

**GOVERNMENT OF NAGALAND
DIRECTORATE OF URBAN DEVELOPMENT
SWACHH BHARAT MISSION (URBAN)
NAGALAND: KOHIMA**

No. UD/SBM-2/41/CHHC/2026/114

Dated, Kohima, the 7th October, 2026

ADVERTISEMENT

The Urban Development Department, Government of Nagaland, in pursuance to the Administrative Approval No. UDD/19-SBM/34-CHHC/2026/622 dated 28th September, 2026, invites creative individuals, professional designers, institutions, and organizations to submit Logo Designs and Taglines for the *Clean Himalayan Hill Cities (CHHC) Initiative* under the Swachh Bharat Mission–Urban (SBM-U) 2.0. The CHHC Initiative aims to strengthen sustainable Solid Waste Management systems in ecologically sensitive hill cities through community participation, behaviour change, and environmentally responsible practices.

A. Submission Guidelines:

1. The Logo should visually represent the themes of cleanliness, sustainability, ecological sensitivity, and community participation in Nagaland.
2. The Tagline should be concise, impactful, and aligned with the undermentioned initiatives-
 - *ECHO: – Ecological & Cultural Heritage Operations : ECHO establishes integrated approach at protecting, restoring, and sustainably managing natural ecosystems and cultural heritage through community participation, traditional knowledge, and environmentally responsible practices*
 - *IKIGAI: Indigenous Knowledge & Identity through Green Art Initiatives : IKIGAI transforms the areas into living expressions of heritage, creating community ownership and making environmental responsibility a cultural value.*
 - *ZEST – Zero-waste Economy through Sustainable Traditions: ZEST pilots a community-driven closed-loop waste economy by integrating indigenous economic practices, sustainable market systems, and circular resource management.*
 - *Wet Waste Management (Home Composting Programme): The programme encourages decentralised wet waste processing at Household or Community Level.*
3. Entries must be original, innovative, and free from plagiarism.
4. Submissions should be in high digital resolution of **3000x3000 pixels** (PNG format).
5. Each entry must include the designer's name, contact details, and a brief concept note (max. 200 words).
6. The winning/ selected entry will be awarded a prize of **Rs. 30,000.00 (Rupees Thirty Thousand only)**.

B. Terms and Conditions:

1. The competition is open to all residents of Nagaland and recognized institutions/organizations.
2. Each participant may submit a maximum of one entry only.
3. All entries must be mailed to **sbm.nagaland@gmail.com** Directorate of Urban Development, Swachh Bharat Mission- Urban 2.0 by the specified deadline.
4. The selected **Logo and Tagline** shall become the property of the Urban Development Department, Government of Nagaland.
5. The Department reserves the right to modify, adapt, or use the selected design and tagline in any form of communication, publicity, or documentation without additional compensation.
6. The decision of the Selection Committee shall be final and binding.
7. Any dispute arising out of this competition shall fall under the jurisdiction of the competent courts of Nagaland.
8. The last date of submission for entries will be **10 days from the issue of this Advertisement.**
9. Late submissions or entries not conforming to the guidelines shall be summarily rejected.

Sd/-Petevilie Khatsu
Additional Director
Urban Development
Nagaland: Kohima