

NAVEEN KUMAR AGARWAL

ADDITIONAL MISSION DIRECTOR
SWACHH BHARAT MISSION

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भारत सरकार
आवासन और शहरी कार्य मंत्रालय
निर्माण भवन

GOVERNMENT OF INDIA
MINISTRY OF HOUSING AND URBAN AFFAIRS
NIRMAN BHAWAN

नई दिल्ली-110011, तारीख 20
New Delhi-110011, Dated the 20

D.O. 14/12/2017/SBM-1

Date: 12th December 2017

Dear State Mission Directors and Commissioners,

As a run up to the Swachh Survekshan 2018, and in order to facilitate engagement with your citizens, the SBM Urban Mission directorate has come out with a range of creatives with different themes, viz. locating public toilets on Google maps, clean neighbourhood, and blue-green campaign.

2. We are sharing the Wetransfer link containing open files of these three sets of IEC creatives, **in the body of the mail**. The designs are currently in English and Hindi. You are requested to download these open files **from the mail** and customise them as needed, for displaying them prominently in all public locations for maximum coverage and publicity.

3. We wish you all the best for a commendable performance in Swachh Survekshan 2018.

With regards,

Pl. send the photograph of the displayed locations.

Yours sincerely,

NK Agarwal
12/12/2017

(Naveen Kumar Agarwal)

To
All State Mission Directors, SBM Urban.
All Commissioners of 4041 ULBs