

To
All the District Collectors,
Andhra Pradesh.

**File No: 88(18)/SAM/COO(S)/GEN/2017, dt:
24.10.2017.**

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.

You are aware that the Ministry of Drinking Water & Sanitation (MoDWS) has proposed to take up “Swachhta Hi Seva” activity and also all sort of cleanliness activities from 15th September to 2nd October, 2017 in a big way by involving citizens and stake holders.

This programme was launched by Hon'ble Chief Minister on 15th September, 2017. One of the key focus areas during this campaign period is bringing in behavioural change and to carry out large scale IEC activities. To carry out effective IEC activities, a mobile van with large screen television and fully decorated with IEC material was launched by Hon'ble Chief Minister during the inaugural function. The mobile van named “Swachhata Ratham” will cover villages to create awareness on Swachha Andhra Mission activities.

Since all the IEC activities are required in all the villages both OD/ODF, Six agencies were entrusted **the work of publicity through mobile vans mounted with TV screens and flexies with captions on sanitation and hygiene. The details are as follows:**

SI.No	Name of the Agency	Name of the Districts Allotted
1	RM Associates, Vijayawada	Guntur and Krishna
2	Guna Communications, Vijayawada	Visakhapatnam, Vizianagaram and Srikakulam
3	Akshara Advertising, Hyderabad	Chittoor and Kadapa
4	Mark Advertising,	East Godavari and West Godavari

4	Hyderabad	East Godavari and West Godavari
5	Sri Vinayaka Advertising, Hyderabad	Prakasam and Nellore
6	108 Services, Hyderabad	Ananthapuramu and Kurnool

The above agencies are coming to the districts along with "Swachhta Radhas" and they may be directed that maximum number of villages covered during the period of the contract for a period of 3 months which starts from 2nd October to 31st December, 2017 with the following instructions:

1. 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.
2. The work order will be issued for 3 months starting from 2nd October, 2017 up to December, 2017. The agency shall design and display the material only after approval SAC.
3. The videos and short films as approved by the SAC only shall be played.
4. 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.
5. 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.
6. The person accompanying the vehicle shall be well versed with aspects of sanitation and should be able to effectively communicate to the public.
7. Each and every programme has to be geo-tagged using the mobile application developed by the SAC and to be uploaded to SAC website.
8. 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

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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.