



D.O. SB / SBM / 160 / 2016

Date: 6th January 2017

Dear Sir,

Sub: Request for "No-Objection certificate" to continue ongoing advertisement campaigns under Swachh Bharat Mission (Urban)

As you are aware, the Swachh Bharat Mission (Urban) is focusing on mass-scale behaviour change among citizens in order to achieve its objective of a clean and sanitised India by October 2019.

Given the time-bound nature of the Mission to reach its goals, it is necessary for the nodal ministry, Ministry of Urban Development, to carry out extensive multi-media communication campaigns targeted towards changing citizens' behaviors away from the prevalent practices of open defecation and unsafe waste management.

The MOUD has been running various communication campaigns in all states across the country on TV, radio, print media, and outdoor media (hoardings, posters, etc), through the Directorate of Advertising and Publicity (DAVP). Currently, two major campaigns, namely, the *Asli Tarakki* (targeting behaviour change to stop open defecation and encourage toilet usage), and advertisements to make people aware of and participate in the Swachh Survekshan city ranking survey.

Given the recent announcements of Assembly elections in 5 states, the DAVP would like an NOC from the office of the Election Commission, in order to continue to run these advertisements on TV, radio, outdoor etc as per the ongoing approved schedule.

Since these advertisements are a part of our ongoing campaign and have been running on public domain for the past many months, we would like to request you to kindly issue a "No Objection Certificate" (NOC) to allow DAVP to continue to run these campaigns in all the states, on behalf of the Swachh Bharat Mission (Urban).

We look forward to your kind help in making the Swachh Bharat Mission a success.

With sincere regards,


PRAVEEN PRAKASH

To:

Sri R K Srivastava, Sr. Principal Secretary, Election Commission of India

Copy to: Shri O P Rawat and Shri A K Joti, Election Commissioners / DS (SBM-II) / PPS-Secy (UD)