

GOVERNMENT OF ASSAM  
OFFICE OF THE DIRECTOR OF HIGHER EDUCATION, ASSAM  
KAHILIPARA:.....GUWAHATI-19

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No.DHE/CE/Misc/71/2018/51

Dated Kahilipara the 21-01-2019

From:- Smti Gitimoni Phukan, ACS  
Director of Higher Education, Assam  
Kahilipara, Guwahati-19.

To ✓ The Principal (all),  
Govt./Provincialised Colleges of Assam

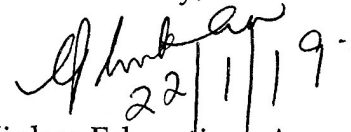
Sub. Appointment of State Brand Ambassador of Assam State.

Ref. Govt. letter No.AHE.516/2018/141, dated 18-12-2018.

Sir,

With reference to the letter on the subject cited above, I would like to forward herewith Govt. letter No.AHE.516/2018/141, dated 18-12-2018 along with its enclosures regarding appointment of State Brand Ambassador of Assam State which is self explanatory and favour of kind information.

Yours faithfully,

  
22/1/19  
Director of Higher Education, Assam  
✓ Kahilipara, Guwahati - 19.

Memo No.DHE/CE/Misc/71/2018/51-A

Dated Kahilipara the 21-01-2019

Copy forwarded to:

- 1) The Joint Secretary to the Govt. of Assam, Higher Education Department, Dispur, Guwahati-6 for information with reference to Govt. letter No.AHE.516/2018/141, dated 18-12-2018.

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Director of Higher Education, Assam  
Kahilipara, Guwahati - 19.

(5)

GOVERNMENT OF ASSAM  
HIGHER EDUCATION DEPARTMENT  
ASSAM SECRETARIAT:::BLOCK'C' GROUND FLOOR  
DISPUR:::GUWAHATI-6  
email: [higherednassam@gmail.com](mailto:higherednassam@gmail.com)

No. AHE. 516/2018/141

Dated Dispur, the 18<sup>th</sup> December, 2018

From : Smti. N. Laskar, ACS  
Joint Secretary to the Govt. of Assam  
Higher Education Department.

To : 1. The Director of Higher Education, Assam  
Kahilipara, Guwahati-19.  
2. The Director of Technical Education, Assam  
Kahilipara, Guwahati-19.

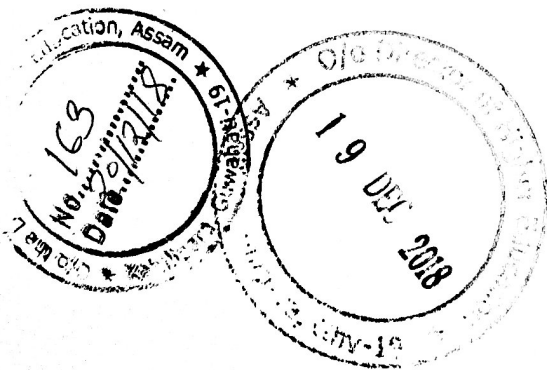
Sub. : Appointment of State Brand Ambassador of Assam State.

Madam,

With reference to the subject cited above, I am directed to forward herewith a copy of letter No- ADV-HCM/87/2018-19, dtd- 24/10/2018 received from Sotai Kri, Brand Ambassador cum Convenor, North East NAMASTE States, Swachh Bharat Mission, which is self explanatory and request you to inform all the educational institutions with the required information.

Yours faithfully,

Joint Secretary to the Govt. of Assam  
Higher Education Department.



Sotai Kri

Advisor to CM

Govt. of Arunachal Pradesh

Add. C.S. PHE

Pr. Secy. UDD

Pr. Secy. Higher

Secy. Env. & Forest



Chief Secretary  
Government of Assam  
Dispur, Gauhati-6

Cell : 91-89744-38961

+91-94360-40032

Email : sotaikri69@gmail.com

CONVENER CUM BRAND AMBASSADOR SWACHH BHARAT ABHIYAN NORTH EAST STATES (NAMASTE)

U.C. No. ADV-HCM/87/2018-19

Date- 24/10/2018.

Hon'ble Prime Minister of India, Shri. Narendra Modi ji had nominated His Excellency the Governor of Nagaland Shri. P. B. Acharya Ji as one of the National Brand Ambassadors for Swachh Bharat Mission, subsequently, His Excellency the Governor – cum National Brand Ambassador for Swachh Bharat Mission has appointed me as the **Convenor cum Brand Ambassador of Swachh Bharat Mission for "North East NAMASTE States Swachh Bharat Mission" Committee.**

According to your valuable service towards the social sector, I am here by appointing **Dr. Sashi Kanta Saikia, Principal, DHSK College, Dibrugarh as a State Brand Ambassador of Assam state.** You can recommend Twenty five(25) member committees under District and sub Divisions each. The Brand Ambassador of the state will subsequently in co-ordination with other members of the committee, Brand Ambassador will submit its report to the Brand Ambassador for the North East NAMASTE States. Further, the sub Divisions and the States. Brand Ambassador will engage in Swachh Bharat Abhiyan at least twice a month in any places within their respective states and will submit report to the North East Convenor cum Brand Ambassador of Swachh Bharat Mission Monthly with proper documentation and photograph through Email or Whatsapp. The Convenor cum Brand Ambassador of "North East NAMASTE States Swachh Bharat Mission" Committee reserves the right to terminate the service of the State Brand Ambassador without assigning reasons at any point of time if found to be unsatisfactory.

The State brand ambassador of Assam, will work in co-ordination with the Dist. Administration, Urban Development Dept., P.H.E.Ds, NGOs, Forest department and educational department of the State. The State Brand Ambassador can give instructions to all street vendors, shop keepers to install their own dustbins in front of their shops. The State Brand Ambassador can conduct meeting and can co-ordinate with all municipal ward members on a regular basis. To discuss the problems with UD/PHEDs of Assam and submit its report to the Brand Ambassador cum Convenor North East NAMASTE States Swachh Bharat Mission at least twice in a month. The mission of SBM will continue till 2<sup>nd</sup> October 2019 on the birth anniversary of Mahatma Gandhi.

With warm regards.

(Sotai Kri)

Brand ambassador cum Convenor,  
North East NAMASTE States, Swachh Bharat Mission.

Copy to:-

1. To, Hon'ble National Brand Ambassador Swachh Bharat Abhiyan cum His Excellency The Governor of Nagaland for his kind information.
2. To, Hon'ble His Excellency The Governor of Assam, for his kind information please.
3. The Hon'ble Chief Minister, Govt. of Assam, for his kind information please.
4. To Hon'ble MPs, Assam, for their kind information.
5. To Hon'ble MLAs, Assam, for their kind information.
6. The Chief Secretary, Govt. of Assam, for his kind information please.
7. The Director of Higher Education, Kahilipara, Assam, for his kind information please.
8. All Deputy Commissioner's, of Assam, for their kind information and request for proper coordination please.
9. All S.P's of Assam, for their kind information and request for coordination please.
10. All the HODs of Assam, for their information and request for proper coordination please.

To,

Dr. Sashi Kanta Saikia

Principal, DHSK College, Dibrugarh cum

State Brand Ambassador, Assam

Swachh Bharat Mission

Contact : 91-89744-38961