



D.O. No. SB / SBM / 81 / 2016

Date: 14<sup>th</sup> June 2016

Dear Sir / Madam,

**Re: Thematic drives: 16<sup>th</sup> – 31<sup>st</sup> July 2016**

Kindly refer to circular number SB / SBM / 30 / 2016 dated 29<sup>th</sup> March 2016, giving the detailed calendar of thematic drives to be taken up during April 2016 – March 2017.

2. The theme for the special drive to be conducted during the fortnight 16<sup>th</sup> – 31<sup>st</sup> July 2016 will be focusing on the theme: **“Honouring municipal workers, with citizens extending the hand of ‘friendship’ to all municipal workers working for Swachh Bharat Mission”**. During this fortnight, please arrange the following initiatives for all your municipal workers:

- Conducting a health camp for all municipal workers
- Providing municipal workers with new uniforms, new shoes, gloves, safety kits
- Felicitation and public recognition of all municipal workers who have been doing exemplary work under SBM

4. As in the previous fortnights, we will be supplying you with soft copies of creative designs that you can use to bring out posters / banners etc for the fortnight.

5. Please reach out to your local media (both press and TV) for covering the above events in local newspapers and TV channels. As already communicated to you, each press cuttings and ach TV video clippings around this drive, emailed to sanghamitrab@kpmg.com will be awarded 1 point per press clipping, and 3 points per TV video clip, and these marks will be counted

towards the final scores in the next round of "Swachh Survekshan" to be conducted in January 2017.

We look forward to your cooperation in making this drive a success.

With regards,

Yours sincerely,

  
(Praveen Prakash)

All State Mission Directors (SBM) / Municipal Commissioners of 75 cities

Copy to : - PPS to Secretary (UD)

- JA-CPHEEO