

To
All the District Collectors,
Andhra Pradesh

File No: SAC-15/3/2018-COO II-SAC, dt: 25.07.2018.

Sir,

Sub: SAC- Survey Agency (Kantar) for Swachh Survekshan Grameen 2018 contact details - Communicated -Reg.

Ref: D.O.No.2/2/S(DWS)/18, dt: 14.07.2018, of the Secretary, Ministry of Drinking Water and Sanitation (MoDWS), Government of India.

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Attention is invited to the subject and reference cited.

Vide reference cited, the Secretary of MoDWS has informed that the Ministry of Drinking Water and Sanitation has commissioned "Swachh Survekshan Grameen 2018" (SSG-2018) through an independent survey agency to develop raking of all districts and States of India on the basis of quantitative and qualitative sanitation (Swachhata) parameters and communicated the contact details of independent survey agency. The details are as follows:

Name of the Agency – Kantar Public, New Delhi.

1. State Coordinator - Y. Sunil Babu – 9703963660 – sunil.babuy@kantar.com
2. State Incharge – SV Ramesh – 7981553511 – saripalli.ramesh@kantar.com

In view of the above, it is requested to issue necessary instructions to the concerned to coordinate with the above agency persons during their visit to your districts and provide the necessary information as and when requested by them for conducting the survey of Swachh Survekshan Grameen -2018 smoothly.

Yours faithfully
D MURALIDHAR REDDY, IAS
MANAGING DIRECTOR

Encl: As above.

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

Signature Not Verified

Digitally signed by D
Muralidhar Reddy
Date: 2018.07.25 20:16:22 IST
Reason: Approved



परमेश्वरन अय्यर
Parameswaran Iyer



एक कदम स्वच्छता की ओर
सचिव

भारत सरकार

पेयजल एवं स्वच्छता मंत्रालय

Secretary

Government of India

Ministry of Drinking Water & Sanitation
4th Floor, Pt Dindayal Antyodaya Bhawan, N

D-110003

Tel: 24361011, 24362715,

e-Mail: param.iyer@gov.in

D.O. No.2/2/S(DWS)/18

14th July 2018

Dear *Dinesh,*

You are aware that the Ministry of Drinking Water and Sanitation (MDWS) has commissioned "Swachh Survekshan Grameen-2018" (SSG-2018) through an independent survey agency to develop ranking of all districts and States of India on the basis of quantitative and qualitative sanitation (Swachhata) parameters. This ranking will be based on a comprehensive set of parameters including district-level surveys of public places like schools, Anganwadis, PHCs, Haat bazaars, Panchayat and citizen's perception of Swachhata and their recommendations for improvement of the program and data from the SBM-G IMIS. As part of the Survekshan, States and districts will be ranked for their sanitation and cleanliness status. Top performing States and districts will be awarded on 2nd October 2018.

2. It is suggested that States develop and implement a vibrant and far reaching communication campaign to amplify the survey and attract active and large participation from relevant stakeholders, in the spirit of *jan andolan* which is almost synonymous with the Swachh Bharat Mission. This survey will be an opportunity to reinforce the messages of Swachh Bharat Mission by using existing communication material and engage more people in this *jan andolan*.

3. We want States to organize a State level launch in the week of 23rd July with the Hon'ble Chief Minister calling on people to prepare and undertake improvement of sanitation status in their villages. District Collectors may be directed to hold district launches after the State launch of the Swachh Survekshan Grameen-2018. States and districts are authorized to use IEC funds under the SBM-G, to invest on undertaking IEC related activities to popularize the Survekshan.

4. I am enclosing herewith the communication plan and the roles and responsibilities for States and districts to reinvigorate that sanitation is "everybody's business" within this Survekshan. I am confident that you will provide your personal leadership to the Swachh Survekshan Grameen-2018.

With regards,

Yours sincerely

Parameswaran Iyer

Encl: as stated

Shri Dinesh Kumar
Chief Secretary
Government of Andhra Pradesh
Hyderabad