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To

All the Superintending Engineers,

RWS & S Department

Andhra Pradesh.

**File No: 88(18)/SAM/COO(S)/GEN/2017, dt: 19.11.2019**

Sir/Madam,

Sub: SAC- Swachha Radhas campaign in Rural areas of Andhra Pradesh on ODF Sustainability & ODF Plus (SLWM) activities for a period of 2 months from 19.11.2019 to 19.01.2020-To monitor the visits to the villages by Agencies - Reg.

Ref: T.O.Lr.No: 88(18)/SAM/COO(S)/GEN/2017, dt: 08.11.2019.

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Attention is invited to the subject & reference cited above.

Vide reference cited,, the work orders were issued for the Swachha Radhas campaign in rural areas of Andhra Pradesh on ODF Sustainability & ODF Plus (SLWM) activities for a period of 2 months from 19.11.2019 to 19.01.2020. The details of district allotted are as follows:

<b>S.No</b>	<b>Name of the Agency</b>	<b>Districts allotted</b>
1	RM Associates, Vijayawada	Ananthapur & Kurnool
2	Mark advertising, Hyderabad	East Godavari & West Godavari
3	Sri Vinayaka Advertising, Secunderabad	Guntur & Visakhapatnam
4	Valayam Creations, Vijayawad	Kadapa
5	Guna Communications, Hyderabad	Krishna
6	Akshara Advertising, Hyderabad	Nellore
7	Lead Space, Hyderabad	Chittoor
8	Moon Stone, Guntur	Prakasam
9	Sri Varasiddhi Vinayaka Films, Hyderabad	Srikakulam
10	Shades, Gollapudi, Vijayawad	Vizianagaram

The above agencies are approaching to the districts along with "Swachhta Radhas" and they may be directed that maximum number (3) of villages covered per day during the period of the contract for a period of 2 months which starts

from 19.11.2019 to 19.01.2020 with the following instructions are given to the agencies:

- 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 with a minimum of one programme a day and not more than four programs on the same day. Only four programs will be considered even if the Radham has taken more than four programs in the same day. Two Programs in a single GP will be only allowed if they are major GPs.
- ii. The work order will be issued for 2 months starting from 19<sup>th</sup> November, 2019 up to 19<sup>th</sup> January, 2020. The agency shall design and display the material only after approval SAC.
- iii. The videos and short films as approved by the SAC only shall be played.
- iv. 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.
- v. 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.
- vi. The person accompanying the vehicle shall be well versed with aspects of sanitation and should be able to effectively communicate to the public.
- vii. Each and every programme has to be geo-tagged using the mobile application developed by the SAC and to be uploaded to SAC website. In areas with no network offline images with digital time and date stamp can be submitted by the agencies.
- viii. 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.
- ix. A simple format/check slip will be issued to the agency which shall be signed by the village authorities and the same shall be submitted along with the bill. In the case of non availability of local village authorities, Agencies can submit programs document signed by the IEC consultant and stamped by SE, RWS&S
- x. No advance payment will be made, only monthly payments will be made.

Therefore, it is requested to prepare an action plan about schedule for Swachh Radhas upto 19th January 2020 to give wide publicity on ODF-S & ODF+ (SLWM) activities and also requested to issue necessary instructions to the IEC consultant / DWSC Consultant to coordinate with the agencies and village functionaries during the programme. Further, it is requested to instruct the IEC / DWSC Consultant coordinating the programme to prepare the schedule keeping in regard about the accommodation for the sanitation person & driver of Swachhata Radham only in Government Buildings.

Yours faithfully,  
**DR P SAMPATH KUMAR**  
**MANAGING DIRECTOR**

Copy submitted to the Principal Secretary, PR & RD for information.  
Copy to all the District Collectors for information.