



D.O SB / SBM / 124 / 2016

Date: 26<sup>th</sup> September 2016

Dear Shri Aneel Murarka and Shri Manish Murarka,

Greetings from the Swachh Bharat Mission – Urban!

On behalf of the Ministry of Urban Development, let me put on record our deep gratitude and heartfelt appreciation for your noble gesture – gifting the short film titled **#Don'tLetHerGo** that you have produced, to MOUD, without any monetary consideration, for MOUD to use freely as a tool for disseminating messages around Swachh Bharat Mission. The video sends out a very powerful and emotional message about the importance of each one of us taking charge of cleanliness around our own surroundings.

While making the necessary edits to the film to customise it for our use, we will ensure the maximum possible publicity and dissemination of the film, so that your generosity may bear its intended fruit.

We are hopeful that this generous gesture of yours, as part of your contribution to Swachh Bharat Mission, will motivate and enthuse other citizens too towards similar efforts for the cause of the Swachh Bharat Mission.

We once again thank you for being a role model and an ambassador for Swachh Bharat Mission and we hope that you will continue to inspire others in our collective journey towards "swachhata".

Yours sincerely,

  
(Praveen Prakash)

**To:**

Shri Aneel Murarka

Shri Manish Murarka

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