



## J&K Lakes & Waterways Development Authority,

LDA Complex, Miskeen Bagh, Srinagar, 190 003

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### Expression of Interest

In light with the Country-wise "SWACHHTA HI SEVA" Abhiyaan spanning from 15.09.2017 to 02.10.2017, the J&K Lakes & Waterways Development Authority is launching a comprehensive awareness campaign in the interior as well as peripheral areas of Dal-Nigeen Lakes in order to sensitize the citizens regarding their participation in cleanliness and conservation measures for sustenance of Lake ecology. The campaign will include door to door campaign, Nukr Natak, anchoring scheme, dialogue theme, question answer sessions and social actions for preservation of city's water bodies.

In this regard the applications are invited from interested groups, registered NGOs and Self Help Groups (SHGs) having experience in organizing awareness campaigns, event management and mobilizing civil society into collective social actions. The applications should reach to the office of the Public Relations Officer, LDA Complex, Miskeen Bagh, Srinagar by or before 23.09.2017 till 3:00 pm. The applications should be supported by CV of the NGO, past experience in motivational drives, photo and video graphic evidence of the activities and success stories. The interested groups shall have to make a detailed presentation before a Screening Committee to be constituted by LDA for allotment of contract.

**Public Relation Officer**

J&K Lakes & Waterways Dev. Authority,  
Srinagar

No.LDA/PR/187-93

Dated: 19-9-2017

Copy to:

01. Vice Chairman J&K Lakes & Waterways Development Authority, Srinagar for favour of information.
02. ✓ Director Information Srinagar for publishing the said Expression of Interest in leading daily newspapers. (Through Trail)
03. Superintending Engineer J&K LWDA for favour of information.
04. Financial Advisor/CAO J&K LWDA for favour of information.
05. Secretary J&K LWDA Srinagar for favour of information.
06. Executive Engineer Lake Div.1<sup>st</sup> J&K LWDA for favour of information.
07. Executive Engineer Lake Div. 2<sup>nd</sup> J&K LWDA for favour of information.