

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 / 15 / 2016

Date: 21st January'16

Respected Sir,

Re: Motivating school and college students to pledge their participation in Swachh Bharat Mission activities, through full-page promotional advertisement in newspapers,

As you are aware, the official citizen engagement platform of the Government of India is the mygov.in portal managed by the Department of IT. Recently, in order to give a further impetus to the Swachh Bharat Mission in terms of greater engagement with the youth and student population of the country, the swachhbharat.mygov.in portal has added a new feature of "mass pledges" to be taken by educational institutions.

In this regard, I seek your kind help in arranging to bring out full-page promotional advertisements in all leading newspapers, to motivate all school and college students and educational institutions in the country to register on swachhbharat.mygov.in and take the swachhata pledge, and further to undertake some cleanliness activities against their pledged hours, photos and details of which should be uploaded on the swachhbharat.mygov.in portal.

We look forward to your kind cooperation in making the Swachh Bharat Mission a success.

With sincere regards,


(Praveen Prakash)

To:
Secretary-MHRD (Higher Education) / Secretary-MHRD (School Education)
cc. Director (SBM) / JA-CPHEEO (MoUD)