



Date: 26<sup>th</sup> November, 2016

D.O. No. DR/SBM/03/2016

**Sub: Request to share inspiring stories related to SBM for broadcasting through All India Radio**

Dear Sir/Ma'am,

The Ministry of Urban Development (MoUD), in its facilitating role to implement the Swachh Bharat Mission – Urban (SBM-U), is taking steps for the mission to encourage active participation from non-municipal stakeholders, such that they augment the efforts made by Urban Local Bodies (ULBs).

2. In this regard, the MoUD is collaborating with All India Radio (AIR) to disseminate inspiring stories related to SBM-U through the national radio platform on a weekly basis. This has a twofold intent - to inspire citizens to contribute to the Swachh Bharat Mission in their capacity and to ensure that the mission agenda remains topmost in the citizens' minds.

3. To facilitate the broadcast, you are requested to compile and share descriptions of efforts made by individuals, communities, institutions, or establishments, in the following areas under SBM-U:

- i. Improvement in sanitation
- ii. Segregation and collection of waste
- iii. Innovative technologies
- iv. Behaviour change and community engagement, related to safe sanitary practices and judicious waste management (at source and otherwise)
- v. Any other assistance to municipal processes for sanitation and waste management

You may reach out to local NGOs or civic service organisations working in sanitation and waste management in your state's ULBs to collect these stories.

4. You are requested to kindly send the stories to [sbmmod@gmail.com](mailto:sbmmod@gmail.com) by 2<sup>nd</sup> December 2016, in the format provided in **Annexure-I**. For further details or clarifications, kindly contact Ms. Ditsa Roul (+91 9811435040).

We look forward to your cooperation in this regard.

With regards,

Yours sincerely,

(Praveen Prakash)

To:  
Mission Directors of all States and U.T.'s

Copy to:  
All Municipal Commissioners  
PPS to Secy (UD)  
DS (SBM – I, II & III)

**Format for stories of SBM-U related activities carried out by non-municipal stakeholders**

I. Details of stakeholder that carried out the activity	
Name	Contact
Type of stakeholder	Please specify type <<Individual/Community/Commercial establishment/Industrial or manufacturing establishment/Other (please write what type if Other)>>
II. Location - City & State (where the activity was carried out)	
III. SBM-U category the story falls under	
Title	
Description (limit to 2 pages):	