

**PRAVEEN PRAKASH, IAS**  
Joint Secretary & Mission Director (SBM)  
GOVERNMENT OF INDIA  
MINISTRY OF URBAN DEVELOPMENT



सत्यमेव जयते



**प्रवीण प्रकाश, आई.ए.एस.**  
संयुक्त सचिव एवं मिशन निदेशक (एस.बी.एम.)  
भारत सरकार  
शहरी विकास मंत्रालय

D.O. SBM / PG/ 31 /2016

Date: 22<sup>th</sup> September 2016

Dear Sir,

**Sub: Display of 'Asli Tarakki' campaign hoardings in the stadium during the India-New Zealand matches.**

With reference to **D.O No:13/ 16/ 2015 - SBM** dated 20<sup>th</sup> September 2016, sent to the Mission Directors of selected States, regarding display of Asli Tarakki campaign hoardings in the Stadium during India – New Zealand matches. A copy of the same is enclosed in Annexure – I for your reference. In view of the great interest that the Indian public has in cricket, we are of the belief that these matches will serve as a good medium for dissemination of the Swachh Bharat messages.

- As part of our endeavour to disseminate the message of Swachh Bharat Mission, we have received a proposal from **SPR Global Sports Pvt. Ltd.** for in-stadia advertisements in 8 cities during the upcoming India-New Zealand Cricket match series. A brief profile of the agency is attached for your reference. (**Annexure-I**)
- Moreover, **BSNL, a public sector undertaking** has also signed up for these series with SPR Global Sports Pvt. Ltd. that provides complete in stadia branding during the matches. The proposal sent by BSNL to the agency is attached for your reference. (**Annexure-II**)
- The quotations given by them are as below (without taxes).

Type	Size	Rate (per match)	Days
Middle Tier (Test Match)	12 ft. X 4 ft.	INR 275000	5
Middle Tier (ODI)	12 ft. X 4 ft.	INR 275000	1

5. In case State does not release fund for this initiative, you are requested to advertise the '**Asli Tarakki**' campaign (all 5 advertisements) through this medium by utilising SBM - City funds.

With regards,

  
(Praveen Prakash)

To:

Municipal Commissioners - Kolkata, Indore, Dharamshala, New Delhi, Mohali,  
Ranchi & Vizag

Copy to:

PPS to Secy (UD)  
DS (SBM-I)  
CPHEEO