

PRAVEEN PRAKASH, IAS
Joint Secretary & Mission Director (SBM)
GOVERNMENT OF INDIA
MINISTRY OF URBAN DEVELOPMENT



प्रवीण प्रकाश, आई.ए.एस.
संयुक्त सचिव एवं मिशन निदेशक (एस.बी.एम.)
भारत सरकार
शहरी विकास मंत्रालय

D.O. SB / SBM / 69 / 2016

Date: 1st June 2016

Dear Shri Anil Ambani ji,

Greetings from the Ministry of Urban Development!

On behalf of the Swachh Bharat Mission (Urban), let me reiterate at the outset that it is a matter of national pride for us to have an icon like you as one of our Swachh Bharat ambassadors, personally nominated by our Hon'ble Prime Minister. It is also my pleasure to recall your presence at the Hon'ble President's



High tea held at Rashtrapati Bhavan on 10th September 2015, and your assurance about continuing to contribute to the cause of Swachh Bharat Mission.

Within two years of its launch, the Swachh Bharat Mission (Urban) has now reached a stage where an enabling environment has been created through building up of a critical mass of infrastructure (toilets), and a range of policy level changes

that have been introduced to facilitate the processing and conversion of solid waste into wealth (be it compost for fertiliser, electrical energy, recycling of construction and demolition waste, etc). At this point, there is an urgent need for all stakeholders to come together and invest time, efforts and money to scale up the awareness building and Information, Education and Communication (IEC) activities for Swachh Bharat Mission, in order to bring about the required mind-set and behaviour change among citizens towards clean and sanitary habits, as well as garner sufficient involvement from citizens to volunteer their time for Swachh Bharat.

I would like to request your help in this regard specifically. As your contribution to the cause of Swachh Bharat Mission (Urban), it is my earnest request to you to help us in disseminating free of cost (or at least at rates highly subsidised as compared to DAVP) SBM-related messages in various formats (stories, advertisements, jingles etc) through your BIG FM radio channels. Once we receive your in-principle agreement on this, we will work with your team to operationalise and roll out a communications campaign through your radio channels.

I am confident that I can count on you to be a role model and a source of motivation to other citizens to contribute to the Swachh Bharat cause and make this a successful 'jan andolan'.

Thank you once again for being such an inspiring ambassador in India's collective journey towards cleanliness.

With sincere regards,


(PRAVEEN PRAKASH)

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