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GMC launches 'free footpath' campaign



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In a bid to free the footpaths of the city ([/taxonomy/term/1957](#)) 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 (/taxonomy/term/1957) list, the corporation has decided to make all efforts into turning Guwahati into a clean (/taxonomy/term/1718) and clutter-free city (/taxonomy/term/1957).

“The idea is to take Guwahati to the next level (/taxonomy/term/2232) and make it clutter-free. We hope this initiative will help in making the people aware of the dos and dont’s, resulting in a real smart city (/taxonomy/term/1957),” 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 (/taxonomy/term/1957), 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.