

To
All the District Collectors,
Andhra Pradesh.

File No: 88(18)/SAM/COO(S)/GEN/2017, dt: 26.07.2018

Sir,

Sub: SAC- Mobile Van Campaign in Rural areas of Andhra Pradesh on Swachh Survekshan Grameen-2018 for a period of 2 months from 01.08.2018 to 30.09.2018-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 launched Swachh Survekshan Grameen-2018 all over India and giving awards to the best Districts on 2nd October, 2018.

In view of the above, to create awareness among public on Swachh Survekshan Grameen-2018, "Swachhata Ratham" is one of the best medium to reach public in effective way. For the above said work, Six agencies were entrusted with the work of publicity through 3 mobile vans per district mounted with TV screens and flexes with captions on Swachh Survekshan Grameen-2018. The details are as follows:

SI No	Name of the Agency	Districts Allotted
1	R M Associates	Guntur, Krishna
2	Guna Communication	Srikakulam, Vizianagaram, Visakhapatnam
3	Akshara Advertising	Chittoor, Kadapa
4	Mark Advertising	East Godavari, West Godavari
5	Sri Vinayaka Ads	Nellore, Prakasam
6	Valayam Creations	Ananthapuramu, 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 2 months which starts from 01.08.2018 to 30.09.2018 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 2 months starting from 01.08.2018 to 30.09.2018. 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 REDDY, IAS
MANAGING DIRECTOR

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

Signature Not Verified

Digitally signed by D
Muralidhar Reddy
Date: 2018.07.27 05:57:22 IST
Reason: Approved



**List of Agencies engaged for Swachhata Radhas on
Swachh Survekshan Grammen-2018**

SI No	Name of the Agency	Districts Allotted	Contact Details
1	R M Associates	Guntur, Krishna	Name : Sudhakar Reddy Number : 9948505163
2	Guna Communication	Srikakulam, Vizianagaram, Visakhapatnam	
3	Akshara Advertising	Chittoor, Kadapa	
4	Mark Advertising	East Godavari, West Godavari	
5	Sri Vinayaka Ads	Nellore, Prakasam	
6	Valayam Creations	Ananthapuramu, Kurnool	