



D.O. No. SB / SBM / 64 / 2016

Date: 27th May 2016

Dear Ms Dedhia,

Sub: Partnership between MoUD and The Better India (TBI) on Swachh Bharat Mission- Urban

We are in receipt of your mail dated 29th April on the above subject, and we would be happy to partner with The Better India (TBI) in taking forward the collective dream of Swachh Bharat Mission (Urban).

We hereby acknowledge and reiterate the scope of the partnership as given below:

ASSOCIATION HIGHLIGHTS

- Generate large scale impact by showcasing stories from the field about positive initiatives being undertaken in the space of cleanliness initiatives of India by the Government, Private Organizations (NGOs) and Individuals under the Swachh Bharat Mission (Urban).
- Use Articles & Social Media Integrations to narrate impact driven stories showcasing implementation of physical infrastructures or behaviour change initiatives that make India cleaner.

DELIVERABLES FROM TBI:

- **Articles :**
 - Generation of Inspiring true stories about the Swachh Bharat initiative
 - 2 stories every month
 - Dedicated Category Insert on website homepage & a Dedicated Page
 - Every article will carry a Call to Action link that will drive people to the *SwachhBharat.MyGov.in* website to pledge their support/ participate in the movement.
- **Social Media Integration**
 - Promote the various articles & initiatives through social media platforms

DELIVERABLES FROM MoUD

- **Swachh Bharat Logo Usage Authority on TBI Website:**
 - To bring about authenticity into the campaign, TBI may use the Swachh Bharat logo on it's website & for any social media posts and promotional content as part of this association.
- **Content Source:**
 - MoUD will help TBI to source story ideas, and will keep TBI updated on new initiatives & announcements by the government.
- **Content Distribution :**
 - Articles / Posts / WhatsApp content produced as part of this partnership will be shared on all the official government handles and properties, including swachhbharat.mygov.in.
 - Any content as produced under this mission across any of the SBM (Urban) platforms, and any images & quotes from any of the content shall be credited to TBI.

We look forward to a fruitful partnership in our journey towards a 'Swachh Bharat'.

With Regards,

Yours Sincerely,



(Praveen Prakash)

To:

Jaitali Dedhia, The Better India

copy to: Dhimant Parekh, The Better India

copy to: DS (SBM-II), MoUD