



D.O. SB / SBM / 46 / 2016

Date: 3rd May 2016

Respected Sir,

Sub: Request for appointment to discuss the setting up of a "Swachh Bharat helpline" number

As you must be aware, one of the stated objectives of Swachh Bharat Mission (Urban) is to achieve 100% Open Defecation Free status for all 4041 urban local bodies in India, by October 2019. In order to achieve this objective, the role of awareness generation and behaviour change communication, using multiple channels of communication, becomes crucial.

2. Towards this end, the Ministry of Urban Development (MoUD) proposes to launch an intensive media campaign from June 2016, using traditional media as well as electronic, digital and social media.

3. As part of the communication campaign, MoUD also proposes to set up a 4-digit "Swachh Bharat helpline" number to be operated by each Urban Local Body, to provide citizens with technical information regarding SBM.

4. In this regard, I request you to kindly give me an appointment as per your convenience so that I can meet you and explain the idea to you, as well as discuss with you about operationalising the same.

We look forward to your cooperation and involvement in making the mission a success.

Yours sincerely,


(Praveen Prakash)

Shri J S Deepak
Secretary, Department of Telecommunications