



D.O. SB / SBM / 022 / 2017

Date: 17th February 2017

Re: Posters / outdoor publicity materials for newly launched waste to compost campaign "Compost Banao, Compost Apnao" featuring Shri Amitabh Bachchan

Dear Sir / Madam,

The Ministry of Urban Development (MoUD) has launched a new multi-media campaign on waste-to-compost, titled "*Compost Banao, Compost Apnao*", featuring Shri Amitabh Bachchan.

While the national campaign is running on TV and Radio, in order to strengthen the messaging further, it is requested that states / cities display posters and hoardings of this campaign widely in all public spaces (using the IEC funds under SBM) for maximizing the impact and reach of the messaging.

Given below is the link for open files for posters for this campaign:

<https://we.tl/XfVDiEG5e3>

This link has both the PDF files and open files for you to adapt them in different sizes, forms and customise in local languages.

These files are also available on the official SBM Urban portal, under 'IEC Materials' – WTC link.

We request you to download the files from the above link and widely publicise this campaign through posters and hoardings to reinforce the necessity for effective processing of solid waste generated, while encouraging your citizens to convert kitchen waste to compost.

With warm regards

Yours sincerely,


(Praveen Prakash)

To: All state Mission Directors / MCs of 500 cities

Copy to: DS-SBM-II