

Subrata Kumar Kar

General Manager (O)

TRIBES ODISHA



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Letter No. **MSP-120**/TDCCOL, dated 6th May, 2016.
File No: MKT/ XIII/MSP/24 – 2013-15/ 2014-15

To

The District Magistrate and Collector,
Mayurbhanj, Kalahandi, Sambalpur, Deogarh, Sundergarh, Anugul, Kandhamal,
Koraput, Nayagarh.

Sub: Publicity Campaign (CARAVAN) at the Grass-root level for wide publicity of MSP Scheme on MFP.


Madam / Sir,

In inviting a reference to the above cited subject, I am directed to inform you that the progress of implementation of Centrally Sponsored MSP Scheme on MFP in Odisha is not satisfactory. In spite of sincere and collaborative efforts of all stakeholder, we could manage to achieve only 10% - 15% of MFP transaction under the MSP Scheme during the FY 2015-16. It is ascertained that lack of adequate publicity at the grass-root level on the benefit of the scheme is the major reason for slow off take of the scheme at the district level.

The initiative of Vasundhara, a State level NGO and other lead NGOs at the respective district level in collaboration with TDCCOL to launch the “**Publicity Campaign**” at the village level from 15th May to 30th May, 2016 is highly praise worthy. Vasundhara in collaboration with TDCCOL and other agencies like ORMAS / ITDA/ DWO etc. would formulate the day wise Campaign Programme for each district for better coordination and success.

In this regard, I am directed to request you that the PA, ITDA / DWO / DPOs etc. may please be requested to extend all possible support and to nominate their representatives to coordinate the Campaign Programme. The BM, TDCCOL also have been instructed to coordinate with all stakeholders and supply all relevant materials for wide publicity of the scheme.

Yours faithfully,


06/05/2016
General Manager (O),
TDCCOL, Bhubaneswar

Memo No **MSP. 121** TDCCOL, dated 6th May, 2016
Copy to Chief Executive, VASUNDHARA for information and necessary coordination.


06/05/2016
General Manager (O)

Memo No **MSP. 122** TDCCOL, dated 6th May, 2016
Copy to the Branch Manager, TDCCOL, Mayurbhanj, Bh. Patna, Sambalpur, Lahunipara,
Anugul, Sundergarh, Baliguda, Sunabeda & Nayagarh for information and they are requested to coordinate the campaign in collaboration with other district level agencies.


06/05/2016
General Manager (O)

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