

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

No.DHE/CE/Misc.265/2016/63

Dated Kahilipara the 24-01-2019

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

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

Sub. Swachh Bharat Mission of "North East NAMASTE States Swachh Bharat Mission".

Ref. U.O No.ADV-HCM/87/2018-19, dated 24-10-2018.

Sir,

With reference to the subject cited above, I would like to forward herewith U.O No.ADV-HCM/87/2018-19, dated 24-10-2018 as received from Sotai Kri, Advisor to CM, Govt. of Arunachal Pradesh regarding Swachh Bharat Mission of "North East NAMASTE States Swachh Bharat Mission" which is self explanatory for favour of kind information and necessary action.

Yours faithfully,



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

Memo No.DHE/CE/Misc.265/2016/63-A
Copy forwarded to:

Dated Kahilipara the 24-01-2019

- 1) The Joint Secretary to the Govt. of Assam, Higher Education Department, Dispur, Guwahati-6.
- 2) Sotai Kri, Brand ambassador cum Convenor, North East NAMASTE States, Swachh Bharat Mission and Advisor to CM, Govt. of Arunachal Pradesh for information.

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

Sotai Kri
Advisor to CM
Govt. of Arunachal Pradesh



Cell : 91-89744-38961
+91-94360-40032
E-mail : sotaikri69@gmail.com

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

U.O. 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 **Convener 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 Convener cum Brand Ambassador of Swachh Bharat Mission Monthly** with proper documentation and photograph through Email or Whatsapp. The **Convener 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 UDs/PHEDs of Assam and submit its report to the Brand Ambassador cum Convener North East NAMASTE States Swachh Bharat Mission at least twice in a month. The mission of SBM will continue till 2nd October 2019 on the birth anniversary of Mahatma Gandhi.

With warm regards.

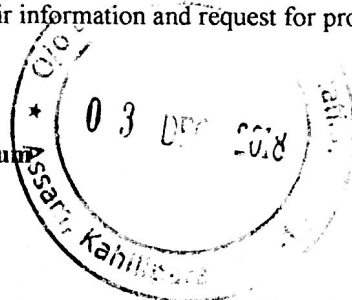
(Sotai Kri)

Brand ambassador cum Convener,
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 Secratry, 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 no. 9435030404



(Sotai Kri)

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

