

प्रवीण प्रकाश, आई.ए.एस.

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सत्यमेव जयते



एक काम स्वच्छता की ओर

भारत सरकार

शहरी विकास मंत्रालय

निर्माण भवन, नई दिल्ली-110011

GOVERNMENT OF INDIA
MINISTRY OF URBAN DEVELOPMENT
NIRMAN BHAWAN, NEW DELHI-110011

नई दिल्ली—110011, तारीख 201
New Delhi - 110011, Dated the 201

D.O. No.Q-16019/1/2014-CPHEEO

Dated 22nd May 2015

Subject: Establishing of 'facebook' page on Swachh Bharat Mission - regarding

Dear Sir/ Madam

I would like you to consider creating a 'facebook' page by each Urban Local Body (ULB) for effective interaction with the citizens and among each other as a component of IEC and Public Awareness activities under Swachh Bharat Mission.

2. It has come to my notice that Kanpur District Administration has created an effective interface through 'facebook' at <https://www.facebook.com/mycitykanpur.up> to share their activities with citizens. This has already received more than 12,000 likes and could be a worthy example for emulation by others.

3. It is requested that an early action may be initiated by each ULB in this regard, which can be monitored as a process indicator under Swachh Bharat Mission.

4. **Essay Writing & Poster Making** It is also requested that, ULBs may be directed to conduct essay writing and poster making competitions at school and college level as part of awareness generation among youth.

5. May I have your feedback on above issues.

With Regards,

Yours Sincerely,


(Praveen Prakash)

All Principal Secy/Secy (UDD)