

J-17060/06/2014-Aajeevika Skills
Government of India
Ministry of Rural Development
(DDU-GKY)

File No- J-17060/06/2014 part 3

New Delhi, dated 18th February, 2015

Notification no 06/2015

Subject:- DDU-GKY IEC products -reg

Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY) program has developed various IEC products viz TVC, Radio Jingle, Press Adds, Poster, Brochure and handouts. All products are in Hindi, English and 11 regional languages – Assamese, Bengali, Gujarati, Kannada, Malayalam, Marathi, Oriya, Punjabi, Tamil, Telugu, Urdu. These products are uploaded on our website <http://ddugky.gov.in> under tab 'Resources-DDU-GKY IEC products'. High resolution photos which can be used for various documentation purpose by SRLMs (both colour and black and white) is also made available on the link. The IEC products are approved by Hon'ble MRD.

2. The SRLMs are urged to make effective use of the Information, Education and Communication (IEC) product for their IEC activities, pertaining to DDU-GKY.



(Rajeev Sharma)

Under Secretary to the Government of India
Tel No. 011-23743625

To,

1. All Heads of SRLMs
2. All Nodal persons of skills in SRLMs
3. Central Technical Support Agencies (NIRD & NABCONS)
4. All officials in DDU-GKY, MoRD
5. All officials in Rural Livelihood Division, MoRD
6. Guard file
7. Mr Abu, with a request to ensure notification is uploaded on DDU-GKY website, DDU-GKY group and circulated to all SRLMs

Copy to:

1. PS to JS
2. PS to COO