



GOVERNMENT OF ASSAM  
MISSION DIRECTORATE OF SWACHH BHARAT MISSION (U)  
::ASSAM::

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No. SBM (U) 206/2020/234

Dated Guwahati, the 9<sup>th</sup> September, 2022

From : Mission Director,  
Swachh Bharat Mission (U),  
Dispur, Assam

To : 1. The Chairperson,  
All Urban Local Bodies  
  
2. Executive Officer,  
All Urban Local Bodies

Sub : Celebration of Swachh Amrit Mahotsav, 2022- Between 17<sup>th</sup> Sept- 2<sup>nd</sup> Oct, 2022.

Sir/Madam,

In inviting a reference to the subject above, I have the honor to state that, to galvanize action around Swachhata and to trigger action for garbage-free cities, Govt. of India has planned a fortnight of activities to be rolled out in the ULBs starting from **17<sup>th</sup> of September, till 2<sup>nd</sup> of October 2022** under **Swachh Amrit Mahotsav**. The Mahotsav will begin on 17th September 2022, with the **"Rally of Youth for Garbage Free Beaches, Hills, Tourist Places, Commercial & Residential areas"**, a national competition called the **"Indian Swachhata League"**, in which all ULBs are eligible to participate.

Accordingly, all ULBs have completed the registration procedure to participate in the "Indian Swachhata League" with their Team Name and other details (List is attached here with). The registered Teams will be reflected in the **MyGov Portal** on **11<sup>th</sup> of September'2022**. The **volunteer registration** procedure and event management **guidelines** are enclosed at Annexure for your necessary reference.

In view of above, your personal intervention is requested towards active participation of your ULB in the Indian Swachhata League.

Encl: As stated above

Yours Faithfully

Mission Director,  
Swachh Bharat Mission (U), Assam  
Dispur, Guwahati -06

Memo No. SBM (U) 206/2020/234- A,  
Copy to:

Dated Guwahati, the 9<sup>th</sup> September, 2022

- 1) The Deputy Commissioner, All Districts, for favour of kind information
- 2) P.S. to the Commissioner & Secretary to the Govt. of Assam, DoHUA, for kind appraisal of Commissioner & Secretary.
- 3) City Project Officer, SBM-U, Assam, All ULBs, for information and further necessary action.

Mission Director,  
Swachh Bharat Mission (U), Assam  
Dispur, Guwahati -06

## **i) Indian Swachhata League - Participation & Selection Procedure:**

**Team Registration:** Conducted on 5<sup>th</sup>-6<sup>th</sup> of September. All ULBs are registered.

### **Volunteer Registration:**

- Starting on **11th September 2022**, citizens across the country will be able to visit the **MyGov website**, search for their city, and sign up as volunteers for their city's activities;
- Volunteers will be able to sign up at this site:  
<https://innovateindia.mygov.in/swachhyouthrally/>

**Timeline:** From 11<sup>th</sup> September till 4 PM, 17<sup>th</sup> September 2022.

### **Post-Event Submission:**

In order for their activities to be evaluated, ULBs are required to follow the steps below:

- Visit the site <https://innovateindia.mygov.in/swachhyouthrally/> after completion of their activities on 17th September 2022, and complete the online form;
- Upload pre-event and post-event photographs and videos as required to demonstrate the impact of their activities;
- Upload photos and videos of the activity to demonstrate innovativeness of the actions;

**Timeline:** Midnight of 19th September 2022

### **Evaluation Criteria:**

- Impact of the activities undertaken
- Innovativeness of the activities undertaken
- Participation on MyGov through volunteer registration.

### **Selection & Awards:**

- Top 10 best teams will be evaluated on the above criteria.
- Team Captains and other representatives of the winning teams will be invited to a national event in October 2022.

## **(II) Event Management Protocol**

In order to ensure that activities planned under this event meet safety and Swachhata standards, cities are strongly advised to consider the following points of protocol:

- I. Clearly designate individual nodal persons for:
  - Overall management
  - Grievance redressal
  - Emergency contact
- II. Ensure crowd management by planning the following:
  - Fully equipped first aid facilities;
  - Provision of adequate drinking water;
  - Urinals and toilets;
  - Public announcement systems.
  - Route of the activity;
  - Multiple assembly points for volunteers;
  - Traffic diversions.
- III. Ensure that all activities are Zero-Waste and Zero-SUP (i.e. have zero use of Single Use Plastics).

**Note:** ULBs are to take necessary action in order to encourage more Volunteer Registration. ULBs could initiate integration of the following organizations:

- NSS/NYKS.
- NGOs/CSOs in the ULB area.
- Youth from college and schools.
- Bharat Scouts and Guides/NCC.

**List of Activities to be planned from:**

- Plogging- Jogging/walking around a precinct and thrash picking.
- Waste art/Sand art.
- Cleanliness drive around Central Business District (CBD's) /Commercial areas, Bus Stands, etc.
- Transformation of Garbage vulnerable points, Open Urination points and Red Spots (Areas with residual remains of Paan/Gutkha stains) and beautification of the areas where the activities are undertaken.
- Human Chain to promote waste segregation, reduce-reuse-recycle of waste etc.
- Essay/ Drawing/ Quiz competition among students
- Extempore Speech on topics like Importance of segregation of waste, reduce-reuse-recycle of waste, Ban on Single Use Plastics etc.
- Singing of Swachh Bharat Anthem-Choreographed display and oath taking on Swachhata.

**Note:** Uniqueness of the activity is appreciated with regards to any cultural activity conducted in the area, given the activity has impact in promoting Swachh Bharat Mission initiatives.

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