

NG-C ( IEC ) Report : Sunil Kapoor ( I.S.A)		
Week No. 31 ( 2nd Aug -8th Aug 2021 )		
Summary : A detailed Presentation has been prepared on 20th May 2021 which has reflection of all IEC activities / events done in F.Y 2020 -21 & 2021-22 . Being updated on weekly basis.		
Sl.	Activities in the week	Report
1	Newspaper Advertisements released on important days	No Activity due to Budget not approved by N.M.C.G
2	Audio Spots (released on AIR Lucknow/ FM ) released on important days	Last Campaign done during week 20 . Audio spots on Ganga Quest Red FM , Big FM, Radio City from S.M.C.G . (F.O.C basic ) . <b>Budget</b> approval received on 27th July and planning started now.
3	Video Spots telecast on Doordarshan Lucknow on Important Days	No Activity due to Budget not approved by N.M.C.G. Budget Approval received from N.M.C.G received for 2021-22 for Rs 5.35 crore vide letter dated 27th July 2021. preparation commenced for activities planned and shall be submitted for approval within week 31.
4	Any Pakhwada / Abyan/ Mela/ Diwas/ Yatra Organized	(1) Budget not approved and Covid-19 sperad . Communicating with D.G.C's to upload event celebration for Ganga Dusshera ( 20th June 2021 ) on D.G.C portal. (2) Follow-up being done through regular communication. Response was not encouraging from D.G.C until 6 D.G.C's online review meeting on 17th July 2021 where all assured to follow IEC activity calander and upload the activities on the portal. (3) PPT sent to all DGC's to celebrate Vrisharopan Saptah (25th July - 31st July ) and upload.
5	Any Exhibition was put up on any day in important cities	Designing and Putting SMCG stall at Ground water closing ceremony at Indira Gandhi Pratishthan on 22nd
6	Hoardings installed at major cities & name of areas. (if permanent )	Late details received from Information department for Hoarding proposal . Budget lapsed. New Budget approval received from N.M.C.G and prepared PPT with art work / design of hoardings as per N.M.C.G guidelines with places where hoardings can be put. Approval will be taken within week 31.
7	Any Leaflet / Book Developed	(1) Namami Gange "Ek Parichay" Patrika prepared. Waiting for review and approval. (2) Sample Emagazine " Ezine" prepared . Awaiting approval of the sample. Can be viewed on S.M.C.G website. Awaiting feedback / approval. (3) Article for proposed Magazine by Times Group titled ' Naye Aayam Sthapit Karta Uttar Pradesh' prepared for 3 departments for approval / changes .
8	Any online / Offline Quiz Organized.	None in week 28. For Ganga Quest in June involved Education department and mass campaigning done with all stake holders ( DGC's) and masses.
9	Regular Updates of Activities / Events on Social Media ( Facebook, Twitter, Instagram )	<b>Events April - July :</b> (1) Ganga Quest (2) World Environment day 5th June at D.G.C's : Tree Plantation at Directorate Urban Bodies and D.G.C's (3) Ganga Dusherra 20th June 2021. Letters alongwith pictures upload instructions (pictorial) sent to all DGC's to do Tree plantation and upload pictures. Following D.G.C's uploaded the activities on D.G.C portal (Ghazipur, Pratapgarh , Etawah, Mirzapur , Sambhal , Kannauj , Bijnor, Hapur and follow-up with others in progress. <b>N.G.C ( I.E.C )</b> Information under point number 18(XVIII) of 1st N.G.C meeting compliance uploaded on N.G.C dashboard . (15th April 2021 and also till 18th June 2021 updated). <b>D.G.C's :</b> Letters and Emails sent and phone calls to all D.G.C's to regularly upload activities . 6 D.G.C's (Prayagraj , Varanasi , Bhadohi, Mirzapur, Chandauli, Ghazipur & Bhadohi ) online orientation program held on 17th July 2021 and Presentation given on requirements from D.G.C's to follow IEC activity calander and upload activities on the portal.
10	All the Above information are shared with N.M.C.G , New Delhi	each activity. Ganga Quest publicity informed to N.M.C.G through EMail. World Environment Day (5th June 2021 ) also shared. Again, N.M.C.G asked for update and details sent on 26th June and also sent details of swachhta Pakhwada for N.M.C.G Emagazine which was published in eMagazine. Obtained Art work from N.M.C.G for Hoardings as per N.M.C.G guidelines.
11	Other Work	(1) Whole year IEC calender prepared with activities for the FY 2021-22 for approval. (2) Utility Ceertificates :-For funds transfer to D.G.C since 2018 onwards most of the D.G.C's have not provided U.C's ( Funds utilizatin certificate) . Compiled data of all 28 D.G.C's and 6 Nagar Nigams / NPP- Year wise and activity with letters, Email and phone calls made asking D.G.C's to provide U.C's immediately. Matter again taken up with 6 D.G.C's through PPT slides during online review meeting on 17th July 2021. Pursing with all DGC's to provide U.C's and response is becoming better .
<b>POINTS / BUDGET :</b> A detailed BUDGET PPT was prepared and sent to N.M.C.G on 11th Feb 2021 Followed by Video call with N.M.C.G on 11th Feb 2021 ( Attended by K.S.Awasthi, Sunil Kapoor , Shaivya Singh & Sunil Singh from S.M.C.G ). Budget was explained to N.M.C.G . Subsequently N.M.C.G asked some questions through few mails which were replied and last was on 24th March 2021 which was also replied on 26th March 2021 with all details and updated Budget Presentation was sent. N.M.C.G in mail dated 24th March 2021. wrote "It is also requested that no expenditure should be made until and unless activity is under approval". Budget Approval from N.M.C.G received for 2021-22 for Rs 5.35 crore vide letter dated 27th July 2021. Reminder letter sent to S.M.C.G on 21st May 2021 through A.P.D. ( S.M.C.G). Follow-up with N.M.C.G . Again some details were asked by N.M.C.G which were replied on 11th June 2021. We have asked for a V.C with N.M.C.G to discuss each point of the Budget and sort the queries, if any. Also, this topic reported to E.D (N.M.C.G) through a PPT " Pending Topics with N.M.C.G. <b>Budget Approval received from N.M.C.G received for 2021-22 for Rs 5.35 crore vide letter dated 27th July 2021. IEC activities calender prepared for F.Y 2021-22 for approval.</b>		

Name of the DGCs ->	Prayagraj	Bhadoli	Mirzapur	Chandoli	Gazipur	Varanasi
I.E.C Activity Shared with S.M.C.G and Uploaded on Portal ( Yes / No )						
Ganga Quest 07.04.2021 to 09.06.2021	No.	No.	No.	No.	No.	No.
World Environment Day 5th June, 2021. Activity with photo uploaded	No.	No.	Yes.	No.	Yes.	No.
Ganga Dussehera 20.06.2021 Activity with photos uploaded	No.	No.	No.	No.	No.	No.
Wriksharopan Saptah 25.07.21 to 31.07.21						

Details of advances released to DGCs for carrying out IEC activities (status as on date )

Sl.No.	Name of the DGC	Total advance released (laks)	From/To	UC recd.	UC uploaded.	Remarks (Last letter sent)
1	Prayagraj	2687500	2018 to 2021	No.	No.	No.616/670/SMCG-UP/19 dated 03.07.2021
2	Bhadoli	1612500	2019 to 2021	No.	No.	No.599/670/SMCG-UP/02 dated 03.07.2021
3	Mirzapur	1762500	2019 to 2021	No.	No.	No.624/670/SMCG-UP/27 dated 03.07.2021
4	Chandoli	1512500	2019 to 2021	No.	No.	No.611/670/SMCG-UP/14 dated 03.07.2021
5	Gazipur	2162500	2019 to 2021	No.	No.	No.608/670/SMCG-UP/06 dated 03.07.21
6	Varanasi	3857500	2018 to 2021	No.	No.	Exp. Details of Rs.1325185.00 submitted and Rs.324815.00 returned to SMCG.Reminder sent on 03.07.21 No.619/670/SMCGUP/22



Steps to Upload Photos of Activities with Notes



State Mission for Clean Ganga - Uttar Pradesh  
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