11.15.2: IEC/BCC for Social Mobilization :

STATE-

Since Dengue and Chikungunya are relatively unknown to majority of the population, much work is to be done on awareness and sensitization of the community on elimination of the Vector breeding grounds.

Observation of Anti-Dengue Month will be organised as a part of IEC/BCC Activities. Awareness Campaign as well as Booklet Distribution at Public Places may be the most effective activities to spread Awareness.

Proposed IEC/BCC components include:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Sl. No** | **Name of Activities** | **Rate per activity** | **No.of activity** | **Total amount** |
| 1 | National Dengue day | 3284 | 95 | 312000 |
| 2 | Anti dengue month | 2000 | 94 | 188000 |
| **Total Fund Required under IEC/BCC for 2020-2021** | | | | **500000** |