

F.No.73/SAC/TBCD/COO(S)/2016, Date.16/05/2017

To

All the Municipal Commissioners,
Andhra Pradesh.

Sir,

Sub: SAC - Swachhata Drives as part of Swachh Bharat Mission - In the Cleanliness Drives in **“Focused engagement with religious and spiritual leaders”** - from 16.05.2017 to 31.05.2017 - Reg

Ref: 1. Circular No.SB/SBM/30/2016, dated.29.03.2016. of JS&MD (SBM), MoUD, GoI

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I invite your attention to the above subject and references and request you to take-up the Swachhata Drives as part of Swachh Bharat Mission, i.e., Cleanliness Drives in **“Focused engagement with religious and spiritual leaders”** - from 16.05.2017 to 31.05.2017, as detailed in the annexure enclosed herewith.

Vide 1st reference cited the Joint Secretary and Mission Director (SBM) has informed that for all the upcoming Swachhata Drives during the year 2017-18, press cuttings and TV video clippings (only related to the theme for a particular fortnight) will be awarded **1 point per press cuttings, and 3 points per TV video clippings**, and these marks will be counted towards the final scores in the next round of **“Swachh Survekshan”** survey to be conducted towards the end of this year.

Further it is to inform that to kindly send all press clippings / TV videos that appear in your local media, pertaining to this drive, to the Mail ID: sanghamitrab@kpmg.com with CC to

swachhaandhra2015@gmail.com for earning points for the next round of Swachh Survekshan to be conducted towards the end of this year.

Yours faithfully
D MURALIDHAR REDDY, IAS
MANAGING DIRECTOR

Encl: As above

Signature valid

Digitally signed by D
Muralidhar Reddy
Date: 2017.05.16 15:18:38 IST
Reason: Approved

