

DEPARTMENT OF WOMEN & CHILD DEVELOPMENT
GOVT. OF N.C.T. OF DELHI, 1 CANNING LANE, K.G. MARG
NEW DELHI – 110001
(PMMVY BRANCH)

F. No. 76 (275)/PMMVY/DWCD/2018-19/42092-96.

Dated:-

To,
All CDPOs, through DD (ICDS), DWCD
Sub: IEC Campaign, "Suposhit Janani, Vikshit Dharini" from 08-22 March, 2019

07 MAR 2019

Madam,

This is with reference to the implementation of **Pradhan Mantri Matru Vandna Yojana (PMMVY)** scheme in Delhi, in this regard, kindly refer the recent DO. Letter no. PM-17/30/2018-PMMVY, dated 27 Feb, 2019 from Secretary MWCD, GoI, addressed to Chief Secretary, GNCTD regarding launch of IEC activities campaign "**Suposhit Janani, Vikshit Dharini**" emphasizing the visibility of the scheme from 08th March to 22nd March, 2019. The campaign will emphasize on using the right platform and right tool to convey the right message to the beneficiaries.

The approved creatives by Prime Minister's office like poster, video etc. may be used during the said campaign. Relevant posters material has been attached herewith and suggested informatory/sample links for using the same as radio/video advertisements has been shared by MWCD, GoI, the details for which are as under:

- a. PMMVY TV ads – 30 Seconds
<https://drive.google.com/file/d/13PbG1shWu6TPu6Xo0EtAibpJT9as8byo/view>
- b. PMMVY TV ads – 45 Seconds
<https://drive.google.com/file/d/1TNNPb-8Bm6rCwbwZZngLxTXSMcjyALc/view>


The State may also use their own creative as well as innovations to reach out to all the eligible beneficiaries through this IEC campaign. The IEC activities suggested by MWCD, GoI are annexed as Annexure-1 and a geo tagged pictures for each of the activity undertaken during the campaign are required to be shared with the Ministry for which detailed mechanism is appended at Annexure- 2.

In contemplation of the above, it is also informed that the Ministry of Women and Child Development will also hold State/District/Project/Field visits for monitoring of IEC activities followed by Regional/District level review meeting cum workshops which will be intimated by MWCD, to the concerned during the campaign period. In this regard, it has been also informed that the active participation of State/UTs/Districts during the campaign would be a parameter of evaluation of State/UT/District for ranking for award during the concluding of **Matru Vandana Saptah, 2019**.

Hence, for proper implementation of the **Matru Vandana Saptah/Pakhwada, 2019** at district and Project/Field level, the IEC activities as suggested by MWCD, GoI shall be followed accordingly, as per Annexure-I & Annexure- II, not essentially in any particular order for the implementation.

Therefore, in view of above, all CDPOs are hereby directed / instructed to undertake the IEC activities as recommended by Govt. of India in their respective projects/areas with the intimation to District Officer concerned and make best possible efforts to arrange to celebrate the Matru Vandana Saptah/Pakhwada from 08th March to 22nd March 2019 as per related Annexures attached in this regard.

This issues with the prior approval of the Competent Authority.


(Inderpreet Pathak)
Deputy Director (PMMVY)


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Dated:-

Copy forwarded for kind information to:

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1. PS to Secretary, Deptt. of Social Welfare/W & CD, GNCTD, GNLS Complex Delhi Gate.
2. OSD to Director, Deptt. of W & CD, GNCTD, 1 Canning Lane, KG Marg New Delhi.
3. All District Officers, Deptt. of W & CD, GNCTD, with request to monitor and for spot inspection during the celebration of the week, under the jurisdiction of their respective district.
- ✓ 4. System Analyst to upload the copy on the official website of the department of W & CD, GNCTD.


(Inderpreet Pathak)
Deputy Director (PMMVY)
07.03.19