



D.O. SB / SBM / 40 / 2016

Date: 21<sup>st</sup> April 2016

Dear Sir / Madam,

Re: "Poster hatao" campaign: 1<sup>st</sup> - 15<sup>th</sup> May 2016

In order to give an additional fillip to the spirit of "Swachhata" under Swachh Bharat Mission-Urban, it has been decided to devote 1<sup>st</sup> - 15<sup>th</sup> May 2016 towards making Delhi a poster-free city, which can become a model for other cities and towns to follow.

In this respect, we would like to refer to you Colonel (retd.) Shivraj, resident of Munirka Vihar in Delhi, who, alongwith his wife Smt Laxmi Kumar, has been working tirelessly since 2009, spearheading an anti-poster campaign (*Poster Hatao*) to remove unauthorised posters from Delhi's public spaces.

During the fortnight, please organize a training programme for all your municipal corporation staff, on how to take forward the anti-poster campaign. Col. Shivraj and Ms Laxmi Kumar have kindly consented to be the resource persons for this training programme, without any remuneration. However, you are requested to organise for the logistics arrangements for Col. Shivraj and his wife. Please arrange to include concerned personnel from the Delhi police in this training program, so that they are also equipped to deal with executing this campaign.

Following the training program, during the fortnight, you are requested to plan for publicising the campaign through all possible channels, viz.

- Putting up the "Delhi Prevention of Defacement of Property Act, 2007" on your websites (a copy of the Act is also being attached with this letter)
- Publicizing the Act through popular media channels (radio FM, paper ads, banners and posters in authorized spaces, etc)

- Teachers and children of all municipal schools and educational institutions in Delhi should be involved in this campaign. Accordingly, you are requested to please prepare training kits for the teachers to spread the message against unauthorized posters.

Col. Shivraj can also assist you in preparing suitable IEC and publicity materials to take forward this campaign.

Col. Shivraj may be reached on **+91 98104 33482**, email: [colshivraj@gmail.com](mailto:colshivraj@gmail.com).

The expenses for the above may be met from your capacity building funds under SBM.

We look forward to your cooperation in making Delhi a model, poster-free city for others to emulate.

Yours sincerely,



(Praveen Prakash)

All MCs – Delhi / State Mission Director (SBM)-Delhi  
c.c. Dy Secretary (SBM - MS) / JA-CPHEEO, MoUD

