

# SWACHHATA Newsletter

DIRECTORATE OF URBAN LOCAL BODIES JAMMU



## EDITORIAL

### Indian Swachhata League:

## Empowering Urban Communities for a Cleaner Tomorrow

In a bid to bolster the momentum of cleanliness initiatives across urban areas, the Government of India has launched the much-anticipated "Indian Swachhata League". This innovative program, an extension of the highly successful Swachh Bharat Abhiyan, seeks to further engage Urban Local Bodies (ULBs) and communities in the relentless pursuit of a clean, green, and sustainable urban environment.

#### **A Quantum Leap in Urban Cleanliness**

Building on the substantial achievements of the

Swachh Bharat Abhiyan, which brought about a paradigm shift in sanitation practices across the nation, the Indian Swachhata League introduces a competitive edge. ULBs from cities and towns across India will now vie for the coveted title of the cleanest and most sustainable urban area.

#### **A Multi-faceted Approach**

The Indian Swachhata League encompasses a multi-dimensional strategy to address the diverse facets of urban cleanliness:

## Community Participation and Education

Fostering a sense of ownership and responsibility among citizens towards maintaining cleanliness in their localities. Implementing educational campaigns on waste segregation, recycling, and sustainable living.

## Innovative Waste Management Solutions

Encouraging and showcasing innovative waste management practices, including composting, recycling, and responsible disposal. Piloting state-of-the-art technologies for efficient waste collection and processing.

## Beautification and Green Spaces

Promoting the development of parks, gardens, and recreational spaces to enhance the quality of urban life. Emphasizing the importance of greenery in mitigating pollution and providing a respite from urban hustle.

## Sanitation and Hygiene Infrastructure

Strengthening the sanitation infrastructure with a focus on the construction of public toilets, particularly in high-footfall areas. Ensuring accessible and hygienic sanitation facilities for all sections of the society.

## Empowering ULBs and Local Leaders

The league encourages healthy competition among ULBs, motivating them to push boundaries and set new benchmarks in urban cleanliness. It also provides a platform for local leaders, citizen groups, and volunteers to collaborate and share best practices.

## Awards and Recognition

The Indian Swachhata League will culminate in a grand award ceremony, where exemplary ULBs will be felicitated for their outstanding contributions to urban cleanliness. Categories will include "Best Waste Management Initiative", "Cleanest Public Spaces", and "Most Innovative Community Engagement Program", among others.



## Swachhata He Seva:

# Urban Local Bodies in Jammu Celebrate 15-Day Fortnight Campaign



In a resounding display of civic commitment, the Urban Local Bodies (ULBs) in Jammu have fervently celebrated the "Swachhata He Seva" campaign, a 15-day fortnight drive dedicated to cleanliness and sanitation. This spirited initiative, aligned with the ideals of the Swachh Bharat Abhiyan, saw enthusiastic participation from citizens, local leaders, and sanitation workers.

The fortnight campaign, which commenced on October 2nd, Mahatma Gandhi's birth anniversary, witnessed a surge in community-driven cleanliness activities across Jammu's urban landscape. Citizens, along with local authorities, took to the streets, parks, and public spaces, fervently engaging in sweeping, waste collection, and beautification endeavors.

The ULBs, in collaboration with various community groups and non-profit organizations, organized awareness drives on waste segregation, recycling practices, and the importance of sustaining a clean environment. These efforts aimed to instill a sense of

responsibility and ownership among citizens towards maintaining their immediate surroundings.

One of the highlights of the campaign was the proactive involvement of local schools and educational institutions. Students, donning the Swachhata He Seva caps, actively participated in cleanliness drives, contributing significantly to the collective endeavor.

The campaign concluded with a felicitation ceremony honoring exemplary contributions from citizens, local leaders, and sanitation workers. Categories such as "Best Community Engagement Initiative" and "Cleanest Public Space" were among those recognized.

As the curtains draw on this fortnight-long drive, the ULBs in Jammu stand as shining examples of the power of collective action towards a cleaner, greener urban landscape. The legacy of Swachhata He Seva lives on in the hearts and minds of every citizen, reminding us that the journey towards cleanliness is a continuous, shared responsibility.



## **IEC Team from ULBs in Jammu Conducts Workshops on Source Segregation, Bulk Waste Generation, and User Fee Sensitisation**

In a significant stride towards sustainable waste management practices, the Information, Education, and Communication (IEC) team from Urban Local Bodies (ULBs) in Jammu recently organized workshops dedicated to enlightening citizens on critical aspects of waste management.



### **Fostering Responsible Waste Disposal: Source Segregation Workshops**

Addressing the crucial issue of source segregation, the workshops aimed to educate citizens about the importance of segregating waste at its origin. Experts provided insights into effective methods and practices, emphasizing how this approach contributes to more efficient recycling and minimizes the burden on landfills.



### **Bulk Waste Generators Take Center Stage**

The workshops also focused on engaging with bulk waste generators, including commercial establishments and institutions. Participants were enlightened on best practices for handling and managing substantial volumes of waste, ensuring compliance with environmental regulations. The sessions served as a platform for constructive dialogue between stakeholders and local authorities.



### **Sensitizing for User Fee Collection**

A key component of sustainable waste management lies in the efficient collection of user fees. The workshops dedicated considerable attention to sensitizing citizens about the importance of timely payment for waste disposal services. Attendees were provided with detailed information about the fee structure, highlighting its role in maintaining the effectiveness of waste management systems.

IEC team, expressed their satisfaction with the workshops, stating, These workshops are a significant step towards creating a culture of responsible waste management in our community. By addressing key areas like source segregation, bulk waste generation, and user fee collection, we are fostering a more sustainable and environmentally conscious approach to waste disposal.

The ULBs in Jammu remain committed to furthering awareness and education on waste management, ensuring a cleaner and more sustainable urban environment for all.



# IEC Team Facilitates Inspiring Painting Competition in ULB Schools



To encourage creativity and raise awareness, about the environment, the Information, Education and Communication (IEC) Team successfully organized a painting competition in schools under Urban Local Bodies (ULBs).

The event witnessed an outpouring of creativity as students from ULB schools eagerly took part turning canvases into representations of their visions for a cleaner and greener world.

The young artists focused on themes that revolved around being citizens managing waste effectively and preserving the environment. Their artworks served as reminders of the responsibility we have in safeguarding our surroundings.

The IEC Team expressed their satisfaction with both the turnout and the quality of artwork displayed.

A panel of judges will evaluate the artworks with awards and certificates presented to participants. The competition not provided a platform for expression but also highlighted how every individual regardless of age plays a role, in building a sustainable future.

The initiative, by the IEC Team showcases how education and art can be tools, in inspiring change and fostering a greater awareness of our environment.





# Composting

Composting is a fantastic eco-friendly practice of recycling organic waste like food scraps and yard trimmings into nutrient-rich soil. If you're interested in composting, you can start by setting up a

composting bin or pile in your backyard or by using a composting service if one is available in your area. This sustainable practice helps reduce waste and enriches soil for gardening and landscaping.

## HOW TO MAKE COMPOST?



01

### Choose a Place

Dig a pit Ideally with dimensions of 3x3x3 feet



02

### Add Wet/ Biodegradable Waste

Dig a pit Ideally with dimensions of 3x3x3 feet



03

### Add water as needed

Make sure the pit stays moist but do not too wet (It should feel like a damp sponge)



04

### Keep Things moving

Turn your compost mixture to add air to the mix. This helps speed up composting process



05

### As materials breakdown. the pile will get warm

Turn your compost mixture to add air to the mix. This helps speed up composting process



06

### Wait a While

When the compost no longer gives off heat and becomes brown, dry & crumbly, Its fully cooked and ready to be fed to the garden

# Benefits of Composting at Home

For one, it's free. You get to use kitchen waste, lawn clippings, leaves, and other vegetation that would otherwise get thrown away. In fact, you might even save money on landfill fees. Potting mixes and soils that are rich in compost produce vigorous plants regardless of whether you're growing vegetables, growing herbs, or organic rose gardening.

## Improves garden soil structure, texture, and aeration.

Adding compost improves soil fertility and stimulates healthy root development in plants. The organic matter provided in compost provides food for microorganisms, which keeps the soil in a healthy, balanced condition.

## Compost loosens clay soils and helps sandy soils retain water

No need to add fertilizer — just mix compost into the soil. Compost contains nutrients that plants need for optimum growth, such as nitrogen, phosphorus, and potassium. And it's an especially good supplier of micronutrients that are needed in small quantities such as boron, cobalt, copper, iodine, iron, manganese, molybdenum, and zinc.

It feels good. When else can you turn trash into treasure? Plus, scraps stay out of the landfill, reducing your footprint.

## How to Fix a Smelly Compost Pile

If your pile has offensive odors, it's usually an easy fix.



Is the pile too wet?

### FIX IT:

Compost piles can become soggy from water or too much nitrogen. Aerate the pile by turning it well to get as much oxygen into it as possible. Add some brown materials such as cardboard, news paper, and small wood chips.



Too much nitrogen clumped together?

### FIX IT:

A pile of grass clippings can become anaerobic (devoid of oxygen) and create a stink. Use a pitchfork to break up clumps. Mix it with a carbon material such as dried leaves or shredded newspaper.



Did you add undesirable items to the pile such as meat, fish, eggs, dairy, or grease?

### FIX IT:

Remove these items from the pile if possible. If they can't be removed, turn the smelly stuff over and cover it with a brown material until it breaks down.

