

To  
The Chief Executive Officer  
Society for Elimination of Rural Poverty  
Department of Rural Development  
Government of Andhra Pradesh  
NTR Administrative Block, APSRTC Complex  
VIJAYAWADA

File No: 88(7)/SAM/COO(S)/GEN/2017, dt.27.6.2017.

Sir,

**Sub: SAC-Geo tagging and verification of ISLs using  
the services  
of VDAs of SERP facilitated by M/s Bluefrog  
Mobile echnologies Pvt Ltd.**

**Ref: Discussions held in the chambers of Principal  
Secretary, PR & RWS on 22.6.2017.**

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I bring to your notice that Swachha Andhra Corporation is in the process of geo-tagging the ISLs completed and verification of physical existence of ISLs and usage of the same using the mobile app developed by Swachh Bharat Mission , Government of India.

It is further decided to entrust the job of geo-tagging of ISLs and the physical verification to VDAs ( Village Digital Assistants) organised by SERP and facilitated by M/s Bluefrog Mobile Technologies Pvt Ltd.

VDA Training, Coordination and Facilitation Cost	Rs.3 ( Inclusive of Taxes) per image captured and verified- to M/s Bluefrog Mobile Technologies Pvt Ltd.
Geo tagging and verification of ISL Cost	Rs.5 ( INclusive of Taxes) per image captured and verified - to Village Development Assistant
Total	Rs.8 ( INclusive of Taxes) per ISL image captured and verified

Therefore I request you to take up the job of geo-tagging and verification of physical existence of ISL through VDAs & Bluefrog. The required data and particulars will be sent to, on hearing from you. I solicit an early reply in the matter.

Yours faithfully,  
**D MURALIDHAR**

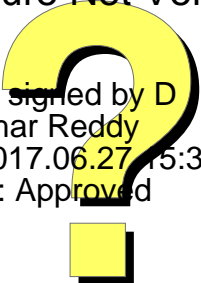
**REDDY,IAS**

**MANAGING DIRECTOR**

Copy submitted to OSD to Hon'ble M(PR&RD)  
Copy submitted to Principle Secretary PR&RWS for favor of  
information

Signature Not Verified

Digitally signed by D  
Muralidhar Reddy  
Date: 2017.06.27 15:31:50 IST  
Reason: Approved



## MAN POWER:

- DWSC Consultants Work under supervision of Superintending Engineer, RWS&S.
- District MIS Consultant should ensure sanctions are given to the eligible beneficiaries and the data is updated in IMIS duly coordinating with computer operator at mandal level.
- District MIS consultant shall ensure that all the technical grievances received from the mandal level are resolved in coordination with TCS technical team.
- CEO, ZP and DPO is responsible for daily monitoring on purification of data, Grounding and Construction of toilets, ODF verification, Geo-Tagging of toilets, etc.,
- Geo-Tagging of toilets is entrusted to M/S. Blue Frog Agency and shall be done using mobile app developed by GOI (mSBM). The progress of Geo-Tagged toilets can be viewed in F28 report of GOI web site.
- Funds will be released basing on the progress reflected in IMIS.
- District Collectors are requested to assess the actual requirement of Computer Operators at mandal level strictly on need basis only communicated by MD SAC as per the letter no.88(5)/SAM/COO(S)/Gen/2017, dt:07.07.2017 .
- PD,DRDA has to identify the Swachhagrahis for every village for motivating, grounding and monitoring the progress of IHHLs from 01.08.2017 onwards.
- Swachhagrahi will also monitor the usage of constructed toilets.
- An amount of Rs.150/- per toilet which are grounded after 01.08.2017 will be paid to the Swachhagrahis.
- The above amount will be paid in two installments
  - (i) After completion of toilets – Rs.100/- will be paid.
  - (ii) After 6 months of completion of toilet and continuous usage of toilet by the beneficiary remaining Rs.50/- will be paid.
- Payment will be directly released to the bank accounts of Swachhagrahis for which PD,DRDA has to obtain the details of Swachhagrahis name, Aadhar, Bank account no, IFSC code etc.