

To
All the District Collectors,
Andhra Pradesh.

**File No: 88(18)/SAM/COO(S)/GEN/2017, dt :
01.02.2018.**

Sir,

Sub: SAC- Mobile Van Campaign in Rural and Urban areas of Andhra Pradesh-To monitor the visits to the villages by Agencies - Reg.

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Attention is invited to the subject cited above.

It is to inform that, to take up massive IEC activities to promote / encourage the construction of toilets and also to bring behavioural change about usage of toilets, the concept of using the "Swachhata Rathas" is taken in the districts and accordingly, we have given work orders to 6 agencies for a period of 3 months starting from 2nd October to 31st December, 2017.

Also it is felt necessary to extend the same activity for further period approximately 3 months period closing by 30.4.2018. The agency wise extension of dates is tabulated here under. Further, the agencies are requested to engage 2 swachhta Radhas in Non-ODF districts and one vehicle to ODF district.

SI NO	Name of the Agency	Name of the District	Date		Extended Dates	
			From	To	From	To
1	R M Associates, HYD	Guntur	29.10.2017	28.01.2018	29.01.2018	30.04.2018
		Krishna	26.10.2017	25.01.2018	26.01.2018	30.04.2018
2	Mark Advertising, HYD	East Godavari	29.10.2017	28.01.2018	29.01.2018	30.04.2018
		West Godavari	30.10.2017	29.01.2018	30.01.2018	30.04.2018
3	108 Services, HYD	Ananthapuramu	26.10.2017	25.01.2018	26.01.2018	30.04.2018
		Kurnool	07.11.2017	06.02.2018	07.02.2018	30.04.2018
4	Sri Vinayaka Advertising, HYD	Nellore	10.11.2017	09.02.2018	10.02.2018	30.04.2018
		Prakasam	10.11.2017	09.02.2018	10.02.2018	30.04.2018
5	Akshara Advertising, HYD	Chittoor	03.11.2017	02.02.2018	03.02.2018	30.04.2018
		Kadapa	07.11.2017	06.02.2018	07.02.2018	30.04.2018
6	Guna Communications, HYD	Visakhapatnam	06.11.2017	05.02.2018	06.02.2018	30.04.2018
		Srikakulam	27.10.2017	26.01.2018	27.01.2018	30.04.2018
		Vizianagaram	01.11.2017	31.01.2018	01.02.2018	30.04.2018

The above agencies were already working in the districts along with " Swachhta Rathams" and they have been directed to cover maximum number of villages during the extended period of the contract of 3 months upto 30.04.2018 with the following instructions:

- i. The working hours in the village shall be between 7.00 am to 12.00 pm in the morning session and 4.00 pm to 7.00 pm in the evening session.
- ii. **Only one programme is restricted to one village only.**
- iii. The work order will be issued for 3 months starting from 2 nd October, 2017 up to December,2017. The agency shall design and display the material only after approval SAC.
- iv. The videos and short films as approved by the SAC only shall be played.

- v. In case of any damage to the vehicle or publicity material the agency shall immediately repair/rectify/replace the material/vehicle at the agency cost only. In case of any natural calamity, heavy rains etc., the programme shall not be conducted and the agency shall not be entitled to any claim. However the agency shall ensure that maximum number of villages are covered during period of the contract.
- vi. The agency shall ensure to play any new videos/audio songs given by SAC from time to time during the period of contract and no extra payment will be made.
- vii. The person accompanying the vehicle shall be well versed with aspects of sanitation and should be able to effectively communicate to the public.
- viii. Each and every programme has to be geo-tagged using the mobile application developed by the SAC and to be uploaded to SAC website.
- ix. Before starting of the programme the vehicle has to go around the entire village while playing short films and songs and the programme will be conducted at a prominent place in the village.

Therefore, it is requested to issue necessary instructions to the SEs RWS to depute their IEC consultants to coordinate with the agencies and also with village functionaries during their visits to the villages.

Yours faithfully,
D MURALIDHAR REDDY, IAS
MANAGING DIRECTOR

Copy submitted to Principal Secretary, PR RD & RWS for information.

Copy to the Commissioner, PR & RD for information and necessary action.

Copy to all CEOs ZP, SEs RWS, DPOs, PDs DRDA, PDs DWMA and all MPDOs for information and necessary action.