

To
All the Municipal Commissioners,
MA & UD Department,
Andhra Pradesh.

**File No: 77(11)/SAC/COO(S)/GEN/2017, dt:
02.02.2018.**

Sub: SAC- IEC of Swachh Bharat Mission (Urban)
campaign through Interpersonal events of Directorate of Field
Publicity-Reg

Ref: Lr.No.15/43/2017-SBM-I, dt: 30.01.2018, of Deputy
Secretary to Government, MoHUA.

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Attention is invited to the subject and reference cited.

The Deputy Secretary of MoHUA has informed that the Ministry of Housing and Urban Affairs along with Directorate of Field Publicity (DFP), Ministry of Information and Broadcasting proposes to organize Interpersonal events in 22 regions of the Country for Publicity of the SBM(U) messages among the public. The campaign would be launched in the event were school and college children, NCC and other youth organizations and public in general would be invited. Prior to such events the Songs and Drama Divisions of M/o I & B would create a hype in various part of the cities by conducting Nukkad-Natak (Street Plays) and encouraging people to attend the interpersonal events. Prominent elected representative of the region and opinion makers, celebrities etc would also be invited in these events.

The funds and the IEC material for the above purpose have already been issued to all 22 regional offices of DFP on 24.01.2018 by Regd.Post.

Therefore, all the Municipal Commissioners are requested to cooperate and extend all non-financial support to Directorate of Field Publicity (DFP) team as and when they contact the ULB.

Yours faithfully,
D MURALIDHAR
REDDY, IAS
MANAGING DIRECTOR

Encl: As above.

Copy to all the RDMA's, MA & UD department for information and necessary action.

Signature Not Verified

Digitally signed by D
Muralidhar Reddy
Date: 2018.02.02 12:42:37 IST
Reason: Approved



No.15/43/2017-SBM-I
Government of India
Ministry of Housing and Urban Affairs

Nirman Bhawan, New Delhi
Dated 30th January, 2018

To

**All State Mission Directors
Swachh Bharat Mission (Urban)**

Subject: IEC of Swachh Bharat Mission (Urban) campaign through interpersonal events of Directorate of Field Publicity- reg.

Sir/Madam,

This Ministry along with Directorate of Field Publicity (DFP), Ministry of Information & Broadcasting (M/o I&B) proposes to organise 100 interpersonal events in 22 regions of the country for publicity of the SBM (U) messages among the public. The campaign would be launched in the event where school and college children, NCC and other youth organisations and the public in general would be invited. Prior to such events the Song and Drama Division of M/o I&B would create a hype in various part of the cities by conduction Nukkad-Natak (street plays) and encouraging people to attend the interpersonal events. Prominent elected representative of the region and opinion makers, celebrities etc. would also be invited in these events.

2. The funds and the IEC material for this purpose have already been issued to all 22 Regional offices of DFP on 24.01.2018 by Regd. Post.

3. All Mission Directors are requested to kindly issue instructions to all Municipal Commissioners of ULBs in their State/UTs to cooperate and extend all non-financial support to Directorate of Field Publicity (DFP) team who would contact the Municipal Commissioner of the concerned ULBs.

Yours faithfully,



(R.S. Jayal)

Deputy Secretary to the Govt. of India

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