SN	REGION	DISTRICT	NAME OF ULB	POPULATION	NO OF WARDS	Estimated LRPs Reqd.	FACILITATING & SUPPORTING MASS COMMUNICATION ACTIVITIES																				IEC & BEHAVIOUR CHANGE INTER-PERSONAL COMMUNICATION ACTIVITIES													CSR / EPR / User-Fee	
																											Pre-Blitz activitiies				Blitz	Year-long Campaign									
							1 Hoarding per MC at entry point of MC	1 Hoarding per Ward at Entry point of ward	1 Hoarding per Ward at Public places	2 Poster per ward	2 Banners /Ward	1 Sticker per WGU	Bulk SMS in Eng/Tel	5 Slogan writings / ward	Stickers/Posters in all Public/Pvt. Transport Vehicles	AV Campaign All TV Enabled Public/Pvt. Transport	AV material Local Cable Network / Slides in Theatres	AV material for all Municipal Venicles	AV material Air/Bus Ports/Rail Stn//Religious	AV material & Learning content for students (School/College) /	Creation of a simulation based learning & networking system for public (Web/App) Version	Content for Public Leaders / Religious Leaders / Professionals (Dr./Teachers/Lawyers)	Competition Cards / Proof of Segregation Cards	Social Media Content	Content for local associations/trade	Target Specific Pledge	content on waste to wealth ideas (recycling/upcycling	Swachh Ambassadors	ULB Event / Visioning / Kickoff Campaign Plan offline / online	Crowd Sourcing	Print & Digital Newsletters	Short-term Campaign Launch with Multi-stakeholder involvement	Id. & Dev. Social Capital	IPC at HHS (11 awareness & 11 follow	Community Mobilisation events per ward	Communiy Workshops on Green Concepts / Festive Drives	Audio/Vedio shows for Community Radio,Local FM In local media	Onboarding National Green Corps, NSS,	Activities(Ed. Inst - Contests, Rallies & Competitions)	Film Fans Associations / RWAs	SHG - TLF/SLFs	Activities for tapping CSR/EPR/Community Funding
1	ANANTAPUR	ANANTAPUR	ANANTAPUR	261004	50	100	1	50	250	100	100	65251		250									186																	
2	ANANTAPUR	ANANTAPUR	HINDUPUR	151677	38	76	1	38	190	76	76	37919.25		190									108																	
3	ANANTAPUR	ANANTAPUR	GUNTAKAL	126270	37	74	1	37	185	74	74	31567.5		185									90																	
4	ANANTAPUR	ANANTAPUR	DHARMAVARAM	121874	40	80	1	40	200	80	80	30468.5		200									87																	
5	ANANTAPUR	ANANTAPUR	TADIPATRI	108171	34	68	1	34	170	68	68	27042.75		170									77																	
6	ANANTAPUR	ANANTAPUR	KADIRI	89240	36	72	1	36	180	72	72	22310		180									64																	
7	ANANTAPUR	ANANTAPUR	RAYADURG	61749	31	62	1	31	155	62	62	15437.25		155									44																	
8	ANANTAPUR	ANANTAPUR	GOOTY	48658	24	48	1	24	120	48	48	12164.5		120									35																	
9	ANANTAPUR	ANANTAPUR	KALYANADURGAM	32328	23	46	1	23	115	46	46	8082		115									23																	
10	ANANTAPUR	ANANTAPUR	PUTTAPARTHI	30628	20	40	1	20	100	40	40	7657		100									22																	
11	ANANTAPUR	ANANTAPUR	PAMIDI	26886	20	40	1	20	100	40	40	6721.5		100									19																	
12	ANANTAPUR	ANANTAPUR	MADAKASIRA	21464	20	40	1	20	100	40	40	5366		100									15																	
TOTAL				1079949	373	746	12	373	1865	746	746	269987.25		1865									771																	
13	ANANTAPUR	CHITTOOR	TIRUPATHI	293421	50	100	1	50	250	100	100	73355.25		250									210																	
14	ANANTAPUR	CHITTOOR	MADANAPALLI	180180	35	70	1	35	175	70	70	45045		175									129																	
15	ANANTAPUR	CHITTOOR	CHITTOOR	160772	50	100	1	50	250	100	100	40193		250									115																	
16	ANANTAPUR	CHITTOOR	SRIKALAHASTI	80056	35	70	1	35	175	70	70	20014		175									57																	
17	ANANTAPUR	CHITTOOR	NAGARI	62253	27	54	1	27	135	54	54	15563.25		135									44																	
18	ANANTAPUR	CHITTOOR	PUNGANUR	54746	24	48	1	24	120	48	48	13686.5		120									39																	
19	ANANTAPUR	CHITTOOR	PUTTUR	54092	24	48	1	24	120	48	48	13523		120									39																	
20	ANANTAPUR	CHITTOOR	PALAMANERU	51450	24	48	1	24	120	48	48	12862.5		120									37																	
TOTAL				936970	269	538	8	269	1345	538	538	234242.5		1345									669																	
21	ANANTAPUR	KURNOOL	KURNOOL	460330	51	102	1	51	255	102	102	115082.5		255									329																	
22	ANANTAPUR	KURNOOL	NANDYAL	211424	42	84	1	42	210	84	84	52856		210									151																	
23	ANANTAPUR	KURNOOL	ADONI	184625	41	82	1	41	205	82	82	46156.25		205									132																	
24	ANANTAPUR	KURNOOL	YEMMIGANUR	95149	33	66	1	33	165	66	66	23787.25		165									68																	
25	ANANTAPUR	KURNOOL	DHONE	59272	20	40	1	20	100	40	40	14818		100									42																	
26	ANANTAPUR	KURNOOL	ATMAKUR	45703	20	40	1	20	100	40	40	11425.75		100									33																	
27	ANANTAPUR	KURNOOL	ALLAGADDA	41697	20	40	1	20	100	40	40	10424.25		100									30																	
28	ANANTAPUR	KURNOOL	NANDIKOTHUR	40210	26	52	1	26	130	52	52	10052.5		130									29																	
29	ANANTAPUR	KURNOOL	GUDUR	22270	20	40	1	20	100	40	40	5567.5		100									16																	
TOTAL				1160680	273	546	9	273	1365	546	546	290170		1365									829																	
30	ANANTAPUR	YSR KADAPA	KADAPA	318916	50	100	1	50	250	100	100	79729		250									228																	
31	ANANTAPUR	YSR KADAPA	PRODDATUR	163970	40	80	1	40	200	80	80	40992.5		200									117																	
32	ANANTAPUR	YSR KADAPA	RAYACHOTY	91234	31	62	1	31	155	62	62	22808.5		155									65																	
33	ANANTAPUR	YSR KADAPA	PULIVENDULA	65706	26	52	1	26	130	52	52	16426.5		130									47																	
34	ANANTAPUR	YSR KADAPA	RAJAMPET	54050	20	40	1	20	100	40	40	13512.5		100									39																	
35	ANANTAPUR	YSR KADAPA	JAMMALAMADUGU	46069	20	40	1	20	100	40	40	11517.25		100									33																	
36	ANANTAPUR	YSR KADAPA	MYDUKURU	44454	23	46	1	23	115	46	46	11113.5		115									32																	
37	ANANTAPUR	YSR KADAPA	BUDVEL	41807	26	52	1	26	130	52	52	10451.75		130									30																	
38	ANANTAPUR	YSR KADAPA	YERRAGUNTLA	32574	20	40	1	20	100	40	40	8143.5		100									23																	
TOTAL				858780	256	512	9	256	1280	512	512	214695		1280									613																	
													everyday		Transport Corportion's Responsibility	Local ULBs Incharges responsibility	Local ULBs Incharges responsibility	ULBs Incharges Responsibility	ULB/SCIMMU Responsibility	State Level CB for content development/Implementation by ULB LRPs	State level IEBC agency/ SCIMMU monitoring	State Level CB for content development/Implementation by ULB LRPs		State level IEBC agency/ SCIMMU monitoring	State level IEBC agency/ SCIMMU monitoring	State level IEBC agency/ SCIMMU monitoring	State level IEBC agency/ SCIMMU monitoring	ULB Incharge needs to coordinate with the Ambassadors and make them aboard	SCIMMU, State level IEBC agency and regional agencies will together implement	State level agency- strategy Regional Agencies responsibility through LRPs	Regional agencies need to coordinate with the ULB incharges	SCIMMU, State level IEBC agency and regional agencies will together implement	SCIMMU, State level IEBC agency and regional agencies will together implement	Each LRP will get (Total Micro pockets/No of LRPs) wards. LRP ensure to get it done with the help of all	Regional Agency should coordinate with all LRPs to get this work done by identifying various options available at the ULB level	Regional Agency should coordinate with all LRPs to get this work done by identifying various options available at the ULB level	Regional Agency should coordinate with all LRPs to get this work done by identifying various options available at the ULB level	Responsibility of the regional agency to coordinate with the ULB incharge.	Responsibility of the regional agency to coordinate with the ULB incharge.	Responsibility of the regional agency to coordinate with the ULB incharge.	Responsibility of the regional agency to coordinate with the ULB incharge.	SCIMMU & State Level IEBC agency/Consortium

DRAFT IEBC * BEHAVIOUR CHANGE COMMUNICATIONS ACTIVITIES OUTLINED * RAJAHMUNDRY REGION *

SN	REGION	DISTRICT	NAME OF ULB	POPULATION	NO OF WARDS	Estimated LRPs Reqd.	FACILITATING & SUPPORTING MASS COMMUNICATION ACTIVITIES																			IEC & BEHAVIOUR CHANGE INTER-PERSONAL COMMUNICATION ACTIVITIES												CSR / EPR / User-Fee	
																										Pre-Blitz activitiies				Blitz	Year-long Campaign								
							1 Hoarding per MC at entry point of MC	1 Hoarding per Ward at Entry point of ward	1 Hoarding per Ward at Public places	2 Poster per ward	2 Banners /Ward	1 Sticker per WGU	Bulk SMS in Eng/Tel	5 Slogan writings / ward	Stickers/Posters in all Public/Pvt. Transport Vehicles	AV Campaign All TV Enabled Public/Pvt. Transport	AV material Local Cable Network / Slides in Theatres	AV material for all Municipal Venicles	AV material Air/Bus Ports/Rail Stn//Religious places/Hospitals/Malls	AV material & Learning content for students (School/College) / Spl. Focus Primary Ed.	Creation of a simulation based learning & networking system for public (Web/App) Version	Content for Public Leaders / Religious Leaders / Professionals (Dr./Teachers/Lawyers)	Competition Cards / Proof of Segregation Cards	Social Media Content	Content for local associations/trade unions/Clubs	Target Specific Pledge	content on waste to wealth ideas (recycling/upcycling	Swachh Ambassadors	ULB Event / Visioning / Kickoff Campaign Plan offline / online	Crowd Sourcing Strategies	Print & Digital Newsletters	Short-term Campaign Launch with Multi-stakeholder involvement	Id. & Dev. Social Capital	IPC at HHS (xxx HHs daily	Community Mobilisation events per ward	Community Workshops on Green Concepts / Festival Drives	Audio/Vedio shows for Community Radio,Local FM In local media	Onboarding National Green Corps, NCC, NSS etc..	Activities(Ed. Inst - Contests, Rallies & Competitions)	Film Fans Associations / RWAs	SHG - TLF/SLFs	Activities for tapping CSR/EPR/Community Funding
1	RAJAHMUNDRY	E GODAVARI	RAJAHMUNDRY	341831	50	100	1	50	250	100	100	85457.75		250	Transport Corportion's Responsibility	Local ULBs Incharges responsibility	Local ULBs Incharges responsibility	ULBs Incharges Responsibility	ULB/SCIMMU Responsibility	State Level CB for content development/Implementation by ULB LRPs	State level IEBC agency/ SCIMMU monitoring	State Level CB for content development/Implementation by ULB LRPs	244	State level IEBC agency/ SCIMMU monitoring	State level IEBC agency/ SCIMMU monitoring	State level IEBC agency/ SCIMMU monitoring	State level IEBC agency/ SCIMMU monitoring	ULB Incharge needs to coordinate with the Ambassadors and make them aboard	SCIMMU, State level IEBC agency and regional agencies will together implement	State level agency- strategy Regional Agencies responsibility through LRPs	Regional agencies need to coordinate with the ULB incharges	SCIMMU, State level IEBC agency and regional agencies will together implement	SCIMMU, State level IEBC agency and regional agencies will together implement	Each LRP will get (Total Micro pockets/No of LRPs) wards. LRP ensure to get it done with the help of all the	Regional Agency should coordinate with all LRPs to get this work done by identifying various optio	Regional Agency should coordinate with all LRPs to get this work done by identifying various optio	Regional Agency should coordinate with all LRPs to get this work done by identifying various optio	Responsibility of the regional agency to coordinate with the ULB incharge.	Responsibility of the regional agency to coordinate with the ULB incharge.	Responsibility of the regional agency to coordinate with the ULB incharge.	Responsibility of the regional agency to coordinate with the ULB incharge.	SCIMMU & State Level IEBC agency/Consortium	
2	RAJAHMUNDRY	E GODAVARI	KAKINADA	312538	50	100	1	50	250	100	100	78134.5		250									223																
3	RAJAHMUNDRY	E GODAVARI	SAMALKOT	56864	30	60	1	30	150	60	60	14216		150									41																
4	RAJAHMUNDRY	E GODAVARI	MANDAPET	56063	29	58	1	29	145	58	58	14015.75		145									40																
5	RAJAHMUNDRY	E GODAVARI	PITHAPURAM	54859	30	60	1	30	150	60	60	13714.75		150									39																
6	RAJAHMUNDRY	E GODAVARI	TUNI	53425	30	60	1	30	150	60	60	13356.25		150									38																
7	RAJAHMUNDRY	E GODAVARI	AMALAPURAM	53231	30	60	1	30	150	60	60	13307.75		150									38																
8	RAJAHMUNDRY	E GODAVARI	PEDDAPURAM	49477	28	56	1	28	140	56	56	12369.25		140									35																
9	RAJAHMUNDRY	E GODAVARI	RAMACHANDRAPURAM	43657	27	54	1	27	135	54	54	10914.25		135									31																
10	RAJAHMUNDRY	E GODAVARI	YELESWARAM	32957	20	40	1	20	100	40	40	8239.25		100									24																
11	RAJAHMUNDRY	E GODAVARI	GOLLAPROLU	23882	20	40	1	20	100	40	40	5970.5		100									17																
12	RAJAHMUNDRY	E GODAVARI	MUMMIDIVARAM	23732	20	40	1	20	100	40	40	5933		100									17																
TOTAL				**1102516**	**364**	728	**1**	**364**	**1820**	**728**	**728**	**275629**		**1820**									**788**																
13	RAJAHMUNDRY	KRISHNA	VMC	1021806	59	118	1	59	295	118	118	255451.5		295									730																
14	RAJAHMUNDRY	KRISHNA	MACHILIPATNAM	169892	42	84	1	42	210	84	84	42473		210									121																
15	RAJAHMUNDRY	KRISHNA	GUDIVADA	118167	36	72	1	36	180	72	72	29541.75		180									84																
16	RAJAHMUNDRY	KRISHNA	NUZVID	58590	30	60	1	30	150	60	60	14647.5		150									42																
17	RAJAHMUNDRY	KRISHNA	JAGGAIAHPETA	53530	27	54	1	27	135	54	54	13382.5		135									38																
18	RAJAHMUNDRY	KRISHNA	NANDIGAMA	44359	20	40	1	20	100	40	40	11089.75		100									32																
19	RAJAHMUNDRY	KRISHNA	VUYYURU	38021	20	40	1	20	100	40	40	9505.25		100									27																
20	RAJAHMUNDRY	KRISHNA	TIRUVURU	34173	20	40	1	20	100	40	40	8543.25		100									24																
21	RAJAHMUNDRY	KRISHNA	PEDANA	30721	23	46	1	23	115	46	46	7680.25		115									22																
TOTAL				**1569259**	**277**	554	**1**	**277**	**1385**	**554**	**554**	**392314.8**		**1385**									**1121**																
22	RAJAHMUNDRY	W GODAVARI	ELURU	218020	50	100	1	50	250	100	100	54505		250									156																
23	RAJAHMUNDRY	W GODAVARI	BHIMAVARAM	146961	39	78	1	39	195	78	78	36740.25		195									105																
24	RAJAHMUNDRY	W GODAVARI	TADEPALLIGUDEM	104032	35	70	1	35	175	70	70	26008		175									74																
25	RAJAHMUNDRY	W GODAVARI	PALACOLE	81199	31	62	1	31	155	62	62	20299.75		155									58																
26	RAJAHMUNDRY	W GODAVARI	TANUKU	77962	34	68	1	34	170	68	68	19490.5		170									56																
27	RAJAHMUNDRY	W GODAVARI	NARSAPUR	58770	31	62	1	31	155	62	62	14692.5		155									42																
28	RAJAHMUNDRY	W GODAVARI	JANGA REDDY GUDEM	48994	20	40	1	20	100	40	40	12248.5		100									35																
29	RAJAHMUNDRY	W GODAVARI	NIDADAVOLE	43809	28	56	1	28	140	56	56	10952.25		140									31																
30	RAJAHMUNDRY	W GODAVARI	KOVVUR	39667	23	46	1	23	115	46	46	9916.75		115									28																
TOTAL				**819414**	**291**	**582**	**1**	**291**	**1455**	**582**	**582**	**204853.5**		**1455**									**585**																

DRAFT IEBC * BEHAVIOUR CHANGE COMMUNICATIONS ACTIVITIES OUTLINED * GUNTUR REGION *

SN	REGION	DISTRICT	NAME OF ULB	POPULATION	NO OF WARDS	Estimated LRPs Reqd.	FACILITATING & SUPPORTING MASS COMMUNICATION ACTIVITIES																					IEC & BEHAVIOUR CHANGE INTER-PERSONAL COMMUNICATION ACTIVITIES												CSR / EPR / User Fee	
																												Pre-Blitz activitiies				Blitz	Year-long Campaign									
							1 Hoarding per MC at entry point of MC	1 Hoarding per Ward at Entry point of ward	1 Hoarding per Ward at Public places	2 Poster per ward	2 Banners /Ward	1 Sticker per WGU	Bulk SMS in Eng/Tel	5 Slogan writings / ward	Stickers/Posters in all Public/Pvt. Transport Vehicles	AV Campaign All TV Enabled Public/Pvt. Transport	AV material Local Cable Network / Slides in Theatres	AV material for all Municipal Venicles	AV material Air/Bus Ports/Rail Stn/Place-of-worship/Hospital/Mall	AV material & Learning content for students (School/College) / SoL Focus on Primary Ed.	Creation of a simulation based learning & networking system for public (Web/App) Version	Content for Public Leaders / Religious Leaders / Professionals	Competition Cards / Proof of Segregation Cards	Social Media Content	Content for local associations/trade unions/Clubs	Target Specific Pledge	content on waste to wealth ideas (recycling/upcycling	Swachh Ambassadors	ULB Event / Visioning / Kickoff Campaign Plan offline / online	Crowd Sourcing Strategies	Print & Digital Newsletters	Short-term Campaign Launch with Multi-stakeholder involvement	Id. & Dev. Social Capital	IPC at HHS (xxx HHs daily	Community Mobilisation events per ward	Community Workshops on Green Concepts / Festive Drives	Audio/Vedio shows for Community Radio,Local FM In local media	Onboarding National Green Corps, NCC, NSS	Activities(Ed. Inst - Contests, Rallies & Competitions)	Film Fans Associations / RWAs	SHG - TLF/SLFs	Activities for tapping CSR/EPR/Community Funding
1	GUNTUR	SPSR NELLORE	NELLORE	547621	54	108	1	54	270	108	108	136905		270									391																		
2	GUNTUR	SPSR NELLORE	KAVALI	90099	40	80	1	40	200	80	80	22524.8		200									64																		
3	GUNTUR	SPSR NELLORE	GUDUR	73350	33	66	1	33	165	66	66	18337.5		165									52																		
4	GUNTUR	SPSR NELLORE	VENKATAGIRI	52688	25	50	1	25	125	50	50	13172		125									38																		
5	GUNTUR	SPSR NELLORE	NAIDUPETA	40828	20	40	1	20	100	40	40	10207		100									29																		
6	GUNTUR	SPSR NELLORE	SULLURUPET	35307	23	46	1	23	115	46	46	8826.75		115									25																		
7	GUNTUR	SPSR NELLORE	ATMAKUR	30523	23	46	1	23	115	46	46	7630.75		115									22																		
	TOTAL			**870416**	**218**	436	**7**	**218**	**1090**	**436**	**436**	**217604**		**1090**									**622**																		
8	GUNTUR	PRAKASAM	ONGOLE	204746	50	100	1	50	250	100	100	51186.5		250									146																		
9	GUNTUR	PRAKASAM	CHIRALA	89378	33	66	1	33	165	66	66	22344.5		165									64																		
10	GUNTUR	PRAKASAM	MARKAPUR	71092	32	64	1	32	160	64	64	17773		160									51																		
11	GUNTUR	PRAKASAM	KANDUKUR	57246	30	60	1	30	150	60	60	14311.5		150									41																		
12	GUNTUR	PRAKASAM	ADANKI	40353	20	40	1	20	100	40	40	10088.3		100									29																		
13	GUNTUR	PRAKASAM	KANIGIRI	37420	20	40	1	20	100	40	40	9355		100									27																		
14	GUNTUR	PRAKASAM	GIDDALUR	35150	20	40	1	20	100	40	40	8787.5		100									25																		
15	GUNTUR	PRAKASAM	CHIMAKURTHY	30253	20	40	1	20	100	40	40	7563.25		100									22																		
	TOTAL			**565638**	**225**	450	**8**	**225**	**1125**	**450**	**450**	**141410**	Everyday	**1125**									**404**																		
16	GUNTUR	GUNTUR	GUNTUR	670073	62	124	1	62	310	124	124	167518		310	Transport Corportion's Responsibility	Local ULBs Incharges responsibility	Local ULBs Incharges responsibility	ULBs Incharges Responsibility	ULB/SCIMMU Responsibility	State Level CB for content development/Implementation by ULB LRPs	State level IEBC agency/ SCIMMU monitoring	State Level CB for content development/Implementation by ULB LRPs	479	State level IEBC agency/ SCIMMU monitoring	State level IEBC agency/ SCIMMU monitoring	State level IEBC agency/ SCIMMU monitoring	State level IEBC agency/ SCIMMU monitoring	ULB incharge needs to coordinate with the Ambassadors and make them aboard	SCIMMU, State level IEBC agency and regional agencies will together implement	State level agency- strategy Regional Agencies responsibility through LRPs	Regional agencies need to coordinate with the ULB incharges	SCIMMU, State level IEBC agency and regional agencies will together implement	SCIMMU, State level IEBC agency and regional agencies will together implement	Each LRP will get (Total Micro pockets/No of LRPs) wards. LRP ensure to get it done with the help of all the options available at the local le	Regional Agency should coordinate with all LRPs to get this work done by identifying various options available at the ULB level	Regional Agency should coordinate with all LRPs to get this work done by identifying various options available at the ULB level	Regional Agency should coordinate with all LRPs to get this work done by identifying various options available at the ULB level	Responsibility of the regional agency to coordinate with the ULB incharge.	Responsibility of the regional agency to coordinate with the ULB incharge.	Responsibility of the regional agency to coordinate with the ULB incharge.	Responsibility of the regional agency to coordinate with the ULB incharge.	SCIMMU & State Level IEBC agency/Consortium	
17	GUNTUR	GUNTUR	TENALI	164937	40	80	1	40	200	80	80	41234.3		200									118																		
18	GUNTUR	GUNTUR	NARASARAOPET	117489	34	68	1	34	170	68	68	29372.3		170									84																		
19	GUNTUR	GUNTUR	MANGALAGIRI	107197	32	64	1	32	160	64	64	26799.3		160									77																		
20	GUNTUR	GUNTUR	CHILAKALURIPET	101398	34	68	1	34	170	68	68	25349.5		170									72																		
21	GUNTUR	GUNTUR	BAPATLA	70777	34	68	1	34	170	68	68	17694.3		170									51																		
22	GUNTUR	GUNTUR	TADEPALLE	64149	23	46	1	23	115	46	46	16037.3		115									46																		
23	GUNTUR	GUNTUR	PIDUGURALLA	63103	30	60	1	30	150	60	60	15775.8		150									45																		
24	GUNTUR	GUNTUR	VINUKONDA	62550	26	52	1	26	130	52	52	15637.5		130									45																		
25	GUNTUR	GUNTUR	PONNUR	59913	31	62	1	31	155	62	62	14978.3		155									43																		
26	GUNTUR	GUNTUR	MACHERLA	57290	29	58	1	29	145	58	58	14322.5		145									41																		
27	GUNTUR	GUNTUR	SATTENAPALLE	56721	30	60	1	30	150	60	60	14180.3		150									41																		
28	GUNTUR	GUNTUR	REPALLE	50866	28	56	1	28	140	56	56	12716.5		140									36																		
	TOTAL			**1646463**	**433**	**866**	**13**	**433**	**2165**	**866**	**866**	**411616**		**2165**									**1176**																		

DRAFT IEBC * BEHAVIOUR CHANGE COMMUNICATIONS ACTIVITIES OUTLINED * VIZAG REGION *

SN	REGION	DISTRICT	NAME OF ULB	POPULATION	NO OF WARDS	Estimated LRPs Reqd.	FACILITATING & SUPPORTING MASS COMMUNICATION ACTIVITIES																							IEC & BEHAVIOUR CHANGE INTER-PERSONAL COMMUNICATION ACTIVITIES													CSR / EPR / User-Fee	
																														Pre-Blitz activitiies				Blitz	Year-long Campaign									
							1 Hoarding per MC at entry point of MC	1 Hoarding per Ward at Entry point of ward	1 Hoarding per Ward at Public places	2 Poster per ward	2 Banners /Ward	1 Sticker per WGU	Bulk SMS in Eng/Tel	5 Slogan writings / ward	Stickers/Posters in all Public/Pvt. Transport Vehicles	AV Campaign All TV Enabled Public/Pvt. Transport	AV material Local Cable Network / Slides in Theatres	AV material for all Municipal Venicles	AV material Air/Bus Ports/Rail Stn//Religious places/Hospitals/Malls	AV material & Learning content for students (School/College) / Spl. Focus on Primary Ed.	Creation of a simulation based learning & networking system for public (Web/App) Version	Content for Public Leaders / Religious Leaders / Professionals (Dr./Teachers/Lawyers)	Competition Cards / Proof of Segregation Cards	Social Media Content	Content for local associations/trade unions/Clubs	Target Specific Pledge	content on waste to wealth ideas (recycling/upcycling	Swachh Ambassadors	ULB Event / Visioning / Kickoff Campaign Plan offline / online	Crowd Sourcing Strategies	Print & Digital Newsletters	Short-term Campaign Launch with Multi-stakeholder involvement	Id. & Dev. Social Capital	IPC at HHS (xxx HHs daily	Community Mobilisation events per ward	Community Workshops on Green Concepts / Festive Drives	Audio/Vedio shows for Community Radio,Local FM In local media	Onboarding National Green Corps , NSS, NCC etc..	Activities(Ed. Inst - Contests, Rallies & Competitions)	Film Fans Associations / RWAs	SHG - TLF/SLFs	Activities for tapping CSR/EPR/Community Funding
1	VIZAG	SRIKAKULAM	SRIKAKULAM	135367	36	72	1	36	180	72	72	33842		180	Transport Corportion's Responsibility	Local ULBs incharges responsibility	Local ULBs Incharges responsibility	ULBs Incharges Responsibility	ULB/SCIMMU Responsibility	State Level CB for content development/Implementation by ULB LRPs	State level IEBC agency/ SCIMMU monitoring	State Level CB for content development/Implementation by ULB LRPs	97	State level IEBC agency/ SCIMMU monitoring	State level IEBC agency/ SCIMMU monitoring	State level IEBC agency/ SCIMMU monitoring	State level IEBC agency/ SCIMMU monitoring	ULB Incharge needs to coordinate with the Ambassadors and make them aboard	SCIMMU, State level IEBC agency and regional agencies will together implement	State level agency- strategy Regional Agencies responsibility through LRPs	Regional agencies need to coordinate with the ULB incharges	SCIMMU, State level IEBC agency and regional agencies will together implement	SCIMMU, State level IEBC agency and regional agencies will together implement	Each LRP will get (Total Micro pockets/No of LRPs) wards. LRP ensure to get it done with the help of all the options available at the local level	Regional Agency should coordinate with all LRPs to get this work done by identifying various options available at the ULB level	Regional Agency should coordinate with all LRPs to get this work done by identifying various options available at the ULB level	Regional Agency should coordinate with all LRPs to get this work done by identifying various options available at the ULB level	Responsibility of the regional agency to coordinate with the ULB incharge.	Responsibility of the regional agency to coordinate with the ULB incharge.	Responsibility of the regional agency to coordinate with the ULB incharge.	Responsibility of the regional agency to coordinate with the ULB incharge.	SCIMMU & State Level IEBC agency/Consortium
2	VIZAG	SRIKAKULAM	PALASA-KASIBUGGA	57507	25	5	1	25	125	50	50	14377		125									41																					
3	VIZAG	SRIKAKULAM	RAJAM	42197	20	4	1	20	100	40	40	10549		100									30																					
4	VIZAG	SRIKAKULAM	AMADALAVALASA	39799	23	5	1	23	115	46	46	9950		115									28																					
5	VIZAG	SRIKAKULAM	ICHAPURAM	36493	23	5	1	23	115	46	46	9123		115									26																					
6	VIZAG	SRIKAKULAM	PALAKONDA	31425	20	4	1	20	100	40	40	7856		100									22																					
TOTAL				**342788**	**147**	**94**	**6**	**147**	**735**	**294**	**294**	**85697**		**735**									**245**																					
7	VIZAG	VIZIANAGARAM	VIZIANAGARAM	228720	40	80	1	40	200	80	80	57180	Everyday	200									163																					
8	VIZAG	VIZIANAGARAM	BOBBILI	56819	30	60	1	30	150	60	60	14205		150									41																					
9	VIZAG	VIZIANAGARAM	PARVATHIPURAM	53844	30	60	1	30	150	60	60	13461		150									38																					
10	VIZAG	VIZIANAGARAM	SALURU	49500	29	58	1	29	145	58	58	12375		145									35																					
11	VIZAG	VIZIANAGARAM	NELLIMARLA	26259	20	40	1	20	100	40	40	6565		100									19																					
TOTAL				**415142**	**149**	**298**	**5**	**149**	**745**	**298**	**298**	**103786**		**745**									**297**																					
12	VIZAG	VISAKHAPATNAM	VISAKHAPATNAM	2035922	72	144	1	72	360	144	144	508981		360									1454																					
13	VIZAG	VISAKHAPATNAM	NARSIPATNAM	46538	27	54	1	27	135	54	54	11635		135									33																					
14	VIZAG	VISAKHAPATNAM	YELAMANCHILI	46124	24	48	1	24	120	48	48	11531		120									33																					
TOTAL				**2128584**	**123**	**246**	**3**	**123**	615	246	246	532146		**615**									**1520**																					