

# **CHIEF MINISTER YOUTH FOR GREEN CAMPAIGN MOVEMENT**

## **AIM AND OBJECTIVE**

The aim and objective of the Chief Minister Youth for Green Campaign Movement is to generate, evoke and create mass awareness among all members of public to keep our localities, surrounding, market areas, villages, towns, rivers etc. clean. To achieve this objective the Govt. functionaries in collaboration with concerned stakeholders like school, colleges, registered societies, NGO's willing and interested to promote the cleanliness will chalk out programmes, road map so that cleanliness habits become habitual and institutionalized by one and all in the years to come in our state as a whole.

## **STRATEGIES:-**

- Each District will constitute a committee on youth for Green Campaign Movement with the following members:-  
Deputy Commissioner – Chairman  
Member Secretary – CEO Municipal / Senior Additional Deputy Commissioner / Any District head Officer  
Non Official Members -- to be co-opted by Deputy Commissioner which may include members of Public/NGO's/Schools/Colleges etc.  
Official Members -- All District head Officers
- Sub-Divisional/ Block Level Committees will be constituted under the guidance of the District level committee.

## **TERMS OF REFERENCE OF THE COMMITTEE:-**

- To chalk out detailed strategies and prepare an Action Plan to achieve the objective
- Involvement of youth, students in the exercise.
- Cleanliness Competition among localities
- Market areas and other public places be entrusted to be adopted by Schools/ Colleges who will co-ordinate with concerned stakeholders/ trades Associations/ shopkeepers.
- Cleanliness competition among shopkeepers/ owners
- Convergence with Municipality for dumping of garbages on time and in a proper and scientific manner
- Campaign/Special Programme to be conducted in each District with attractive catchword, slogan.
- Bike Campaign on the pattern of Tour de France be organized for a short distance on a particular route in every District to promote cleanliness.

- Annual Budget estimate to be worked out for the campaign annually for a period of 3 years.
- Dovetailed the programmes with other similar programmes of other District head offices.
- 2<sup>nd</sup> October will be observed as a Green Campaign Day. Befitting programmes leading to the said date to be organised widely to popularize cleanliness
- The District Committee will be responsible in Implementation, Monitoring, Reviewing the Green Campaign Plan of the District
- The above term of reference is only illustrative and indicative.

**NODAL DEPARTMENT:-**

- Nodal Department will be Sports & Youth Affairs Department
- Detailed proposal for the campaign along with budget provision (District & Sub-Divisional/Block) to be submitted by each District for approval to the Nodal Department through the Directorate of Sports & Youth Affairs
- Proposals for the current Financial Year to be submitted immediately.
- Proposals for subsequent year to be submitted by October end of the preceding year to the Nodal Department.

**FUNDING:-**

- Fund will be released by Director of Sports & Youth Affairs to Deputy Commissioners/ Directorate of Sports & Youth Affairs other implementing agency(ies) after due approval of the proposals by the High Powered Committee of Sports & Youth Affairs Department.

**Report:-**

- Quarterly Report on the campaign to be submitted by all Districts to the Nodal Department with a brief write-up of any success Stories.