

**GOVERNOR'S SECRETARIAT  
ARUNACHAL PRADESH  
ITANAGAR**

**PRESS RELEASE**

**The Governor declares the nine Brand Ambassadors (Nav Ratna) for Swachh Bharat Abhiyan at State Level for Arunachal Pradesh**

**Governor interacts with Deputy Commissioners through video conference**

The Governor of Arunachal Pradesh Shri P.B. Acharya had a video conference with Deputy Commissioners of the District from Raj Bhavan, Itanagar on 9<sup>th</sup> May 2017. In the maiden video conference with the Districts, the Governor reviewed on all important sectors, including Swachh Bharat Abhiyan, education, mid day meal, road communication, tourism, agriculture, Kishan Credit Cards, markets for local agricultural and horticultural produces, solar projects and e-learning.

It may be recalled that Hon'ble Prime Minister of India Shri Narendra Modi had launched 'Swachh Bharat' (Clean India) campaign on 2<sup>nd</sup> October 2014 marking it on the birthday of the Father of the Nation. To take this campaign further, Hon'ble Prime Minister of India Shri Narendra Modi during his visit to Vanarasi on 25<sup>th</sup> December 2014 nominated nine prominent members (Nav Ratnas) as Brand Ambassadors for the Swachh Bharat Mission, of which amongst others, the Hon'ble Governor Shri P.B. Acharya, is also one of the Nav Ratnas.

One of the nine National Brand Ambassadors (Nav Ratna) for Swachh Bharat Abhiyan nominated by Prime Minister Shri Narendra Modi, Shri Acharya has declared the nine Brand Ambassadors (Nav Ratna) for Swachh Bharat Abhiyan at State Level for Arunachal Pradesh. The committee members are Smt Lilly Tumbom Riba Jomoh, Itanagar –Secretary, Shri Talut Mize, Pasighat,-Joint Secretary, Shri Adang Yachu, Itanagar-Joint secretary, Shri Tasaso Yun, Tezu, Shri Pema Wangchen, Itanagar, Shri Nido Tama, Raga, Shri Leki Phuntso, Lumla, Shri Sange Tsering Khampa, Tuting and Smt Puni Puroik, Itanagar.

The Governor said that each of State Committee members will be responsible for two to three districts. Smt Jomoh will be the in-charge for Changlang, Namsai & East Kameng, Shri Talut Mize, Pasighat for East Siang, Dibang Valley, Lower Dibang Valley, Shri Adang Yachu for Kurung Kumey & Kra Daadi, Shri Tasaso Yun for Lohit & Anjaw, Shri Pema Wangchen for Longding & Tirap, Shri Nido Tama for Lower Subansiri and Upper Subansiri, Shri Leki Phuntso for Tawang & West Kameng, Shri Sange Tsering Khampa for West Siang, Upper Siang & Siang and Smt Puni Puroik for Papum Pare & Capital Complex.

To involve large participation in Swachh Bharat Abhiyan, each of these nine ambassadors will further form a nine-member Committee at District level in consultation with the Deputy Commissioner of the District.

The District Level Committee will be headed by the State Committee Member who is in-charge of that District. The committee will have a member from each of the categories, that is, one member to be recommended by Deputy Commissioner from the major tribes in that District, One member to be recommended by the municipal council in that district or by the Urban Development Department of that District, one member to be nominated by the State Committee member who is in-charge of that District, one person to be recommended by District Police Department, one lady teacher from school / college recommended by the school or college in the District, one member to be recommended by District Trade Union, one member to be recommended by District Merchant association, one member to be recommended by the District Hawkers Federation-(Vegetables) and one member to be recommended by the District Vendor Federation-(Fish/Meat)

The Governor also suggested activities to be taken up, which includes, sensitize people and conduct awareness campaigns, especially in the schools and colleges and for local citizens, organize Swachh Bharat Run / Walk, inculcate innovative ideas for garbage disposal, provide assistance to nodal departments for SWB, the UD & PHED, monitor cleanliness of the towns and villages and provide feedbacks to District Administration / Municipal Councils, monitor cleanliness of the towns and villages and provide feedbacks to the Secretary of the State Committee on Swachh Bharat Abhiyan, identify sponsorers for dust bins at prominent places in the district, constructing toilets for men and women at market places through sponsorship by NGOs, Voluntary organizations and individuals, monitoring and implementing Central and State Welfare projects, especially those related with health and cleanliness in the District and any other activities / event to be organized to promote Swachh Bharat Abhiyan and strive towards Clean and Green Arunachal.

The District Committee on Swachh Bharat Abhiyan shall hold a meeting at least once in two months at their District Headquarters and the minutes of the meeting to be sent to the Secretary of the State Level Committee on Swachh Bharat Abhiyan for necessary action. The State Level Committee on Swachh Bharat Abhiyan shall hold the meeting at least once in two months at Itanagar and the minutes of the meeting shall be prepared accordingly and initiate necessary actions and to be sent to Governor P.B. Acharya.

The Governor exhorted the Deputy Commissioner to assist and aid the NGO for Swachh Bharat Mission in the video conference. He also emphasized that proper toilet facility in the district, particularly in the schools and market places.

The Governor advised the Deputy Commissioners to identify sponsorers for the SBA and involve them and other citizens for the success of the mission.

Expressing his concern on drug abuse and opium cultivation, the Governor advised the Deputy Commissioners to take bold steps and destroy the evil nexus amongst the cultivators, middlemen and abusers.

Sharing his experiences with the Deputy Commissioners, the Governor advised them to learn local languages to be in tune with local people of the District.

Deputy Commissioners of twelve districts participated in the video conference. Some of the Districts were missed out due to connectivity and technical failures. The District officials shared their achievements and challenges with the Governor during the two-hour interaction.

The Governor has appreciated the arrangement made by the National Informatics Centre for the video conference.

PRO to Governor  
Arunachal Pradesh  
ITANAGAR, May 10, 2017