



**D.O No. 18/11/2016/RS-SBM**

**Date: 18<sup>th</sup> November 2016**

**Sub: Publicity of Swachhta App at City Level -Reg**

Dear Sir,

As you are aware that usage of Swachhta app by citizens in a ULB is an important component of Swachh Sarvekshan 2017 and thus there is a need of large scale publicity the app across each city.

To help you in the same **MoUD is sharing creatives** which can be put across the cities, published in newspapers and shared on your social media pages to make citizens aware of the app and ultimately place your city well in upcoming Swachh Sarvekshan.

The creatives can be accessed / downloaded through the link provided at **Annexure – I** to this letter. The specifications for printing these creative are also placed at the link. The expense of printing and publishing / placing the creative across the city can be met through IEC funds under SBM allocated to the city.

There is not much time left in the Swachh Sarvekshan 2017 and we request you to make full use of the time left and publicise the Swachhata app well.

Yours sincerely

(Praveen Prakash)

To:

1. Principal Secretary (UD) of all States
2. All State Mission Directors (SBM) with the request to disseminate it to the cities of their state
3. Municipal commissioner of 500 AMRUT cities

**Copy To:**

1. JS (SBM)
2. CPHEEO
3. Section

Enclosure: Annexure – I, Link to download the Swachhata App Creatives

## **Annexure – I**

1. Link for downloading creative on Swachhta App  
: <https://drive.google.com/drive/folders/0B70J46ZRZJwMaTBpQXpVTDZjVGs>
2. Specifications for printing:
  - Poster - 20”(Width) x 30”(Height)
  - Banner – Width : Height to be in the ratio 2:1.