

GMC launches 'free footpath' campaign



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Syed Miraz Ahmed 11 January 2017 7139 views

In a bid to free the footpaths of the [city](#) from rampant encroachment by vendors and shopkeepers, the Guwahati Municipal Corporation recently initiated an awareness campaign to sensitise the people. The campaign is directed towards both the vendors and the citizens to drive home the point that footpaths are only to be used by pedestrians and hence they should be kept free and without any obstruction for the free flow of pedestrian traffic. The campaign is also targeting citizens who use the footpaths to park their two-wheelers, which also creates hindrance for the pedestrians.

The campaign was executed with the help of an all-round communication strategy and used mediums like radio, television, banners, leaflets and other innovative ideas to publicise the initiative. With Guwahati making it to the smart [city](#) list, the corporation has decided to make all efforts into turning Guwahati into a [clean](#) and clutter-free [city](#).

“The idea is to take Guwahati to the next [level](#) and make it clutter-free. We hope this initiative will help in making the people aware of the dos and don'ts, resulting in a real smart [city](#),” said the Joint Commissioner of GMC, Deba Kumar Mishra.

The GMC campaign comes at a time when the Swacch Survekshan campaign is also underway in the [city](#), the idea behind which is to find out the cleanest cities in the country.

Syed Miraz Ahmed

Writes, edits and researches. In 2013 he was conferred the Rotary International District 3240 Young Achiever Award for his work in the area of environment and digital journalism. In 2006 he was awarded first in the category of Wildlife Photography by the Department of Environment & Forests and Tourism, Government of Assam.

BY SYED MIRAZ AHMED

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