



D.O. SB / SBM / 16 / 2016

Date: 21st January '16

Respected Sir,

Re: Showcasing through newspaper advertisement the good work done in cleaning up of water bodies

As you are aware, the Swachh Bharat Mission has now entered a crucial phase of its execution, and requires concerted efforts from every stakeholder in the country to make our collective dream of a "Swachh Bharat" a reality. In an effort to reach out to different stakeholders, and garner the support of every concerned citizen, the Ministry of Urban Development (MoUD) has been conducting a series of fortnightly "thematic" drives across the country, targeting a particular area or sector.

For the upcoming fortnight (1st - 15th February'16), the focus of the thematic drive will be on Water Bodies (Areas surrounding lakes, riverfronts, beaches, ghats, waterways), Recreation Parks, Play Areas and Rest Areas.

The Ministry of Water Resources has undertaken various commendable initiatives, both at the policy level as well as on-ground initiatives, aimed at cleaning up and rejuvenation of major rivers and water bodies across the country. In the context of the water-bodies' thematic drive, I would like to request your support in widely showcasing the good work done across the country in cleaning up major water bodies under your jurisdiction, specially using citizen participation, through full page advertisements in all the national newspapers. This would be highly motivating for all citizens to come forward and pledge to contribute their efforts to making the Swachh Bharat Mission a success.

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

With warm regards,

(Praveen Prakash)

To:
Shri Shashi Shekhar,
Secretary, Ministry of Water Resources, River Development and Ganga Rejuvenation
c.c. Director (SBM) / JA-CPHEEO (MoUD)