



D.O. SB / SBM / 28 / 2016

Date: 3rd March 2016

Dear Sir,

Re: 360 degree media campaign plan for Swachh Bharat Mission

We understand that the Ministry of Drinking Water and Sanitation is in the process of taking up a 360 degree media campaign for Swachh Bharat Mission. As part of the communications interventions for Swachh Bharat Mission –Urban, we would like to understand the media plan details that is being envisaged at MDWS. Accordingly, I request you to kindly depute a representative from your side at 3.30 pm on Monday (7th March 2016) at the office of the undersigned, for a discussion regarding the media plan.

Yours sincerely,


(Praveen Prakash)

Shri A K Gautam, EA (Ministry of Drinking Water and Sanitation)
c.c. Dy Secretary (SBM - MS) / JA-CPHEEO, MoUD