

शर्मा

Sharma
Secretary



भारत सरकार
संचार और सूचना प्रौद्योगिकी मंत्रालय
इलेक्ट्रॉनिकी और सूचना प्रौद्योगिकी विभाग
Government of India
Ministry of Communications &
Information Technology
Department of Electronics &
Information Technology (DeitY)

No. MyGov/10-18/2014

Dated : 27th Oct. 2014

Sub: Swachh Bharat on MyGov Platform.

Dear Chief Secretary,

As you are aware the Swachh Bharat Abhiyan has been launched by the Prime Minister recently and all Central and State Government Ministries and associated organizations have been participating enthusiastically to achieve its objectives. The abhiyan has also received wide media coverage and is being watched with interest by all sections of the society.

The MyGov platform also provides the facility to participate in this Mission in various ways. Individuals can take the Swachhata pledge and issue challenges to their friends and colleagues as well as upload images and videos of the activities they have performed. People who have received a challenge can also accept the challenges, post images and videos of their activities and issue a fresh challenge to others. This facility, therefore, has great potential to make the Swachh Bharat activities go viral in a very short time span.

Similarly, while Government organizations have been putting up images and videos of their activities on MyGov as well as Facebook and Twitter, the MyGov platform allows organizational activities to be aggregated so that the activities performed by any one organization can be seen in one place.

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4. I request you to kindly issue appropriate instructions to your officers as well as all departments and subordinate organizations including autonomous organizations to use the MyGov platform for sharing information about their Swachh Bharat activities. Needless to say, every officer or employee can also take the pledge and issue challenges in his/her individual capacity.

5. Shall be grateful for your State's participation on MyGov Platform.

With regards,

Yours sincerely,



(R S Sharma)

To,

All Chief Secretaries States.

Copy to:

1. Staff Officer to Principal Secretary to PM.
2. Staff officer to Cabinet Secretary.