

রাজ্য নগর উন্নয়ন সংস্থা
STATE URBAN DEVELOPMENT AGENCY

“ইলগাস ভবন”, এইচসি ব্লক, সেক্টর-৩, বিধাননগর, কলকাতা-৭০০ ১০৬, পশ্চিমবঙ্গ
“ILGUS BHAVAN”, HC Block, Sector - III, Bidhannagar, Kolkata - 700 106, West Bengal

No. SUDA-14012(15)/6/2022-NULM SEC(SUDA)-SUDA /2325 (128)

Date. 27.03.2023

From : Director, SUDA

To : Chairperson/ Chairman/ Chairperson Board of Administrators / Commissioner,
(All ULBs) Municipal Corporation/ Municipality/ NAA.

Sub: Action points for Women Icons Leading Swachhata (WINS) Awards 2023.

Madam/ Sir,

This is to inform you that Ministry of Housing and Urban Poverty Alleviation, Government of India has launched “SWACHHOTSAV” (Women Led Sanitation) – A Swachh Bharat Mission/ Mission Nirmal Bangla Urban Initiative on the eve of International Women’s Day 2023 for galvanizing the transition from “ Women in Swachhata” to “ Women led Swachhata”. Out of 4 components, one of the components is Women Icons Leading Swachhata (WINS) Awards 2023.

The Women Icons in Swachhata (WINS) Awards 2023 aims to recognize and celebrate women-led organizations and individuals who are leading change in urban sanitation and waste management through various initiatives. The Action Points and timelines are placed below for necessary action from your end:

1. <https://we.tl/t-svVjrQTI7M> - the logos provided in this link for SWACHHOTSAV- 2023 shall be used in all advertisement and social media posts.
2. ULB shall publicize details of WINS Awards 2023 via their website, portals, and social media for inviting applications from the citizen. Entries to be invited from citizens for applying for WINS Awards 2023 to select Women from “Individual Women Entrepreneurs and Change Agents” and “Self Help Groups” on atleast 5 thematic areas among the following 10 thematic areas:
 - i. Management of Community/Public Toilets
 - ii. Septic tank cleaning services
 - iii. Treatment facilities – Used Water /Septage
 - iv. Municipal Waste Collection & Transportation
 - v. MRF Operation
 - vi. Waste to Wealth products
 - vii. Treatment facilities-Solid Waste Management
 - viii. Information Education Communication, Training, Capacity Building
 - ix. Technology and innovation
 - x. Other (to be specified)
3. ULB shall invite application as per the Application Format for WINS Awards 2023 - Women Icons leading Swachhata 2023 (copy enclosed)

দুরভাষ : (০৩৩) ৬৬৩৬৬৬০০

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4. ULB shall select an independent Jury and evaluating the entries will select 1 nomination per category and nominate the same to State Urban Development Agency.
5. Jury shall be selected on following basis:
 - ✓ Shall be outsider of the jurisdiction of ULB.
 - ✓ High/ Higher Secondary School Teacher, Professor of College/ University, Retired/ In service Grade-A Central/ State Government Employees, Respected position holders of renound Non-Government Organizations like UNICEF etc. having knowledge on Solid Waste Management and Environmental issues
6. ULB can organize public felicitation of their nominees as 'City Winners'.
7. Preparatory Time for ULBs to seek Applications is from **27th March, 2023 to 31st March, 2023**.
8. Citizen Application stage is from **31st March, 2023 to 14th April, 2023** (citizen shall submit their application to their ULB. Additionally, submission via the SBM Urban Website will begin from 21st March till 14th April, 2023).
9. ULBs shall evaluate their entries by their independent Jury and submit maximum 5 nominations in total to State via the Swachhatam Portal from **15th April, 2023 to 28th April, 2023**.

Your early action as per the above mentioned timeline is solicited.

Necessary fund in this regard will be devolved shortly.

Encl: As stated above

Yours faithfully,



Director, SUDA 27/3/2023

No. SUDA-14012(15)/6/2022-NULM SEC(SUDA)-SUDA /2325/1(3)

Date. 27.03.2023

Copy forwarded for kind information to

1. District Magistrate, All Districts
2. Private Secretary to the Hon'ble MIC, UD&MA Department
3. P.S. to the Principal Secretary, UD&MA Department


Director, SUDA 27/3/2023

**Last date of bid submission through
mail(sulm.asansol@gmail.com) is 14th april
2023**