**11.24.4.1 IEC ACTIVITIES**

IEC activities **Rs. 1.02 lakhs** are proposed as follows:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Sl. No.** | **Particulars** | **Rate** | **Quantity** | **Amount** |
| **1** | Printing of leaflets | Rs. 10 | 5,000 | Rs. 50,000 |

**2) TV spots at Local TV Channel & DDK**

a)TV Talk Show = Rs. 10,000 x 3 = **Rs. 30,000**

**3) Observation of World Rabies Day**

|  |  |  |
| --- | --- | --- |
| **Sl. No.** | **Components** | **Amount (Rs.)** |
| 1 | Refreshment @ Rs. 150X60 | **9,000** |
| 2 | Hiring of Artists @ Rs. 2500x2 | **5,000** |
| 3 | Banner | **2,000** |
| 4 | Hall Rent | **2,000** |
| 5 | Resource Persons(1000X2) | **2,000** |
| 6 | Miscellaneous | **2,500** |
|  | **TOTAL** | **22,500** |

**TOTAL PROPOSED FOR IEC** = Rs. (50,000 + 30,000 + 22,500)

= **Rs. 1,02,500**