

SWACHHATA NEWSLETTER

Publication of
Directorate of Urban Local Bodies, Jammu



Plogging Drive at Sunderbani on the occasion of Gandhi Jayanti (2nd October)

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Editorial

The Swachh Bharat Mission (SBM) is a bold and visionary response to one of the India's key urban challenges. Statistics shows that sanitation has emerged as one of the foremost challenges for the Urban Local Bodies (ULBs) in India. Unlike any other States, in the current time, solid waste management is one of the most challenging issues faced by Jammu Region as well. Due to rapid increase in urbanisation, industrialisation and population, the generation rate of municipal solid waste in the cities and towns of Jammu region has increased enormously. Its mismanagement has caused adverse environmental impacts, public health risk and socio-economic problems. Due to an increase in population and changes in lifestyle, the quantity and quality of MSW in cities and towns of Jammu region has also changed.

The Directorate of Urban Local Bodies, Jammu is aiming to improve its SWM services by focusing on segregation at source, improving collection and transportation efficiency as well as scientific processing of the municipal solid waste

generated in the city. DULB-J is taking steps to sensitize the general public about Solid Waste Management through intensive Information, Education and Communication (IEC) programs. These IEC programmes aim to create awareness among masses regarding solid waste in order to avoid, minimise and manage solid waste and also to discuss models and techniques which can solve many of the current solid waste problems.

The monthly newsletters bring apprise about the progress of the IEC program, Achievements, success stories from different ULBs of Jammu Region, champions and ambassadors who bring about change, updates of workshops/ activities etc. The newsletter is available on the official website of Directorate of Urban Local Bodies, Jammu (<http://ulbjammu.org/>) and can be downloaded for further dissemination. The newsletter is the outcome of collective efforts from ULBs of Jammu Region. We thank and welcome you all for your contributions and suggestions for the forthcoming publications.

Director, Urban Local Bodies, Jammu

DULBJ STEPS TO MAKE PEOPLE AWARE OF SWACHH BHARAT MISSION

Signed MoU with All India Institute of Local Self Government, New Delhi for conducting IEC activities in ULBs of Jammu Region

The Directorate of Urban Local Bodies-Jammu, is the nodal agency to sanitation where as the DULBJ is the head office supporting and Directing in implimentation in 36 ULBs of Jammu Division. The existing population of the Urban Local Bodies under DULBJ is approx 6.07 Lakh and having a total number of 446 wards. Currently the ULBs are facing various new and second-generation issues related with health, sanitation, waste management which has to be addressed in time bound manner. One of the main reasons is lack of knowledge

as well as awareness of scientific and environmentally sound waste management systems and techniques. Hence in October 2022, the Directorate of Urban Local Bodies-Jammu hired the services of All India Institute of Local Self Government (AIIISG) for conducting effective campaign to educate and popularise various environment friendly measures, create enabling environment to bring about an attitudinal and behavioural change in the field of Solid Waste Management and Sanitation for 20 ULBs and the services

will be extended in remaining 16 ULBs at the eairlest . The core scope of work of the hired agency is to contribute in building the city image as Green and Swachh (Hygiene) City, through rigorous public/ stakeholder consultation, undertaking IEC activities and undertaking various capacity building exercises besides other supporting activities including conducting baseline survey, bulk waste generator survey, rag picker survey and SS 2023 Documentation related to Waste Management, Sanitation and Health/ Hygiene.



SWACHHATA PAKHWADA LAUNCHED IN JAMMU DIVISION

Director, DULBJ appreciated the role of ULBs, especially the sanitation staff of MCs in maintaining a healthy environment in their cities.

The activities conducted were as below:

Sl.	Activity	Date of Execution
01.	Swachhata Shapath Day	22-09-2022
02.	Swachhata Awareness Day	24-09-2022
03.	Community Outreach	26-09-2022
04.	Green School Drive	26-09-2022
05.	Swachh Water Bodies	27-09-2022
06.	Hand Wash Day	28-09-2022
07.	Personal Hygiene Day	28-09-2022
08.	Swachhata Participation Day	30-09-2022
09.	Swachhata School Exhibition Day	30-09-2022
10.	Medical Camp/ Blood Donation Camp	01-10-2022
11.	Mega Plogging Drive	02-10-2022

DULBJ observed 'Swachhata Pakhwada' by launching a cleanliness drive at 36 ULBs of Jammu Division to promote the importance of cleanliness and hygiene.

During the fortnight of the campaign DULBJ hosted various activities on specific days to promote the significance of cleanliness & sanitation.

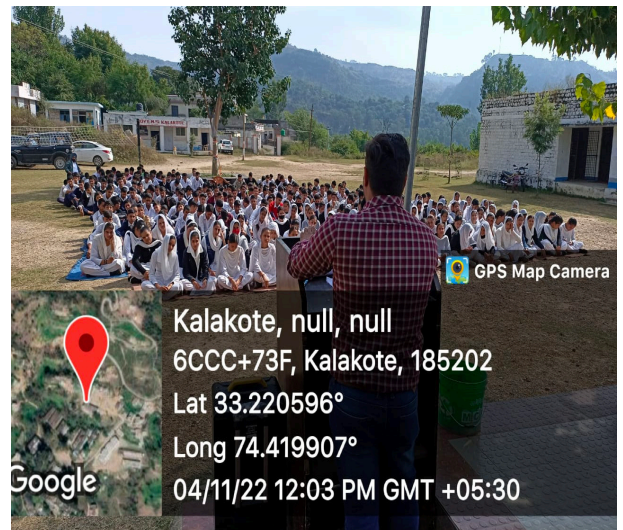
As part of the activities planned for Swachhata Pakhwada, DULBJ the campaign was initiated with cleanliness drives at cities/ towns. The objective was to bring a fortnight of intense focus on the issues and practices of Swachhata, and to educate citizens about the virtues of cleanliness. At the ending of the each drive ULB staff and students pledged to keep their surroundings clean an along with participation of staff, public, Bharat Scouts and Guides and NGOs. The Presidents/ CEO/ EO administered the cleanliness pledge to staffs and students.

DOOR TO DOOR AWARENESS ON SOURCE SEGREGATION



To create awareness and engage people in the segregation of household waste at the source

In the month of November 2022, the DULBJ has initiated an extensive door to door source segregation campaign to bring the change in community and their behaviour towards the disposal of solid waste and to make them aware on segregation of dry and wet waste, by highlighting their uses, and defects etc. which help in maintaining the cities and communities clean and healthy.





WET AND DRY WASTE PROCESSING WORKSHOP

In the month of November 2022, the Directorate of Urban Local Bodies, Jammu rolled out one week awareness campaign on processing of dry and wet waste in compliance to Solid Waste Management Rules, 2016.

Composting is nature's process of recycling decomposed organic materials into a rich soil known as compost. By composting your organic waste, you are returning nutrients back into the soil in order for the cycle of life to continue. The Household/Community level waste processing will reduce the load on urban local bodies for collection and disposal of solid waste. This workshop was intended to aware citizens regarding different types of dry and wet waste processing techniques they can adopt at their own premises. The workshop received a positive feedback from the participants.



₹ WORKSHOP ON USER CHARGES

The Directorate of Urban Local Bodies, Jammu conducted one week awareness campaign on collection of user fees paid towards waste management services to ensure that citizens pay the fees to respective Municipal Councils/ Committees and the cost recovery for SWM services are ensured.

User fee is an important source of revenue for local bodies and would make the operations and maintenance financially sustainable. As per SWM Rules 2016, user fee is to be collected by local bodies for making their SWM operations sustainable.

The main objective of this workshop was to sensitise the ULBs and to strengthen the collection of user fee practices among sanitation workers to improve the quality of waste collection and processing using cost recovery techniques.



IDENTIFICATION AND ELEMINATION OF GVP

Garbage vulnerable points (GVP) are those areas where the garbage gets piled up because of the constant dropping of garbage by the local residents, travellers, or passerby. The Directorate of Urban Local Bodies, Jammu in the month of November 2022 has taken an initiative to eliminate the GVPs present in the cities and towns of Jammu Region.

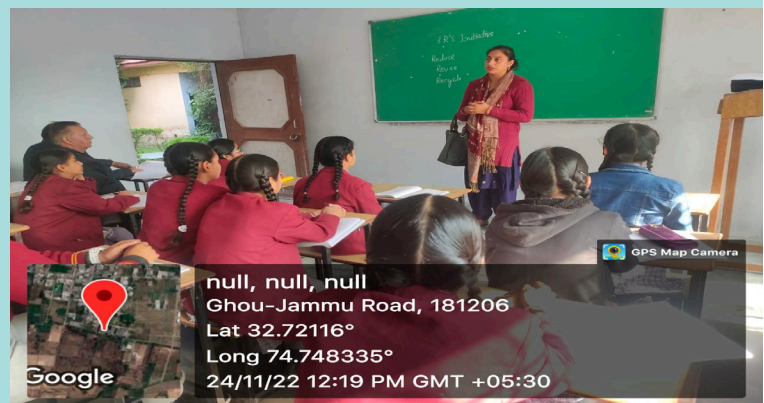
During the first week, more than 30 GVPs were identified in the ULBs and sanitation drives were conducted to sensitise the GVPs with the help of sanitation staffs and IEC team.

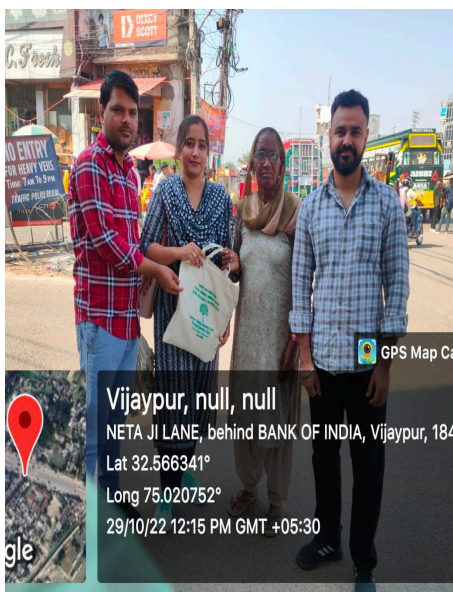


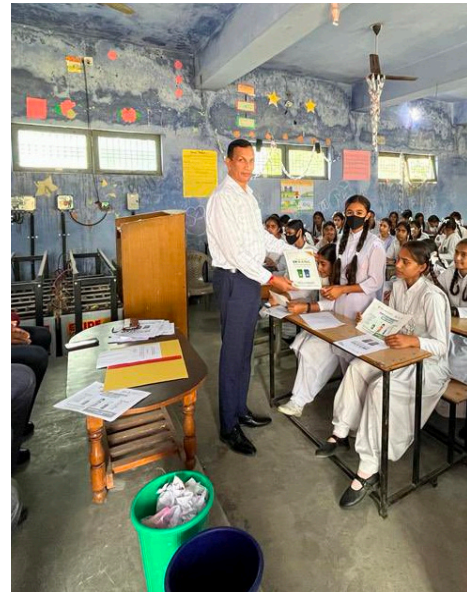
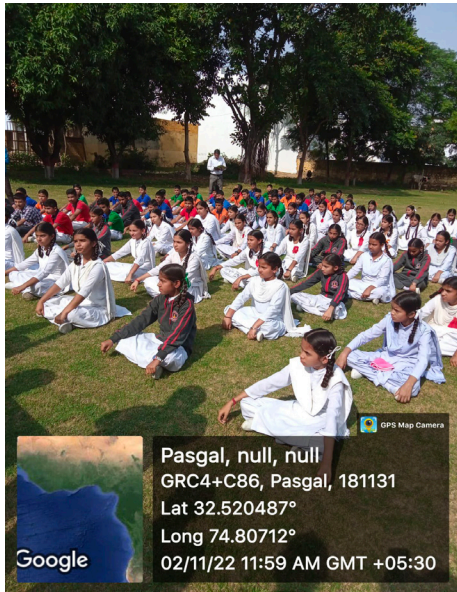
WORKSHOP ON 3R's

Waste Management is a serious concern for all emerging developing countries like India. With the rapid economic growth and urban development, waste disposal has emerged as a major environmental issue in the urban areas of India. Reduce, Reuse and Recycle (3R) of waste is an accepted approach to manage waste in an environment friendly manner.

Waste minimization can be achieved in an efficient way by focusing primarily on the first of the 3Rs, "reduce," followed by "reuse" and then "recycle." A 3R based Solid Waste Management System can only be achieved with a proper stakeholder consultation process starting from central to grass root level. The Directorate of Urban Local Bodies, Jammu with the aim to promote 3R principles organised several workshops at colleges across Jammu division. This workshop was intended to conceptualise the 3R principles to the students and to motivate them to adopt 3R initiatives.







Housing and Urban Development Department, Government of Jammu & Kashmir | DULBJ | Directorate of Urban Local Bodies, Jammu

SAY NO TO LITTERING



Help us to keep your community clean!

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The 3R's of ZERO WASTE

-  REDUCE
-  REUSE
-  RECYCLE

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SWACHH SURVEKSHAN 2022



HAS THE PUBLIC TOILET NOT BEEN CLEANED?

Dirty toilets are unbearable for all of us. Fortunately, you can report them on the Swachhata App and get them sanitised.

[Download Swachhata App](#)

Get it on Google Play | Download on the App Store

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World Toilet Day

19th November 2022

Find nearest Toilet in Google Maps

SBM Toilet



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COMPOSTING TIPS

From Garbage to Garden



- 1. Choose a good place**
If you want to compost at home, using your backyard is a good option. A dry shady spot is suitable for composting.
- 2. Add water**
Ensure your compost stays damp but not too wet. Turning around the compost helps too.
- 3. Don't compost**
Meat, fish, bones, dairy products, citrus peels, diseased plants.
- 4. Combination**
Balance out your compost. It should be a good combination of greens and browns to avoid any slimy and bad smell.

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Right Step towards Bright Future!

Let's begin our journey towards becoming a Zero Waste Community



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स्वच्छ अमृत महोत्सव | आजादी का अमृत महोत्सव

CAPACITY BUILDING PROGRAMME ON HOME COMPOSTING

Garbage to Garden

Let's Compost!

#HaraGeelaSookhaNeela

National Campaign for Waste Segregation at Source
A Swachh Bharat Mission Urban Initiative



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WHY IS WASTE SEGREGATION IMPORTANT?

Segregating waste is in the best interest of our health and environment.

When mixed dry and wet waste breaks down in landfill, it creates nasty greenhouse gases.

Segregating waste helps divert it from landfill ensuring it's recycled properly.

Mixed dry waste such as glass and paper can be turned into new products. This saves energy and resources needed to create products from raw material.



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5 STEPS TO ACHIEVE ZERO WASTE TO LANDFILL

- REFUSE**
Say no to non-essentials
- REDUCE**
Adopt minimalist tendencies
- REUSE**
Give items a second life
- RECYCLE**
Choose recyclable packaging
- ROT**
Compost all organic waste

Prevents pollution caused by reducing the need to harvest new raw materials. Saves energy.

Reduces greenhouse gas emissions that contribute to climate change.

LET'S BUILD A BETTER TOMORROW

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स्वच्छ अमृत महोत्सव | आजादी का अमृत महोत्सव

DOOR TO DOOR AWARENESS ON SOURCE SEGREGATION

WET WASTE

- ✓ VEGETABLE WASTE
- ✓ FRUIT WASTE
- ✓ EGG SHELLS
- ✓ CHICKEN BONES
- ✓ FISH BONES
- ✓ TEA LEAVES
- ✓ COOKED FOOD
- ✓ GARDEN WASTE



DRY WASTE

- ✓ PAPER
- ✓ PLASTIC
- ✓ METAL
- ✓ GLASS
- ✓ RUBBER
- ✓ THERMOCOL
- ✓ FABRIC
- ✓ LEATHER

#HaraGeelaSookhaNeela

National Campaign for Waste Segregation at Source
A Swachh Bharat Mission Urban Initiative

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Awareness through **Twitter**



Awareness through **Facebook**

Post reach	7,043
Post engagement	207
New Page likes	121
New Page followers	128

Total
+ 22200
Social Media Outreach



Urban Local Bodies Jammu @JammuUlb · Follow

The Directorate Urban Local Bodies, Jammu is taking the pledge for Swachhata to the next level!

The MC R.S Pura today conducted a mass event under the ongoing Indian Swachhata League at Indo-Pak Suchetgarh International Border, Jammu.

@SwachhBharatGov @MoHUA_India @mygovindia

VENUE: IND-PAK SUCHETGARH BORDER, R.S PURA, JAMMU

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The key to great recycling is segregation! ♻️

#SwachhAmritMahotsav
#YouthVsGarbage #IncredibleJammu
#SwachhJammu

“Sabka he bs yahi nara Swachh rahe desh hamara”

Ways in which you can implement "Swachh Bharat Abhiyaan" in your neighbourhood

- Segregate wet waste from dry
- Use wet waste to make compost
- Encourage people to use dustbins
- Avoid using single use plastic

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Come join us tomorrow to make this event a huge success!!

@SwachhSurvekshan
@SwachhBharatGov
@OfficeOfLGJandK
@RoopaSpeaks

PLOGGING
PICK 'N JOG - BE A SWACHHTA HERO
ON 2nd OCTOBER 2022 | 8:00 AM

Jogging	Plogging
270 CALORIES	330 CALORIES
30 MINUTES	30 MINUTES

VENUE: From MC Sunderbani Townhall to Main Cross of Sunderbani Town

Join us as we combine everyone's two favorite things: **running and picking up trash!**

TAKE PART IN

- Bersize Drills
- Hugging (Jogging and Cleaning of the Environment)
- Self-appointments

DIRECTORATE OF URBAN LOCAL BODIES, JAMMU

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Congratulations to MC Kalakote for bagging Fast Moving City in UT's Award in Swachh Survekshan 2022! 🏆

@SwachhBharatGov
@OfficeOfLGJandK
@JKHUDD1
@md_sbm
@RoopaMishra77

Watch on Twitter

Congratulations

Municipal Committee
Kalakote
for winning Fast Moving City in UT's Award in Swachh Survekshan 2022

dubjammu JammuUlb

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On this auspicious day, let's honor the principles of harmony, togetherness and forgiveness. The Directorate of Urban Local Bodies, Jammu wishes everyone a Happy Gandhi Jayanti.

HAPPY *Gandhi* JAYANTI

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Carrying forward the legacy of Mahatma Gandhi ji for Swachh Bharat Mission.

Municipal Committee, Sunderbani today conducted a mega plogging drive to make Sunderbani trash free.

@SwachhBharatGov
@OfficeOfLGJandK
@JKHUDD1
@md_sbm
@RoopaMishra77

Watch on Twitter

9:26 PM · Oct 2, 2022



Urban Local Bodies Jammu
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Special Awareness Drive on Source Segregation-by MC Ramgarh, Jammu Division as part of ongoing Swachhata Ke Do Rang Campaign.

Govt. Higher Secondary School, Ramgarh

#SwachhAmritMahotsav
#IndiaVsGarbage
#SwachhthaKaUpahaar
#HaraGeelaSookhaNeela

@SwachhBharatGov @md_sbm

Urban Local Bodies Jammu
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Door to Door Awareness on Source Segregation

#HaraGeelaSookhaNeela by MC Ramgarh, Jammu Division

#SwachhAmritMahotsav
#IndiaVsGarbage
#SwachhthaKaUpahaar

@SwachhBharatGov @md_sbm
@OfficeOfLGJandK

Urban Local Bodies Jammu
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A Drawing Competition is being conducted by MC Kalakote, Jammu Division at Vidarthi Shiksha Kendra School, Kalakote under ongoing Swachhata Ke Do Rang Campaign.

#SwachhAmritMahotsav
#IndiaVsGarbage
#SwachhthaKaUpahaar
#HaraGeelaSookhaNeela

@SwachhBharatGov @md_sbm

Activities Shared by Ministry of Housing and Urban Affairs (MoHua) official Twitter handles

Swachh Bharat Urban
@SwachhBharatGov · Follow

The Directorate of Urban Local Bodies, Jammu, has prioritized the relevance of educating students on the habit of the 3R model. Activities rolled out at different education institutions across the region, furthering the practice of the 3R model.

Swachh Bharat Urban
@SwachhBharatGov

Aiming to promote the #SwachhataKeDoRang Campaign & to sensitize the students about the importance of #source segregation of waste, the Directorate of Urban Local Bodies, #Jammu has launched the one-week source segregation demonstration campaign at various educational institutions

You Retweeted

Swachh Bharat Urban @S... · 19/10/22

MC Khour, Jammu Division, conducted an awareness campaign on segregation, furthering the vision of garbage-free cities. Students and teachers together showcased Swachhata Ke Do Rang during the campaign, adhering to the message #HaraGeelaSookhaNeela.

Swachh Survekshan @S... · 25/10/22

#SwachhSurvekshan2023

Urban Local Bodies Ja... · 25/10/22

Door to Door Awareness on Source Segregation by MC Katra, Jammu Division!

#SwachhAmritMahotsav
#IndiaVsGarbage
#SwachhthaKaUpahaar
#HaraGeelaSookhaNeela

@SwachhBharatGov @md_sbm
@SwachhSurvekshan

Ministry of Housing and Urban Affairs and 6 others

5:19 PM · 02/11/22 · Twitter Web App

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Swachh Bharat Urban @S... · 19/10/22

MC Ramgarh, Jammu Division, conducted door-to-door waste collection and segregation facilities, furthering the vision of #GarbageFreeCities. Citizens and #SafaiMitras together showcased Swachhata Ke Do Rang in the town, adhering to the message #harageelasookhaneela

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Next Month Key Activities

Swachh Ward Ranking

Wall Paintings

Identity of Swachhata Ambassadors

Training Programme on Atmanirbhar ward