



D.O. SB / SBM / 01 / 2015

Date: 20th Nov 2015

Dear Sir / Madam,

I am happy to share with you that three national media channels, under the stewardship of three of our Swachh Bharat brand ambassadors, have committed to cover all interesting stories and articles relating to the Swachh Bharat Mission. The media channels are:

- NDTV (headed by brand ambassador Shri Prannoy Roy)
- Aaj Tak (headed by brand ambassador Shri Aroon Purie)
- ETV (headed by brand ambassador Shri Ramoji Rao)

2. I request you to please share your success stories, articles, short videos / movies and films from the field with the respective contact persons of these channels at your cities / states, which can be aired by these channels. Please share a copy of these materials with us too at MoUD, for our record.

3. You may utilize the IEC funds disbursed to you for preparing short films / videos in this regard.

With regards,

Yours sincerely,

(Praveen Prakash)

To:

All Mission Directors / All municipal commissioners of 75 million plus cities and state capitals

c.c. JS (ST), MoUD / JA-CPHEEO, MoUD