



D.O.No. 06/06/2016-SBM I

Dated: 8th June, 2017

Subject: Promoting Swachhata App through your Social Media Channels

Dear Sir / Madam,

Swachh Bharat Mission aims to achieve a clean and open defecation free India by 2019 via a participatory approach of involving massive citizen involvement.

To achieve this MoUD has launched Swachhata App for citizens to download and report cleanliness related issues around them. The same can be downloaded by clicking on this link <http://qrs.ly/qa58o9a>.

The app has been a huge success and more than a million Indians are using it. However, the Swachh Bharat Mission needs every citizen to be proactive and we urge your support towards this and request you to encourage citizens to download the app through your social media channels / properties.

In this regard a simple social media post is available below which you can use as it is or modify it as you deem fit, you can also share the post with the Swachh Bharat Ambassadors / celebrities as well:

Let's make India garbage-free. You can report garbage-related issues on #SwachhataApp

You can also share the pictures at available on swachhbharaturban.gov.in at the following link on social media to popularize the app:

IEC Material >> SBM Drive >> IEC Material >> Swachhata App >> Social Media Creatives

With regards,

Yours sincerely,

(Praveen Prakash)

To:

1. State Mission Directors of SBM with a request to disseminate it further to all the ULBs in their state
2. Municipal Commissioners of Cities

Copy To:

1. Director (SBM), MoUD
2. Section (SBM I & II), MoUD

