

NEWSLETTER

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EDITORIAL

Educational Institutions Embrace Swachh Bharat Mission 2.0: Training Programs Inspire Cleanliness and Sustainability



In the picture, the IEC team of ULBJ is seen engaging in a discussion with students about Swachh Bharat Mission 2.0

Swachh Bharat Mission 2.0, the second phase of India's cleanliness campaign, holds immense potential for transforming our nation. Educational institutions play a crucial role in driving this mission forward. By implementing targeted training programs on Swachh Bharat Mission 2.0, these institutions can empower students and staff to become champions of cleanliness and contribute to a cleaner and healthier India.

Educational institutions are the breeding grounds for future leaders and change-makers. By introducing training programs on Swachh Bharat Mission 2.0, students can develop a deep understanding of cleanliness, hygiene practices, waste management, and environmental sustainability. Such programs will cultivate a sense of responsibility and civic duty within them, inspiring them to actively participate in cleanliness drives and advocate for a cleaner society. Additionally, training programs will equip teachers and staff with the knowledge and skills needed to guide students effectively.

Educational institutions have the power to shape young minds and nurture values. By integrating Swachh Bharat Mission 2.0 into their

curriculum and extracurricular activities, these institutions can create cleanliness ambassadors. Students can engage in practical initiatives like cleanliness drives, waste segregation, and maintaining clean surroundings. Through these experiences, they will develop a strong commitment to cleanliness that will stay with them throughout their lives, thereby creating a lasting impact on society. Teachers and staff members are essential in promoting a culture of cleanliness within educational institutions. Training programs will equip them with the knowledge and best practices required to maintain clean and hygienic environments. Teachers can integrate cleanliness-related topics into their teaching, ensuring that students understand the importance of cleanliness in their daily lives. Staff members can lead by example and ensure that institutions follow proper waste management protocols and hygiene practices.

Conclusion: By integrating training programs on Swachh Bharat Mission 2.0, educational institutions can shape a generation that is committed to cleanliness and actively contributes to a cleaner and healthier India. Empowering students and staff with knowledge, values, and practical initiatives will create a sustainable and transformative impact.

-Editorial Team, IEC DULBJ

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Unleash the Power of Source Segregation

Monthly Workshops Pave the Way to Sustainable Waste Management

Jammu Region - Taking proactive steps towards effective waste management, the Information, Education, and Communication (IEC) team of Urban Local Bodies (ULBs) in the Jammu region is organizing monthly workshops on source segregation. These workshops aim to raise awareness, educate residents, and promote the adoption of sustainable waste management practices.

Each month, the IEC team gathers residents, community leaders, and waste management personnel to participate in the workshops. The workshops serve as a platform to disseminate information about the importance of source segregation and its positive impact on waste management and the environment.

The workshops typically commence with an introductory session, featuring informative presentations by government officials, environmental experts, and ULB representatives. The speakers emphasize the role of ULBs and citizens in implementing sustainable waste management practices and highlight the environmental consequences of improper waste disposal.

Following the introductory session,

participants engage in interactive sessions and practical demonstrations. Expert facilitators guide attendees through the process of segregating waste into various categories, such as organic waste, recyclables, and non-recyclables. The hands-on activities provide participants with practical experience and equip them with the knowledge required to implement source segregation in their daily lives.

Furthermore, the workshops incorporate case studies from successful waste management initiatives implemented in other regions. These case studies serve as inspirational examples and demonstrate the positive outcomes that can be achieved through effective source segregation practices. In addition to raising awareness and providing practical guidance, the workshops focus on building implementation strategies and fostering collaboration among stakeholders. Participants actively contribute to discussions and brainstorming sessions, sharing their experiences, challenges, and ideas for improving waste management practices in their respective areas.

The monthly workshops organized by the IEC team of ULBs in the Jammu region have had a significant impact on waste management practices. By regularly engaging residents

and stakeholders, these workshops have fostered a culture of responsibility and sustainability within the community.

Participants leave the workshops equipped with knowledge, skills, and action plans to implement source segregation in their homes, schools, and workplaces. The collaborative approach promoted during the workshops has led to strengthened partnerships between ULBs, waste management companies, and community organizations, enhancing the overall waste management infrastructure and strategies.

Through their ongoing efforts, the IEC team is creating a positive change in waste management practices and contributing to the development of cleaner and greener ULBs in the Jammu region.

The monthly workshops on source segregation organized by the IEC team of ULBs serve as a testament to their commitment to creating sustainable waste management practices. By regularly educating and engaging the community, these workshops are empowering residents to take an active role in waste management and promoting a cleaner and healthier environment.

Achieving compliance Among Bulk Waste Generators

Urban Local Bodies (ULBs) have successfully enforced compliance among bulk waste generators, marking a significant milestone in waste management. ULBs have encouraged these entities to adopt responsible waste management practises by implementing stricter regulations and conducting regular inspections. This achievement ensures that bulk waste generators actively participate in waste reduction and recycling efforts, thereby contributing to a cleaner and healthier environment. The commitment of ULBs to enforcement demonstrates their commitment to establishing sustainable waste management practises throughout the region.



Sensitization Programs Empower Residents for User Fee Collection

Urban Local Bodies (ULBs) have launched public awareness campaigns to educate residents on the importance of contributing to waste management services through user fees. These programmes aim to instill in residents a sense of ownership and responsibility by emphasising the positive impact of their contributions on waste management practises. ULBs foster a culture of sustainability and community engagement by raising awareness and encouraging active participation. The success of these sensitization programmes is critical to the long-term effectiveness and viability of waste management initiatives in Jammu.



ULBs to Implement Efficient Processing Methods for Dry and Wet Waste



Urban Local Bodies (ULBs) in the Jammu region have implemented innovative and efficient methods for processing both dry and wet waste. Through the adoption of modern technologies, such as composting and recycling facilities, ULBs are ensuring that waste is managed in an environmentally friendly manner. The implementation of these methods reduces the burden on landfills, promotes the reuse of valuable resources, and contributes to a more sustainable waste management system. ULBs' commitment to efficient waste processing demonstrates their dedication to creating a cleaner and greener Jammu region.



Revolutionizing Waste Management:

Six ULBs Unveil Cutting-Edge MRFs to Transform Recycling Efforts

Sunderbani, Surnakote, Doda Bahderwah, Nowshera, Akhnoor: The Directorate of Urban Local Bodies (DULBJ) in Jammu has recently taken a significant step towards sustainable waste management by establishing state-of-the-art Material Recovery Facilities (MRFs) in six Urban Local Bodies (ULBs). These ULBs, including Sunderbani, Surnakote, Doda Bahderwah, Nowshera, and Akhnoor has aim to enhance waste segregation, recycling, and overall solid waste management within their respective areas.

MRFs are centralized facilities equipped with advanced equipment to effectively sort and process recyclable materials from mixed waste streams. They play a crucial role in waste management systems by promoting efficient waste segregation and resource recovery. By diverting recyclable materials from landfills, MRFs significantly reduce the environmental impact and contribute to the development of a circular economy.

The establishment of MRFs in these ULBs reflects their commitment to sustainable waste management practices. These facilities will facilitate improved waste segregation at the source, making recycling and resource recovery more convenient and efficient. By effectively sorting recyclable materials such as plastics, paper, glass, and metals, the ULBs can create economic opportunities for local businesses engaged in the recycling industry, further contributing to the region's growth and development.



Moreover, the introduction of MRFs aligns with the objectives of the Swachh Bharat Mission initiated by the central government, which aims to achieve cleanliness and sustainability in urban areas. The ULBs' efforts in setting up MRFs demonstrate their dedication to creating cleaner and healthier environments for their residents.

In addition to their operational significance, these MRFs will serve as educational hubs for raising awareness about waste management among the local communities. The ULBs plan to

organize workshops, training sessions, and awareness campaigns to encourage active participation in waste segregation and recycling initiatives. By fostering a sense of responsibility and environmental consciousness, the ULBs aim to engage citizens in the sustainable management of waste.

The successful implementation of MRFs in Sunderbani, Surnakote, Doda Bahderwah, Nowshera, and Akhnoor sets an inspiring example for other ULBs in Jammu and Kashmir. It highlights the increasing importance of sustainable

waste management practices in urban areas and encourages further adoption of similar initiatives.

With the establishment of these MRFs, the ULBs are embarking on a journey towards a cleaner and more sustainable future. By reducing waste, increasing recycling rates, and promoting responsible waste management, these ULBs are actively contributing to the betterment of their communities and paving the way for a greener and healthier tomorrow.

Directorate of Urban Local Bodies, Jammu:



Directorate of Urban Local Bodies Launches 'Meri Life Merah Shahar Campaign' Promoting Reduce, Reuse, Recycle (RRR) Centers

The Directorate of Urban Local Bodies, Jammu (DULB), organized and celebrated the launch of the "Meri Life Merah Shahar Campaign" initiated by the Ministry of Housing and Urban Affairs (MoHUA). This campaign aimed to promote sustainable living habits and protect the environment through the establishment of Reduce, Reuse, and Recycle (RRR) Centers.

The campaign encouraged citizens to donate their used plastic items, old books, clothes, and footwear at designated collection centers. These items would then be refurbished, reused, or processed appropriately. By diverting waste from landfills and encouraging resource reuse, the campaign sought to minimize environmental impact and promote a circular economy.

Under the supervision and coordination of officials from their respective ULBs, the IEC (Information, Education, and Communication) team conducted an intense awareness campaign from the campaign's inauguration on May 20th until its culmination on June 5th, World Environment Day. The team utilized various modes of



communication to educate and inform the public about the campaign and the benefits of setting up RRR centers.

Meetings, interpersonal interactions, street

plays, workshops, and training programs were organized to engage and educate the community. Public address systems and a mobile initiative called "RRR on wheels"

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were employed to reach a wider audience. These efforts aimed to raise awareness about the importance of waste reduction, resource reuse, and responsible recycling practices.

The campaign concluded with cleanliness and plantation drives, emphasizing the collective responsibility of preserving and sustaining the environment. The participants actively engaged in cleaning their surroundings, demonstrating their commitment to a cleaner and greener city. Simultaneously, tree plantation drives were organized to enhance green cover and

promote biodiversity.

The launch of the "Meri Life Merah Shahr Campaign" by the Directorate of Urban Local Bodies showcased their commitment to sustainable development and environmental stewardship. The campaign's focus on establishing RRR centers not only promoted sustainable living habits but also encouraged community participation in waste management and environmental preservation.

By setting up collection centers and engaging citizens in the process of reducing,

reusing, and recycling materials, the campaign aimed to create a more eco-friendly and resource-efficient society. The efforts of the Directorate of Urban Local Bodies and the active participation of residents contributed to the success of the campaign, making a positive impact on the environment and the overall well-being of the community. Moving forward, the Directorate of Urban Local Bodies will continue to promote and support the establishment of RRR centers, encouraging citizens to adopt sustainable practices and contribute to a cleaner and greener future for the Jammu region.





Waste-to-Art Events: Transforming Waste into Creativity and Environmental Awareness

In a remarkable display of creativity and environmental consciousness, the IEC teams in Urban Local Bodies (ULBs) have organized and conducted captivating waste-to-art events. These events have taken discarded materials and transformed them into stunning works of art, while also promoting the importance of waste management and recycling. Join us as we delve into the world of waste-to-art and witness the power of creativity in addressing environmental challenges.

Waste-to-art or wonder events have emerged as dynamic initiatives that harness the potential of waste materials to create artistic masterpieces. These events not only highlight the artistic capabilities of individuals but also serve as a platform to raise awareness about the significance of waste management and the principles of the 3 R concept: Reduce, Reuse, and Recycle.

Led by the dedicated IEC teams, waste-to-art events have become powerful tools for solid waste management. These events actively contribute to waste reduction efforts by transforming discarded materials into visually appealing and functional items. From plant pots and pen stands to hanging gardens and sculptures, waste materials find new purpose and beauty through the skilled hands of artists and enthusiasts.

Beyond their aesthetic appeal, waste-to-art events play a vital role in promoting environmental awareness within communities. Through interactive workshops, exhibitions, and demonstrations, the IEC teams educate citizens about the environmental impact of improper waste disposal and the benefits of embracing sustainable practices. By actively involving the community in the creative process, these events foster a sense of ownership and responsibility towards waste management.

In a recent waste-to-art event organized by the IEC teams in ULBs, over 500 kgs of plastic waste were transformed into stunning and functional creations. Through



various innovative techniques, including upcycling and repurposing, plastic waste was given new life as flower pots, pen stands, and other useful items. The event served as a testament to the potential of waste materials and encouraged individuals to think creatively about waste reduction and recycling efforts.

The success of waste-to-art events lies in their ability to inspire individuals to view waste as a valuable resource rather than mere refuse. By showcasing the artistic possibilities of discarded materials, these events spark the imagination and motivate individuals to explore alternative ways of reusing and repurposing items. They empower communities to take an active role in waste management and contribute to a more sustainable future.

The IEC teams deserve commendation for their unwavering dedication in organizing waste-to-art events and promoting environmental consciousness. Their efforts have not only transformed waste materials into captivating art pieces but also created a ripple effect of awareness and engagement within communities. These events serve as a reminder of the importance of waste management and inspire individuals to make a positive difference in their surroundings.

As we move forward, let us celebrate the power of creativity and the potential of waste materials. Waste-to-art events exemplify the remarkable achievements that can be realized when art, sustainability, and community come together. By embracing waste as an opportunity for innovation and

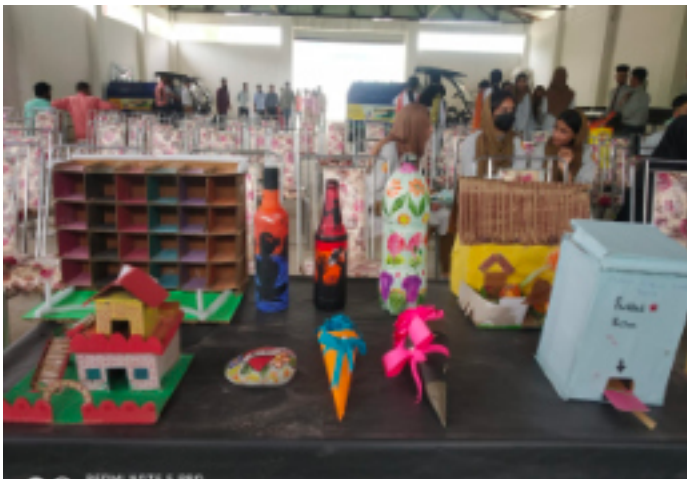
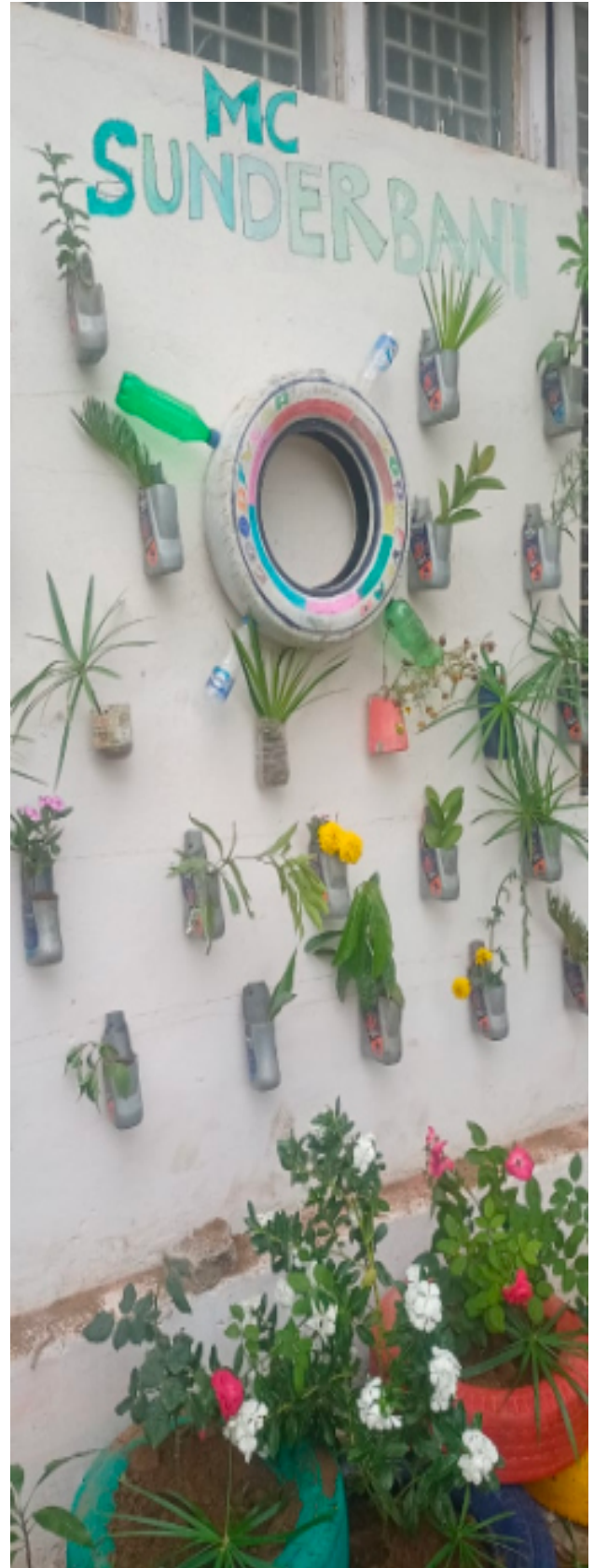
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environmental stewardship, we can build a brighter and more sustainable future for all.

The IEC teams in ULBs have successfully organized waste-to-art events that showcase

the transformative power of creativity and promote environmental awareness. Through these events, waste materials find new purpose as artistic creations, while communities are encouraged to embrace

sustainable practices. As we strive for a greener and cleaner future, let us continue to explore the possibilities of waste-to-art and harness the power of creativity in addressing environmental challenges.





Transforming Waste into Wonders:

Tips for Creative Recycling at Home

In our quest for a sustainable future, it is crucial to find innovative ways to reduce waste and repurpose materials. Recycling is an excellent solution, but why stop there? Let's explore some simple yet creative ways to turn waste into wonders right in the comfort of our homes. Here are a few tips to get you started:

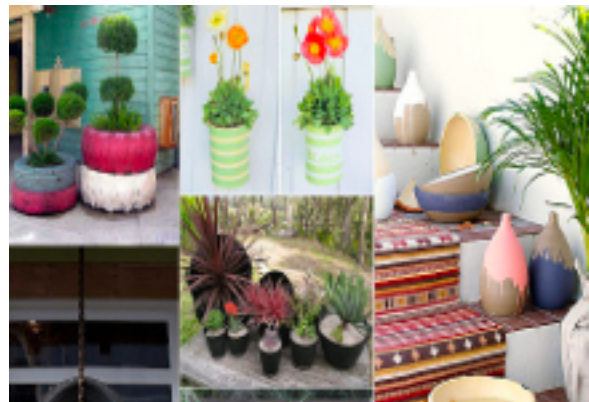


Upcycling Delights:

Instead of discarding old items, upcycle them into something new and functional. Transform glass jars into stylish candle holders or plant pots. Convert old wooden pallets into unique shelves or outdoor furniture. Let your imagination run wild and breathe new life into unused objects.

Artistic Creations:

Unleash your inner artist by using waste materials as art supplies. Collect bottle caps, paper scraps, and cardboard boxes to create colorful mosaics or unique sculptures. Get your family involved and turn it into a fun bonding activity while giving waste a new purpose.



Composting Magic:

Food waste is a significant contributor to landfills. Instead, start composting at home to transform kitchen scraps into nutrient-rich soil for your garden. Utilize vegetable peels, coffee grounds, and fallen leaves to create compost that will nourish your plants, reducing the need for synthetic fertilizers.



Fashionable Upgrades:

Revamp your wardrobe by repurposing old clothes. Cut out interesting patterns or motifs from worn-out garments and sew them onto plain shirts or jeans to create trendy designs. You can also transform an old T-shirt into a reusable shopping bag, reducing plastic waste while adding a unique touch to your daily routine.

Artistic Creations:

Organize your space by repurposing household items for storage purposes. Use old shoeboxes to create neatly labeled organizers for your pantry or desk. Turn empty tin cans into pen holders or herb planters. These simple solutions not only reduce waste but also add a touch of creativity to your home.



Eco-Friendly Wrapping:

Instead of buying new gift wrap every time, repurpose newspapers, old maps, or fabric scraps as unique and eco-friendly alternatives. Add a personalized touch with natural twine, dried flowers, or recycled ribbons. This way, you can celebrate special occasions while minimizing waste.

Remember, the key is to think creatively and find new uses for items that would otherwise end up in the trash. By incorporating these tips into your daily life, you can make a positive impact on the environment while showcasing your own unique style.



Meri Life Mera Swachh Shehar

Don't let it go to waste!
 Our **RRR centers** are the perfect place to give your waste a second life. **From Books and plastic to glass, metal, and cloths, we're here to collect it all.**

Together, let's create a world with less waste and more possibilities.

#RecycleRight #WasteNot

WASTE TO WONDER

SWACHHATA KE DORANG

Every item in its right place, for a greener space

WET DRY

RRR

Reduce, Reuse, Recycle

Make Every Item Count!

Bring your waste items to our RRR Centers. Give them a second life through recycling and reusing. Your small step can make a big difference.

#RRR #ContributeToChange #SustainableMeters

Meri Life Mera Swachh Shehar

Donate used plastic items, old books, clothes, footwear and other items at our RRR centers to support waste reduction and sustainability.

MUNICIPAL COMMITTEE SURANKOTE

MERI LIFE MERA SWACHH SHEHAR

RRR CENTRE

Reduce. Reuse. Recycle

A Swachh Bharat Mission - Urban 2.0 Initiative

RRR ON WHEELS

Reduce. Reuse. Recycle

A Swachh Bharat Mission - Urban 2.0 Initiative