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SWACHHA ANDHRA CORPORATION

MA & UD Department,
Government of Andhra Pradesh

#501, NCL Kaveri-I Apartments, Shanthi Nagar,
Masab Tank, Hyderabad – 500028.

F.No.73/SAC/COO(S), Dated: 15.06.2016

To
The All Municipal Commissioners,
Andhra Pradesh.

Sir,

Sub: Theme Based Cleanliness drive as part of Swachha Bharat Mission – In the Cleanliness Drives in **“Corporate volunteering for Swachh Bharat Mission”** – from 16.06.2016 to 30.06.2016 – Reg.

Ref: 1. Ministry of Urban Development, GoI Circular No.SB/SBM/30/2016, Dated 29.03.2016.
2. Lr. D. O.No.SB/SBM/79/2016, Dated 14.06.2016. 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 Theme Based Cleanliness drive as part of Swachha Bharat Mission, i.e., cleanliness drives in **“Corporate volunteering for Swachh Bharat Mission”** – from 16.06.2016 to 30.06.2016, as detailed in the annexure enclosed herewith.

Vide 2nd reference cited the Joint Secretary and Mission Director (SBM) has informed that for all the upcoming thematic drives during the year 2016-17, 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, saradhi.swachhaandhra@gmail.com for earning points for the next round of Swachh Survekshan to be conducted towards the end of this year.

Yours faithfully
Sd/- D.Muralidhar Reddy
SWACHHA ANDHRA CORPORATION

/T.C.F.B.O/


CHIEF ENGINEER

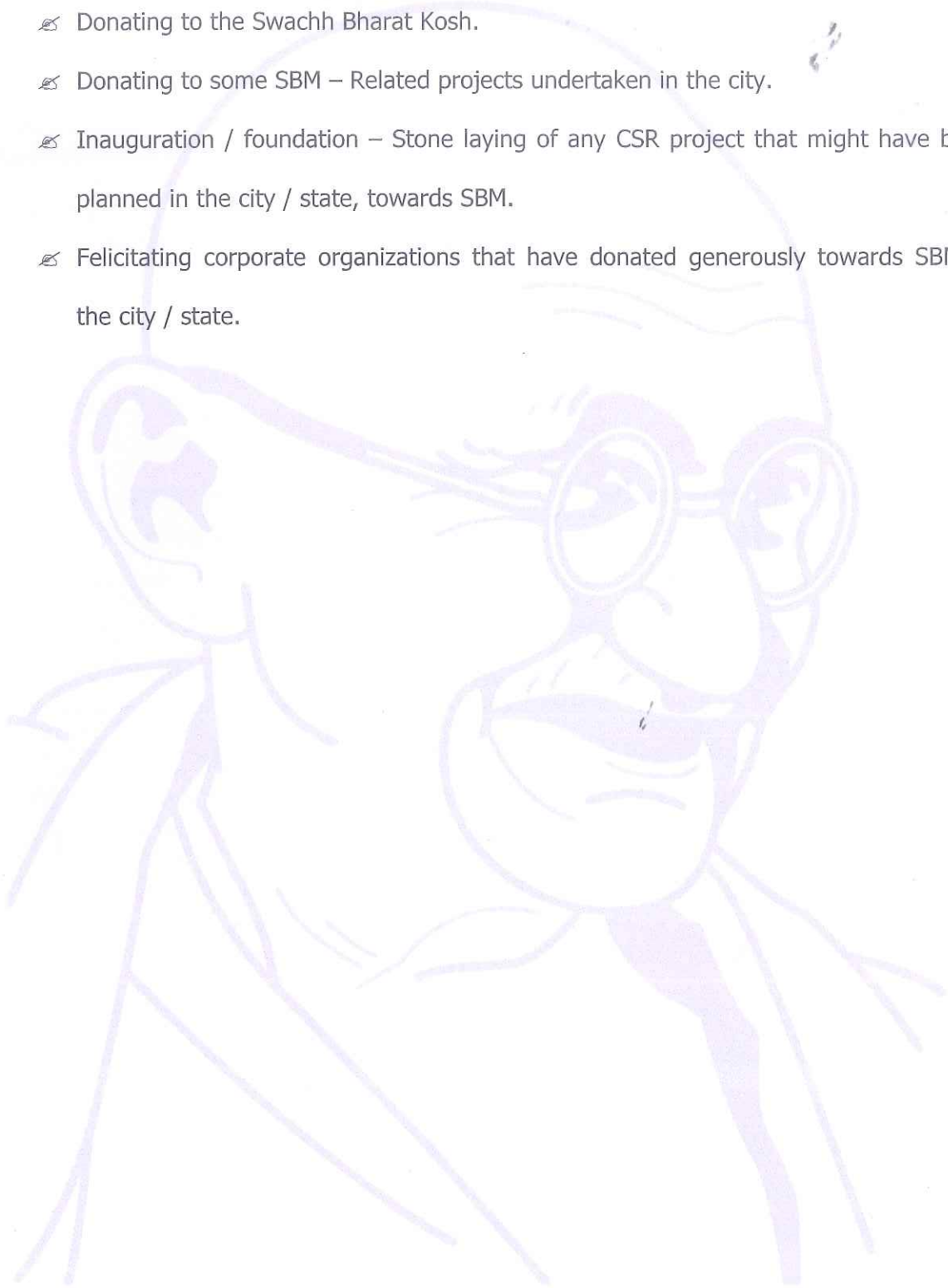
SWACHHA ANDHRA CORPORATION

Encl: - Details of the programme

Suggested Activities for Cleanliness Drives in “Corporate volunteering for Swachh

Bharat Mission” :-

- ✍ Mass pledges by employee volunteers.
- ✍ Donating to the Swachh Bharat Kosh.
- ✍ Donating to some SBM – Related projects undertaken in the city.
- ✍ Inauguration / foundation – Stone laying of any CSR project that might have been planned in the city / state, towards SBM.
- ✍ Felicitating corporate organizations that have donated generously towards SBM in the city / state.





D.O. No. SB / SBM / 79 / 2016

Date: 14th June 2016

Dear Sir / Madam,

Re: Thematic drives: 16th – 30th June 2016

Kindly refer to the circular number SB / SBM / 30 / 2016 dated 29th March 2016, giving the detailed calendar of thematic drives to be taken up during April 2016 – March 2017.

The theme for the special drive to be conducted during the fortnight 16th – 30th June 2016 will be focusing on "**Corporate volunteering for Swachh Bharat Mission**". During this fortnight, please arrange to reach out to all corporate organisations and business houses, requesting them to participate actively in the fortnight's drive. Some suggested ways of participation could be:

- Donating to the Swachh Bharat Kosh
- Donating to some SBM-related projects undertaken in the city
- Inauguration / foundation-stone laying of any CSR project that might have been planned in the city / state, towards SBM
- Felicitating corporate organizations that have donated generously towards SBM in the city / state

As in the previous fortnights, we will be supplying you with soft copies of creative designs that you can use to bring out posters / banners etc for the fortnight.

Please reach out to your local media (both press and TV) for covering the above events in local newspapers and TV channels. As already communicated to you, each press cuttings and each TV video clippings around this drive, emailed to sanghamitrab@kpmg.com will be awarded 1 point per press clipping, and 3 points per TV video clip, and these marks will be counted

towards the final scores in the next round of "Swachh Survekshan" to be conducted in January 2017.

We look forward to your cooperation in making this drive a success.

With regards,

Yours sincerely,


(Praveen Prakash)

All State Mission Directors (SBM) / Municipal Commissioners of 75 cities

Copy to : PPS to Secretary (UD),

JA-CPHEEO