

NO. S-18017/14/2015-SBM
Government of India
Ministry of Drinking Water and Sanitation
SBM- II

12th Floor, Paryavaran Bhavan,
Lodhi Road,CGO Complex,
New Delhi-110003
dated the 12th February 2015.

To,

All Stakeholders working for Rural Sanitation

Subject: Regarding use of Logo and Tagline of Swachh Bharat mission (Gramin)

On 2nd October, 2014, Hon'ble Prime Minister has promulgated Swachh Bharat Mission in the country and brought awareness among the country men for Clean India and construction of toilets for all country men. Accordingly, for implementation two Missions have been set up ie. Swachh Bharat Mission (Gramin) under Ministry of Drinking Water and Sanitation for looking after sanitation in rural areas and Swachh Bharat Mission (Urban) under Ministry of Urban Development for looking after sanitation in urban areas. In this regard efforts and support is highly appreciable and commendable from all stakeholders / Citizens. It is hereby informed that Stakeholders /Citizens willing to promote the cause of Swachh Bharat Mission (Gramin) can use the logo and tagline of Swachh Bharat Mission(Gramin).

Yours faithfully,



(SANDHYA SINGH)
JOINT DIRECTOR (IEC)

The Director, NIC, Ministry of Drinking Water and Sanitation

Paryavaran Bhawan - With the request that this letter may please be uploaded on the website of Ministry of Drinking Water and Sanitation.