

Memo No 83(4)/MZP-15/SBM (G)-1/72

Date 12.07.16

From: Addl. District Magistrate, Malda &  
Addl. Executive Officer,  
Malda Zilla Parishad, Malda.

To: The Block Development Officer  
Kaliachak-II/ Kaliachak-III/ Ratua-I/ Manikchak Dev Block

Sub: Regarding stories on real facts in course of Mission Nirmal Bangla Programme.

You are well aware that the under Mission Nirmal Bangla Programme, special initiatives and campaign have been taken up in the Ganga adjoining Gram Panchayats under your Blocks to make these Gram Panchayats ODF within 15<sup>th</sup> August. These initiatives include various activities of Govt departments and UNICEF as noted below:

1. Roll Call of students at Schools for not having toilets at their Home
2. Display and communication of awareness generation message at Fair Price Shops.
3. Orientation & Grading of Self Help Groups (SHGs) for construction of toilets.
4. Sensitization of SABALA-KANYASHREE Groups for construction of toilets.
5. Organization of Football matches at GP level to sensitize and aware the local people.
6. SOMMONOY scheme (MGNREGS-SANITATION convergence scheme) and its effect on ODF.
7. GP Level ODF strategy (display of shameful status of other GPs to create awareness)
8. NOJORDARI committee formation and visit at Sansad.
9. "Toilet as Family Hospital" concept and awareness among people.
10. "Pride and Dignity" concept and Protection of Women through Sanitation.
11. Mobile SMS and Service Providers tie up to send sms to all people of these Ganga adjoining GPs and recharge of TOP UP on satisfactory performance.
12. Issuance of Order of Land & Land Reforms Department to prevent open defecation.
13. Resolution at Gram Sabha to campaign and construct toilets at all household and conditional issuance of certificates by GP Pradhan on having toilet at home.

Now, during field level communication and verification by Community Facilitator, Field level functionaries, Block Level & GP level staffs, BDOs and District level senior officers, it has often been observed that individuals are getting sensitized through one of these campaign tools and to get out of these shameful situation, they are starting construction of toilet at their home. The story of Such persons (Student/SHG member/youth/farmer/businessman etc.) may be highlighted at all level of the District to create an environment of mass movement. Hence, as desired by the District Magistrate, I am directed to inform you the following points to take necessary action:-

1. The name of such person with photograph should be noted and a story involving his/her role on the above noted 13 issues may be prepared. The story should be on reality based and should have a positive approach.

2. Any one can write the story in either Bengali or English and send it to [dcsbmmalda@gmail.com](mailto:dcsbmmalda@gmail.com) / [ocitmalda@gmail.com](mailto:ocitmalda@gmail.com) within 2000 words along with the photograph of the person/or any remarkable event.
3. On each of the above mentioned 13 issues, a prize of Rs.500 will be awarded to the best story writer. Story will be judged on the basis of the positive approach of the event.

You are hereby requested to get the matter to the notice of all concerned, so that regular stories are submitted from 14<sup>th</sup> July onwards.

This is for your information and necessary action.

*Deey*  
12/07/16

Addl. District Magistrate, Malda &  
Addl. Executive Officer,  
Malda Zilla Parishad, Malda.

Memo No 83/1 (5)MZP-15/SBM (G)-1/72

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Copy for kind information to

1. The Secretary and DNO Sanitation, Malda Zilla Parishad
2. Officer- in -charge IT, Malda Collectorate.
3. CA to DM, Malda
4. CA to AEO, Malda Zilla Parishad
5. Office copy.

*Deey*  
12/07/16

Addl. District Magistrate, Malda &  
Addl. Executive Officer,  
Malda Zilla Parishad, Malda.