



D.O. No. SB / SBM / 79 / 2016

Date: 14th June 2016

Dear Sir / Madam,

Re: Thematic drives: 16th – 30th June 2016

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

The theme for the special drive to be conducted during the fortnight 16th – 30th June 2016 will be focusing on “**Corporate volunteering for Swachh Bharat Mission**”. During this fortnight, please arrange to reach out to all corporate organisations and business houses, requesting them to participate actively in the fortnight's drive. Some suggested ways of participation could be:

- Donating to the Swachh Bharat Kosh
- Donating to some SBM-related projects undertaken in the city
- Inauguration / foundation-stone laying of any CSR project that might have been planned in the city / state, towards SBM
- Felicitating corporate organizations that have donated generously towards SBM in the city / state

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.

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 each 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