

To  
All the Superintending Engineers,  
RWS & S Department  
Andhra Pradesh.

**File No: 88(18)/SAM/COO(S)/GEN/2017, dt: 04.10.2018**

Sir,

Sub: SAC- Extension of mobile van campaign in Rural areas of Andhra Pradesh on ODF+ (SLWM) activities for a period of 3 months from 01.10.2018 to 31.12.2018-To monitor the visits to the villages by Agencies - Reg.

Ref: T.O.Lr.No: 88(18)/SAM/COO(S)/GEN/2017, dt: 26.07.2018

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Attention is invited to the subject & reference cited above.

Vide reference cited, it is to inform that, the work orders were issued for the mobile van campaign in rural areas of Andhra Pradesh on Swachha Survekshan Grameen 2018 for a period of 2 months from 01.08.2018 to 30.09.2018.

The targeted period to achieve ODF Sustainability and ODF plus status by 31<sup>st</sup> December 2018, now it is decided to extend the mobile van campaign for another 3 months period i.e., from 01.10.2018 to 31.12.2018 particularly on ODF-S and ODF+ (SLWM activities) as concept. The details of district allotted 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 approaching to the districts along with " Swachhta Radhas" and they may be directed that maximum number (4-5) of villages covered during the period of the contract for a period of 3 months which starts from 01.10.2018 to 31.12.2018 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 3 months starting from 01.10.2018 to 31.12.2018. 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 prepare an action plan about schedule for swachh rathas upto 31st December 2018 to give wide publicity on SLWM activities and also requested to issue necessary instructions to the 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 the Principal Secretary, PR & RD for information.  
Copy to all the District Collectors for information.

Signature Not Verified

Digitally signed by D  
Muralidhar Reddy  
Date: 2018.10.05 09:39:00 IST  
Reason: Approved



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

<b>SI No</b>	<b>Name of the Agency</b>	<b>Districts Allotted</b>	<b>Contact Details</b>
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	