&K State viz. Doda (Doda, Ramban & Kishtwar), Poonch and Kupwara. The objective is to create awareness about important schemes including Mahatama Gandhi Nation Rural Employment Guarantee Act, Total Sanitation Campaign/National Rural Drinking Water Mission (TSC/NRDWM) at grass root level.

For launching the campaign of this magnitude in the identified districts of J&K State, necessary instructions have been issued by the Directorate of Field Publicity, Government of India to the Field Publicity Officers of the concerned districts to organize publicity programmes from 1st week of February 2011 onwards.

It is enjoined upon all the concerned including District level and Block level staff of Rural Development Department that field publicity should be result- oriented and organized in close coordination with the field publicity units. For this purpose, the resources persons may be provided to these units in addition to play the role of facilitators within possible means.

Sd/-
Secretary to Government
Rural Development Department
Dated: 01.2011

No: RD/

Copy for information & necessary action to the:-

1. District Development Commissioner _____
2. Director, Rural Sanitation J&K Jammu.
3. Director, Rural Development Department Kashmir/Jammu.
4. Director, Field Publicity, Ministry of Information and Broadcasting, Government of India. This has reference to his letter No. 1010/R.D/2010-11/Prog-2861 Dated: 13.01.2011.
5. Project Officer _____
6. District Panchayat Officer _____
7. Special Assistant to Hon'ble Minister of State, Rural Development, Panchayats, Law and Parliamentary Affairs
8. Private Secretary to Hon'ble Chief Minister for information of the Hon'ble Chief Minister.
9. Special Assistant to Hon'ble Minister, Rural Development, Panchayats, Law and Parliamentary Affairs.
10. Private Secretary to Secretary to Government, Rural Dev. Deptt.
11. Circular file.


Member Secretary, MG NREGA Cell
Rural Development Department

18/1/2011