

To
All the AMRUT Commissioners
MA & UD Department
Govt. of Andhra Pradesh
Vijayawada.



F.No.77(5)/General/COO(S)/2016, dt.

18.2.2017

Sir/Madam,

Sub:SAC-Launching of New Multi-media campaign on waste-to-compost- Display through posters and hoardings-Reg.

Ref: D.O.SB/SBM/022/2017, Dt.17.02.2017 of JS&MD (SBM, GoI, MoUD Dept.

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Your immediate attention is invited to the subject and reference cited.

The JS & MD (SBM), has informed that the Ministry of Urban Development (MoUD) has launched a new multi-media campaign on waste-to-compost, titled "Compost Banao, Compost Apnao", featuring Shri Amitabh Bachchan.

While the national campaign is running on TV and Radio, in order to strengthen the messaging further, it is requested that states / cities display posters and hoardings of this campaign widely in all public spaces (**using the IEC funds under SBM**) for maximizing the impact and reach of the messaging. Given below is the link for open files for posters for this campaign:

<https://we.ti/XfVDiEG5e3>

This link has both the PDF files and open files to adapt them in different sizes, forms and customise in local languages.

These files are also available on the official SBM Urban portal, under 'IEC Materials' – WTC link.

Therefore, I request that to download the files from the above link and widely publicize this campaign through posters and hoardings using the IEC funds already released to you to reinforce

the necessity for effective processing of solid waste generated, while encouraging citizens to convert kitchen waste to compost.

Yours faithfully,

D MURALIDHAR

REDDY,IAS

DIRECTOR

Encl: As above

MANAGING



D.O. SB / SBM / 022 / 2017

Date: 17th February 2017

Re: Posters / outdoor publicity materials for newly launched waste to compost campaign "Compost Banao, Compost Apnao" featuring Shri Amitabh Bachchan

Dear Sir / Madam,

The Ministry of Urban Development (MoUD) has launched a new multi-media campaign on waste-to-compost, titled "*Compost Banao, Compost Apnao*", featuring Shri Amitabh Bachchan.

While the national campaign is running on TV and Radio, in order to strengthen the messaging further, it is requested that states / cities display posters and hoardings of this campaign widely in all public spaces (using the IEC funds under SBM) for maximizing the impact and reach of the messaging.

Given below is the link for open files for posters for this campaign:

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These files are also available on the official SBM Urban portal, under 'IEC Materials' – WTC link.

We request you to download the files from the above link and widely publicise this campaign through posters and hoardings to reinforce the necessity for effective processing of solid waste generated, while encouraging your citizens to convert kitchen waste to compost.

With warm regards

Yours sincerely,

(Praveen Prakash)

To: All state Mission Directors / MCs of 500 cities

Copy to: DS-SBM-II