

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

14th Sept., 2017

To

All private satellite TV channels
All private FM radio channels
All Community Radio Stations

Subject : Swachhta Hi Sewa Campaign –reg.

Hon'ble Prime Minister during his 'Mann Ki Baat' address on 27.08.2017 called upon the nation to undertake a campaign 'Swachhta Hi Sewa' (SHS) from September 15, 2017 to Gandhi Jayanti. The aim of the campaign is to intensify the focus on cleanliness and create an environment of cleanliness across the country in the spirit of a Jan Andolan.

2. Media has a strong social and cultural impact on society because of its inherent ability to reach out 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 campaign.

3. Keeping in view the public interest and importance of the matter, all TV channels, FM Radio Channels and Community Radio Station 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.


(AMIT KATOCH)
DIRECTOR (BC)
Tele.2338 6394

Copy to:

1. Shri Ashish Bagga, President, News Broadcasters Association (NBA), Mantec House, 3rd Floor, C-56/5, Sector 62, NOIDA – 201307.
2. Shri Puneet Goenka, President, The Indian Broadcasting Foundation (IBF), B-304, 3rd Floor, Ansal Plaza, Khelgaon Marg, New Delhi – 110049
3. Shri Rakesh Sharma, Association of Regional Television Broadcasters of India (ARTBI), B-116, Okhla Industrial Area Phase-I, New Delhi – 110065.
4. Shri Uday Chawla, Association of Radio Operators for India (AROI), 304, Competent House, F-14, Connaught Place, New Delhi – 110001.
5. Prof. Ashok Singh Sunhal, Community Radio Association (CRA), 145, Gautam Nagar, New Delhi – 110049.
6. Shri D.P. Singh, Secretary-General, Federation of Community Radio Stations (FCRS), 38, Bahubali Enclave, Delhi – 110092
7. Shri N. Ramakrishnan, Secretary General, Community Radio Forum of India, 1381, Sector 37, Faridabad – 121003 (Haryana).