

F.No.J-24/16/2017-CPU  
Government of India  
Ministry of Consumer Affairs, Food and Public Distribution  
Department of Consumer Affairs

Krishi Bhavan, New Delhi  
16.2.2018

NOTICE

**Subject: Invitation for VCOs for associating themselves in the Clean Market Scheme of Department of Consumer Affairs.**

Under the Swachh Bharat Abhiyan of Government of India, the Department of Consumer Affairs, Ministry of Consumer Affairs, Food and Public Distribution, has initiated '**Clean Market Scheme**' to establish a new paradigm of cleanliness in Indian markets for which the Department proposes to involve Voluntary Consumer Organizations (VCOs) to carry out awareness activities on Swachhta by adopting a market place and ensuring its cleanliness including provision of sanitation facilities for consumers and street vendors, in association with the market association and local authorities.

2. For this, the Department is looking for VCOs interested in associating with the Department in the above programme. Financial assistance of Rs. 15,000/- per month will be provided to a VCO in each State/UT for a period of two years.
3. A copy each of the scheme and application format are attached.
4. Interested VCOs may submit their request in the prescribed proforma duly signed by an authorized signatory on or before 3.5.2018 by 17:00 hours to Shri G.C. Rout, Deputy Secretary, Department of Consumer Affairs, 461, 4th Floor, Krishi Bhavan, New Delhi-110001.
5. For more details, Please visit the website of the Department viz. <http://consumeraffairs.nic.in>.

*Jayashree Narayanan*  
(Jayashree Narayanan)

Under Secretary to the Govt. of India  
Tel: 23097042

## **SWACHHTA ACTION PLAN ON CLEAN MARKET- GUIDELINES FOR FINANCIAL ASSISTANCE**

### **Background**

Cleanliness is important for healthy mind, body and spirit. As one keeps his home clean, it is necessary that our market places should be clean. It is observed that in the market places, there are not enough dustbins, people urinate on the road sides, people don't throw the garbage in the dustbins, street vendors don't have bins or not big enough to accommodate their trash, people spit on the roads, dumps are not cleaned regularly by the municipality, People use corners and empty spaces to throw garbage, shopkeepers throw garbage on the roads, municipal workers don't do their job well, open drains and in many cases overflowing drains etc. These are certainly health hazards and need to be tackled on a priority basis as thousands of people throng the markets every day.

2. There are a number of Organizations in the country working for consumer awareness and welfare. These organisations can play an important role in the Swachh Bharat Mission.

3. It is proposed to provide funds to such organisations for carrying out activities related to Swachh Bharat Mission. The organisations may adopt a market place where they can carry out awareness activities on Swachhta and also cleanliness of the market place in association with the market association/local authorities.

4. Financial assistance will be provided to one organisation in each State/UT @ Rs 15,000/- per month. The scheme has been conceptualized to operate for a period of two years.

### **Objectives**

5. The objective is to provide a clean market environment which is beneficial to all. In this direction, it is necessary to provide for sanitation and general upkeep of chosen market place, to provide clean wash rooms, , to provide for food service sanitation, to keep the market place free from unpleasant odour at all times, to make the market place presentable to local or international guests of any status at any given time, to segregate the bio-degradable waste from non- bio-degradable waste, etc.

### **GUIDELINES FOR FINANCIAL ASSISTANCE**

6. Financial assistance to the voluntary consumer organisations will be governed by the following guidelines:

**I. Eligibility:**

Financial assistance for the purpose will be provided to an organisation, which—

- (i) is registered under the Societies Registration Act or any other law for the time being in force;
- (ii) whose registration should be valid for at least a period of three years from the date of application for this activity;
- (iii) which has been engaged in consumer welfare activities at least for a period of three years.
- (iv) is registered at NITI Aayog portal and has unique identifier before submission of application

**II. Selection of Organisations**

- (i) There shall be a committee comprising Joint Secretary, Consumer Affairs as chairperson, Director/Deputy Secretary (CWF), Director/Deputy Secretary(CPU) and a representative from Finance Division as members, which shall consider the applications and finalise the list of organisations for financial assistance.
- (ii) The Committee will devise its procedure for selection of organisations.

**III. Financial Assistance**

- (i) The organisations shall apply for the financial assistance in the format at Annexure.
- (ii) As mentioned in para 3, an organisation is to adopt a market place where it will carry out awareness activities on Swachhta and also cleanliness of the market place in association with the market association/local authorities.
- (iii) Before making an application for financial assistance for the purpose, an organisation shall, therefore, identify a market place for carrying out the activities and plan the proposed activities on a quarterly basis for a period of one year.
- (iv) Financial assistance will be released on a quarterly basis to the selected organisations. Before release of financial assistance for a subsequent quarter, the performance of the Organisation during the previous quarter will be reviewed by the Monitoring Committee constituted under para 7(i) and if necessary, the locations where activities are carried out by the organisations

will be inspected by the Department. Based on the review/inspection, funds will be released for the subsequent quarters.

- (v) Financial assistance to an organisation by the Central Government shall be limited to the amount as indicated in para 3. The organisation has to plan and carry out the activities accordingly.
- (vi) Financial assistance will be to an organisation for this purpose shall be governed by the relevant provisions contained in the General Financial Rules, 2005 and Delegation of Financial Power Rules and any other instructions issued in this regard from time to time.

#### **IV. Roles and responsibilities of the Organisations**

As already mentioned, the selected organisations are required to adopt a market place where they can carry out awareness activities on Swachhta and also cleanliness of the market place in association with the market association/local authorities. Keeping these broad objectives in view, the organisations are supposed to, inter alia, carry out/ensure:

- (i) Awareness on Swachhta, especially in the market place through various means including social media, for consumers, traders, street vendors etc
- (ii) To tie up with the traders' associations to make them an integral part of the Swachh Bharat campaign and to ask them to make a mandate that each shopkeeper disposes his daily garbage in an appropriate manner
- (iii) To tie up with the Traders Association for forming a local cleanliness team, funded by the vendors who operate there and penalty is charged on spitting, throwing garbage or urinating in the market place.
- (iv) To persuade the Market Association to install CCTV cameras placed at strategic locations in the market to monitor littering/garbage dumping/untoward incidents etc.
- (v) Coordination with the local authorities for regular cleaning of the market place
- (vi) To ensure regular cleaning of the market place, removal of garbage, use of dustbins at appropriate places, provision of adequate toilets and their regular cleaning, proper maintenance of drainage system,
- (vii) Proper regulation of Street/Mobile vendors
- (viii) Discouraging use of plastic bags in the market place.
- (ix) Any other relevant activity promoting Swachhta in the market place

#### **7. MONITORING PERFORMANCE OF THE ORGANISATION**

- (i) There shall be a Monitoring Committee comprising Joint Secretary, Consumer Affairs as chairman and Director, CWF, Deputy Secretary(Publicity) and Deputy Secretary(CPU), which shall review the performance of the organisations on a quarterly basis.
- (ii) The organisation shall furnish to the Central Government monthly reports of the activities undertaken by the 5<sup>th</sup> of the subsequent month with dated photographs.
- (iii) If, at any time, based on review/reports/inspection, the Central Government is satisfied that the performance of the organisation is not satisfactory in carrying out the activities, further financial assistance to the organisation shall be discontinued.

**ANNEXURE****APPLICATION FOR FINANCIAL ASSISTANCE FOR CLEAN MARKET UNDER  
SWACHHTA ACTION PLAN**

SN	Particulars	
1	Name of the Organisation	
2	Whether registered and date of registration	
3	Registered under which Act	
4	Whether registered under NITI Ayog portal (where applicable)	
5	Registered office: Address/ Telephone/ Fax/ email ID	
6	PAN Number/ TIN Number/ Service Tax regn No. ( if applicable)	
7	Bank Account No.: IFSC/NEFT Code: Name of the Bank: Address of the Branch	
8	Location of any other office Address/ Telephone/ Fax/ email ID	
9	Name of Authorised person telephone/ Mobile/ fax/ email	
10	A brief profile of the Organisation	

11	Activities undertaken during the last two years ( Attach a separate sheet, if required)	
12	Experience in consumer awareness/welfare activities  ( Attach a separate sheet, if required)	
13	Audited statement of accounts for the last two years (to be attached)	
14	Whether the Organisation has been blacklisted/penalized. Attach a self declaration as at appendix.	
15	Market place where Swachhta activity is proposed to be undertaken along with details of location etc and dated photograph of the present status of the market with respect to cleanliness.	
16.	Activities proposed to be undertaken	
17.	Plan of action for carrying out the proposed activities on quarterly basis	
18	Estimated cost break-up for carrying out the planned activities on quarterly basis for a period of one year	

**DECLARATION**

- 1) We have read and understood the terms & conditions of the call for proposal and comply to all the terms & conditions.
- 2) We certify that the information furnished above are true and correct to best of our knowledge.
- 3) We undertake that in the event of selection, we will carry out the activities as per the guidelines.
- 4) In case selection, we confirm that payment shall be received through e-Banking / Electronics Transfer.
- 5) This application contains \_\_\_\_\_ number of pages including all annexures and enclosures.

Place:  
Date:

Signature of Authorized Signatory  
Name:  
Designation:  
Seal: