



## GOVERNMENT OF KERALA

### Abstract

Local Self Government – Panchayat Department – Information Education Communication (IEC)- Communication strategy, Plan of action for improving visibility- Guidelines of generic and specific campaigns– Orders issued.

### LOCAL SELF GOVERNMENT (EPA) DEPARTMENT

GO (Rt.) No. 2688 /2013/LSGD

Dated, Thiruvananthapuram, 01/11/2013

### ORDER

Local Self Government Department is one of the largest departments of the State. It comprises of Departments of Rural Development, Urban Development and Panchayats, having four Directorates, viz., Commissionerate of Rural Development, Directorate of Panchayats, Directorate of Urban Affairs and Department of Town and Country Planning. Besides these, there is an Engineering Wing and various organizations and agencies such as KILA, KSUDP, KLGSDP, IKM, Kudumbashree, KURDFC, Suchitva Mission, SIRD under this Department.

Out of the total Plan expenditure of the State Government, almost 30% is being expended through the Local Self Government Department. The Department implements various State and Centrally Sponsored Schemes such as waste/plastic waste disposal, epidemic control activities etc. and several other projects as well. About 1.9 lakh projects are being implemented through the Panchayat Raj Institutions every year.

It is felt that there is a new to do co-ordinated awareness generation and documentation etc. with specific strategy and action plans.

In these circumstances, Government feel that there should be a mechanism, Departmental communication strategy, plan or action for improving visibility, doing generic and specific campaigns and informing masses in a co-ordinated way. The Departments shall take efforts to converge and build synergy .

With the above objectives, Government are pleased to issue orders on the following:

1. A committee with all Information Education Communication (IEC) officers working with various Departments/ Organisation functioning under Local Self Government Department shall be constituted and function as one unit.
2. The pooling of funds shall be done to have comprehensive IEC campaign wherever possible.
3. The communication need assessment shall be done and a comprehensive communication campaign for the year shall be developed and implemented.
4. All Heads of Departments shall take follow up actions to implement the campaign activities.

(By Order of the Governor)

**RAJAN KHOBRADE**  
Secretary to Govt.

- 1) The Director of Panchayats, Thiruvananthapuram
- 2) The Director, Urban Affairs, Thiruvananthapuram
- 3) The Commissioner of Rural Development, Thiruvananthapuram
- 4) The Chief Engineer, LSGD, Thiruvananthapuram.
- 5) The Director, KILA, Thrissur
- 6) The Director, SIRD, Kottarakkara.
- 7) The Executive Director, IKM, Thiruvananthapuram.
- 8) The Executive Director, Kudumbasree, Thiruvananthapuram.
- 9) The Executive Director, Suchitwa Mission, Thiruvananthapuram.
- 10) The project Director, KSUDP
- 11) The Managing Director, KURDFC
- 12) All Deputy Director of Panchayats.(Through Director of Panchayats, Tvpm)
- 13) All Secretaries, District Panchayats.
- 14) All Secretaries, Corporation
- 15) All Secretaries, Municipalities.(Through the Director of Urban Affairs)
- 16) All Executive Engineers, LSGD (Through the Chief Engineer, LSGD, Thiruvananthapuram.
- 17) All Block Development Officers and Additional Development Commissioner (General)(Through the Commissioner of Rural Development, Thiruvananthapuram)
- 18) All Sections of LSGD.
- 19) SF/OC

Forwarded/By Order

  
Section Officer

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