



Seva Sankalp Abhiyan

Standard Operating Procedure — Seva Mera Yogdan

For Urban Local Bodies

Urban Development & Municipal Affairs Department

Government Of West Bengal



Seva Mera Yogdan

20th September – 6th October, 2026

SEVA • সেবা

A citizen-led service initiative under “Seva Sankalp Abhiyan”

PROGRAMME SCOPE

- 25 indicative service activities, grouped by period and level
- Other suitable activities aligned with the Seva theme may be added
- Coverage at both Ward level and ULB level
- Wards to cover as many activities as possible during the period

COORDINATION

- District-level meeting followed by ULB-level meetings
- Nodal Officers designated at District and ULB level
- Activity-wise action plan with date, time and venue
- Responsibilities allocated among field-level functionaries

PUBLICITY & PARTICIPATION

- Adequate publicity through local media and social media
- IEC materials adapted and used at ULB and Ward level
- Eminent citizens invited to inspire participation
- Daily documentation and reporting of activities

ULB-wide execution • Daily reporting • Adequate publicity • IEC readiness

Schedule of Activities

Indicative activity menu for Seva Mera Yogdan

20th–25th Sept, 2026

- 1 Blood donation camp (ULB)
- 2 Organ donation pledge drive (ULB)
- 3 Yoga & meditation session (ULB)
- 4 Cleanliness drive (Ward)
- 5 Health check-up camp (Ward)
- 6 Nutrition & anaemia awareness (Ward)
- 7 Tree plantation drive (Ward)
- 8 Plastic-free awareness (Ward)
- 9 Women's health & hygiene (Ward)

26th–30th Sept, 2026

- 10 Road safety awareness (ULB)
- 11 Career counselling session (ULB)
- 12 Digital literacy for seniors (ULB)
- 13 Old-age home visit (ULB)
- 14 “Adopt a Para” service work (Ward)
- 15 Drug-free India awareness (Ward)
- 16 Educational support for children (Ward)
- 17 Water conservation & source cleaning (Ward)

1st–6th Oct, 2026

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

Legend: ■ ULB level ■ Ward level

The above grouping is indicative and flexible; activities may be rescheduled or supplemented as per local requirements.

Coordination Meetings & Nodal Officers

Establishing the coordination and monitoring structure for Seva Mera Yogdan

01**Convene District-level coordination meeting**

Line department officials, elected representatives and committee members to be associated for action-plan preparation.

02**Hold ULB-level and Ward-level meetings**

ULB-level Nodal Officers to chalk out detailed activity plans — date, venue and volunteer identification.

03**Designate Nodal Officers**

One ADM at the District level; an officer at the ULB level to coordinate, implement and monitor.

04**Allocate responsibilities & begin monitoring**

Responsibilities apportioned among field-level functionaries; regular monitoring of implementation to commence.

Output: Activity calendar • Volunteer & venue list • Nodal Officer roster • Responsibility allocation

Every Ward should endeavour to conduct at least one Seva activity on almost every day during the campaign period.

A similar momentum shall be maintained at the ULB level, with programmes organised at a selected central venue for wider visibility.

Ward-level programmes may be held at a selected central venue; a ULB-level programme at a selected Ward.

Orientation, Mobilisation & Eminent Citizens

Building people-participation into every activity

ORIENTATION

- ULB-level Nodal Officers and Ward-level Supervisors to be properly briefed on objectives and mechanism
- Orientation to cover activities, implementation steps and reporting requirements
- Briefing sessions to precede the start of the campaign

MOBILISATION

- Special emphasis on mobilising citizens, volunteers and youth groups
- Self-Help Groups (SHGs) and Resident Welfare Associations (RWAs) to be actively engaged
- Active involvement of SHG members will add value and quality to the initiative

EMINENT CITIZENS

- Padma Awardees, litterateurs, artists, doctors, engineers and teachers to be invited
- Participation in, or inauguration of, suitable activities wherever feasible
- Their presence to inspire wider citizen engagement and strengthen the spirit of Seva

Briefing • Volunteer mobilisation • SHG/RWA engagement • Eminent citizen participation

Publicity and IEC

Daily action points for activity reporting and outreach

1

Daily Documentation

Good-quality photographs and short videos captured and uploaded daily through the IEC Management System in PMS.

2

Upload on My Bharat Portal

Content uploaded on mybharat.gov.in following the naming convention “ULB_District”.

3

Social Media Outreach

Content shared on ULB-level platforms, tagging the Department’s official handles on Facebook, X and Instagram.

4

Influencer Engagement

Suitable local influencers/content creators identified to cover and amplify major activities.

5

Personnel Engagement

Wards and ULBs to earmark personnel for timely photography, videography and content uploading.

6

Quality & Monitoring

Nodal Officers to ensure timely upload of authentic content, with regular monitoring of compliance.

Monitoring, Funds & Model Code of Conduct

Monitoring & Control Room

A monitoring mechanism will be shared separately, covering the Ward-wise activity plan, activity-wise details and dates, location and level, participating organisations, and details of activities actually conducted. Information is to be uploaded at the planning stage and immediately after completion. A State-level Control Room will also be opened for monitoring and coordination.

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.

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.

Thank You



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