To

The Zonal Business Manager
Airtel, Tripura


Sir/Madam,

This is with reference to the preparations for the upcoming National Deworming Day (NDD) to be held on August 8, 2019 in the state. Soil Transmitted Helminthes (STH) is a significant public health concern for India. Around 68% children of 1-14 years of age (22 crores) are estimated to be at risk of parasitic intestinal worm infection. Evidence shows that worm loads has been proven to adversely affect the school attendance, concentration and physical and mental development of children. Periodic deworming can reduce the transmission of STH infection. With an aim to intensify efforts towards the STH control, Tripura will implement mass deworming of children between 1 to 19 years on 8th August 2019 followed by a mop-up day on 19th August 2019 for left out children.

2. For successful implementation of NDD it is important that the community is well aware and obtains maximum benefits from the campaign. Hence, it is requested to kindly support the state in disseminating the following Bengali message to your subscribers.

Details of the SMS and expected dates are given below:

<table>
<thead>
<tr>
<th>Expected Date of sending SMS</th>
<th>Message to be Generated</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 6, 2019</td>
<td>সিঃ আগাস্ট জাতীয় কৃমিনাশক দিবসে ১ থেকে ১৯ বছরের শিশুদের কৃমিনাশক উষ্ণ চূল এবং অন্যান্য কৃমিদ্বারা কিনারে খাওয়ানো হবে।</td>
</tr>
<tr>
<td>August 6, 2019</td>
<td>কৃমিনাশক উষ্ণ শিশুদের জন্য সমস্ত সরকারি বিদ্যালয় ও ফলপ্রদানশিশুরা যেন কৃমিনাশক উষ্ণ চিন্তা করেন সেদিকে লক্ষ্য রাখুন।</td>
</tr>
<tr>
<td>August 17, 2019</td>
<td>যে সমস্ত শিশুরা কোন কারণেই জাতীয় কৃমিনাশক দিবসে উষ্ণ খাওয়ানো, তাদের ১৯ই আগাস্ট মুখ্য দিবসে এই উষ্ণ খাওয়ানো হবে।</td>
</tr>
<tr>
<td>August 17, 2019</td>
<td>কৃমিনাশক উষ্ণ শিশুদের জন্য সমস্ত সরকারি বিদ্যালয় ও ফলপ্রদানশিশুরা যেন কৃমিনাশক উষ্ণ চিন্তা করেন সেদিকে লক্ষ্য রাখুন।</td>
</tr>
</tbody>
</table>

[Signature]
3. You are also requested to add following cell numbers at the time of sending SMS to your subscribers for our record purpose:

| 9862670872 | 7544007393 | 8794693116 |

4. Further, please also share with us the summary of for SMS sent by your esteemed company to the following email řd: nddtripura@gmail.com and copy to dr.deepkumar@gmail.com by August 26, 2019.

5. For any queries please reach out to Dr. Deep Kumar Debbarma, State Nodal Officer, NDD, Government of Tripura at 9862670872.

6. The State Health and Family Welfare will be thankful to Airtel for extending continued support in public health interest.

Yours faithfully,

(Dr. Shailesh K. Yadav, IAS)
Mission Director, NHM
Government of Tripura

Copy to:

1. The Director of Family Welfare and Preventive Medicine, Government of Tripura, Agartala for information.

2. The State Nodal Officer, NDD, Directorate of Family Welfare and Preventive Medicine, Government of Tripura, Agartala for information and necessary action.

3. The State Program Manager, Evidence Action, Tripura for information necessary action.

Copy forwarded to:

1. PS to the Secretary, Health & Family Welfare Department, Government of Tripura, Agartala for kind information to Secretary.

(Dr. Shailesh K. Yadav, IAS)