

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 / 82 / 2016

Date: 20th June 2016

Dear Shri Amitabh Bachchan ji,

Greetings from the Ministry of Urban Development!

At the outset, let me convey my sincere thanks to you for being one of the most proactive ambassadors of the Swachh Bharat Mission. Your personal pledge of 50 hours of your time to Swachh Bharat Mission (during the NDTV Cleanathon event on 19th January 2016) was a further reiteration of your commitment to the cause of 'swachhata'.

We are also grateful to you for your offer to give your time to awareness building and Information, Education and Communication (IEC) activities for Swachh Bharat Mission. In this regard, I would like to request your participation for a specific component of Swachh Bharat Mission.

A major component of the Swachh Bharat Mission includes 100% scientific management of municipal solid waste in all urban areas. Within this mandate, the government of India is very keen to promote the processing of the bio-degradable (wet waste) component of solid waste into compost, for use as fertilisers (in farms, nurseries, parks, private gardens, etc). In order to give impetus to this initiative, some progressive policy level changes have also been recently introduced by the Centre, making it mandatory for all fertiliser companies to purchase the compost produced from the solid waste. We are hopeful that this initiative will significantly reduce the amount of waste which is currently going to our landfill sites currently, by this value-added processing of waste-to-compost.

However, this initiative, in order to succeed, will also need to be widely publicised – among farmers, among citizens, among nurseries and public gardens – to encourage the sale of city compost for use as fertilisers. We plan to come out with a range of promotional materials (radio ads, TV commercials, posters, jingles etc) to spread the message of usefulness of city compost. In this respect, we would be grateful if you would agree to be the face of these promotions for city compost, lending your voice and person for the radio ads, TV commercials and posters.

Once we receive your approval, we will coordinate with your office to operationalise this initiative.

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

With sincere regards,



(PRAVEEN PRAKASH)