

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 / 14 / 2016

Date: 27th January 2016

Respected Sir,

Greetings from the Ministry of Urban Development!

Kindly accept our heartiest congratulations on being awarded the prestigious Padma Vibhushan by the Government of India!

As you are aware, in order to intensify people's participation in Swachh Bharat Mission activities, the MoUD has been conducting fortnightly cleanliness drives in various sectors. The upcoming fortnight, from 1st – 15th February 2016 is dedicated to cleanliness drives along "Water bodies, recreation places and parks".

I request your kind help in giving a fillip to this drive, by organizing on all ETV channels a 3 hour talk / panel discussion on 13th February 2016, from 10.30 am – 1.30 pm, focusing on cleanliness initiatives on Swachh Bharat Mission, including drives focusing on water bodies, etc.

During 11 am – 1 pm on 13th February'16, we will also be requesting our cities to conduct mass cleanliness drives (with massive citizen participation) along their water bodies etc. We request you to kindly organize LIVE coverage of these cleanliness drives in multiple locations, as part of the 3 hour programme, which will help to create substantial motivation and enthusiasm among the public to become willing participants in taking forward the mandate of Swachh Bharat Mission.

We look forward to your continued cooperation and ambassadorship to make the Swachh Bharat Mission a success.

With sincere regards,


(Praveen Prakash)

To:
Shri Ramoji Rao,
Eenadu Group, Hyderabad

c.c Director (SBM) / JA (CPHEEO-MoUD)