



D.O. SB / SBM / 90 / 2016

Date: 8th July 2016

Dear Shri Medge,

Greetings from the Ministry of Urban Development!

Let me put on record our deep appreciation for your commitment to the cause of Swachh Bharat Mission, and your exemplary initiatives as a brand ambassador for Swachh Bharat Mission.

The Mission has now entered a very critical stage where there is an urgent need for all stakeholders to step up their efforts to make this a true 'people's movement' – a 'jan andolan' in spirit and action. While we have been taking various proactive steps to enhance the pace of implementation of Swachh Bharat Mission, we will need to supplement these efforts through active participation from our brand ambassadors who are such admirable role models for our citizens.

In this context, we seek your cooperation and assistance, as one of Hon'ble Prime Minister's nominated Swachh Bharat ambassadors, to disseminate among your client network the message of safe sanitation and hygienic practices. Accordingly, we request you to kindly create message stickers around Swachh Bharat and affix these stickers on the cover of every tiffin box of each of your clients, with the following messages:

- Message for the top cover: **Please wash your hands before eating**
- Message for underside of top cover: **Please dispose of left-over food into waste bins only.**

These message stickers should also carry the picture of the Swachh Bharat logo along with the message.

We request you to kindly share photographs of these tiffin boxes with these stickers, so that we may hold up your noble contribution as an example for others to emulate. Please also arrange to disseminate these photographs on social media (both Facebook and Twitter) for larger dissemination of these messages, and for us to retweet and share.

Given the iconic stature of the Mumbai Dabbawalas today, we are confident that this initiative through you will have a huge impact on people's attitudes towards the whole issue of waste disposal. We look forward to your proactive leadership and involvement in making this mission a success.

With warm regards,


(Praveen Prakash)

Shri Shri Raghunath D. Medge,
President, Mumbai Tiffin Box Suppliers' Association.