



कार्यालय रक्षा लेखा प्रधान नियंत्रक (सेना), करियप्पा मार्ग, लखनऊ छावनी -

226002

Office of the Principal Controller of Defence Accounts (Army) Cariappa

Road, Cantt., Lucknow, Pin Code – 226002

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आजादी का
अमृत महोत्सव

No.: O&M/1237/SCD 3.0

Date: 09.10.2023

Circular

(Through Website Only)

To,

The officer-In-Charge

All Sub-Offices under this organisation

All sections in Main Office

Subject: Posting of social media posts/tweets on Swachhata Abhiyan on daily basis during the implementation phase of Special Campaign 3.0- reg.

Ref: HQrs Office Letter bearing No. AN/III/3012/Misc./Special Campaign 3.0 dated 05.10.2023

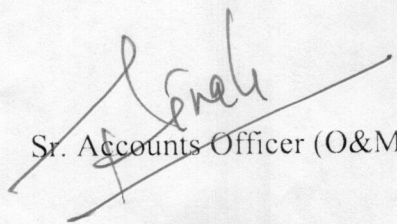
In this connection, it is stated that the Swachhata Abhiyan at all the identified locations/sites is to be carried out concurrently with the Special Campaign 3.0, high resolution photographs and videos (maximum one-minute duration capturing the feedback of the local beneficiaries) of the Swachhata Abhiyan is required to be posted/tweeted on daily basis during the implementation phase (02-31 Oct 2023).

2. In this regards, this office required to furnish the following:-

- (a) High resolution photographs & videos during the implementation phase on daily basis.
- (b) Two best practices/most innovative practices on Swachhata Abhiyan (with brief description and visible impact on local beneficiaries) deployed by the field offices while conducting the Special Campaign 3.0.

3. It is , therefore, requested that the photographs and videos of your office related to Swachhata Abhiyan may be forwarded to this office without fail latest by 11:30 hrs. on daily basis, and two best practices/most innovative practices adopted by your office during the campaign latest by 12:00 PM 12.10.2023 at email address pcdaccoandm.dad@hub.nic.in for compilation and onward transmission to the HQrs Office.

No hard copy will be issued in this regard.


Sr. Accounts Officer (O&M)