

**No.3105/173/2014-BC-III**  
**GOVERNMENT OF INDIA**  
**MINISTRY OF INFORMATION & BROADCASTING**  
**'A' WING, SHASTRI BHAWAN**  
**NEW DELHI- 110001**

Dated the 12<sup>th</sup> Sept., 2014

To

1. All TV Channels
2. All FM Radio Channels
3. All Community Radio Stations

'Swatchh Bharat Abhiyan' has been launched by the Government of India with a view to promote clean water, sanitation, personal hygiene and good nutrition which are the four foundations of good public health. The private sector has also taken initiative in a big way by allocating spends to this end under their Corporate Social Responsibility (CSR) budget.

2. Media has a strong social and cultural impact on society because of its inherent ability to reach out to a large number of people in the shortest possible time. Media therefore can play an important role in building public opinion and awareness in favour of the 'Swatchh Bharat Abhiyan'.

3. Keeping in view the public interest and importance of the matter, all TV channels, FM Radio Channels and Community Radios are requested to give adequate attention to the same and build the idea of the campaign in their programming so as to bring the message home to the maximum viewers.



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**Copy to:**

1. Shri K.V.L. Narayanrao, President, News Broadcasters Association, Mantec House, 3<sup>rd</sup> Floor, C-56/5, Sector 62, NOIDA – 201307.
2. Shri Uday Shankar, President, The Indian Broadcasting Foundation, B-304, 3<sup>rd</sup> Floor, Ansal Plaza, Khelgaon Marg, New Delhi – 110049
3. Association of Radio Operators for India (AROI), 304, Competent House, F-14, Connaught Place, New Delhi – 110001.
4. Community Radio Association (CRA), 145, Gautam Nagar, New Delhi – 110049.
5. D.G., Doordarshan, Prasar Bharati, PTI Building, New Delhi.