

To  
The Municipal Commissioners,  
14 Urban Local Bodies,  
Andhra Pradesh.

**File No:SAC-13028/3/2015-COO II-SAC, dt: 11.09.2018**

Sub: SAC- Request cooperation for organizing Extensive awareness campaign on Swachh Bharat Mission (Urban) in Andhra Pradesh region-Appointment of Nodal Officer-Reg

Ref: Lr.No.1/MoH&UA/SMB/SOP/ROB(VSP)/2018-19, dt: 27.08.2018, pf Additional Director General, Ministry of Information and Broadcasting (MoIB).

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Attention is invited to the subject and reference cited.

The Additional Director General of Ministry of Information and Broadcasting has informed that the Ministry of Housing and Urban Affairs (MoHUA) desires to organize extensive awareness campaign on "Swachh Bharat Mission (Urban)" in selected cities and towns of Andhra Pradesh during 2018-19 by Regional Outreach Bureau (ROB), MoIB, Visakhapatnam. Field Outreach Bureau (FOB) of Andhra Pradesh region working under ROB, visakhapatnam would be organizing 56 special outreach programmes (SOPs) from September 2018 to February 2019 in GVMC and Selected ULBs of A.P. **A List of locations and number of programmes to be organized at each location during the campaign are follows:**

SI No	Name of Field Outreach Bureau	Programme Location	No of Programmes	Name of the Contact Person and Number
1	Visakhapatnam / Srikakulam	GVMC	4	Shri M.S Mahesh, Asst Director 9985997466
2		Vizianagaram Municipal Corporation	4	
3	Guntur	Vijayawada Municipal Corporation	4	Shri K. Sree Rama Murthy Information Assistant 9963093010
4		Guntur Municipal Corporation	4	
5	Nellore	Nellore Municipal Corporation	4	B Taraka Prasad, FPO 9849923129
6		Ongole Municipal Corporation	4	
7	Kurnool	Kurnool Municipal Corporation	4	M Sivahari Naik, FPO 8985506555
8		Ananthapuramu Municipal Corporation	4	
9		Nandyal Municipality	4	

10	Kadapa	Kadapa Municipal Corporation	4	B Taraka Prasad, FPO 9849923129
11		Tirupati Municipal Corporation	4	
12	Kakinada	Rajahmundry Municipal Corporation	4	Shaffi Mohammad, FPO 9912277786
13		Kakinada Municipal Corporation	4	
14		Eluru Municipal Corporation	4	
<b>Total</b>			<b>56</b>	

The objectives of the campaign is to increase awareness on SBM. In six months duration following themes will be covered in each programme.

- Segregation of waste at source-use of blue and green bins.
- Decentralized SWM
- Importance of composting- how to compost at home. Resident Welfare Associates etc
- Anti-Littering
- Importance of 3R (Reduce, Recycle and Reuse) and its applications in everyday life

Different means of interpersonal communications will be used during the programmes to disseminate information as well as generate awareness among the people about "SBM". These will include:

- Group Discussions, Community Meetings
- Public Meetings
- Quiz Contests and Prize Distribution
- Film Shows
- Photo Exhibition
- Competitions like debate, drawing, quiz etc.
- Distribution of publicity material in regional language.
- Special interactive sessions may be arranged between officials from implementing agencies of the scheme
- Exhibitions to be part of activities
- Rally Quiz contest is must in every SOP as they are the crowd pullers.
- Theme based cultural programmes by Song & Drama division artist, social media will be used extensively and programme photograph will be tweeted through ROB Twitter account

In view of the above, for effective implementation of the programmes, the Additional Director General has requested to identify nodal officers along names and mobile numbers to the Field officers to contact them before planning programme.

Therefore, the Municipal Commissioners of the 14 ULBs are requested to issue necessary instructions to the concerned nodal officers (Additional / Deputy Commissioners) to get in touch with the Field Officers of the respective ULBs and also send the names and mobile numbers of the nodal officers to the Field Officers marking copy to the Additional Director General, MoIB and to the undersigned for effective implementation of the awareness programmes.

Yours faithfully,  
**D MURALIDHAR REDDY, IAS**  
**MANAGING DIRECTOR**

Copy to the Additional Director General, Ministry of Information and Broadcasting for information and issue instructions to the field officers to get in touch with the nodal officers of the respective ULBs.

Signature Not Verified

Digitally signed by D  
Muralidhar Reddy  
Date: 2018.09.12 14:22:19 IST  
Reason: Approved



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**T V K REDDY., IIS**

अपर महानिदेशक (क्षेत्र)

Additional Director General (Region)  
(PIB, ROB, DFP & RNI)



भारत सरकार

GOVERNMENT OF INDIA

सूचना और पसारण मंत्रालय

Ministry of Information & Broadcasting

Date: 27.08.2018

F.No.1/MoH&UA/SBM/SOP/ROB(VSP)/2018-19

Sub: Request for coordination in organising Extensive awareness campaign on 'Swachh Bharat Mission (Urban)' in Andhra Pradesh region during 2018-19 - reg.

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Respected *Sir*

Ministry of Housing and Urban Affairs Government of India desires to organise extensive awareness campaign on 'Swachh Bharat Mission (Urban)' in select cities and towns of Andhra Pradesh during 2018-19 by Regional Outreach Bureau, Ministry of Information & Broadcasting, Visakhapatnam. Field Outreach Bureaus (FOBs) of Andhra Pradesh region working under Regional Outreach Bureau, Visakhapatnam would be organising 56 Special Outreach Programmes (SOPs) from September, 2018 to February, 2019 in GVMC. selected Municipal corporations and Municipalities of Andhra Pradesh. I am enclosing herewith a list of locations and number of programmes to be organised at each location during SBM campaign

The objective of the campaign is to increase awareness on Swachh Bharat Mission. In six months duration the following themes will be covered in each programme.

- Segregation of Waste at source-use of blue and green bin.
- Decentralized solid waste management
- Importance of composting – how to compost at home. Resident Welfare Associations etc.
- Anti – littering
- Importance of 3R (Reduce, Reuse and Recycle) and its application in our everyday lives.

Different means of interpersonal communication will be used during the programmes to disseminate information as well as generate awareness among the people about "Swachh Bharat Mission- These will include:

- Group discussions, Community meetings
- Public meetings
- Quiz contests and Prize distribution
- Film shows
- Photo exhibitions
- Competitions like debate, drawing, quiz etc.
- Distribution of Publicity material (Films/Photographs/Posters/Publicity material in regional language).

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# २०३, दूसरी मंजिल, सी.जी.ओ. टावर्स, कवाडीगुडा, हैदराबाद - ५०००८०.

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- Special interactive sessions may be arranged between officials from implementing agencies of the scheme.
- Exhibitions to be part of activities.
- Rally Quiz contest are must in every SOP as they are the crowd –pullers.
- Theme based cultural programmes by Song & Drama division artists. Social media will be used extensively and Programme Photographs will be tweeted through ROB Twitter Accounts.

Different groups of people will be approached for participation in these programmes. ASHA workers under NUHM, Self - help group members, NGOs, local authorities, Municipal Corporations, Opinion leaders etc. will be contacted with an aim to create more informed messengers who would carry the message further to larger audiences own.

*Field officers of field outreach Bureau (FoBs) would require your cooperation and guidance in organising these programmes. We request you to kindly Identify nodal officers and give necessary instructions to concerned officers in districts and provide IEC/ publicity material (Print/ video/audio) in regional language to our officers to distribute during programmes. We also request you to provide Names and telephone numbers of Nodal officers to enable our FOB's to contact them before planning programmes.*

*Before launching the campaign, ROB, Visakhapatnam will organize a one day Orientation Workshop to our field functionaries about the campaign. In this connection we request you to provide resource persons and IEC material in regional language.*

*Expecting your kind cooperation and positive response.*

*With regards.*

T.V.K. Reddy,  
Addl., Director General .

To  
Shri. D. Muradidhar Reddy I.A.S.  
Managing Director  
Swachha Andhra Corporation,  
Visayawada.

Encl: - List of locations and number of programmes to be organised at each units

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**List of locations and number of programmes to be organised by each units**

S.No.	Name of Field Outreach Bureau (FOB)	Program Locations	No. of Programs to be organized	Name of the AD/FPO/FPA & Contact numbers
1.	Visakhapatnam/ Srikakulam	GVMC (M. Corp)	4	Shri M.S. Mahesh, Assistant Director - 9985997466
2.		Vizianagaram (M)	4	
3.	Guntur	Vijayawada (M. Corp)	4	Shri K. Sree Rama Murthy, Information Asst., - 9963093010
4.		Guntur (M. Corp)	4	
5.	Nellore	Nellore (M. Corp)	4	Shri B. Taraka Prasad, Field Publicity Officer - 9849923129
6.		Ongole (M)	4	
7.	Kurnool	Kurnool (M. Corp)	4	Shri M. Siva Hari Naik, Field Publicity Officer - 8985506555
8.		Anantapur (M. Corp)	4	
9.		Nandyal (M)	4	
10.	Kadapa	Kadapa (M. Corp)	4	Shri B. Taraka Prasad, Field Publicity Officer - 9849923129
11.		Tirupati (M. Corp)	4	
12.	Kakinada	Rajahmundri (M. Corp)	4	Shri Shaffi Mohammad, Field Publicity Officer - 9912277786
13.		Kakinada (M. Corp)	4	
14.		Eluru (M. Corp)	4	
<b>Total:</b>			56 SOPs	