

SHRI KHALIL AHMED, IAS

Additional Chief Secretary



**DEPARTMENT OF URBAN DEVELOPMENT
& MUNICIPAL AFFAIRS
GOVERNMENT OF WEST BENGAL
"Nagarayan"
DF-8, Sector-I, Salt Lake
Kolkata - 700 064**

No. ACS /UD&MA/2026/640

Dated 13TH September, 2026

From : Additional Chief Secretary to the Government of West Bengal, Urban Development & Municipal Affairs Department

To : KMC Commissioner / All District Magistrates / All Municipal Commissioners / All Executive Officers

Sub : **Seva Mera Yogdan – Action Points – regarding**

Ref : 1. Memo No. 295-CS/2026 dated 07.09.2026
2. Memo No. 303-CS/2026 dated 10.09.2026
3. Memo No. 2135/Secy./ICA/2026 dated 11.09.2026

"Seva Sankalp Abhiyan" is being observed across West Bengal from 17th September to 10th October, 2026, to reinforce the spirit of public service, strengthen citizen engagement and bring various Government initiatives and welfare interventions closer to the people. "Seva Mera Yogdan," a citizen-led service initiative forming part of this Abhiyan, is to be undertaken from 20th September to 6th October, 2026, with citizens encouraged to voluntarily participate in activities embodying the spirit of Seva — including cleanliness, blood donation, plantation, healthcare, education, environmental conservation and other community-oriented endeavours. The initiative is being implemented through the coordinated efforts of the Panchayats & Rural Development Department, Urban Development & Municipal Affairs Department and Forest Department, in association with Urban Local Bodies, elected representatives, NGOs, social workers and other stakeholders. This Standard Operating Procedure sets out the action points to be ensured by Municipalities and Municipal Corporations for effective implementation and maximum public participation.

1. Activities and Implementation Schedule

The indicative list of activities is given below. These may be undertaken in the maximum possible numbers, along with any other suitable activities considered appropriate for the locality. For ease of planning and execution, the activities have been broadly grouped according to the proposed period and level of implementation:

20th–25th September, 2026

1. Blood donation camp (ULB level)
2. Organ donation pledge drive (ULB level)
3. Yoga & meditation session (ULB level)
4. Cleanliness drive (Ward level)
5. Health check-up camp (Ward level)
6. Nutrition & anaemia awareness (Ward level)



7. Tree plantation drive (*Ward level*)
8. Plastic-free awareness (*Ward level*)
9. Women's health & hygiene awareness (*Ward level*)

26th–30th September, 2026

10. Road safety awareness (*ULB level*)
11. Career counselling session (*ULB level*)
12. Digital literacy for senior citizens (*ULB level*)
13. Visit to old-age homes/elderly persons (*ULB level*)
14. "Adopt a Para" service work (*Ward level*)
15. Drug-free India awareness (*Ward level*)
16. Educational support for underprivileged children (*Ward level*)
17. Water conservation & source cleaning (*Ward level*)

1st–6th October, 2026

18. Waste segregation & composting (*ULB level*)
19. Cyber security awareness (*ULB level*)
20. Fit India sports session (*ULB level*)
21. Veer Gatha & soldier honour (*ULB level*)
22. Support for persons with disabilities (*ULB level*)
23. Voter awareness & registration (*Ward level*)
24. "Vocal for Local" support (*Ward level*)
25. Government scheme awareness (*Ward level*)

The above grouping is indicative and flexible. Activities may be suitably rescheduled or supplemented according to local requirements and feasibility.

2. Coordination Meetings

A District-level coordination meeting may be convened at the earliest, followed by similar meetings at the ULB level. All concerned line department officials, elected representatives, members of the various committees constituted for the activities, NGOs, social workers and other relevant stakeholders should be associated with these meetings for:

- preparation of an activity-wise action plan, including date, time and venue;
- identification of participating organisations and volunteers;
- mobilisation of maximum public participation;
- allocation of responsibilities; and



- regular monitoring of implementation.

ULB-level Nodal Officers shall hold similar coordination meetings and chalk out detailed activity plans.

3. Nodal Officers

Nodal Officers should be designated at the District and ULB levels for coordination, implementation and monitoring. At the District level, one Additional District Magistrate (ADM) may be designated as the Nodal Officer. At the ULB level, an officer shall be designated as the Nodal Officer, and shall provide the necessary coordination and assistance, playing a pivotal role in the implementation of the initiative.

4. Schedule of Activities

Every Para should endeavour to conduct at least one Seva activity every day during the campaign period. A similar momentum should be maintained at the Ward level and ULB level. Ward-level programmes may, wherever appropriate, be organised at a selected central venue, and a ULB-level programme may similarly be organised at a selected Ward, so as to maximise public participation and provide wider visibility to the campaign.

5. Orientation and Mobilisation

ULB-level Nodal Officers and Ward-level Supervisors should be properly briefed and oriented regarding the objectives, activities and implementation mechanism of the campaign. Special emphasis may be given to the mobilisation of citizens, volunteers, youth groups, Self-Help Groups (SHGs), Resident Welfare Associations (RWAs), community organisations and other local stakeholders. Active involvement of Self-Help Groups and their members will add value and quality to the initiative.

6. Participation of Eminent Citizens

Eminent citizens, including Padma Awardees, litterateurs, artists, doctors, engineers, teachers and other distinguished persons, may be invited to participate in and/or inaugurate suitable activities, wherever feasible. Their participation should be utilised to inspire wider citizen engagement and strengthen the spirit of Seva.

7. Publicity and IEC

Adequate publicity should be ensured through local media, social media, banners, posters, public announcements and other suitable means. Editable versions of IEC materials will be shared as and when received from the Information & Cultural Affairs Department, and the same may be suitably adapted and utilised at the ULB and Ward levels.

- Daily Documentation:** Each ULB shall ensure that good-quality photographs and short videos of the activities conducted are captured and uploaded daily through designated portals and platforms.
- Uploading on the My Bharat Portal:** The same content shall be regularly uploaded on the My Bharat Portal (<https://mybharat.gov.in/>), following the naming convention "ULB_District" (i.e., ULB name followed by District name).
- Social Media Outreach:** The same content shall be shared through the respective ULB-level social media platforms, suitably tagging the Department's official handles on Facebook, X (formerly Twitter), Instagram, etc., to ensure wider publicity and visibility of the campaign.
- Influencer Engagement:** ULBs shall identify and engage suitable local influencers/content creators to cover major activities and amplify the programme through their respective channels.
- Personnel Engagement:** Wards and ULBs shall earmark personnel for timely photography, videography, documentation and uploading of such content.



vi. Quality & Monitoring: Nodal Officers shall ensure the timely uploading of authentic and quality content, along with regular monitoring of compliance and visibility.

8. Monitoring and Control Room

A monitoring mechanism will be shared separately. The following information should be uploaded:

- Ward-wise activity plan;
- activity-wise details and proposed dates;
- location and level of the activity;
- participating departments/organisations, wherever applicable; and
- details of activities actually conducted.

Details of each activity should be uploaded at the planning stage and immediately after its completion, along with other required information. A State-level Control Room will also be opened for monitoring and coordination.

9. Utilisation of Funds

Available administrative contingency funds can be utilised for eligible activities, wherever permissible, in accordance with the applicable financial rules, norms, guidelines and approved scheme provisions.

10. Model Code of Conduct

Wherever applicable, the provisions of the Model Code of Conduct (MCC) in connection with the ensuing Assembly bye-election shall be strictly adhered to while planning, organising, publicising and conducting the activities.

The success of this initiative will depend upon active coordination, regular field-level engagement and personal supervision at every level. The major indicators of assessment will be the maximum number of activities conducted and the maximum participation of citizens achieved. Personal involvement and leadership on the part of all concerned will greatly contribute to making the initiative meaningful, inclusive and successful.

Additional Chief Secretary,
Urban Development & Municipal Affairs Department