



on Communication Plan held at Bhubaneswar on 26-27 May 2005 laid emphasis on the two aspects of life.



*Regional Workshop on Communication Plan*

Hon'ble Minister, Rural Development, Orissa, Sri Biswabhusan Harichandan inaugurated the workshop at Hotel Marrion at 10 AM on 26th May. Addressing the gathering, he said that the success of the Total Sanitation Campaign largely depends on awareness generation among the people and the active involvement of the community in sanitation campaigns. He emphasized that sanitation interventions should be made with a missionary zeal. Government agencies, NGOs, public institutions and the community should work together to achieve success.



*Participation*

Earlier, the Director, State Water and Sanitation Mission, Sri P.C.Rath welcomed the participants, who came from Jharkhand, Assam, Orissa and UNICEF,

New Delhi. He expected that there would be meaningful deliberations, which would lead to the preparation of



*Ms. Alka Malhotra, Programme Communication Officer, UNICEF, New Delhi highlighting the objectives*

an effective communication plan. Ms. Alka Malhotra, Programme Communication Officer, UNICEF, New Delhi highlighted the objectives of the workshop. She mentioned that the objective of the regional workshop was to offer an understanding on what constitutes IEC and a framework for IEC. Sri N.C. Mishra, Executive Director, SWSM, Jharkhand, said that it was not money, but a change in people's mindset, which mattered the most. Sri M. Borgohain, the Chief Engineer, PHE, Assam, urged upon the delegates and participants to come up with scientific ways and means to disseminate



*Group Discussion*

the message across all sections of the rural people. At the end, Ms. Lopamudra Tripathy, APO, UNICEF, Orissa proposed a vote of thanks.

