



OFFICE OF THE MISSION DIRECTOR
NATIONAL HEALTH MISSION, ASSAM

Saikia Commercial Complex, Srinagar Path, Christianbasti, G.S. Road, Guwahati-5

No. NHM/IEC/Print/1970/PI/2013-14/ 21245

Date: 15/11/2018

From: J.V.N. Subramanyam, IAS
Mission Director, NHM, Assam

To: The Joint Director of Health Services cum Member Secy.,
District Health Society, (all districts), NHM

Sub: Programme Implementation Plan, IEC-BCC, FY 2018-19.

Sir/Madam,

With reference to the subject cited above, the district wise physical & financial allocation along with Operational Guidelines on **IEC-BCC activities** for the FY 2018-19 (RoP 2018-19) has been prepared for implementation of the activities in the state. Govt has approved for execution of different IEC-BCC activities for the FY 2018-19. The district wise budget allocations against each of the activity/FMR code along with Operational Guidelines are enclosed herewith.

The district should strictly follow the all financial norms and guidelines for implementation of the approved activities. And for any clarification regarding implementation of the activities, you are requested to contact with respective owner of the activities. In case of any changes are made in the implementation plan, the matter will be communicated to districts


It is to inform you that not to make any change in the allocation among different FMR codes without approval of the undersigned. Owner of the activity has been indicated in the Programme Implementation Plan against each of the activities. He/She will be responsible for implementation and performance (physical & financial) of these activities within stipulated time schedule.

The hiring of hoardings prices are only indicative and all financial procedures shall be followed before setting up of the same. The SPO/SNO concerned at the state level shall vet the content of the hoardings.

You are, therefore, requested to circulate the Programme Implementation Plan, **IEC-BCC activities** to the all concerned immediately for timely implementation of the activities.

Yours sincerely,

Enclosure: As stated above.



(J.V.N. Subramanyam, IAS)
Mission Director
National Health Mission, Assam

Memo No. NHM/IEC/Print/1970/PI/2013-14/ 21246-59

Date: 15/11/2018

Copy for information to:

1. P.S to the Hon'ble Minister, Health & FW, Assam, Dispur for kind appraisal to the Hon'ble Minister, Health & FW
2. P.S to the Principal Secretary to the Govt. of Assam, Department of Health and Family Welfare for kind appraisal of Principal Secretary.
3. Principal Secretary of the Autonomous Council/ Deputy Commissioner cum Chairman, District Health Society, (all districts).
4. Executive Director, NHM, Assam
5. Director of Health Services Assam, Hengrabari, Guwahati-36.
6. Director, Finance & Accounts, NHM, Assam
7. State Programme Manager, NHM, Assam
8. All SPO/SNO, Consultant, SFM, Component In-charges, SPMU, NHM, Assam
9. DNO/DPO/DPM/DAM.....(all districts) for necessary action.


Mission Director
National Health Mission, Assam

OPERATIONAL GUIDELINES FOR
IEC-BCC ACTIVITIES
2018-19



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1. F.M.R. - 11.1

Particulars: Development of State Communication Strategy comprising of district plan

Total RoP Approval - 2.77 Lakhs.

***State level activity under 11.1:**

State fund: Rs. 87,000 # Development of State Communication strategy.

Activity Plan:

- One day state level orientation programme with DMEs and DCM will be held at State HQ with briefing of the plan for the yearly activity. Program will be presided over by Mission Director in the presence of Executive Director, NHM, Assam and other component counterparts.
- Discussion on new trend of communication strategy applied in different social sector orienting towards innovative approaches in field level communication by developing the stereotype.
- Priority: Innovative communication approach, Strengthening of IPC, discussion on micro plan by the districts. Session will be conducted by SME
- Discussion of BCC techniques. Sharing of experiences. Session will be conducted by BCC expert.
- Discussing all this aspects, a module will be developed.
- A TOT session will be conducted through which the district level trainers i.e. DME AND DCM will be trained to conduct their activity at FMR 11.2.
- Publication of a tabloid size paper on the community health approach with success stories of participatory communication in the FY 2017-18. E-Copy of the same will be shared in social media pages and to the districts, Line Departments etc.
- Fund for publication of the Tabloid is only 40,000 out of the state fund of Rs. 87,000. Such Tabloid will be published in quarterly basis with adjustment of print media funds available in different head.

District Level activity:

District Fund @ Rs 7040/- per district # District level Communication strategy.

*N.B:

This activity should be conducted after the state level orientation on Communication strategy. With this orientation program, a state module will be prepared and a State Training for TOT will

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District Wise Total Budget Allocation for the Year 2018-19

Sl. No.	Districts	Total Fund Allocated for District (In Lakh)
1	BAKSA	27.05
2	BARPETA	42.63
3	BONGAIGAON	27.20
4	CACHAR	33.13
5	CHIRANG	20.99
6	DARRANG	28.58
7	DHEMAJI	30.22
8	DHUBRI	35.50
9	DIBRUGARH	34.99
10	DIMA HASAO	25.80
11	GOALPARA	29.29
12	GOLAGHAT	30.00
13	HAILAKANDI	37.53
14	JORHAT	37.35
15	KAMRUP (M)	31.17
16	KAMRUP	52.78
17	KARBI ANGLONG	30.28
18	KARIMGANJ	39.39
19	KOKRAJHAR	25.83
20	LAKHIMPUR	29.67
21	MORIGAON	29.53
22	NAGAON	41.04
23	NALBARI	30.20
24	SIVASAGAR	31.82
25	SONITPUR	30.19
26	TINSUKIA	29.22
27	UDALGURI	22.18
Total		863.57




be held after which the activity at FMR 11.1 and 11.2 will be done. Details of which is given below after the district level budget break up and guideline *

Break up :

Arrangement: Rs. 3000/-

Refreshment: Rs. 3000/-

Cost for printing of the shared item, Miscellaneous: Rs. 1040/-

Responsibility: DME

Guideline:

- A district level IEC-BCC orientation with participation of district and Block Level official of the district health society. Official of the line Departments should be invited to share the common communication plan at District. Program should be chaired by ADC (Health) or Joint Director of Health Services.
- Discussion on new trend of communication strategy applied in different social sector orienting towards innovative approaches in field level communication by developing the stereotype
- Convergence to be strengthened with line Departments. Discussion of the core issues for having a Joint effort towards many convergence issues like Nutrition, Adolescent Health, Eradication of Anaemia, Deworming, Functioning of RBSK, Different umbrella programs.
- Priority: Innovative communication approach, Strengthening of IPC, discussion on micro plan by the districts.
- Sharing of State Publications in pdf format among the participants.

District Wise Budget Breakup:

Sl. No.	District	Physical Target	Amount Per Unit (In Rs.)	Fund Allocation (In Lakh)
1	BAKSA	1	7040	0.0704
2	BARPETA	1	7040	0.0704
3	BONGAIGAON	1	7040	0.0704
4	CACHAR	1	7040	0.0704
5	CHIRANG	1	7040	0.0704
6	DARRANG	1	7040	0.0704
7	DHEMAJI	1	7040	0.0704
8	DHUBRI	1	7040	0.0704

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Sl. No.	District	Physical Target	Amount Per Unit (In Rs.)	Fund Allocation (In Lakh)
9	DIBRUGARH	1	7040	0.0704
10	DIMA HASAO	1	7040	0.0704
11	GOALPARA	1	7040	0.0704
12	GOLAGHAT	1	7040	0.0704
13	HAILAKANDI	1	7040	0.0704
14	JORHAT	1	7040	0.0704
15	KAMRUP (M)	1	7040	0.0704
16	KAMRUP	1	7040	0.0704
17	KARBI ANGLONG	1	7040	0.0704
18	KARIMGANJ	1	7040	0.0704
19	KOKRAJHAR	1	7040	0.0704
20	LAKHIMPUR	1	7040	0.0704
21	MORIGAON	1	7040	0.0704
22	NAGAON	1	7040	0.0704
23	NALBARI	1	7040	0.0704
24	SIVASAGAR	1	7040	0.0704
25	SONITPUR	1	7040	0.0704
26	TINSUKIA	1	7040	0.0704
27	UDALGURI	1	7040	0.0704
Total				1.901

2. F.M.R. - 11.2

Particulars: Interpersonal Communication tools for the frontline health workers.

Total RoP Approval - 24.00 Lakhs

N.B: This activity should be carried out by the district level trainers who attended the State Orientation cum TOT workshop.

District level activities:

@ Rs 15500/- per block to conduct a SBCC workshop to strengthen entire IPC. Adolescent Health issues, Maternal-Child Health – Family planning issues, Health and Wellness Centre, Nutrition and other programs will be the priority area.

Break Up of the fund :

- Arrangement cost : Rs. 5000/-

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- SBCC material development, Role play material etc : Rs. 5000/-
- Refreshment : Rs. 50000/-
- Miscellaneous : Rs. 500/-

Responsibility: DME

Guideline:

- Participants: All ASHAs of the concerned block.
- **This activity should be carried out by the district level trainers who attended the State Orientation cum TOT workshop.** Other resource Person for the workshop should be One Senior Medical officer, other district level officials.
- DPM/ DME/DCM will deliver overall SBCC approach
- A state module will be provided where the entire coverage for SBCC will be incorporated phase wise manner. Different adolescent health issues on menstrual hygiene with the peer educator model will be covered. A Menstrual care calendar will be shared along with module. As a part of this SBCC workshop a block specific SBCC plan to be developed by sorting the issues of the AASHA'S.
- **Result:** After this SBCC workshop, ASHA will be encouraged to perform group communication separately with adolescent groups, eligible couple, Mothers group with a micro plan developed by the block on that workshop
- DCM will take a session in each block to brief the community approach on adolescent health, maternal –child Health issues
- DFPC will share a session in each block on Family planning issues to strengthen the spirit of ASHA to mobilise for family planning.
- District should share short write up by including the micro plan of IEC-BCC to the ASHAs
- A Pre and post assessment of the BCC shall be conducted by the Block Trainers team and results will be sent to SME and SCM

District Wise Budget Breakup:

Sl. No.	District	Physical Target	Per Unit (In Rs.)	Fund Allocation (In Lakh)
1	BAKSA	6	15500	0.930
2	BARPETA	7	15500	1.085
3	BONGAIGAON	4	15500	0.620
4	CACHAR	8	15500	1.240
5	CHIRANG	2	15500	0.310
6	DARRANG	4	15500	0.620
7	DHEMAJI	5	15500	0.775
8	DHUBRI	7	15500	1.085
9	DIBRUGARH	6	15500	0.930

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Sl. No.	District	Physical Target	Per Unit (In Rs.)	Fund Allocation (In Lakh)
10	DIMA HASAO	3	15500	0.465
11	GOALPARA	5	15500	0.775
12	GOLAGHAT	5	15500	0.775
13	HAILAKANDI	4	15500	0.620
14	JORHAT	7	15500	1.085
15	KAMRUP (M)	5	15500	0.775
16	KAMRUP	12	15500	1.860
17	KARBI ANGLONG	8	15500	1.240
18	KARIMGANJ	5	15500	0.775
19	KOKRAJHAR	4	15500	0.620
20	LAKHIMPUR	7	15500	1.085
21	MORIGAON	3	15500	0.465
22	NAGAON	11	15500	1.705
23	NALBARI	4	15500	0.620
24	SIVASAGAR	8	15500	1.240
25	SONITPUR	7	15500	1.085
26	TINSUKIA	4	15500	0.620
27	UDALGURI	3	15500	0.465
*Total				23.870

State Level Activities: A Fund total of Rs 23.87 Lakhs released above to the districts for conducting one day block level training of ASHAs on SBCC on IPC skills. Remaining fund at State level is 13,000 only which will be adjusted for Tabloid Publication periodically.

3. F.M.R. - 11.3

Particulars:: Targeting Naturally Occurring Gathering of people/Health Mela

Total RoP Approval – 272.25 Lakhs

- **Activity 1** Fund released to District for organising Health Mela @ Rs 37000/- per Health Mela. 2 nos of Health Mela per district to be organised by the district.

Budget break up per Health Mela :

1. Arrangement Cost : Rs. 10,000
2. Mobility cost/Contingency: Rs. 5000

Sl. No.	District	Physical Target	Per Unit (In Rs.)	Fund Allocation (In Lakh)
11	GOALPARA	2	37000	0.740
12	GOLAGHAT	2	37000	0.740
13	HAILAKANDI	2	37000	0.740
14	JORHAT	2	37000	0.740
15	KAMRUP (M)	2	37000	0.740
16	KAMRUP	2	37000	0.740
17	KARBI ANGLONG	2	37000	0.740
18	KARIMGANJ	2	37000	0.740
19	KOKRAJHAR	2	37000	0.740
20	LAKHIMPUR	2	37000	0.740
21	MORIGAON	2	37000	0.740
22	NAGAON	2	37000	0.740
23	NALBARI	2	37000	0.740
24	SIVASAGAR	2	37000	0.740
25	SONITPUR	2	37000	0.740
26	TINSUKIA	2	37000	0.740
27	UDALGURI	2	37000	0.740
Total				19.980

➤ **Activity 2 :**

An emergency fund of Rs 50,000 is allotted per district under the FMR 11.3, Sum Total of emergency fund given to the districts are Rs 13.50 Lakhs. This emergency fund will be utilised in any district level emergency IEC activities like to mitigate IEC display gap, transit IEC like Rickshaws Panel, IEC at Flood situation or any other communication activities during emergency.

District wise breakup of the emergency fund:

Sl. No.	District	Physical Target	Per Unit (In Rs.)	Fund Allocation (In Lakhs)
1	BAKSA	1	50,000	0.50
2	BARPETA	1	50,000	0.50
3	BONGAIGAON	1	50,000	0.50
4	CACHAR	1	50,000	0.50
5	CHIRANG	1	50,000	0.50
6	DARRANG	1	50,000	0.50
7	DHEMAJI	1	50,000	0.50
8	DHUBRI	1	50,000	0.50
9	DIBRUGARH	1	50,000	0.50

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3. IEC cost (Flagging, gate, banners on different programs , leaflet with information of different programs and awareness messages .to be included as per the priority topic of that locality and other miscellaneous): Rs. 22,000

Responsibility: DME

Guideline:

- The Health Mela should be organised in the far flung areas like Tea Garden, Boarder area, Char area etc where access issues are there
- Health Mela to be organised with participation of the Public Representatives along with the public
- It should cover RMNCH + A approach and the umbrella programs.
- In the health camp, specialist doctors of Medicine, ENT, Eye, should be invited. Separate chamber may be arranged in order to smooth functioning of the camp.
- Display of different health scheme of public benefit to be ensured. Flagging with short information on different health programs may be given in the venue of Health Mela. A rally may be organised before holding the Mela to cater people towards the Health Mela. News to be published at least before 2 days of the Health Mela in the local print, electronic and digital media.
- Demonstration of Nutrition, Family planning (IUCD Camps) should be covered.
- Availability of free drugs to be ensured.
- NCD screening shall be arranged.
- Presence of RBSK Team and other counsellors to be ensured. Screening of blindness, deafness, mental health etc should be covered. Counselling must be done against any problems that may exist among the targeted audience.
- At least 5000 people should be mobilize and ensure presence.
- Reporting with no of participants, Doctors, activity details with photographs to be sent to the SME by the concerned responsible officer immediately after the Health Mela held.

District wise Budget Break up:

Sl. No.	District	Physical Target	Per Unit (In Rs.)	Fund Allocation (In Lakh)
1	BAKSA	2	37000	0.740
2	BARPETA	2	37000	0.740
3	BONGAIGAON	2	37000	0.740
4	CACHAR	2	37000	0.740
5	CHIRANG	2	37000	0.740
6	DARRANG	2	37000	0.740
7	DHEMAJI	2	37000	0.740
8	DHUBRI	2	37000	0.740
9	DIBRUGARH	2	37000	0.740
10	DIMA HASAO	2	37000	0.740

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Sl. No.	District	Physical Target	Per Unit (In Rs.)	Fund Allocation (In Lakhs)
10	DIMA HASAO	1	50,000	0.50
11	GOALPARA	1	50,000	0.50
12	GOLAGHAT	1	50,000	0.50
13	HAILAKANDI	1	50,000	0.50
14	JORHAT	1	50,000	0.50
15	KAMRUP (M)	1	50,000	0.50
16	KAMRUP	1	50,000	0.50
17	KARBI ANGLONG	1	50,000	0.50
18	KARIMGANJ	1	50,000	0.50
19	KOKRAJHAR	1	50,000	0.50
20	LAKHIMPUR	1	50,000	0.50
21	MORIGAON	1	50,000	0.50
22	NAGAON	1	50,000	0.50
23	NALBARI	1	50,000	0.50
24	SIVASAGAR	1	50,000	0.50
25	SONITPUR	1	50,000	0.50
26	TINSUKIA	1	50,000	0.50
27	UDALGURI	1	50,000	0.50
Total				13.50

Activity 3: Special Mega Health Mela activities with the presence of local MP, MLAs and other leading public representatives:

District Release:

This activity is approved in the supplementary PIP 2018-19. A total of Rs 168 Lakhs has been sanctioned for 14 nos of Loksabha Constituency in the state. It should be done in an extensive way with a motto to popularise all the schemes provided by Health and Family Welfare Department. Accordingly this amount is distributed district wise by covering the entire LS constituency in Assam.

Responsibility: DME

Activity Guideline:

- This activity shall be done by covering the areas included in a **LS constituency**. In many cases some parts of a district included under one LS and some other part of the same district included under another LS. In Such cases, concerned official should arrange the program by inviting the local MP, MLA and other public representatives of that concerned area.

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- The prime aim of the Mega Health Mela is to gain adequate publicity of different health schemes. So adequate publicity, display must be there in an effective way.
- For this Mega Health Mela, Rs. 207400 to be spent. A Target of 3 Mega Health Mela is given to each district. Total amount provided per district is Rs 6.22 Lakhs. It should cover the LS area included in a district.
- A big scale public meeting to be organised in the health mela premise so that the people can be addressed to get the information on different health schemes and facilities provided from the Department. Target audience should be more than 10000.
- The health mela should cover RMNCH + A approach and the umbrella programs.
- In the health camp, specialist doctors of Medicine, ENT, Eye, should be invited. Separate chamber may be arranged in order to smooth functioning of the camp.
- Display of different health scheme of public benefit to be ensured. Flagging with short information on different health programs may be given in the venue of Health Mela. A rally may be organised before holding the Mela to cater people towards the Health Mela. News to be published at least before 2 days of the Health Mela in the local print, electronic and digital media.
- Demonstration of Nutrition, Family planning (IUCD Camps) should be covered.
- Availability of free drugs to be ensured.
- NCD screening shall be arranged.
- Presence of RBSK Team and other counsellors to be ensured. Screening of blindness, deafness, mental health etc should be covered. Counselling must be done against any problems that may exist among the targeted audience.
- Atleast 5000 people should be mobilize and ensure presence.
- Reporting with no of participants, Doctors, activity details with photographs to be sent to the SME by the concerned responsible officer immediately after the Health Mela held.

District wise budget break up

Sl. No.	Districts	Physical target	Total amount per district (In Rs.)	Total amount per district (In Lakh)
		For Health Mela Camp		
1	BAKSA	3	207400	6.22
2	BARPETA	3	207400	6.22
3	BONGAIGAON	3	207400	6.22
4	CACHAR	3	207400	6.22
5	CHIRANG	3	207400	6.22
6	DARRANG	3	207400	6.22
7	DHEMAJI	3	207400	6.22
8	DHUBRI	3	207400	6.22
9	DIBRUGARH	3	207400	6.22
10	DIMA HASAO	3	207400	6.22
11	GOALPARA	3	207400	6.22

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Sl. No.	Districts	Physical target	Total amount per district (In Rs.)	Total amount per district (In Lakh)
		For Health Mela Camp		
12	GOLAGHAT	3	207400	6.22
13	HAILAKANDI	3	207400	6.22
14	JORHAT	3	207400	6.22
15	KAMRUP (M)	3	207400	6.22
16	KAMRUP	3	207400	6.22
17	KARBI ANGLONG	3	207400	6.22
18	KARIMGANJ	3	207400	6.22
19	KOKRAJHAR	3	207400	6.22
20	LAKHIMPUR	3	207400	6.22
21	MORIGAON	3	207400	6.22
22	NAGAON	3	207500	6.23
23	NALBARI	3	207500	6.23
24	SIVASAGAR	3	207500	6.23
25	SONITPUR	3	207500	6.23
26	TINSUKIA	3	207500	6.23
27	UDALGURI	3	207500	6.23
Total				168.00

State Level Activities: 84.25 Lakhs for transit messaging for Visibility.

Break Up:

- 46.2 Lakhs for Bus Panel. Information on the flagship programs, behavioural messages etc will be displayed in the Bus Panel. EOI will be invited shortly for Bus Panel from SHQ/ MoU with ASTC may be done
- 38.05 Lakhs for Auto Rickshaw panel. EOI/Tender for Auto rickshaw panel to be invited shortly. **Out of which 13.50 Lakhs is released above to district as a part of emergency fund** under which rickshaw panel will be an activity and other emergency activity can be done by the districts.

Program to be covered in the Bus panel and Auto rikshaw panel:

Chief Minister's Free Diagnostic Scheme, MMU, NCD screening, Ayushman Bharat initiatives, JSSK,JSY,PMSMA, Tobacco Control, Swacchata, Mental Health, Adolescent Health, Menstrual hygiene, MAA, Complimentary Feeding, Family Planning, Diarrhoea Control, Deworming, 104, 108, 102,Adarani, RBSK, RKSK, JE, DENGUE, Leprosy, Free Drug Service etc.

4. F.M.R. - 11.4.1

Particulars:

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IEC-BCC activities under Maternal Health: Media Mix of Mid Media/Mass Media

Total RoP Approval - 263.25 Lakhs

Responsibility: DME

Fund released to districts are as follows:

Activity 1 under FMR 11.4.1: @ Rs. 40,000/- per Special maternal health camp for tea garden and char areas (Camp + Folk media performance)

A physical target given to the districts varies with respect to number of tea gardens in the districts and char areas. Districts are requested to count the physical target by calculating the unit cost of Rs 40,000/- for one maternal health camp. Follow the budget sheet.

Break Up of the unit cost provided:

- Arrangement with a camp gate: Rs 5000/-
- Doctor and other staff mobility with contingency: Rs. 5000/-
- IEC (Pamphlet with a compiled information on JSSK,JSY,PMSMA, Referral services, ANC,PNC,HBNC etc): Rs. 2000/-
- Banners on different health schemes in the camp venue : Rs 2000/-
- IEC - AV show to the participants (Commoners, Pregnant women etc) : 2000/-
- Localised installation of permanent display (1 no Information board of size 8x 10 ft and at least 5 nos of the size 5x3 ft) on different benevolent health scheme by Govt. Banners without board or frame are not encouraged to display. : 13,000/-
- **Folk media performance:** Staging of two shows by covering the entire area selected. One show should be held prior to the camp with messages of maternal health and early information on the camp to be held. Unit cost for folk media performance: @ 3500/- per show, total 3500 x 2 = 7000/- per special maternal health camp.

Folk Media Performance may be of the following types:

- Jhumur with lyrics on the health messages on maternal health and care
- Street play with theme of maternal health and care

Guideline:

- For the Special Maternal Health camps in the Tea Garden areas and Char areas of the district by focussing the objective to reduce MMR, HRP, JSSK entitlements, maternal nutrition, VHND. Change of food habits of Tea Garden workers shall be focussed. In the camp, necessary steps for a PW like Weight, Hb screening, BP check up, Random blood sugar, NCD screening must be done.
- At least 500 pregnant women shall be mobilized for the camp.
- Districts are requested to work out on the deliverables during the camp.

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- For Char areas, districts are requested to use Boat Clinic if available in that selected area, otherwise districts will arrange convenient places for public basically the pregnant women. In case of tea garden areas MMU should also be there during the camp session. It should be well equipped with the demo of our services available like referral service, adarani etc so that people can be informed and encouraged to our services
- Mother club may be formed to disseminate IEC group communication in the tea garden and Char areas on regular basis. Concerned ASHA will follow up and take part in the group communication.
- Concerned DME will also fill up the IEC gap if any in the nearest health facility strictly before this camp session. We should have parallel information system in the facility and in camps cum transit points. Health information must not be confined only in the health facility. For popularisation of health scheme, it should be a prime concern.
- Tea garden club may be used for such RMNCH+A approach to be held at the Tea gardens. For the activity at char areas, DME may coordinate camp with the C-NES (stated above) team working in the riverine areas. They have a provision of Community Radio also. DME must have to share the schedule of such camp to the State Media Cell so that proper monitoring of such program may be ensured. Reporting to be strengthened among the DMEs. Only photograph does not indicate proper reporting of activities, it should have facts and figures, procedures, suggestions etc.
- Mass awareness on JSSK; JSY ; VHND; danger signs ; good nutrition which are available in the MCP card shall be effectively demonstrated.
- A monthly report shall be submitted by DME.

District wise Budget Break up:

Sl. No.	Districts	Physical Target	Amount Per Unit (In Rs.)	Fund Allocated (In Lakhs)
1	BAKSA	2	40000	0.80
2	BARPETA	6	40000	2.40
3	BONGAIGAON	3	40000	1.20
4	CACHAR	5	40000	2.00
5	CHIRANG	2	40000	0.80
6	DARRANG	2	40000	0.80
7	DHEMAJI	4	40000	1.60
8	DHUBRI	5	40000	2.00
9	DIBRUGARH	7	40000	2.80
10	DIMA HASAO	2	40000	0.80
11	GOALPARA	3	40000	1.20
12	GOLAGHAT	5	40000	2.00
13	HAILAKANDI	2	40000	0.80
14	JORHAT	7	40000	2.80
15	KAMRUP (M)	2	40000	0.80
16	KAMRUP	4	40000	1.60

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Sl. No.	Districts	Physical Target	Amount Per Unit (In Rs.)	Fund Allocated (In Lakhs)
17	KARBI ANGLONG	3	40000	1.20
18	KARIMGANJ	3	40000	1.20
19	KOKRAJHAR	3	40000	1.20
20	LAKHIMPUR	3	40000	1.20
21	MORIGAON	3	40000	1.20
22	NAGAON	4	40000	1.60
23	NALBARI	3	40000	1.20
24	SIVASAGAR	5	40000	2.00
25	SONITPUR	5	40000	2.00
26	TINSUKIA	5	40000	2.00
27	UDALGURI	2	40000	0.80
Total		100		40.00

Activity 2: PMSMA banner and miking

For the activity, fund of Rs 505 per PMSMA site

Break Up: Cost of Banner: Rs. 200

Cost of miking: Rs 305 (District may clubbed the money with a regional plan for miking)

Responsibility: DME

District wise Budget Break up:

Sl. No.	Districts	Physical Target (Total no of PMSMA site)	Amount Per Unit (In Rs.)	Fund Allocated (In Lakh)
1	BAKSA	29	505	0.15
2	BARPETA	47	505	0.24
3	BONGAIGAON	40	505	0.20
4	CACHAR	39	505	0.20
5	CHIRANG	23	505	0.12
6	DARRANG	31	505	0.16
7	DHEMAJI	31	505	0.16
8	DHUBRI	73	505	0.37
9	DIBRUGARH	24	505	0.12
10	DIMA HASAO	16	505	0.08
11	GOALPARA	56	505	0.28

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Sl. No.	Districts	Physical Target (Total no of PMSMA site)	Amount Per Unit (In Rs.)	Fund Allocated (In Lakh)
12	GOLAGHAT	30	505	0.15
13	HAILAKANDI	31	505	0.16
14	JORHAT	29	505	0.15
15	KAMRUP (M)	8	505	0.04
16	KAMRUP	41	505	0.21
17	KARBI ANGLONG	65	505	0.33
18	KARIMGANJ	50	505	0.25
19	KOKRAJHAR	56	505	0.28
20	LAKHIMPUR	43	505	0.22
21	MORIGAON	51	505	0.26
22	NAGAON	70	505	0.35
23	NALBARI	24	505	0.12
24	SIVASAGAR	20	505	0.10
25	SONITPUR	47	505	0.24
26	TINSUKIA	35	505	0.18
27	UDALGURI	23	505	0.12
Total		1032		5.24

State Level activity:

Print and Electronic Media Fund for publicity of Maternal Health Program: Print and Electronic media activities to be done with Plan of Media Mix with consultation of program head. A monthly plan will be followed accordingly. IEC cell will cover up the key messages of any publicity with the inputs from the concerned program. It will be need based coverage of the programs.

Fund Break up: 244.33 (134.54 (P) + 110.01 (E)). Expenditure is to be booked at State level with monthly plan of action and sudden requirement of related program/event etc. The electronic media cost is inclusive of broadcasting and production of AV spots, short films, documentary etc. Print media fund is inclusive of publication cost with designing of messages, translation if required.

5. FMR 11.4.3

Total RoP Approval - 34.50 Lakhs

Particulars:

Any other IEC/BCC activities.

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Under this FMR, the Mobile cinema outdoor Publicity and Game items are the work to be done. **Out of which the Mobile Cinema Unit work and game item will be done from state HQ,** However this activity must be monitored by each DME during the course of its operation. (Mobile cinema, outdoor publicity and game item). Besides these DMEs are requested to strengthen the IEC platform of MMU in which the unit can incorporate cinema show as a means of IEC. The other detail of outdoor publicity is given herewith.

Responsibility: DME

Guideline on Outdoor Publicity 11.4.3:

- A hoarding fund total of Rs 20.10 Lakhs to be spent for hoarding as well as outdoor publicity. (An extra annexure for hoarding work is attached along with physical target).
- The themes of the hoarding are JSSK, JSY, PMSMA, Chief Minister's Free Diagnostic Scheme, MMU etc.
- It is to be done at district level and release accordingly to district. Districts are requested to initiate this activity from District HQ itself. Cross monitoring will be done against each installation and hiring.
- Vendors who will install or hire the hoarding should be given the clause for maintenance of the hoarding at least for one year. The frame quality should be up to the mark.
- Road visibility must be ensured to fill the gap of outdoor publicity. Hoarding must not be confined to facility only. Concerned DME has to submit location plan to the State IEC cell before installation or hiring.
- Estimated charge for installation is Rs 12,000/- per hoarding and for Hiring of hoarding is Rs 25,000. Per hoarding.

District wise Budget Break up:

Sl. No	Districts	Nos. of Hoardings per District	Installation of Hoarding cost@ Rs. 12000/- Per hoarding (20 ft x 10 ft) on JSSK, JSY, PMSMA, Free Diagnostic etc on the basis of need based assessment)	Nos. of Hoardings per District	Hiring of Hoarding cost@ Rs. 25000/- Per hoarding (20 ft x 10 ft) on JSSK, JSY, PMSMA, Free Diagnostic etc on the basis of need based assessment)	Fund Allocated (In Lakhs)
1	BAKSA	2	24000	2	50000	0.74
2	BARPETA	3	36000	4	100000	1.36
3	BONGAIGAO N	2	24000	1	25000	0.49
4	CACHAR	3	36000	4	100000	1.36
5	CHIRANG	1	12000	1	25000	0.37
6	DARRANG	3	36000	2	50000	0.86
7	DHEMAJI	2	24000	1	25000	0.49

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Sl. No	Districts	Nos. of Hoardings per District	Installation of Hoarding cost@ Rs. 12000/- Per hoarding (20 ft x 10 ft) on JSSK, JSY, PMSMA, Free Diagnostic etc on the basis of need based assessment)	Nos. of Hoardings per District	Hiring of Hoarding cost@ Rs. 25000/- Per hoarding (20 ft x 10 ft) on JSSK, JSY, PMSMA, Free Diagnostic etc on the basis of need based assessment)	Fund Allocated (In Lakhs)
8	DHUBRI	4	48000	1	25000	0.73
9	DIBRUGARH	3	36000	4	100000	1.36
10	DIMA HASAO	1	12000	1	25000	0.37
11	GOALPARA	3	36000	1	25000	0.61
12	GOLAGHAT	3	36000	2	50000	0.86
13	HAILAKANDI	3	36000	2	50000	0.86
14	JORHAT	3	36000	4	100000	1.36
15	KAMRUP (M)	4	48000	5	125000	1.73
16	KAMRUP	3	36000	3	75000	1.11
17	KARBI ANGLONG	1	12000	1	25000	0.37
18	KARIMGANJ	1	12000	1	25000	0.37
19	KOKRAJHAR	1	12000	1	25000	0.37
20	LAKHIMPUR	1	12000	1	25000	0.37
21	MORIGAON	1	12000	1	25000	0.37
22	NAGAON	1	12000	3	75000	0.87
23	NALBARI	2	24000	1	25000	0.49
24	SIVASAGAR	1	12000	2	50000	0.62
25	SONITPUR	1	12000	2	50000	0.62
26	TINSUKIA	1	12000	2	50000	0.62
27	UDALGURI	1	12000	1	25000	0.37
Total		55	660000	54	1350000	20.10

- The hiring of hoardings prices are only indicative and all financial procedures shall be followed before setting up of the hoardings.
- The SPO/SNO concerned at the state level shall vet the content of the hoardings.

State Activity:

Under this head, total fund of Rs 34.50 under different activity head to be spent from SHQ out of which the above amount Rs 20.10 Lakhs released to district to strengthen outdoor publicity.

Remaining amount at state is 14.40 Lakhs.

- State will estimate the fund received for mobile cinema unit in various components and accordingly will float a tender to invite professional body for Mobile Cinema on Health

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issue like Maternal Health, Child Health, Family Planning, Adolescent Health etc. AV spots will also be used to provide specific behavioural message through this platform.

- It will be entertainment cum infotainment medium. We may incorporate our AV spots when showing popular movie to the targeted audience. Or we may show attractive documentary on different community health and social issue in AV spots will be incorporated strategically. A detail concept note is being prepared.
- Targeted audience: Marginal people who does not have regular access of mainstream media. Tea garden and Char area will also be covered.
- DME will coordinate about the venue and schedule. Monitoring of such activity will be done by DME at district. GPS and program recording tools will be given as a prerequisite in the tender. On the basis of such monitoring, SME will take necessary action on the works.
- From the head of the fund for the pictorial tools development fun, a fund is segregated for outdoor publicity.
- For the approved activity of Game item as IEC tool for Maternal Health promotion and safe motherhood, the material to be produced from state HQ and it will distribute VHND wise. In each VHND unit, this Game item will be made available with a budget of 9.90 Lakhs across state. Tender will be float soon for this activity.

6. FMR 11.5.1

Total RoP Approval - 351.44 Lakhs

Note:

Fund for IDCF was already cited during the program and district may adjust accordingly as per earlier release from the specific fund pool.

District Activity under FMR 11.5.1:

From the adjusted fund from NDD under FMR 11.5.1, an amount of Rupees 20.10 Lakhs to be spent for Hoarding cum Outdoor Publicity is released.

Responsibility: DME

Guidelines:

- The themes of the hoarding are MAA, Deworming, RBSK, Nutrition issue, HBNC, Diarrhoea, Pneumonia etc.
- It is to be done at district level and release accordingly to district. Districts are requested to initiate this activity from District HQ itself. Cross monitoring will be done against each installation and hiring.

- Road visibility must be ensured to fill the gap of outdoor publicity. Hoarding must not be confined to facility only. Concerned DME has to submit location plan to the State IEC cell before installation or hiring.
- Estimated charge for installation is Rs 12,000/- per hoarding and for Hiring of hoarding is Rs 25,000. Per hoarding.

Budget Breakup for hoarding cum outdoor publicity under FMR 11.5.1:

Sl. No.	Districts	Nos. of Hoardings per District	Installation of Hoarding cost@ Rs. 12000/- Per hoarding (20 ft x 10 ft) on Diarrhoes control, deworming, IFA, Nutrition cum breast feeding, RBSK, Immunization, HbNC & other flagship programme by GoA etc	Nos. of Hoardings per District	Hiring of Hoarding cost@ Rs. 25000/- Per hoarding (20 ft x 10 ft) on Diarrhoes control, deworming, IFA, Nutrition cum breast feeding, RBSK, Immunization, HbNC & other flagship programme by GoA etc	Fund Allocated (In Lakh)
1	BAKSA	2	24000	2	50000	0.74
2	BARPETA	3	36000	4	100000	1.36
3	BONGAIGAON	2	24000	1	25000	0.49
4	CACHAR	3	36000	4	100000	1.36
5	CHIRANG	1	12000	1	25000	0.37
6	DARRANG	3	36000	2	50000	0.86
7	DHEMAJI	2	24000	1	25000	0.49
8	DHUBRI	4	48000	1	25000	0.73
9	DIBRUGARH	3	36000	4	100000	1.36
10	DIMA HASAO	1	12000	1	25000	0.37
11	GOALPARA	3	36000	1	25000	0.61
12	GOLAGHAT	3	36000	2	50000	0.86
13	HAILAKANDI	3	36000	2	50000	0.86
14	JORHAT	3	36000	4	100000	1.36
15	KAMRUP (M)	4	48000	5	125000	1.73
16	KAMRUP	3	36000	3	75000	1.11
17	KARBI ANGLONG	1	12000	1	25000	0.37
18	KARIMGANJ	1	12000	1	25000	0.37
19	KOKRAJHAR	1	12000	1	25000	0.37
20	LAKHIMPUR	1	12000	1	25000	0.37
21	MORIGAON	1	12000	1	25000	0.37
22	NAGAON	1	12000	3	75000	0.87
23	NALBARI	2	24000	1	25000	0.49
24	SIVASAGAR	1	12000	2	50000	0.62

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Sl. No.	Districts	Nos. of Hoardings per District	Installation of Hoarding cost@ Rs. 12000/- Per hoarding (20 ft x 10 ft) on Diarrhoes control, deworming, IFA, Nutration cum breast feeding, RBSK, Immunization, HbNC & other flagship programme by GoA etc	Nos. of Hoardings per District	Hiring of Hoarding cost@ Rs. 25000/- Per hoarding (20 ft x 10 ft) on Diarrhoes control, deworming, IFA, Nutration cum breast feeding, RBSK, Immunization, HbNC & other flagship programme by GoA etc	Fund Allocated (In Lakh)
25	SONITPUR	1	12000	2	50000	0.62
26	TINSUKIA	1	12000	2	50000	0.62
27	UDALGURI	1	12000	1	25000	0.37
Total		55	660000	54	1350000	20.10

- The hiring of hoardings prices are only indicative and all financial procedures shall be followed before setting up of the hoardings.
- The SPO/SNO concerned at the state level shall vet the content before setting up of the hoardings.

State Level Activities:

A total of 218.48 Lakhs Print and Electronic Media Fund on Child Health issues and programs are to be utilized from SHQ. It will include MAA, NDD, RBSK, Nutrition issues, HBNC, Diarrhoea, Pneumonia and any other related issues.

- Rs 56 Lakhs rupees have been approved for Breastfeeding week. Out of which a planned budget is released to the districts already to initiate WBW programs. Rs 30000 is given to each district for installation of breastfeeding corner with IEC message in each district hospital which is a new initiative taken. Such model will be further implemented.
- Poster on MAA with an amount of Rs. 7 Lakhs will be printed and distributed to the district shortly.
- Rs 2.13 Lakhs for printing of poster to be provided to NRC, SC, AWC will be done at state level so that quality poster may be ensured centrally with minimal cost.
- Fund for IDCF to be adjusted with the already spent budget at district.
- Mobile cinema budget of 4.5 Lakhs will be estimated along with Mobile cinema budget provided for other component and accordingly it will be executed through professional agency.
- Fund for NDD is being provided already. Rs 123 Lakhs received for the cause. For Printing of IEC material on NDD, a fund is also available under FMR Code category 12 which is being utilized as per discussion with Consultant Nutrition. We can adjust

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amount for 2 round of NDD in a year and it will also be used for outdoor publicity work along with related activities of Nutrition Mission.

From the adjusted fund from above, an amount of Rupees 20.10 Lakhs to be spent at district (District release- see above) for Hoarding cum Outdoor Publicity with due approval. (Stated at district column *).

7. FMR 11.5.2

Total RoP Approval - 27.73 Lakhs

Particulars:

Interpersonal Communication

For conducting group discussion cum meeting with IEC development to sensitize about the JSSK scheme at Sub Centre @ Rs 590 per SC is provided at district level.

Responsibility : DME

Total amount of district released fund is 27.40 Lakhs.

- DME will disseminate necessary messages with the participants at SC regarding JSSK in the form of pamphlet
- At SC level group discussion, BCM, LHV, ANM and other frontline workers will join.
- At this group discussion, the concerned ASHA will prepare a micro birth planning.
- A format will be provided for this micro birth planning to ASHA.
- **Breakup of the fund for group discussion per SC:**
Arrangement Cost: Rs 290/-
Banner and leaflet: Rs 300/-

District wise Budget Breakup:

Sl. No.	Districts	Physical Target (Group Discussion for Sc level)	Amount Per Unit (In Rs.)	Fund Allocated (In Lakh)
1	BAKSA	157	590	0.93
2	BARPETA	264	590	1.56
3	BONGAIGAON	107	590	0.63
4	CACHAR	270	590	1.59
5	CHIRANG	86	590	0.51
6	DARRANG	163	590	0.96
7	DHEMAJI	98	590	0.58
8	DHUBRI	246	590	1.45

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Sl. No.	Districts	Physical Target (Group Discussion for Sc level)	Amount Per Unit (In Rs.)	Fund Allocated (In Lakh)
9	DIBRUGARH	231	590	1.36
10	DIMA HASAO	65	590	0.38
11	GOALPARA	151	590	0.89
12	GOLAGHAT	144	590	0.85
13	HAILAKANDI	105	590	0.62
14	JORHAT	144	590	0.85
15	KAMRUP (M)	51	590	0.30
16	KAMRUP	280	590	1.65
17	KARBI ANGLONG	145	590	0.86
18	KARIMGANJ	218	590	1.29
19	KOKRAJHAR	161	590	0.95
20	LAKHIMPUR	156	590	0.92
21	MORIGAON	123	590	0.73
22	NAGAON	354	590	2.09
23	NALBARI	121	590	0.71
24	SIVASAGAR	219	590	1.29
25	SONITPUR	275	590	1.62
26	TINSUKIA	164	590	0.97
27	UDALGURI	146	590	0.86
Total		4644	15930	27.40

STATE LEVEL ACTIVITY: Entire amount released to district, only remains an amount of Rs 33,000 at State which will be readjusted with publicity work associated with JSSK.

8. FMR 11.6.1

Total RoP Approval - 182.94 Lakhs

Activity:

A fund of Rs 11.65 Lakhs to be spent for hoarding as well as outdoor publicity. (Hoarding annexure is attached with the physical target). It is to be done at district level released herewith.

Responsibility: DME

Guideline:

- The theme of the hoarding on Family Planning issues,

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- It is to be done at district level and release accordingly to district. Districts are requested to initiate this activity from District HQ itself. Cross monitoring will be done against each installation and hiring.
- Road visibility must be ensured to fill the gap of outdoor publicity. Hoarding must not be confined to facility only. Concerned DME has to submit location plan to the State IEC cell before installation or hiring.
- Estimated charge for installation is Rs 12,000 per hoarding and for Hiring of hoarding is Rs 25,000. Per hoarding.

District wise Budget Breakup:

Sl. No.	Districts	Nos. of Hoardings per District	Installation of Hoarding (Size 20 ft X 10 ft.) on Family Planning Methods and appeal etc. on the basis of need based assessment @ 12,000/- per Hoarding	Nos. of Hoardings per District	Hiring of Hoarding (Size :20 ft X 10 ft) on Family Planning Methods and appeal etc. on the basis of need based assessment @ 25,000/- per Hoarding	Fund Allocated (In Lakh)
1	BAKSA	1	12000	0	0	0.12
2	BARPETA	5	60000	2	50000	1.10
3	BONGAIGAON	2	24000	0	0	0.24
4	CACHAR	3	36000	2	50000	0.86
5	CHIRANG	1	12000	0	0	0.12
6	DARRANG	2	24000	2	50000	0.74
7	DHEMAJI	0	0	0	0	0
8	DHUBRI	5	60000	1	25000	0.85
9	DIBRUGARH	0	0	1	25000	0.25
10	DIMA HASAO	0	0	1	25000	0.25
11	GOALPARA	3	36000	1	25000	0.61
12	GOLAGHAT	0	0	0	0	0
13	HAILAKANDI	3	36000	2	50000	0.86
14	JORHAT	0	0	1	25000	0.25
15	KAMRUP (M)	2	24000	1	25000	0.49
16	KAMRUP	2	24000	1	25000	0.49
17	KARBI ANGLONG	0	0	1	25000	0.25
18	KARIMGANJ	3	36000	1	25000	0.61
19	KOKRAJHAR	1	12000	0	0	0.12
20	LAKHIMPUR	0	0	1	25000	0.25
21	MORIGAON	3	36000	1	25000	0.61
22	NAGAON	3	36000	2	50000	0.86

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Sl. No.	Districts	Nos. of Hoardings per District	Installation of Hoarding (Size 20 ft X 10 ft.) on Family Planning Methods and appeal etc. on the basis of need based assessment @ 12,000/- per Hoarding	Nos. of Hoardings per District	Hiring of Hoarding (Size :20 ft X 10 ft) on Family Planning Methods and appeal etc. on the basis of need based assessment @ 25,000/- per Hoarding	Fund Allocated (In Lakh)
23	NALBARI	3	36000	1	25000	0.61
24	SIVASAGAR	0	0	1	25000	0.25
25	SONITPUR	1	12000	1	25000	0.37
26	TINSUKIA	1	12000	1	25000	0.37
27	UDALGURI	1	12000	0	0	0.12
Total		45	540000	25	625000	11.65

- The hiring of hoardings prices are only indicative and all financial procedures shall be followed before setting up of the hoardings.
- The SPO/SNO concerned at the state level shall vet the content The SPO/SNO concerned at the state level shall vet the content before setting up of the hoardings.

State Level Activities: A total of 182.94 Lakhs approved for Print and Electronic media activities under Family Planning. This Print Media and Electronic Media Budget to be spent from SHQ. It will be inclusive of production cost and designing cost with publication charges by the mainstream media, Souvenir etc. Different event related sponsorship with IEC will also be incurred from this budget under each component for Print and Electronic media.

9. FMR 11.6.3

Total RoP Approval - 63.62 Lakhs

Particulars:

IEC and Promotional activities for World Population Fortnight.

Spent at district level as per earlier release. So not included in the common District ROP.

Different participatory communication methods were incorporated in this WPD program. Cycle rally, transit message with miking, different IEC tools were used to flash information and education.

Budget Sheet was already given and spent at district as per the budget shared:

10. FMR 11.6.4

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Total RoP Approval - 37.15 Lakhs.

Particulars:

IEC and promotional vasectomy Fortnight.

Responsibility at district level: DME and DFPC

District Release: A block wise fund is being provided for awareness generation on Vasectomy.

- This fund will be used for awareness meeting at block level by arranging it in to periphery level.
- This awareness program will consist of Miking, IPC, Group meeting.

Sl. No.	District	Physical Target	Per Unit	Fund Allocation
			(In Rs.)	(In Lakh)
1	BAKSA	6	11136	0.67
2	BARPETA	7	11136	0.78
3	BONGAIGAON	4	11136	0.45
4	CACHAR	8	11136	0.89
5	CHIRANG	2	11136	0.22
6	DARRANG	4	11136	0.45
7	DHEMAJI	5	11136	0.56
8	DHUBRI	7	11136	0.78
9	DIBRUGARH	6	11136	0.67
10	DIMA HASAO	3	11136	0.33
11	GOALPARA	5	11136	0.56
12	GOLAGHAT	5	11136	0.56
13	HAILAKANDI	4	11136	0.45
14	JORHAT	7	11136	0.78
15	KAMRUP (M)	5	11136	0.56
16	KAMRUP	12	11136	1.34
17	KARBI ANGLONG	8	11136	0.89
18	KARIMGANJ	5	11136	0.56
19	KOKRAJHAR	4	11136	0.45
20	LAKHIMPUR	7	11136	0.78
21	MORIGAON	3	11136	0.33
22	NAGAON	11	11136	1.22
23	NALBARI	4	11136	0.45
24	SIVASAGAR	8	11136	0.89
25	SONITPUR	7	11136	0.78
26	TINSUKIA	4	11136	0.45
27	UDALGURI	3	11136	0.33
Total				17.15

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State Activity: In the vasectomy fortnight, a Z Card IEC will be provided from state. This Z card will consist of the content on Family planning methods emphasising NSV. These Z card will be distributed at the session site of NSV fixed days. Fund kept for this activity at SHQ is 20 Lakhs.

11. FMR : 11.6.5,

Total RoP Approval: 16.44 Lakhs

Particulars:

IEC activities for Mission Parivar Vikash Campaign.

Released herewith the District ROP to Karimganj and Hailkandi district @ 8.22 Lakhs per district.

Activity: Mission Parivar Vikash.

Responsibility: DME along with the DFPC.

Guideline:

- Fund to be used with district micro plan, the plan should be communicated to the State Media Expert by the concerned DME at Hailakandi and Karimganj district.
- Sarathi Van to be used extensively under the budget provided. Under Sarathi Van, Miking facility to be installed. For use of Sarathi Van, Budget of Rs. 2.5 Lakhs earmarked out of the total district release indicated above. The van must roam around the district to disseminate Parivar Vikash with IEC and Family Planning team in each block thrice in the FY.
- Necessary IEC tools like information board, Hoarding, Vinyl, Poster should be available at the line listed areas of Mission Parivar Vikash. Outdoor publicity must be available at the transit points for road visibility. Total cost 2.5 Lakhs out of the total release indicated above.
- Group discussion, Shash Bahu Sanmilan, Non formal BCC to be continued for the whole year. Total Cost 1 Lakh covering each Sub Centre as per district micro plan. For group discussion,
- Use also the MMU platform to showease AV and other IEC activity for Parivar Vikash. Follow the operational guideline of Mission Parivar Vikash. Follow up the works along with DFPC and SFPC. Ear marked Rs 10 thousand for IEC like printing of leaflet and they will produce a short film/documentary of 5 Minutes duration on the Mission Parivar Vikash initiative in the district with a budget of Rs. 68 Thousand.
- Amount of Rs 1.5 Lakhs is marked for ASHA and ANM orientation, BCC and other related expenditures out of the total budget indicated above.
- A monthly report with facts, activity statement to be sent to State Media Expert so that a proper track of work can be monitored. Necessary format will be provided from State Media Cell.

District Wise Budget Breakup :

Sl. No.	Districts	Physical Target (IEC activity for Mission Paribar Vikash)	Amount Per Unit (In Rs.)	Fund Allocated (In Lakh)
1	HAILAKANDI	1, follow the breakup of activity	822000	8.22
2	KARIMGANJ	1, follow the breakup of activity	822000	8.22
Total		2	1644000	16.44

12. FMR : 11.7.1,**Total RoP Approval: 212.24 Lakhs****Particulars:**

Media Mix/Mix Media including promotion of menstrual hygiene. Excluding the state level activities, a fund of Rs 6.75 Lakhs to be spent for hoarding as well as outdoor publicity. (Hoarding annexure is attached with the physical target). It is to be done at district level.

Responsibility: DME**Guideline:**

- The theme of the hoarding on Menstrual hygiene, Substance misuse, WIFS etc
- It is to be done at district level and release accordingly to district. Districts are requested to initiate this activity from District HQ itself. Cross monitoring will be done against each installation and hiring.
- Road visibility must be ensured to fill the gap of outdoor publicity. Hoarding must not be confined to facility only. Concerned DME has to submit location plan to the State IEC cell before installation or hiring.
- Estimated charge for installation is Rs 12,000 per hoarding and for Hiring of hoarding is Rs 25,000. Per hoarding.

District Wise Budget Breakup:

Sl. No.	Districts	Nos. of Hoardings per District	Size :20 ft X 10 ft. (Hoarding on Adolescent health, Menstrual Hygiene, etc. on the basis of need based assessment)	Fund Allocated (In Lakhs)

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Sl. No.	Districts	Nos. of Hoardings per District	Size :20 ft X 10 ft. (Hoarding on Adolescent health, Menstrual Hygiene, etc. on the basis of need assessment)	Fund Allocated (In Lakhs)
1	BAKSA	1	25000	0.25
2	BARPETA	1	25000	0.25
3	BONGAIGAON	1	25000	0.25
4	CACHAR	1	25000	0.25
5	CHIRANG	1	25000	0.25
6	DARRANG	1	25000	0.25
7	DHEMAJI	1	25000	0.25
8	DHUBRI	1	25000	0.25
9	DIBRUGARH	1	25000	0.25
10	DIMA HASAO	1	25000	0.25
11	GOALPARA	1	25000	0.25
12	GOLAGHAT	1	25000	0.25
13	HAILAKANDI	1	25000	0.25
14	JORHAT	1	25000	0.25
15	KAMRUP (M)	1	25000	0.25
16	KAMRUP	1	25000	0.25
17	KARBI ANGLONG	1	25000	0.25
18	KARIMGANJ	1	25000	0.25
19	KOKRAJHAR	1	25000	0.25
20	LAKHIMPUR	1	25000	0.25
21	MORIGAON	1	25000	0.25
22	NAGAON	1	25000	0.25
23	NALBARI	1	25000	0.25
24	SIVASAGAR	1	25000	0.25
25	SONITPUR	1	25000	0.25
26	TINSUKIA	1	25000	0.25
27	UDALGURI	1	25000	0.25
Total		27	675000	6.75

- The hiring of hoardings prices are only indicative and all financial procedures shall be followed before setting up of the hoardings.
- The SPO/SNO concerned at the state level shall vet the content before setting up of the hoardings.

State Level Activities: Print Media and Electronic Media budget for AH and RSKS of Rs 206.19 is to be spent at SHQ. It will cover up strategic IEC on Menstrual Hygiene, Substance abuse, mental health of adolescent, nutrition, NCD, Injury and violence etc.

13 FMR: 11.7.3**Total RoP Approval: 54.20 Lakhs****Particulars: Any Other IEC-BCC activities RSKS program, Mission Rupjyoti****Responsibility: DME/DME in-charge.****Activity 1: Fund release to district for award of Mission Rupjyoti (male winner and female winner) @ Total Rs 10,000 per district**

Sl. No.	Districts	Physical target (Mission Rupjyoti award event)	Total amount per district (In Rs.)	Total amount per district (In Lakh.)
1	BAKSA	1	10000	0.10
2	BARPETA	1	10000	0.10
3	BONGAIGAON	1	10000	0.10
4	CACHAR	1	10000	0.10
5	CHIRANG	1	10000	0.10
6	DARRANG	1	10000	0.10
7	DHEMAJI	1	10000	0.10
8	DHUBRI	1	10000	0.10
9	DIBRUGARH	1	10000	0.10
10	DIMA HASAO	1	10000	0.10
11	GOALPARA	1	10000	0.10
12	GOLAGHAT	1	10000	0.10
13	HAILAKANDI	1	10000	0.10
14	JORHAT	1	10000	0.10
15	KAMRUP (M)	1	10000	0.10
16	KAMRUP	1	10000	0.10
17	KARBI ANGLONG	1	10000	0.10
18	KARIMGANJ	1	10000	0.10
19	KOKRAJHAR	1	10000	0.10
20	LAKHIMPUR	1	10000	0.10
21	MORIGAON	1	10000	0.10
22	NAGAON	1	10000	0.10
23	NALBARI	1	10000	0.10
24	SIVASAGAR	1	10000	0.10
25	SONITPUR	1	10000	0.10
26	TINSUKIA	1	10000	0.10
27	UDALGURI	1	10000	0.10
Total		27	270000	2.70

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Activity 2 at district level : A total of Rs 10 Lakhs (@ 37,000 per district) for changing of Flex and new flex to be displayed in the district on WIFS, Age at Marriage, Menstrual hygiene, other flagship program.

Guideline:

- Districts have to ensure distribution of the leaflet provided from state to ASHA and ASHA supervisor.
- Mission Rupjyoti fund to be released to districts in due course with write up of strategic plan. This activity is to be taken up in the month of December- January so that it can be synchronised with the annual sports week of the schools. Anaemia screening, WIFS popularisation will be covered under this. A 100 race competition will be held in the selected school and the winner will be rewarded, by which need for physical strength will be promoted
- Under the initiative of Mission Rupjyoti, the Peer Educators will be given the opportunity to address the school children in the Peer Educator districts.
- For the peer educator districts namely Dhubri, Kokrajhar, Nagaon, Golaghat, Hailakandi, Karimganj and Goalpara, there will be a block level convention by associating the peer educator and the participating school students in which a common platform will be developed. At this common platform, the peer educator will be felicitated and the other students will be encouraged to form peer group for the discussion of adolescent issues.
- A report with name of the participants and the issue discussed to be sent to the district on each Mission Rupjyoti event

Sl. No.	Districts	Physical Target (Adolescent Health, Flex and other display on Age at marriage, Menstrual hygiene & on the flagship programme). Target here is indication at the district covered.	Amount Per Unit (In Rs.)	Fund Allocated (In Lakh)
1	BAKSA	1	37000	0.37
2	BARPETA	1	37000	0.37
3	BONGAIGAON	1	37000	0.37
4	CACHAR	1	37000	0.37
5	CHIRANG	1	37000	0.37
6	DARRANG	1	37000	0.37
7	DHEMAJI	1	37000	0.37
8	DHUBRI	1	37000	0.37
9	DIBRUGARH	1	37000	0.37
10	DIMA HASAO	1	37000	0.37
11	GOALPARA	1	37000	0.37



Sl. No.	Districts	Physical Target (Adolescent Health, Flex and other display on Age at marriage, Menstrual hygiene & on the flagship programme). Target here is indication at the district covered.	Amount Per Unit (In Rs.)	Fund Allocated (In Lakh)
12	GOLAGHAT	1	37000	0.37
13	HAILAKANDI	1	37000	0.37
14	JORHAT	1	37000	0.37
15	KAMRUP (M)	1	37000	0.37
16	KAMRUP	1	37000	0.37
17	KARBI ANGLONG	1	37000	0.37
18	KARIMGANJ	1	37000	0.37
19	KOKRAJHAR	1	37000	0.37
20	LAKHIMPUR	1	37000	0.37
21	MORIGAON	1	37000	0.37
22	NAGAON	1	37000	0.37
23	NALBARI	1	37000	0.37
24	SIVASAGAR	1	37000	0.37
25	SONITPUR	1	37000	0.37
26	TINSUKIA	1	37000	0.37
27	UDALGURI	1	37000	0.37
Total		27	999000	9.99

State level activities under FMR 11.7.3:

- Printing of Leaflet on RSK activities to be done from SHQ to ensure minimal cost and quality material. Budget for printing of leaflet is 5 Lakhs.
- A screening cost is provided for mobile health unit which can be utilized in the Mobile theatre medium for effective IEC and visibility of program.
- Peer Educator incentives in the form of T-Shirt, Cap etc to be provided from State HQ. Budget 9.3 Lakhs. Total Peer educator 5424 nos.
- Installation of Glow Sign Box, Budget available- Rs 2.3 Lakhs which is to be done from SHQ so that it can be managed with a minimal cost. Issue to be covered are Sexual and reproductive violence, Menstrual hygiene, Substance misuse, Anaemia,

14 FMR: 11.8.1

Total RoP Approval : 50.00 Lakhs

Particulars:

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IEC activities for Immunization

A budget of total 50 Lakhs @ Rs 32468 per block released to districts for RI activities.

Responsibility: DME/DME- under the guidance of Additional CM&HO

- This budget will cover Miking of RI. Miking cost @ 4000/- per block.
- This budget is given to cover display of information board on RI and flex printing, changing of flex at installed hoarding.
- Some poster, leaflet to be arranged from the budget given to the district.

Block Wise Budget Breakup :

Sl. No.	District	Physical Target	Per Unit (In Rs.)	Fund Allocation (In Lakh)
1	BAKSA	6	32468	1.95
2	BARPETA	7	32468	2.27
3	BONGAIGAON	4	32468	1.30
4	CACHAR	8	32468	2.60
5	CHIRANG	2	32468	0.65
6	DARRANG	4	32468	1.30
7	DHEMAJI	5	32468	1.62
8	DHUBRI	7	32468	2.27
9	DIBRUGARH	6	32468	1.95
10	DIMA HASAO	3	32468	0.97
11	GOALPARA	5	32468	1.62
12	GOLAGHAT	5	32468	1.62
13	HAILAKANDI	4	32468	1.30
14	JORHAT	7	32468	2.27
15	KAMRUP (M)	5	32468	1.62
16	KAMRUP	12	32468	3.90
17	KARBI ANGLONG	8	32468	2.60
18	KARIMGANJ	5	32468	1.62
19	KOKRAJHAR	4	32468	1.30
20	LAKHIMPUR	7	32468	2.27
21	MORIGAON	3	32468	0.97
22	NAGAON	11	32468	3.57
23	NALBARI	4	32468	1.30
24	SIVASAGAR	8	32468	2.60
25	SONITPUR	7	32468	2.27
26	TINSUKIA	4	32468	1.30
27	UDALGURI	3	32468	0.99
Total				50.00

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N.B: FMR 11.9.2 : Total Budget Rs 15 Lakhs, kept in state for PCPNDT/ Any other IEC

FMR 11.11.1: Kept At state level, a budget of Rs 20.00 Lakhs to be spent from FMR 11.11.1.

Responsibility: Concerned DNO and SME

Activity : It will be effectively used for Organising World Hearing day at State level @ 1 Lakh, Installation of Glow sign Box across state @ total 5 Lakhs, Print Media publicity @ 6 Lakhs and electronic media production and broadcasting @ total 9.00 Lakhs.

15. FMR 11.11.2

Total RoP Approval: 42.00 Lakhs

Particulars: IEC/BCC activities for NPPCD

A total of 42 Lakhs is released to districts (@1.5 Lakhs per district). From FMR 11.11.2

It will include the IEC work on deafness control. For Jorhat District the amount is 3 Lakhs i.e. for Jorhat and Majuli separately.

Responsibility: DNO in coordination with DME

Guideline :

- A Fund of Rs 20,000 to be utilised for organising World Hearing Day in each district.
- At least 3 nos of Roadside Hoarding to be installed at each district with IEC message on deafness control and measures @ 25,000 per hoarding (if hired) and Rs. 12000 per hoarding (if installed). It must be for roadside visibility.
- Fund to be utilised for awareness meeting at district, block level, periphery level with screening team is 25000 per district.
- Team may work with the team of RBSK for better coordination for organising camp at school level.
- Remaining amount may be utilised for printing of leaflet, poster, banner with IEC message and for organising health camp as per district wise need. Target of such camp is at least 2 in each district.
- A micro plan is to be produced by the district to the SPO with a copy to the State IEC cell.

District wise budget break up:

Sl. No.	Districts	Physical Target (IEC activity for NPPCD Programme)	Amount Per Unit (In Rs.)	Fund Allocated (In Lakh)
1	BAKSA	1	150000	1.50
2	BARPETA	1	150000	1.50

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Sl. No.	Districts	Physical (IEC activity for NPPCD Programme)	Target	Amount Per Unit (In Rs.)	Fund Allocated (In Lakh)
3	BONGAIGAON	1		150000	1.50
4	CACHAR	1		150000	1.50
5	CHIRANG	1		150000	1.50
6	DARRANG	1		150000	1.50
7	DHEMAJI	1		150000	1.50
8	DHUBRI	1		150000	1.50
9	DIBRUGARH	1		150000	1.50
10	DIMA HASAO	1		150000	1.50
11	GOALPARA	1		150000	1.50
12	GOLAGHAT	1		150000	1.50
13	HAILAKANDI	1		150000	1.50
14	JORHAT	2 (Jorhat and Majuli)		150000	3.00
15	KAMRUP (M)	1		150000	1.50
16	KAMRUP	1		150000	1.50
17	KARBI ANGLONG	1		150000	1.50
18	KARIMGANJ	1		150000	1.50
19	KOKRAJHAR	1		150000	1.50
20	LAKHIMPUR	1		150000	1.50
21	MORIGAON	1		150000	1.50
22	NAGAON	1		150000	1.50
23	NALBARI	1		150000	1.50
24	SIVASAGAR	1		150000	1.50
25	SONITPUR	1		150000	1.50
26	TINSUKIA	1		150000	1.50
27	UDALGURI	1		150000	1.50
Total		28		4050000	42.00

16. FMR 11.13.1

Total RoP Approval : 18.00 Lakhs

Particulars:

IEC/BCC under NPPCF

A total of 12 Lakhs Rupees to be released to the 6 NPPCF District @ 2Lakhs per district.

Districts: Nagoan, Karbianglong, Kamrup, Nalbari, Dhubri, Karimganj.

Responsibility: DNO/DME/DMEIn charge

Guideline:

As per discussion with SPO, NPPCF, DME will coordinate with the respective DNO and taken up the awareness on Fluorosis in the identified area.

1. Group discussion at affected area @1000/- per discussion total 20 nos. of discussion should be held. (5 nos. Street play @ 6000/- x 5= Rs. 30,000/- Awareness among field health worker@10,000/-

School Programme = 20 nos. X @ 1000/- =

Rs. 20,000/-)

2. Awareness programme as per district wise plan (street play, intersectoral awareness programme, school programme, working with NGO's etc.), Rs 20 thousand. Per district
3. Printing of IEC materials (leaflets/ Booklets, Poster etc.), Rs. 1.20 lakhs per district

District Wise Budget Breakup:

Sl. No.	Districts	Physical (Health Education and Publicity in District)	Target in NPPCF	Amount Per Unit (In Rs.)	Fund Allocated (In Lakh)
1	BAKSA	0			0.00
2	BARPETA	0			0.00
3	BONGAIGAON	0			0.00
4	CACHAR	0			0.00
5	CHIRANG	0			0.00
6	DARRANG	0			0.00
7	DHEMAJI	0			0.00
8	DHUBRI	1		200000	2.00
9	DIBRUGARH	0			0.00
10	DIMA HASAO	0			0.00
11	GOALPARA	0			0.00
12	GOLAGHAT	0			0.00
13	HAILAKANDI	0			0.00
14	JORHAT	0			0.00
15	KAMRUP (M)	0			0.00
16	KAMRUP	1		200000	2.00
17	KARBI ANGLONG	1		200000	2.00
18	KARIMGANJ	1		200000	2.00
19	KOKRAJHAR	0			0.00
20	LAKHIMPUR	0			0.00

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Sl. No.	Districts	Physical (Health Education and Publicity in District)	Target in NPPCF	Amount Per Unit (In Rs.)	Fund Allocated (In Lakh)
21	MORIGAON	0			0.00
22	NAGAON	1		200000	2.00
23	NALBARI	1		200000	2.00
24	SIVASAGAR	0			0.00
25	SONITPUR	0			0.00
26	TINSUKIA	0			0.00
27	UDALGURI	0			0.00
Total		6		1200000	12.00

State level activities: Health Education and Publicity for National Programmes for Fluorosis. Budget remains at State 6 Lakhs . This fund will be utilised for Print and Electronic Media activities or any urgent activities required at State office (will be utilised in coordination with State Nodal Officer)

17. FMR: 11.14.1, NIDDCP

Total approved amount: 8 Lakhs. This budget is already endorsed by the concerned program, for any dissimilarity arise, please follow the program budget compiled by the Program head.

Particulars :

IEC/BCC under NIDDCP

1. F.M.R. Code. 11.14. 1 Printing & Publicity of IEC materials:

- a. FMR Code 11.14.1 Printing of IEC materials like leaflets, folders, booklet, hoarding, Talley sheet etc. **Rs. 2,00,000/-**
- b. Awareness programme will be conducted at State level on occasion of "Global Iodine Deficiency Disorder Prevention Day"

Plan :

Rally at school with on occasion of Global IDD Prevention Day

Activities	Unit	Quantity	Unit cost	Total Budget
Lunch & Tea for the participants	Person	100	@200/-	Rs. 20,000.00
Audio Visual Hiring	Nos.	1	@5000/-	Rs. 5000.00
Banner / Play	Nos.	2	@2000/-	Rs. 4,000.00

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Activities	Unit	Quantity	Unit cost	Total Budget
card				
Contingency	Nos.	1	@5000/-	Rs. 5,000.00
Total				Rs. 34,000.00

@ Rally 2 nos. of School @34,000/- x 2 = Rs. 68,000/-

State level awareness meeting on Global IDD Prevention Day

Activities	Unit	Quantity	Unit cost	Total Budget
Training materials	Person	50	@200/-	Rs. 10,000.00
Lunch & Tea for the participants	Person	400	@200/-	Rs. 80,000.00
Banner	Nos.	5	@600/-	Rs. 3,000.00
Back drop	No	1	@12,000/-	Rs. 12,000.00
Honorarium for Resource Person	Nos.	4	@1,000/-	Rs. 4,000.00
Hall Rent & Audio Visual Hiring etc.	Nos.	1	@30,000/-	Rs. 30,000.00
Anchor	No.	1	@6,000/-	Rs. 6,000.00
Contingency	Nos.	1	@6,000/-	Rs. 6,000.00
Total				Rs. 1,51,000.00

Awareness programme and House to House Salt testing at Tea Garden area with the help of NGO.

Activities	Unit	Quantity	Unit cost	Total Budget
Awareness meeting at School & Village of Tea garden area	Meeting	1	@7,400/-	Rs. 7,400.00
Street play	Nos.	2	@7,000/-	Rs. 14,000.00
Salt collection	Nos.	500	@2/-	Rs. 1,000.00
Contingency	Nos.	1	@3000/-	Rs. 3,000.00
Total				Rs. 25,400.00

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Rs. 25,400/- x 15 nos. of Tea Garden = Rs. 3,81,000/-

Total of $2\{A+B(a+b+c)\}$ =

Rs. 2,00,000+(68,000+1,51,000+3,81,000)=Rs. 8,00,000/-

(Rupees Eight lakhs only).

Similarly, the concerned program also fixed some activities under the FMR 11.14.2: Budget to be utilised at SHQ, Rs 1 Lakhs to be utilised for printing of leaflet and poster on IDD awareness from state. Salt Testing etc.

1. Printing of reporting format FMR Code 11.14.2 :- Rs. 1,00,000/-

Responsibility of the activity: Concerned SNO.

18. FMR 11.15.1

Total RoP Approval : 85.00 Lakhs

Particulars: IEC/BCC for Malaria

Total Rs. 26.90 Lakhs released to districts (See District wise break up). Distribution done by following the trend of disease burden and district wise epidemiological situation of the last year.

Responsibility: Concerned District Nodal Officer in coordination with the DME

District will utilised this amount for awareness drive on Malaria, AES including IEC for community awareness to promote early case reporting, personal protection, isolation of amplifier host, etc. Per awareness drive, **unit cost is Rs. 500**

- **Miking cost Unit cost: 2000 per block.**
- District will distribute the block wise IEC fund only on the basis of vector borne disease trend.
- Awareness drive must be prompt in the high endemic zones or prone zones as per district specific case trends.
- Involvement of PRI and other social participation should be ensured during the awareness drive in the disease prevalent areas.
- Proper display like Vinyl board, wall writing on precautionary measures must be ensured by the district nodal officer in coordination with the DME.
- Target of IEC display: At least one Information Board/wall writing in each facility up to PHC level and at least 2 posters in SC level.

Ans



- **Reporting of awareness meeting :** At the end of the meeting a report to be prepared stating date and time of meeting Number of persons , name of the Facilitator and the topic covered and with the major concern . The Report to be prepared by SMI/MI. List of persons attended the meeting may be attached with the signatures.

District Wise Budget Breakup:

Sl. No.	Districts	Physical (IEC BCC activity for Malaria under NVBDCP)	Target (activity for Programme)	Amount Per Unit (In Rs.)	Fund Allocated (In Lakh)
1	BAKSA	1		110000	1.10
2	BARPETA	1		80000	0.80
3	BONGAIGAON	1		80000	0.80
4	CACHAR	1		150000	1.50
5	CHIRANG	1		110000	1.10
6	DARRANG	1		80000	0.80
7	DHEMAJI	1		80000	0.80
8	DHUBRI	1		80000	0.80
9	DIBRUGARH	1		80000	0.80
10	DIMA HASAO	1		150000	1.50
11	GOALPARA	1		110000	1.10
12	GOLAGHAT	1		80000	0.80
13	HAILAKANDI	1		150000	1.50
14	JORHAT	1		80000	0.80
15	KAMRUP (M)	1		110000	1.10
16	KAMRUP	1		80000	0.80
17	KARBI ANGLONG	1		150000	1.50
18	KARIMGANJ	1		110000	1.10
19	KOKRAJHAR	1		150000	1.50
20	LAKHIMPUR	1		80000	0.80
21	MORIGAON	1		80000	0.80
22	NAGAON	1		80000	0.80
23	NALBARI	1		80000	0.80
24	SIVASAGAR	1		80000	0.80
25	SONITPUR	1		80000	0.80
26	TINSUKIA	1		80000	0.80
27	UDALGURI	1		110000	1.10
Total		27		2690000	26.90

State level activities:

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Budget Remains at SHQ is 58.10 Lakhs. Out of which concerned cell has released amount for some monthly activities. It will be adjusted in consultation with the program head. Remaining amount to be spent for Outdoor publicity on AES, MALARIA, etc. Newspaper and Electronic media publicity will also be covered under this budget. Already covered many activities.

Similarly the fund of Rs 3 Lakhs under FMR 11.15.2 for IEC-BCC on dengue is kept at state which is already been covered during Dengue season for Print Media works.

19 FMR: 11.15.3

Total RoP Approval: 100.00 Lakhs

Responsibility at District : DNO/DME

Particulars :

IEC –BCC specific to JE endemic areas.

Activity 1: Out of the total budget under the FMR 11.15.3, Rs 20.25 Lakhs with a break up of Rs 75 thousand per district released to districts.

Guideline:

This budget is given for awareness Meeting (@500 per meeting), transit IEC with miking (@ 2500), Wall writing, information board on JE and Dengue awareness.

Target:

- At least one IEC display in each facility.
- At least one awareness meeting in each disease prone zone. District may work out on this so that the disease prone zone may be covered systematically.

Reporting of awareness meeting:

At the end of the meeting a report to be prepared by the concerned facility level official stating date and time of meeting Number of persons, name of the Facilitator and the topic covered and with the major concern. List of persons attended the meeting may be attached with the signatures.

Activity 2 under the FMR 11.15.3 :

Another fund of Rs 9.08 Lakhs given for installation/hiring of hoarding as well as outdoor publicity for roadside visibility. (Hoarding annexure is attached with the details of physical

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target). It is to be done at district level and to release accordingly. Hoarding activity must be initiate from DPMU only.

Total release to the districts under this FMR: 29.33 Lakhs.

District Wise Budget Breakup:

Sl. No.	Districts	Nos. of Hoardings per District	Installation of Hoarding on JE & Dengue etc. on the basis of need based assessment under NVBDCP & Size :20 ft X 10 ft. @ 12,000/-	Nos. of Hoardings per District	Hiring of Hoarding on JE & Dengue etc. on the basis of need based assessment under NVBDCP & Size :20 ft X 10 ft. @ 25,000/-	Fund Allocated for Hoarding	Fund Allocated for other IEC activities @ Rs.75000/- per district	Total (In Lakh)
1	BAKSA	1	12000	0	0	0.12	0.75	0.87
2	BARPETA	1	12000	1	25000	0.37	0.75	1.12
3	BONGAIGAON	1	12000	0	0	0.12	0.75	0.87
4	CACHAR	1	12000	1	25000	0.37	0.75	1.12
5	CHIRANG	1	12000	0	0	0.12	0.75	0.87
6	DARRANG	1	12000	0	0	0.12	0.75	0.87
7	DHEMAJI	2	24000	1	25000	0.49	0.75	1.24
8	DHUBRI	1	12000	1	25000	0.37	0.75	1.12
9	DIBRUGARH	2	24000	1	25000	0.49	0.75	1.24
10	DIMA HASAO	1	12000	0	0	0.12	0.75	0.87
11	GOALPARA	1	12000	1	25000	0.37	0.75	1.12
12	GOLAGHAT	1	12000	1	25000	0.37	0.75	1.12
13	HAILAKANDI	1	12000	1	25000	0.37	0.75	1.12
14	JORHAT	2	24000	1	25000	0.49	0.75	1.24
15	KAMRUP (M)	0	0	0	0	0.00	0.75	0.75
16	KAMRUP	0	0	4	100000	1.00	0.75	1.75
17	KARBI ANGLONG	1	12000	0	0	0.12	0.75	0.87
18	KARIMGANJ	1	12000	0	0	0.12	0.75	0.87
19	KOKRAJHAR	1	12000	0	0	0.12	0.75	0.87
20	LAKHIMPUR	2	24000	1	25000	0.49	0.75	1.24
21	MORIGAON	1	12000	1	25000	0.37	0.75	1.12
22	NAGAON	2	24000	1	25000	0.49	0.75	1.24
23	NALBARI	2	24000	1	25000	0.49	0.75	1.24
24	SIVASAGAR	2	24000	1	25000	0.49	0.75	1.24

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Sl. No.	Districts	Nos. of Hoardings per District	Installation of Hoarding on JE & Dengue etc. on the basis of need based assessment under NVBDCP & Size :20 ft X 10 ft. @ 12,000/-	Nos. of Hoardings per District	Hiring of Hoarding on JE & Dengue etc. on the basis of need based assessment under NVBDCP & Size :20 ft X 10 ft. @ 25,000/-	Fund Allocated for Hoarding	Fund Allocated for other IEC activities @ Rs.75000/- per district	Total (In Lakh)
25	SONITPUR	3	36000	1	25000	0.61	0.75	1.36
26	TINSUKIA	1	12000	1	25000	0.37	0.75	1.12
27	UDALGURI	1	12000	0	0	0.12	0.75	0.87
Total		34	408000			9.08	20.25	29.33

- The hiring of hoardings prices are only indicative and all financial procedures shall be followed before setting up of the hoardings.
- The SPO/SNO concerned at the state level shall vet the content before setting up of the hoardings.

State Activity: Remaining amount at state 70.67 Lakhs, It will be utilised for planned activity on JE awareness, Print media, Electronic media, Installation of Glow sign box etc. A good numbers of print media activities have already been covered.

- An amount of Rs 5 Lakhs is to spend for publicity in Mobile theatre medium from SHQ.

20. FMR : 11.15.5

Total RoP Approval : 10 Thousand

Particulars: IEC Activity for Kalazar

Release to Kamrup Metro district only for IEC on Kalazar.

Responsibility: DME/DME In charge in coordination with concerned DNO

District Wise Budget Breakup:

Sl. No.	Districts	Physical (IEC BCC Kalazar)	Target activity on	Amount Per Unit (In Rs.)	Fund Allocated (In Lakh)
1	KAMRUP (M)	1		10000	0.10
Total		1		10000	0.10

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21. FMR : 11.15.6

Total RoP Approval: 10.80 Lakhs

Particulars:

IEC/BCC activities as per GFATM project

Responsibility: DNO/Consultant NVBDCP / DME

Release to districts @ Rs 40 Thousand per district for miking on the issues under GFATM.

Activity break up: The miking activity under GFATM project should be done by targeting all blocks, periphery. Per Unit of miking cost implies 2000 per day, accordingly the district must have to cover 20 numbers of miking for useful and specific purpose. Districts shall identify at least 40 priority Sub Centre areas on the basis of track record of disease transmission.

District Wise Budget Breakup:

Sl. No.	Districts	Physical IEC-BCC activities as per GFATM Project cost @ Rs. 40000/- per district for miking)	Target Amount Per Unit (In Rs.)	Fund Allocated (In Lakh)
1	BAKSA	1	40000	0.40
2	BARPETA	1	40000	0.40
3	BONGAIGAON	1	40000	0.40
4	CACHAR	1	40000	0.40
5	CHIRANG	1	40000	0.40
6	DARRANG	1	40000	0.40
7	DHEMAJI	1	40000	0.40
8	DHUBRI	1	40000	0.40
9	DIBRUGARH	1	40000	0.40
10	DIMA HASAO	1	40000	0.40
11	GOALPARA	1	40000	0.40
12	GOLAGHAT	1	40000	0.40
13	HAILAKANDI	1	40000	0.40
14	JORHAT	1	40000	0.40
15	KAMRUP (M)	1	40000	0.40
16	KAMRUP	1	40000	0.40
17	KARBI ANGLONG	1	40000	0.40
18	KARIMGANJ	1	40000	0.40
19	KOKRAJHAR	1	40000	0.40

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Sl. No.	Districts	Physical Target IEC-BCC activities as per GFATM Project cost @ Rs. 40000/- per district for miking)	Amount Per Unit (In Rs.)	Fund Allocated (In Lakh)
20	LAKHIMPUR	1	40000	0.40
21	MORIGAON	1	40000	0.40
22	NAGAON	1	40000	0.40
23	NALBARI	1	40000	0.40
24	SIVASAGAR	1	40000	0.40
25	SONITPUR	1	40000	0.40
26	TINSUKIA	1	40000	0.40
27	UDALGURI	1	40000	0.40
Total		27	1080000	10.80

22. FMR : 11.16.1

Total RoP Approval : 26.46 Lakhs

Particulars: IEC/BCC activities under NLEP

Responsibility: DME/DME In charge in coordination with concerned DNO

To be followed by the plan of action from NLEP. Amount Rs 21.06 Lakhs Proposed to be released @ Rs. 78000/- per district. Remaining amount will be utilised for state level publicity work.

Budget Breakup:

Sl. No.	Activities	Rate/Target	Budget (In Rs.)
1	Observation of Anti Leprosy Day and Anti-Leprosy Fortnight as Sparsh Leprosy Awareness Campaign(SLAC)	Rs. 35000/- per district	35000.00
2	Mass media interaction : T.V., Radio, Press	Rs. 5000/- per district	5000.00
3	Outdoor media: Hoarding/Wall painting/Poster/Rally/Banner	5 Hoarding @ Rs 6000/- per Hoarding/district	30000.00
4	rural media: IPC/gr. Meet/School Quiz/Field show/Health Mela	Rs. 8000/- per district	8000.00

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Sl. No.	Activities	Rate/Target	Budget (In Rs.)
5	Advocacy media: Advocacy		
6	Others		
Total for One District			78000.00
Total for 27 nos. of District			21.06

District wise budget break up :

Sl. No.	Districts	Physical Please follow the breakup of activities	Target the	Amount Per Unit (In Rs.)	Fund Allocated (In Lakh)
1	BAKSA	1		78,000	0.78
2	BARPETA	1		78,000	0.78
3	BONGAIGAON	1		78,000	0.78
4	CACHAR	1		78,000	0.78
5	CHIRANG	1		78,000	0.78
6	DARRANG	1		78,000	0.78
7	DHEMAJI	1		78,000	0.78
8	DHUBRI	1		78,000	0.78
9	DIBRUGARH	1		78,000	0.78
10	DIMA HASAO	1		78,000	0.78
11	GOALPARA	1		78,000	0.78
12	GOLAGHAT	1		78,000	0.78
13	HAILAKANDI	1		78,000	0.78
14	JORHAT	1		78,000	0.78
15	KAMRUP (M)	1		78,000	0.78
16	KAMRUP	1		78,000	0.78
17	KARBI ANGLONG	1		78,000	0.78
18	KARIMGANJ	1		78,000	0.78
19	KOKRAJHAR	1		78,000	0.78
20	LAKHIMPUR	1		78,000	0.78
21	MORIGAON	1		78,000	0.78
22	NAGAON	1		78,000	0.78
23	NALBARI	1		78,000	0.78
24	SIVASAGAR	1		78,000	0.78
25	SONITPUR	1		78,000	0.78
26	TINSUKIA	1		78,000	0.78

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Sl. No.	Districts	Physical Please follow the breakup of activities	Target the	Amount Per Unit (In Rs.)	Fund Allocated (In Lakh)
27	UDALGURI	1		78,000	0.78
Total		27		21.06	21.06

23. FMR : 11.17.1

IEC-BCC plan of RNTCP is already provided by concerned program. Please follow the RNTCP guideline shared from the concerned program.

24. FMR : 11.18.1

Total RoP Approval: 20.00 Lakhs

Particulars:

IEC-BCC for NPCB

IEC for the advertisement on NPCB activities at Print Media, Press Media & Electronic Media.

- Districts may display one hoarding in Civil Hospital/important place of concerned districts
- Rate for one hoarding in Rs. 38,000/- inclusive of all taxes & hiring prices etc. (as per rate given by the SME, NHM)
- Size will be 11x12
- State fund will be utilized for Eye Donation, World Sight Day 7 Glaucoma week(Covering all other programmes under NPCB)

Responsibility:

At State Level: SPO, NPCB/SME, NHM

At District Level: DPM, NPCB/DME, NHM

District Wise Budget Breakup:

Sl. No.	Districts	Hiring of Hoarding per district on NPCB	Fund Allocated for Hoarding
		(In Rs.)	(In Lakh)
1	BAKSA	38000	0.38
2	BARPETA	88000	0.88
3	BONGAIGAON	38000	0.38
4	CACHAR	38000	0.38

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Sl. No.	Districts	Hiring of Hoarding per district on NPCB programme	Fund Allocated for Hoarding
		(In Rs.)	(In Lakh)
5	CHIRANG	38000	0.38
6	DARRANG	38000	0.38
7	DHEMAJI	38000	0.38
8	DHUBRI	38000	0.38
9	DIBRUGARH	38000	0.38
10	DIMA HASAO	38000	0.38
11	GOALPARA	38000	0.38
12	GOLAGHAT	38000	0.38
13	HAILAKANDI	38000	0.38
14	JORHAT	38000	0.38
15	KAMRUP (M)	64000	0.64
16	KAMRUP	38000	0.38
17	KARBI ANGLONG	38000	0.38
18	KARIMGANJ	38000	0.38
19	KOKRAJHAR	38000	0.38
20	LAKHIMPUR	38000	0.38
21	MORIGAON	38000	0.38
22	NAGAON	38000	0.38
23	NALBARI	38000	0.38
24	SIVASAGAR	38000	0.38
25	SONITPUR	38000	0.38
26	TINSUKIA	38000	0.38
27	UDALGURI	38000	0.38
Total		1102000	11.02
1	State HQ	898000	8.98
Grand Total(State+District)		2000000	20.00

- The hiring of hoardings prices are only indicative and all financial procedures shall be followed before setting up of the hoardings.
- The SPO/SNO concerned at the state level shall vet the content before setting up of the hoardings.

25. FMR Code : 11.19.1

Total approval : 21 Lakhs

Particulars: IEC BCC for NMHP

Activities kept at state: As per ROP, the budget is given for translation of IEC material. Given amount is 21 Lakhs. It is a very big amount given for translation. There is no extra fund for printing works, so this amount may be utilised for Printing of IEC material, module, reporting format etc (As per discussion with NMHP program). IEC works are as follows: Poster on Mental Health, , Short Film Production, Information Board, Vinyl Printing etc.

26. FMR: 11.19.2.

Total RoP Approval: 42.00 Lakhs

Particulars: IEC BCC on NMHP

Activities at District: 2 Lakhs per district for activity as follows

Responsibility: DME/DME In charge

Activities: As per NMHP action plan prepared

Activities include session on Stress management and other mental health issue, BCC activities at Block and PHC Level. Leaflet printing on mental health. Street Play is also kept. Motivational speech round etc to be conducted.

Production of IEC material like hoarding with motivational message @ Rs 12000 x 3 nos per district = 36000/- per district.

Other fund to be utilised as per action plan provided by NMHP program.

District wise budget break up for IEC activities on NMHP:

Sl. No.	Districts	Physical IEC activity for NMHP (Majuli district fund is given under Jorhat district) @ Rs. 100000/-)	Target	Amount Per Unit (In Rs.)	Fund Allocated (In Lakh)
1	BAKSA	1		200000	2.00
2	BARPETA	1		200000	2.00
3	BONGAIGAON	1		200000	2.00
4	CACHAR	0		0	0.00
5	CHIRANG	0		0	0.00
6	DARRANG	1		200000	2.00
7	DHEMAJI	1		200000	2.00
8	DHUBRI	1		200000	2.00
9	DIBRUGARH	0		0	0.00
10	DIMA HASAO	1		200000	2.00
11	GOALPARA	1		200000	2.00
12	GOLAGHAT	1		200000	2.00

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Sl. No.	Districts	Physical IEC activity for (Majuli district is given under Jorhat district) @ Rs. 100000/-)	Target	Amount Per Unit (In Rs.)	Fund Allocated (In Lakh)
13	HAILAKANDI	1		200000	2.00
14	JORHAT	1		200000	2.00
15	KAMRUP (M)	1		200000	2.00
16	KAMRUP	0		0	0.00
17	KARBI ANGLONG	1		200000	2.00
18	KARIMGANJ	1		200000	2.00
19	KOKRAJHAR	1		200000	2.00
20	LAKHIMPUR	1		200000	2.00
21	MORIGAON	1		200000	2.00
22	NAGAON	1		200000	2.00
23	NALBARI	1		200000	2.00
24	SIVASAGAR	1		200000	2.00
25	SONITPUR	0		0	0.00
26	TINSUKIA	1		200000	2.00
27	UDALGURI	0		0	0.00
Total		21		4200000	42.00

27. FMR: 11.20.1

Name of Activity- Public Awareness & IEC for NPHCE

Total RoP Approval: 27.00 Lakhs

Particulars:

IEC /BCC for NPHCE_ To be followed by the plan of action from NPHCE.

F.M. R. Responsibility

- a) State Level: State Media Expert & SPO NCD
- b) Dist. Level: DPO NCD, DPC NCD, DME NHM

Guidelines for Activity:

1. Fund Allocated for IEC/BCC activities under NPHCE programme for various health activities i.e. Poster, Banner, Rally and Geriatric Camp on Health days at each Block PHC (Awareness and screening camp).

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2. The State NCD Cell is in the process of developing Model IEC materials under the guidance of GOI and collecting different IEC material developed by districts. Once finalized the state NCD cell will share the materials with the districts.

IEC Activity Plan & Budget for District under NPHCE programme:

SI No.	Activity details	item type	item to be used at	Language	Unit cost (estimated)	Quantity	Total Amount
1	Depression Poster	Poster	SC/PHC/CHC/DH/Gram Panchayat/DC Office/Jt.DHS office/ Medical College etc.	Local Vernacular Language	8.00	500	4,000.00
2	Dementia Poster	Poster	SC/PHC/CHC/DH/Gram Panchayat/DC Office/Jt.DHS office/ Medical College etc.	Local Vernacular Language	8.00	500	4,000.00
3	NPHCE Program Objective and Strategies	Banner		Local Vernacular Language	150.00	10	1,500.00
4	Elderly act	Banner		Local Vernacular Language	150.00	10	1,500.00
5	Awareness on services for older person	Banner		Local Vernacular Language	150.00	10	1,500.00
6	common complaints and management	Banner		Local Vernacular Language	150.00	10	1,500.00
7	Elderly care banner	Banner		Local Vernacular Language	150.00	10	1,500.00
	Activity Details	Frequency	Coverage		Cost	Times	Total Amount
8	School Rally	Quarterly	At Least 3 School (Each block should be involved)	School Should not be repeated for next Quarter.	2,500.00	12	30,000.00
9	Geriatric care Counselling session in Panchayat	Quarterly	5 Panchayats every Quarter	Session to be taken by District/PHC Official/ Counselor	1,500.00	20	30,000.00
10	Geriatric Camp (World Elderly Day)		at block		8,000.00	2	16,000.00
11	Coningency						8,500.00
Total Estimated Cost							1,00,000.00

Release amount 1 Lakhs per district for IEC activities as follows:

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Sl. No.	Districts	Physical IEC activity & Target awareness & IEC for NPHCE Cost @ Rs. 100000/- per District)	Amount Per Unit (In Rs.)	Fund Allocated (In Lakh)
1	BAKSA	1	100000	1.00
2	BARPETA	1	100000	1.00
3	BONGAIGAON	1	100000	1.00
4	CACHAR	1	100000	1.00
5	CHIRANG	1	100000	1.00
6	DARRANG	1	100000	1.00
7	DHEMAJI	1	100000	1.00
8	DHUBRI	1	100000	1.00
9	DIBRUGARH	1	100000	1.00
10	DIMA HASAO	1	100000	1.00
11	GOALPARA	1	100000	1.00
12	GOLAGHAT	1	100000	1.00
13	HAILAKANDI	1	100000	1.00
14	JORHAT	1	100000	1.00
15	KAMRUP (M)	1	100000	1.00
16	KAMRUP	1	100000	1.00
17	KARBI ANGLONG	1	100000	1.00
18	KARIMGANJ	1	100000	1.00
19	KOKRAJHAR	1	100000	1.00
20	LAKHIMPUR	1	100000	1.00
21	MORIGAON	1	100000	1.00
22	NAGAON	1	100000	1.00
23	NALBARI	1	100000	1.00
24	SIVASAGAR	1	100000	1.00
25	SONITPUR	1	100000	1.00
26	TINSUKIA	1	100000	1.00
27	UDALGURI	1	100000	1.00
Total		27	2700000	27.00

28. FMR : 11.21.1**Total RoP Approval : 72.50 Lakhs****Particulars :**





IEC/BCC for NTCP

Budget amount 2 Lakh per NTCP district, Total NTCP district 21, Total district release: 42 Lakhs.

This amount includes the expenditure for World No tobacco day celebration. District level awareness meeting, Transit IEC (Auto rickshaw panel). District nodal officer in coordination with the DME may initiate more activity for outdoor publicity with the fund given under this head. It is better to proceed with a district micro plan shared with the state NTCP and State IEC also.

Breakup of the activities:

World No tobacco Day celebration: Rs. 50,000

Outdoor standee: Rs 50,000

Awareness meeting: 50,000, Target at least 50 nos of meetings.

Development of IEC material like poster, leaflet at district level: Rs 70,000

Responsibility at district: DME/DME In charge in coordination with concerned DNO

District Wise Budget Breakup:

Sl. No.	Districts	Physical IEC/BCC for NTCP	Target activity	Amount Per Unit (In Rs.)	Fund Allocated (In Lakh)
1	BAKSA	0		0	0.00
2	BARPETA	1		200000	2.00
3	BONGAIGAON	1		200000	2.00
4	CACHAR	1		200000	2.00
5	CHIRANG	0		0	0.00
6	DARRANG	1		200000	2.00
7	DHEMAJI	1		200000	2.00
8	DHUBRI	1		200000	2.00
9	DIBRUGARH	0		0	0.00
10	DIMA HASAO	1		200000	2.00
11	GOALPARA	1		200000	2.00
12	GOLAGHAT	1		200000	2.00
13	HAILAKANDI	1		200000	2.00
14	JORHAT	1		200000	2.00
15	KAMRUP (M)	1		200000	2.00
16	KAMRUP	1		200000	2.00

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Sl. No.	Districts	Physical IEC/BCC for NTCP	Target activity	Amount Per Unit (In Rs.)	Fund Allocated (In Lakh)
17	KARBI ANGLONG	0		0	0.00
18	KARIMGANJ	1		200000	2.00
19	KOKRAJHAR	0		0	0.00
20	LAKHIMPUR	1		200000	2.00
21	MORIGAON	1		200000	2.00
22	NAGAON	1		200000	2.00
23	NALBARI	1		200000	2.00
24	SIVASAGAR	1		200000	2.00
25	SONITPUR	1		200000	2.00
26	TINSUKIA	1		200000	2.00
27	UDALGURI	0		0	0.00
Total		21		4200000	42.00

Remaining amount out of the total budget approved will spent at State Level for Print and Electronic Media cum mid media activities as per plan with SPO,NTCP.

29. FMR 11.21.2,

Total RoP Approval : 40 Lakhs

Particulars :

IEC/BCC for NTCP

Responsibility : DME/DME In charge in coordination of DNO

- A fund of Rs 7.56 Lakhs to be spent for hoarding under this FMR (Hoarding annexure is attached with the physical target). It is to be done at district level and to release accordingly with due approval. This activity is strictly be initialised from District HQ only. Road visibility is preferred.

District Wise Budget Breakup:

Sl. No.	Districts	Nos. of Hoardings per District	Installation of Hoarding Size :20 ft X 10 ft. @ 12,000/- (Hoarding on NTCP etc. on the basis of need based assessment)	Fund Allocated (In Lakh)
1	BAKSA	0	0	0.00

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Sl. No.	Districts*	Nos. of Hoardings per District	Installation of Hoarding Size :20 ft X 10 ft. @ 12,000/- (Hoarding on NTCP etc. on the basis of need based assessment)	Fund Allocated (In Lakh)
2	BARPETA	3	12000	0.36
3	BONGAIGAON	3	12000	0.36
4	CACHAR	3	12000	0.36
5	CHIRANG	0	0	0.00
6	DARRANG	3	12000	0.36
7	DHEMAJI	3	12000	0.36
8	DHUBRI	3	12000	0.36
9	DIBRUGARH	0	0	0.00
10	DIMA HASAO	3	12000	0.36
11	GOALPARA	3	12000	0.36
12	GOLAGHAT	3	12000	0.36
13	HAILAKANDI	3	12000	0.36
14	JORHAT	3	12000	0.36
15	KAMRUP (M)	3	12000	0.36
16	KAMRUP	3	12000	0.36
17	KARBI ANGLONG	0	0	0.00
18	KARIMGANJ	3	12000	0.36
19	KOKRAJHAR	0	0	0.00
20	LAKHIMPUR	3	12000	0.36
21	MORIGAON	3	12000	0.36
22	NAGAON	3	12000	0.36
23	NALBARI	3	12000	0.36
24	SIVASAGAR	3	12000	0.36
25	SONITPUR	3	12000	0.36
26	TINSUKIA	3	12000	0.36
27	UDALGURI	0	0	0.00
Total		63	252000	7.56

- The hiring of hoardings prices are only indicative and all financial procedures shall be followed before setting up of the hoardings.
- The SPO/SNO concerned at the state level shall vet the content before setting up of the hoardings.

State level activities: Under the FMR 11.21.2, activity at state will consist of antitobacco campaign at Mobile Theatre platform. Documentary will be made on the best practices model. Other Print and electronic media activities will be covered under this head of account.

30. F.M.R. Code – 11.22.1

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Name of Activity - IEC/BCC for State NCD Cell- NPCDCS.

F.M. R. Owner- a) State Level: SPO (NCD) & SME

b) Dist. Level: NA

Activity stated as per plan of SPO NCD

Budget against Activity: Rs. 10.00 L

Guideline for the activity: The budget under this FMR code is approved for various IEC activities like audio-visual advertisements, awareness activities on Non-Communicable Diseases etc. by State NCD cell.

Budget Breakup:

SN	District	Unit	Committed Unspent Amount (Rs. In Lakhs)	ROP Approval Amount (Rs. In Lakhs)	Total Approval (Rs. In Lakhs)
1	State HQ	1	-	10.00	10.00
2	District	-	-	-	-
Total			-	10.00	10.00

Note: There is no budget provision for districts.

31. F.M.R. Code – 11.22.2

Name of Activity- IEC/BCC for District NCD Cell

F.M. R. Owner- a) State Level: SME (HQ) & SPO NCD

b) Dist. Level: DPO NCD, DPC NCD, DME NHM, DAM NHM & FLC NCD.

Budget against Activity: Rs. 27.00 L

Activity is designed as per plan of SPO NCD

Guidelines for the activity:

Fund allocated for IEC/BCC activities under NPCDCS programme for various health activities i.e. Poster, Banner, Rally and Health Camp on Health days at each Block PHC (Awareness and screening camp on NCD's).

IEC Plan for District:

Sl No.	Activity details	item type	item to be used at	Language	Unit cost (estimate d)	Quantit y	Total Amount
1	Awareness on Cancer	Poster	SC/PHC/CHC/DH/Gram Panchayat/DC Office/Jt.DHS Medical College etc.	Local Vernacular office/Language	8.00	300	2,400.00
2	Awareness on Diabetes	Poster	SC/PHC/CHC/DH/Gram Panchayat/DC Office/Jt.DHS Medical College etc.	Local Vernacular office/Language	8.00	300	2,400.00

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SI No.	Activity details	Item type	Item to be used at	Language	Unit cost (estimated)	Quantity	Total Amount
3	Awareness on Hypertension	Poster	SC/PHC/CHC/DH/Gram Panchayat/DC Office/Jt.DHS office/Medical College etc.	Local Vernacular Language	8.00	300	2,400.00
4	Banner of Health Promotion and prevention of Diabetes	Banner		Local Vernacular Language	150.00	20	3,000.00
5	Banner of Health Promotion and prevention of Hypertension	Banner		Local Vernacular Language	150.00	20	3,000.00
6	Wall painting for massages for Health Promotion and prevention of NCD's	Banner	Health Facilities	Local Vernacular Language	250.00	20	5,000.00
	Activity Details	Frequency	Coverage		Cost	Times	Total Amount
8	School Rally on Health Day (World Cancer Day, World Hypertension Day, World Heart Day, National Cancer Day, World Diabetes Day etc.)		on Health Days	Involvement of at least 2 Schools	3,000.00	10	30,000.00
9	NCD Health Sammelan	one in 6 month	one in 6 month (at District Level)		6,000.00	2	12,000.00
10	Health Camp on Health days at each Block PHC (Awareness and screening camp on NCD's)		at block		3,000.00	10	30,000.00
11	Contingency						9,800.00
Total Estimated Cost:							1,00,000.00

Budget Breakup:

SN	District	Unit	Unit Cost (Rs. Lakh)	Cost In	Committed Unspent Amount (Rs. In Lakhs)	ROP Approval Amount (Rs. In Lakhs)	Total Approval (Rs. In Lakhs)
1	Barpeta	1	1.00		-	1.00	1.00
2	Baksa	1	1.00		-	1.00	1.00
3	Bongaigaon	1	1.00		-	1.00	1.00

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SN	District	Unit	Unit (Rs. Lakh)	Cost In	Committed Unspent Amount (Rs. In Lakhs)	ROP Approval Amount (Rs. In Lakhs)	Total Approval (Rs. In Lakhs)
4	Cachar	1	1.00		-	1.00	1.00
5	Chirang	1	1.00		-	1.00	1.00
6	Darrang	1	1.00		-	1.00	1.00
7	Dibrugarh	1	1.00		-	1.00	1.00
8	Dhemaji	1	1.00		-	1.00	1.00
9	Dima Hasao	1	1.00		-	1.00	1.00
10	Dhubri	1	1.00		-	1.00	1.00
11	Goalpara	1	1.00		-	1.00	1.00
12	Golaghat	1	1.00		-	1.00	1.00
13	Hailakandi	1	1.00		-	1.00	1.00
14	Jorhat	1	1.00		-	1.00	1.00
15	kamrup(M)	1	1.00		-	1.00	1.00
16	kamrup®	1	1.00		-	1.00	1.00
17	Karbi Anglong	1	1.00		-	1.00	1.00
18	Karimganj	1	1.00		-	1.00	1.00
19	Kokrajhar	1	1.00		-	1.00	1.00
20	Lakhimpur	1	1.00		-	1.00	1.00
21	Morigaon	1	1.00		-	1.00	1.00
22	Nagaon	1	1.00		-	1.00	1.00
23	Nalbari	1	1.00		-	1.00	1.00
24	Sivsagar	1	1.00		-	1.00	1.00
25	Sonitpur	1	1.00		-	1.00	1.00
26	Tinsukia	1	1.00		-	1.00	1.00
27	Udalguri	1	1.00		-	1.00	1.00
28	State HQ	-	-		-	-	-
Total		27			-	27.00	27.00

32. F.M.R. Code – 11.22.3

Activity: IEC/BCC activities for Universal Screening of NCDs

F.M. R. Owner- a) State Level: SME (HQ) & SPO NCD

b) Dist. Level: DPO NCD, DPC NCD, DME NHM, DAM NHM & FLC NCD

Budget against Activity: Rs. 31.10 L

Activity is designed as per plan of SPO NCD

Guideline for the activity:

1. After the training on Population Based Screening of 570 subcentres & initial filling of CBAC forms by ASHAs, the launch of the Population Based Screening in this subcentres will be conducted in a camp based mode at this respective subcentres.
2. The adult population above 30 years of age will be mobilised by ASHAs to these subcentres for the screening of five common NCDs (Hypertension, Diabetes, Oral cancer, Breast cancer & Cervix cancer).

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3. In other subcentres that had already approved in the Financial Year 2017-18 will conduct this campaign to create awareness among the public as well to sensitize the population regarding the importance of five common NCDs.
4. During the launching of Population Based Screening or awareness camp, districts will invite senior citizens, opinion leaders, senior health officials to attend the programme.

Tentative Budget details per Sub Center:

Sl no	Component	Unit cost	Qty	Total Amount
1	Flex & Banner 1No	500.00	1	500.00
2	Miking in local area	1,000.00		1,000.00
3	Tent & Sitting Arrangement	1,000.00		1,000.00
4	Food cost(Breakfast, working lunch, snacks & tea, Water Bottle etc)	1,000.00	-	1,000.00
5	Miscellaneous & Contingencies	1500.00	-	1500.00
Total:				5,000.00

Budget break up:

SN	District	Unit	Unit Cost (Rs. In Lakh)	Committed Unspent Amount (Rs. In Lakhs)	ROP Approval Amount (Rs. In Lakhs)	Total Approval (Rs. In Lakhs)
1	Barpeta	95	0.05	-	4.75	4.75
2	Dibrugarh	127	0.05	-	6.35	6.35
3	Jorhat	50	0.05	-	2.50	2.50
4	kamrup®	283	0.05	-	14.15	14.15
5	Nagaon	67	0.05	-	3.35	3.35
6	State HQ	-	-	-	-	-
Total		622		-	31.10	31.10

33. FMR : 11.24.1

Total amount approved: 50.43 Lakhs

Particulars :

IEC/BCC for Health and Wellness Centre

F.M. R. Owner- a) State Level: SPO (NCD)& SME

b) Dist. Level: NA

Budget against Activity: Rs. 50.43 L

Guideline for the activity:

The FMR under this activity will be utilized for various IEC activities in 691 H&WCs in all 27 districts.

Budget Breakup:

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SN	District	Unit	Committed Unspent Amount (Rs. In Lakhs)	ROP Approval Amount (Rs. In Lakhs)	Total Approval (Rs. In Lakhs)
1	State HQ	1	-	50.43	50.43
2	District	-	-	-	-
Total			-	50.43	50.43

Note: There is no budget provision for districts.

34. FMR 11.24.2

Total RoP Approval : 32.07 Lakhs

Particulars:

Innovative IEC/BCC Strategies

Rebranding of SC/Awareness meeting at Riverine areas.

Released to 4 riverine district, total amount 9.6 Lakhs @ per district 2.4 Lakhs

Responsibility: DME

The amount is given for strengthening awareness activities at the Riverine areas of Barpeta, Kamrup (R), Dhubri, Morigaon.

Activity Guideline :

1. Awareness meeting on High Risk Pregnancy, Age at Marriage, Family Planning, NCD issues etc. @ Rs 3000 per meeting as per district micro plan. Target : atleast 5 meetings
2. Movie show with focus group discussion among the targeted/segmented audience like Pregnant women, Eligible Couple, among the school students etc on ANC,PNC,HBNC, Family Planning, Nutrition issues, NCD issues and its management, Latest benevolent steps taken by Health and Family Welfare Department. Per show cum Focus Group Discussion by involving the local front line workers @Rs. 5000, Target: Atleast 10 show cum focus group.
3. Erection of display/Information Board in the riverine areas on different schemes and awareness as per micro plan of the districts. Total fund given for display/hoarding etc in the riverine areas are 1 Lakh out of the total budget given above.
4. DME has to ensure Proper IEC in all the health facilities situated in the Riverine areas and also the road visibility on different health scheme.
5. Street Play at the riverine areas on Family Planning, HPW, Home Delivery, Govt Schemes @3500 per troupe, Target: atleast 10 street play per district.
6. Reporting: Districts have to submit activity report with all records of participants etc.

District Wise Budget Breakup:

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Sl. No.	Districts	Physical Awareness meeting for riverine areas with boat film screening in four dist Cost@ Rs. 8000/- per meeting	Target meeting for riverine areas with boat film screening in four dist	Amount Per Unit (In Rs.)	Fund Allocated (In Lakh)
1	BAKSA	0	0	0	0.00
2	BARPETA	1	240000	240000	2.40
3	BONGAIGAON	0	0	0	0.00
4	CACHAR	0	0	0	0.00
5	CHIRANG	0	0	0	0.00
6	DARRANG	0	0	0	0.00
7	DHEMAJI	0	0	0	0.00
8	DHUBRI	1	240000	240000	2.40
9	DIBRUGARH	0	0	0	0.00
10	DIMA HASAO	0	0	0	0.00
11	GOALPARA	0	0	0	0.00
12	GOLAGHAT	0	0	0	0.00
13	HAILAKANDI	0	0	0	0.00
14	JORHAT	0	0	0	0.00
15	KAMRUP (M)	0	0	0	0.00
16	KAMRUP	1	240000	240000	2.40
17	KARBI ANGLONG	0	0	0	0.00
18	KARIMGANJ	0	0	0	0.00
19	KOKRAJHAR	0	0	0	0.00
20	LAKHIMPUR	0	0	0	0.00
21	MORIGAON	1	240000	240000	2.40
22	NAGAON	0	0	0	0.00
23	NALBARI	0	0	0	0.00
24	SIVASAGAR	0	0	0	0.00
25	SONITPUR	0	0	0	0.00
26	TINSUKIA	0	0	0	0.00
27	UDALGURI	0	0	0	0.00
Total		4		960000	9.60

Remaining amount at State level : 22.47 Lakhs.

This fund will be utilised for branding and other IEC work of health and wellness centre. The activity guideline is already prepared and shared as per the need based assessment found periodically. Some fund have already been spent for the ongoing work.

35. FMR 11.24.3.2

Total RoP Approval : 63.66 Lakhs

Particulars : SBCC/Advocacy campaign**Responsibility:** DME

Released Rs 20 Lakhs to districts for street play @ 74,000 per district. Along with the street play following are the complimentary activities to be taken up. For street play, the **unit rate is 3500** per troupe of street play. The street play parties shall be selected after due verification of credentials.

- Under this program, a district level IEC sharing will be done under the leadership of Deputy Commissioner, ADC, Joint Director. They will meet the selected people Senior citizen, selected women, Labour class like Rikshaw Pooler, Common people at Bus Station and will share the IEC along with the help of local social worker. During this drive, the official will distribute IEC leaflet, book etc. to the targeted audience.
- The prime aim is to popularise and to make aware the people on the scheme.

Sl. No.	Districts	Physical Street Play @ 74,000 per district	Target Play @	Amount Per Unit (In Rs.)	Fund Allocated (In Lakh)
1	BAKSA	1		74000	0.74
2	BARPETA	1		74000	0.74
3	BONGAIGAON	1		74000	0.74
4	CACHAR	1		74000	0.74
5	CHIRANG	1		74000	0.74
6	DARRANG	1		74000	0.74
7	DHEMAJI	1		74000	0.74
8	DHUBRI	1		74000	0.74
9	DIBRUGARH	1		74000	0.74
10	DIMA HASAO	1		74000	0.74
11	GOALPARA	1		74000	0.74
12	GOLAGHAT	1		74000	0.74
13	HAILAKANDI	1		74000	0.74
14	JORHAT	1		74000	0.74
15	KAMRUP (M)	1		74000	0.74
16	KAMRUP	1		74000	0.74
17	KARBI ANGLONG	1		74000	0.74
18	KARIMGANJ	1		74000	0.74
19	KOKRAJHAR	1		74000	0.74
20	LAKHIMPUR	1		74000	0.74
21	MORIGAON	1		74000	0.74
22	NAGAON	1		74000	0.74
23	NALBARI	1		74000	0.74
24	SIVASAGAR	1		74000	0.74
25	SONITPUR	1		74000	0.74

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Sl. No.	Districts	Physical Street Play @ 74,000 per district	Target @	Amount Per Unit (In Rs.)	Fund Allocated (In Lakh)
26	TINSUKIA	1		74000	0.74
27	UDALGURI	1		74000	0.74
Total		27		1998000	19.98

36. F.M.R. Code – 11.24.5.1

Name of Activity - IEC/ BCC for NOHP

F.M. R. Owner- a) State Level: SPO/SNO/SME

b) Dist. Level: NA

Budget against Activity: Rs. 8.00 L

Guideline for the activity:

Budget Breakup:

SN	District	Unit	Committed Unspent Amount (Rs. In Lakhs)	ROP Approval Amount (Rs. In Lakhs)	Total Approval (Rs. In Lakhs)
1	State HQ	1	-	8.00	8.00
2	District	-	-	-	-
Total			-	8.00	8.00

Note: There is no budget provision for districts.

Sd/-
Mission Director
National Health Mission
Assam

Thank you