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भारत सरकार/Government of India

ग्रामीण विकास मंत्रालय/Ministry of Rural Development

ग्रामीण विकास विभाग/Department of Rural Development

Krishi Bhawan, New Delhi

Dated: 20th December, 2017

To,

The Addl. Chief Secretary / Principal Secretary / Secretary,
Department of Rural Development (implementing PMAY-G),
All State Governments/UT Administration.

Subject : Nomination of Nodal Officers for Success Stories / Social Media news items at
State level – Reg.

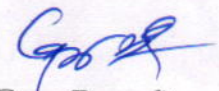
Sir/Madam,

You are aware that Ministry of Rural Development gives utmost importance to the IEC activities in order to create awareness of different schemes/ initiatives for rural development among the rural households. In so far as the scheme of PMAY-G is concerned, the Framework for Implementation of PMAY-G, stated that IEC activities is one of the permissible items of expenditure from the administrative expenses.

2. One of the IEC activities taken up by the Ministry is to popularize the rural development initiatives through Social Media channels. In order to improve the reach of rural development initiatives through social media, Ministry has hired an dedicated agency to handle the social media channels of the Ministry.

3. In this direction, it is stated that success stories / Social Media News items on PMAY-G of different States are proposed to be hosted on the social media channels of the Ministry. In order to ensure that the success stories / Social Media News items are received in the Ministry at regular intervals, an officer at the State level may be nominated so that he would act as a nodal person to furnish the same. The name and contact details of the nodal officer may please be provided to this Ministry at the earliest. the details any be sent at gaya.prasad@nic.in.

Yours faithfully,



(Gaya Prasad)

Director

Tel. No.: 011-23388431