

NEWSLETTER

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EDITORIAL

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Leading the Way in World Environment Day Celebrations!

World Environment Day is celebrated globally on June 5th every year to raise awareness about environmental issues and promote sustainable practices. This day provides an opportunity for individuals, organizations, and communities to come together and take actions to protect and preserve the environment. In the Jammu region, the Urban Local Bodies (ULBs) play a crucial role in promoting environmental conservation and organizing various initiatives to mark this significant day.

The ULBs in the Jammu region recognize the importance of World Environment Day and acknowledge the need for sustainable development. They understand that preserving the environment is essential for the well-being of their residents and the overall growth of their cities. Celebrating

World Environment Day in ULBs serves as a platform to raise awareness, engage citizens, and initiate positive changes in environmental practices.



Environment Day is a reminder that we have the power to make a difference. It's a call to action for individuals, communities, and governments to come together and protect our planet. By making conscious choices and adopting sustainable practices, we can ensure a healthier and greener future for all.

ULBs in the Jammu region encourage active community participation to celebrate World Environment Day. They organize various events and activities aimed at educating and involving citizens in environmental conservation.

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These initiatives help create a sense of ownership and responsibility among residents, fostering a collective effort towards a greener and healthier environment.

Directorate of Urban Local Bodies, Jammu launch extensive awareness campaigns leading up to World Environment Day. They utilize different mediums such as social media, billboards, pamphlets, and public

announcements to disseminate information about environmental issues and promote sustainable practices. These campaigns aim to sensitize citizens

about the impact of their actions on the environment and provide practical tips for adopting eco-friendly habits.

Cleanliness drives are an integral part of World Environment Day celebrations in ULBs. They organize large-scale cleanliness campaigns in collaboration with local communities, schools, and NGOs. These drives focus on cleaning up public spaces, including parks, streets, and riverbanks. The ULBs also emphasize waste segregation and encourage citizens to practice responsible waste management. Tree plantation drives are another prominent feature of World Environment Day celebrations in ULBs. ULBs organize tree planting events in public parks, schools, and other open spaces. These initiatives not only enhance the

green cover but also contribute to improving air quality and mitigating the effects of climate change. ULBs often involve citizens, educational institutions, and environmental organizations in these tree plantation drives.

To promote environmental education, ULBs organize workshops and seminars on World Environment Day. These events aim to educate citizens, especially students, about the importance of environmental conservation and sustainable practices. Experts in the field of environment and ecology are invited to deliver lectures, conduct interactive sessions, and share their experiences, inspiring participants to take proactive steps towards environmental stewardship.

World Environment Day holds immense significance in the Urban Local Bodies (ULBs) of the Jammu region. The ULBs understand the importance of celebrating this day and leverage it as an opportunity to promote sustainable development, engage communities, and raise awareness about environmental issues. By organizing cleanliness drives, tree plantation campaigns, educational workshops, and awareness campaigns, ULBs play a vital role in fostering a greener and healthier environment in the Jammu region. Their efforts not only contribute to immediate environmental improvements but also inspire long-term changes in individual behaviors and collective actions towards a sustainable future.





Unleashing the Power of Sorting: Workshop on Source Segregation!

In this interactive workshop, IEC team of ULBs delve the importance of source segregation and its impact on waste management. The IEC team speakers share valuable insights and practical tips on how to effectively segregate waste at its source, allowing for easier recycling and reducing the amount of waste that ends up in landfills.



Empowering Bulk Waste Generators through our Workshop!

During this interactive workshop, we will dive deep into the unique challenges faced by bulk waste generators and explore innovative strategies to tackle them head-on. Our IEC team of ULBs share valuable insights and practical solutions to streamline your waste disposal processes and enhance sustainability efforts.

Key Workshop Highlights:

- Understanding the specific needs and challenges of bulk waste generators
- Developing a customized waste management plan tailored by organization
- Implementing efficient waste segregation techniques to maximize recycling potential
- Exploring alternative disposal methods for different types of bulk waste



Recap of our Successful User Fee Collection Sensitization Workshop

During the workshop, we delved into the important topic of user sanitation fees, aiming to foster a deeper understanding of their purpose, benefits, and fair implementation. Our expert speakers provided valuable insights and practical strategies for creating sustainable and inclusive sanitation practices within our community.

Key Workshop Highlights:

- Clarifying the purpose and significance of user sanitation fees in maintaining clean and hygienic environments
- Exploring different models and approaches for implementing fair and transparent user sanitation fee systems
- Addressing common misconceptions and concerns related to user sanitation fees



Empowering Education:

Unveiling the Transformative Training Program on SBM (U) 2.0

The training was program organised by IEC Team held on 27th June, focused on various components of Swachh Bharat Mission (Urban) 2.0 (SBM-U 2.0) at schools and colleges. This transformative initiative aims to promote cleanliness, sanitation, and sustainable waste management in urban areas. The training program brought together students, teachers, and staff, equipping them with the knowledge and skills necessary to actively contribute to the mission's objectives.

The program encompassed several key components of SBM-U 2.0, empowering educational institutions to become agents of change in their communities. Here's an overview of the components covered during the training program:

- **Solid Waste Management:** Participants learned about waste segregation techniques, composting methods, recycling practices, and appropriate waste disposal. They gained insights into reducing waste generation and managing organic waste through composting, thereby contributing to a sustainable waste management ecosystem.
- **Open Defecation Free (ODF) Campus:** The training highlighted the significance of proper sanitation infrastructure, regular maintenance, and promoting good hygiene practices within educational institutions. Participants were encouraged to foster a hygienic environment by ensuring access to adequate toilet facilities and inspiring others to follow suit.

- **Water, Sanitation, and Hygiene (WASH):** Participants were educated on the importance of clean water sources, proper handwashing techniques, and menstrual hygiene management. They gained knowledge about installing water filtration systems and promoting hygienic practices to prevent the spread of diseases. The training aimed to create a safe and healthy environment for students and staff.
- **Behavior Change Communication (BCC):** Behavior change communication strategies were emphasized, focusing on personal responsibility and community participation in achieving a clean and sustainable environment. Participants learned effective communication techniques to raise awareness, influence positive behavior, and engage their peers and community members in the mission.

The training program fostered a sense of responsibility and commitment among the participants towards building a cleaner and healthier environment. It equipped them with the tools to implement sustainable practices and encouraged them to become ambassadors of change within their respective educational institutions and communities.

The IEC Team continue to embrace their role in the mission, we anticipate witnessing a positive impact on cleanliness, sanitation, and waste management in our communities. Let us applaud the efforts of these schools and colleges in actively working towards a Swachh Bharat (Clean India).



RRR Centers

36 ULBs Achieve Milestone:

Over 1,000 kg of Waste Collected in 'Meri Life Mera Swachh Shahar Campaign'



The 'Meri Life Mera Swachh Shahar Campaign' has reached a significant milestone as 36 Urban Local Bodies (ULBs) successfully collect over 1,000 kg of waste. This campaign, focused on promoting cleanliness and sustainable waste management, has witnessed exceptional engagement from the community. Let's explore the remarkable achievement of these ULBs and the positive impact it has on creating cleaner and greener cities.

The 'Meri Life Mera Swachh Shahar Campaign' has inspired communities to come together and work towards a common goal of transforming their cities into cleaner and more sustainable places to live. Through active participation, residents from various backgrounds and age groups have contributed to the success of waste collection drives in their respective ULBs.

In order to facilitate proper waste management, dedicated collection centers were established across the ULBs as part of the campaign. These centers served as crucial collection points for different types of waste, enabling residents to play an active role in waste segregation and disposal.

The combined efforts of the ULBs and community members have resulted in the collection of over 1,000 kg of waste. This significant achievement highlights the commitment and determination of individuals to adopt responsible

waste management practices. By diverting this waste from landfills, the ULBs are making a positive impact on the environment and promoting a circular economy.

The impact of this campaign extends beyond waste collection. By diverting waste from landfills, the ULBs have helped conserve natural resources, reduced pollution, and mitigated greenhouse gas emissions. The promotion of recycling and responsible waste disposal practices contributes to a sustainable future for the cities involved.

The success of the 'Meri Life Mera Swachh Shahar Campaign' in these 36 ULBs serves as an inspiration for future waste management initiatives. It demonstrates the power of community collaboration and individual responsibility in driving positive change. The achievements of these ULBs set an example for other cities and communities to follow, inspiring a broader movement towards cleanliness and sustainability.

The 'Meri Life Mera Swachh Shahar Campaign' has achieved a significant milestone with over 1,000 kg of waste collected across 36 ULBs. This achievement highlights the power of community engagement, responsible waste management, and the collective efforts of individuals and ULBs. Let us continue to build on this success and strive for even cleaner and greener cities.

Embracing the Power of Recycling:

A Guide on How to Recycle

Introduction:

Recycling is an essential practice that helps reduce waste, conserve resources, and minimize environmental impact. By recycling, we can contribute to a more sustainable future and create a positive change for our planet. If you're new to recycling or looking for ways to enhance your recycling efforts, this guide will provide you with practical steps on how to recycle effectively.

Know What Can Be Recycled:

1 Understand local guidelines and identify recyclable items like paper, glass, plastic bottles, and aluminum cans.

Rinse and Clean:

2 Clean recyclables to remove residue and improve recycling efficiency.

Rinse and Clean:

3 Clean recyclables to remove residue and improve recycling efficiency.

Spread the Word:

4 Share your knowledge and encourage others to recycle. Together, we can make a difference.

Separate and Sort:

5 Set up separate bins to sort recyclables from non-recyclable waste. Educate others on proper sorting techniques.

Utilize Collection Services:

6 Take advantage of curbside pickup or locate nearby recycling drop-off centers for proper disposal.

Reduce and Reuse:

7 Prioritize reducing and reusing items before recycling. Opt for reusable products to minimize waste.

RECYCLE

THANK YOU FOR RECYCLING THESE:

Cans



Aluminum and Steel Cans
empty and rinse

Cartons



Food and Beverage Cartons
empty and replace cap

Glass



Bottles and Jars
empty and rinse

Paper



Cereal Boxes, Newspaper, Magazines & Mail, Flattened Cardboard, and Paper Tubes

Plastic



Kitchen, Laundry, Bath: Bottles and Containers
empty and replace cap (#1♻️, #2♻️, #5♻️)