

# Newsletter

Directorate of Urban Local Bodies, Jammu

VOL - 1

ISSUE - 2

DECEMBER - 2022



*Don't trash your future. Keep your surroundings clean.*

## Editorial

# Celebrating 2nd Phase of My Town My Pride

Under the banner of My town My Pride campaign the Directorate of Urban Local Bodies, Jammu has formulated and circulated an action plan on Swachh Bharat Mission covering D2D awareness on Source Segregation, Single Use Plastic, Littering on Water Bodies etc. A special felicitation event of Safai Mitras were also conducted in ULBs.

Multifarious activities were held across all the Municipal areas of Jammu district on the concluding day of the "Jan Abhiyan Shehri" - a prelude to ambitious My Town My Pride Programme 2.0 On the last day of the 'Shehri Jan Abhiyan' awareness cum training programmes, plantation drives, special sanitation drives and other activities were conducted by the line departments across all Municipal areas of the district. Several development works were executed and an onsite inspection was also conducted at various

locations.

The Jan Abhiyan Shehri was an action-packed programme which involved the majority of the departments of the government that have identified development deliverables to saturate in this week-long campaign having critical importance to the public. The campaign was aimed at focusing on youth, skills, self-employment, good governance, and ULBs along with "Nasha Mukat and Rozgar Yukt J&K". During the seven day outreach campaign awareness camps were held for saturation of all schemes viz PMAY-U, DAY-NUPM, SVANidhi, AMRIT2.0 and SBM-U.

Stalls and registration counters were also set up by various departments in all ULBs across jammu region where people were apprised about various schemes and beneficiaries were also registered at these counters.

Editorial team DULBJ

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IN PICTURE - On the auspicious occasion of our 73rd Constitution Day Municipal Committee Akhnor

# Mega public outreach program 'My Town My Pride' held in Jammu region

Participated by all 36 ULBs

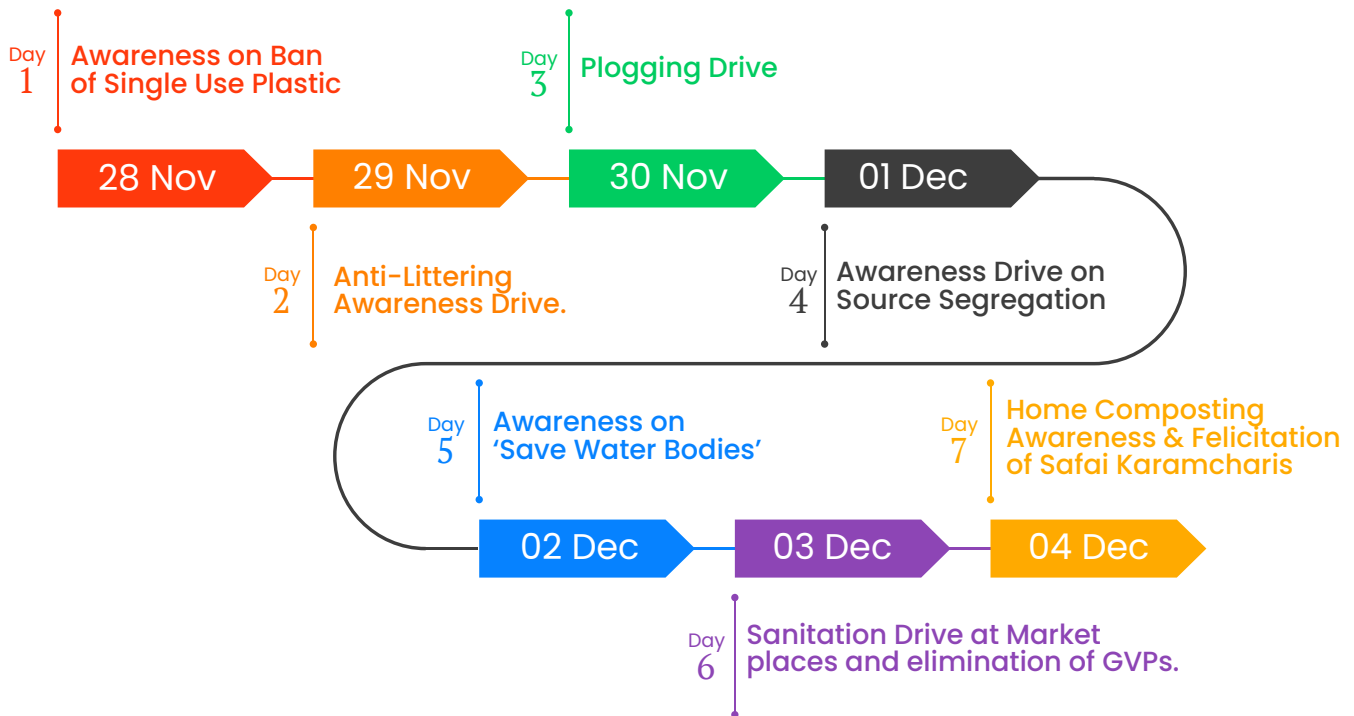
The J&K Government had made the decision to roll out the second iteration of the programme, "My Town My Pride 2.0," throughout all of J&K's urban districts in order to meet the expectations of the urban inhabitants. In a cooperative effort to fulfil the purpose of equitable development in urban areas, this programme also involved the people of J&K and government representatives. The initiative aims to energise urban local bodies and guide urban development efforts toward "aspirational town" status through

community involvement. Under the banner of "My Town, My Pride," the Directorate of Urban Local Bodies launched a Swachh Bharat Mission action plan in which Door to door awareness campaigns on anti-polythene, Save Water Bodies Dive, in which a cleaning campaign was carried out at various water bodies throughout the Jammu region, door to door awareness campaigns on source segregation, anti-littering awareness campaigns at garbage vulnerable points, and Safai Mitras were recognised with awards.

Senior government officials from various departments of J&K visited the stalls, staying there for a set amount of time to interact with local residents and gather input in order to better target government efforts at enhancing local service delivery. Departments formed themselves at the program's site and during a seven-day "Shahri Jan Abhiyan." In addition, in order to help our towns and cities grow, the development of City Specific Plans and Municipal Finances was the top priority in the second version of the My Town My Pride Program.



## my Town my Pride





A Jan Abhiyan Programme was held in ..... under the chairmanship of President, Ward members Naib Tehsildar, BMO and Local people participated



EO Batote conducted an surprise inspection at markets as part of enforcement of Plastic Ban



An awareness camp was organized by the MC Banihal along with Revenue & ICds Department also participated.



Awareness camp held at MC Kalakote to aware people of PMAY-U & other self-employment schemes.



Glimpses from awareness drive on single use plastic by MC Katra. Residents were encouraged to use jute and cloth bags to save the environment from the hazardous effects of plastic during the drive.



An awareness drive on the single-use plastic ban held at MC Jourain. Residents were encouraged to use jute and cloth bags to save the environment from the hazardous effects of plastic during the drive.



Awareness camp held at MC Poonch to aware people on self-employment schemes.



Plantation drive carried out by MC Poonch as a part of My Town My Pride



Awareness drive on Anti Littering held at MC Khour to aware people not to litter on roads.



Say No to Littering Campaign conducted by the IEC Team of MC Ramgarh as part of My Town My Pride 2.0 Campaign



The IEC team of MC RS Pura promoting behavioural change to strengthen waste segregation during the MyTownMyPride program.



IEC Team conducted workshop on source segregation at Municipal Committee Thannamandi, President Municipal Committee, Social Welfare Officer and Ward Councillors were also present.

## ***Anti-Littering awareness drive was conducted by the IEC Team as part My Town My Pride 2.0***

*Encouraged people to take responsibility for their waste*



**A**nti-Littering awareness drive was organised by the ULBs of Jammu Division under My Town My Pride. During the drive, the locals were made aware of the spread anti-littering awareness in our community to protect our environment.

The aim is to have an anti-litter culture, where people understand the adverse effects of littering and develop a sense of responsibility.

## ***Awareness drive on Source Segregation of Waste***

**O**n the 4th Day of My Town My Pride, The ULBs of Jammu region launched a significant door-to-door source segregation campaign to change the community's behaviour regarding the disposal of solid waste and to raise awareness of the segregation of dry and wet waste by highlighting their benefits and flaws, among other things, which contribute to keeping cities and communities clean and safe.

in the campaign the people were educated that sorting waste makes it easier to understand how to reduce general waste output by identifying items that can be reused and recycled.

## ***Plogging drive held in ULBs of Jammu Division***

**P**logging is coined with a combination of jogging and picking up litter. In 2016, it started as an organised activity in Sweden and later it spread to other countries.

As part of the My Town My Pride, the RUNNING CUM PLOGGING workout was initiated by representatives of the ULBs in the Jammu Division.

The ploggers collected trash during this drive, including plastic bottles, bags, wrappers, plates, glass bottles, and other items.

Officials, Students were also participated in the drive. The enormous amount of trash gathered was evidence of both the RUNNER/PLOGGERS' tireless efforts.



30-Nov-2022 1:20:53 pm  
32.82952501N 74.51729329E  
Khour Camp

## ***Medical Camps organised in collaboration with the Ayurvedic department of Jammu***

A medical camp was organised by the ULBs of Jammu region in collaboration with Ayush department. The camp was aimed at raising awareness of health and hygiene among workers and making affordable healthcare accessible to them. Necessary medicines were also distributed to the employees and the local people.

Those identified with a disease will undergo medical treatment at the district hospital itself.



## ***Awareness drive on Single Use plastic***

An awareness drive was conducted by the ULBs of Jammu Division under My Town My Pride, on the theme, "Ban on single use Plastic". During the drive, the locals were made aware of the ill effects of the Single Use Plastic and Polythene on the

environment. The locals were apprised about the ban on single use plastic and were encouraged to use other eco-friendly alternatives.



# Toilets 2.0

A Swachh Bharat Mission Urban Initiative

## Mega Campaign Launched to Transform Public and Community Toilets in all Urban Areas



The Union Minister of Housing and Urban Affairs (MoHUA), Shri Hardeep Singh Puri launched Toilets 2.0 campaign at a national event organized today at Bengaluru, Karnataka on the occasion of the World Toilet Day 2022. The campaign aims to change the face of public and community toilets in urban India through collective action involving citizens and Urban Local Bodies.

Launching the Toilets 2.0 campaign, the Union Minister said "India is set to go beyond the ODF narrative. Clean and safe public restrooms and public spaces will improve the experience and quality of public life and that is why I am delighted to launch Toilets 2.0 campaign". He expressed confidence that all stakeholders would act together to make the campaign a resounding success.

Addressing the inaugural session, Secretary, MoHUA, Shri. Manoj Joshi reminded the participants that the sanitation journey is a continuous one and requires institutional solutions. The ODF++ protocol and certification for cities is given to ensure that human waste is

contained safely. Already 25% of our cities have attained this status. A Water Plus certification is given to cities which do not discharge untreated used water into the environment. These initiatives align perfectly with the theme of the WTD 2022 'Groundwater and sanitation – making the invisible visible'. By the end of the Mission, it is expected that 100% of our cities will be certified ODF++ and at least 50% will attain Water Plus status.

The People for Toilets an inter-city competition is envisaged for cleaning and maintaining the community and public toilets in which top-performing cities will be recognized. This will be evaluated based on the proportion of CTs and PTs improvement and the scale of public engagement. The objective of the Partners for Toilets theme is to forge partnerships with potential organizations for the adoption of community and public toilets for interim cleaning, annual operations and maintenance, one-time financial aid, IEC activities, beautification activities, innovation, feedback etc. The partnerships, including public private partnership models, corporate sponsorship etc. should provide impetus for sustainability of the functionality of the Community and Public toilets in cities and enhancing toilet users experience. Interested parties for partnership can register at <https://www.mygov.in/>

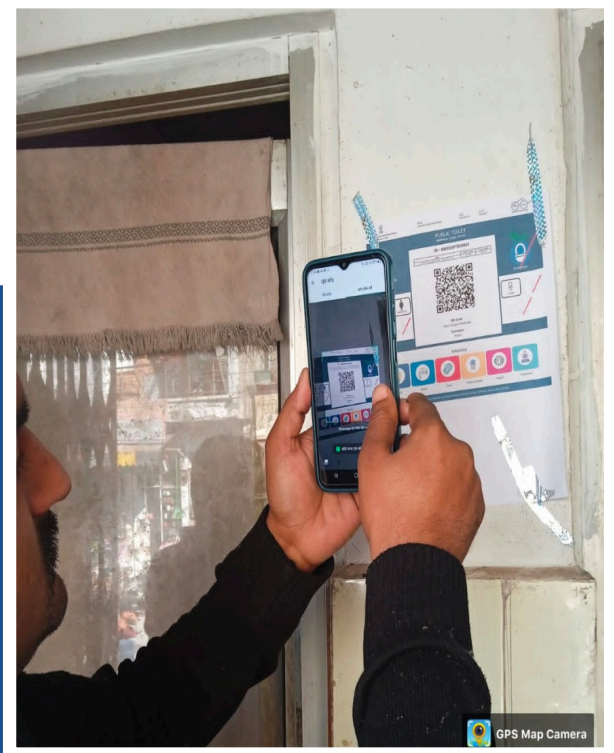
The third theme, Design Toilets (Design Challenge) is being organized in collaboration with the Council of Architecture through which design entries will be invited from students of architecture and practicing architects for aspirational toilets in the two categories of public toilets and Community toilets. Based on the entries received, top designs will be selected and created into a compendium for cities' consider-

ation to adopt the designs.

Rate your Toilet is for promoting user feedback to improve public and community toilets and My thoughts - Our Toilets is a general public survey among citizens on public toilets across the country. A questionnaire on citizen aspiration for toilets will be available on MyGov platform for the public to answer. The results from the survey are expected to help States and cities to understand gaps and provide course corrective measures. A Champion of Change certificate will be rewarded to the participants at the end of the survey.

The DULB-Jammu has prepared an exclusive action plan for Toilet 2.0. The plan includes guidelines for the maintenance of toilets, awareness of the use of toilets, and cleanliness drives at toilets. The plan was to improve the quality of toilets and reduce open defecation in the ULBs in the Jammu region.

The DULB-Jammu has also recommended that the ULBs use the themes included in the action plan for wall paintings to spread awareness messages on proper toilet use.



## Source Segregation Workshop

A series of workshops on source segregation was conducted across the Jammu Region. During the workshop, the IEC Team of the ULBS educated the participants about the Solid Waste Management Rules, 2016, and the responsibilities of waste generators under the SWM Rules, 2016. Participants were introduced to the Swachh Bharat Mission Urban, along with its vision and components. Also, the participants (local citizens, sanitation staff, and other officials of ULB) learned about the waste, its different types, the use of two bins, and the importance of segregation of waste. The IEC Team also educated the participants on waste segregation by conducting a practical demonstration. In addition, the team discussed the interventions that could be implemented and possible premises regarding source segregation. These workshops' main objective was to instil a strong sense of responsibility for household waste separation.



## Workshop with Bulk Waste Compliances



The IEC Team meets with the Bulk waste compliances that produce bulk waste and instructs them on how to separate waste at the source, process biodegradable waste on site, and create a system to recycle the compost or biogas that results. Waste that is not biodegradable must be given to the Municipality. Hotels, restaurants, hospitals, schools, apartments, and other commercial establishments are among the bulk waste generators; any of them who produce an average of 100 kilogrammes of waste per day. The Solid Waste Management Rules of 2016 state that Bulk Waste Generators are in charge of handling waste at their own. Municipalities are required to identify various bulk generators in accordance with the 2016 SWM Rules. The rules mandate effective waste management by bulk waste generators and empower ULBS to ensure compliance with SWM Rules 2016.

## Sensitization on Collection of User Fees

The Solid Waste Management Rules 2016 state that a "user fee" is a payment made to the waste generator to defray all or a portion of the expense of the local government and any other entity listed in Rule 2 for collecting, transporting, processing, and disposing of solid waste. With the community, sanitation workers, etc., the IEC team held workshops and awareness campaigns about "User Fee Charges."

The benefits of paying user fees to local municipal committees or councils were discussed by the IEC Team. Sanitation workers were also made aware of the possibility of collecting a monthly user fee or other charges to ensure the sustainability of solid waste management.





## Processing of Wet and Dry Waste

The IEC team continuously educates various stakeholder groups, including local community members, members of market associations, households, students, senior citizens, youths, and so on, about the Swachh Bharat Mission and its components in order to achieve sustainable solid waste management. The IEC team members educate the general public about the value and necessity of waste segregation at the source during these workshops. The IEC team members also performed a hands-on waste segregation demonstration. The various stakeholder groups of the urban local bodies discussed the entire process for processing dry and wet waste. A post-workshop session was held to pose various questions and queries, which were later answered by IEC team members.



## Elimination and Management of Garbage Vulnerable Points



The IEC Team of the ULBs in the Jammu division used a variety of methodologies to eradicate these GVPs from the ULB and interacts with the locals to maintain their cleanliness.

Signs were put up by ULB officials cautioning people not to litter on the streets. IEC team members went door to door close to the GVPs, educating them about the advantages of maintaining clean surroundings.

In some places wall paintings painted in noticeable places that highlighted the benefits of cleanliness. To deter people from throwing trash at these locations, GVPs and warning sign boards have been put in place.

## Special Swacchata Drive

A campaign to improve sanitation, raise awareness, and improve health outcomes through a healthy lifestyle is regarded to as a sanitation campaign. On the directions worthy director of Urban Local Bodies Jammu, the IEC team of ULBs in the Jammu region is conducting a "Special Sanitation Campaign" with SOPs for the month of December with effect from December 10 to December 14 of 2022 in order to improve the sanitation services within the ULBs. So, in accordance with this action plan, the IEC team chose a few locations and organised a sanitation drive in collaboration with the associated ULB sanitation staff. The drive was organised to reassure locals to keep their neighbourhoods clean.



**Urban Local Bodies, Jammu** @JammuUlb · Dec 2, 2022

#Day5 #MyTownMyPride Senior Citizens availing benefits of different schemes during Jan Abhiyan.

MC Khour, Jammu Division

@PMOIndia  
@NULM\_MoHUA  
@PMAYUrban  
@pmsvanidhi  
@OfficeOfLGJandK  
@JKHUDD1  
@md\_sbm  
@infjammu  
@diprjk



**Urban Local Bodies, Jammu** @JammuUlb · Dec 2, 2022

#Day5 #MyTownMyPride An awareness drive was conducted about the conservation of water bodies and a clean environment

MC Khour, Jammu Division

#MTMP2  
@PMOIndia  
@SwachhSurvekshan  
@swachhbharat  
@OfficeOfLGJandK  
@JKHUDD1  
@md\_sbm  
@infjammu  
@diprjk



**Urban Local Bodies, Jammu** @JammuUlb · Dec 2, 2022

#Day5 #MyTownMyPride2 Jan Abhiyan organized to spread awareness among the people regarding various government schemes

MC Kishtwar, Jammu Division

#MTMP2  
@OfficeOfLGJandK  
@JKHUDD1  
@md\_sbm  
@infjammu  
@diprjk



**Urban Local Bodies, Jammu** @JammuUlb · Dec 2, 2022

Save Waterbody Campaign

The Directorate of Urban Local Bodies, Jammu steps towards save water bodies campaign to protect Aqua life's!

MC Akhnoor, Jammu Division

@SwachhBharatGov @md\_sbm  
@SwachhSurvekshan @OfficeOfLGJandK



**Urban Local Bodies, Jammu** @JammuUlb · Dec 2, 2022

Save Waterbody Campaign

The Directorate of Urban Local Bodies, Jammu steps towards save water bodies campaign to protect Aqua life's!

MC Ramgarh, Jammu Division

@SwachhBharatGov @md\_sbm  
@SwachhSurvekshan @OfficeOfLGJandK

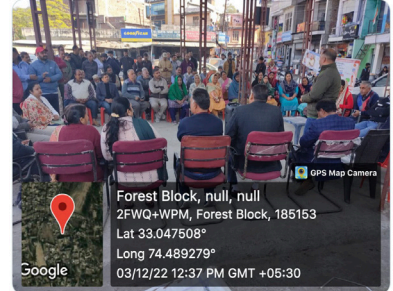


**Urban Local Bodies, Jammu** @JammuUlb · Dec 3, 2022

#Day6 Jan Abhiyan organized to spread awareness among the people regarding various government schemes

MC Sunderbani, Jammu Division

#MTMP2  
@PMOIndia  
@OfficeOfLGJandK  
@JKHUDD1  
@md\_sbm  
@infjammu  
@diprjk



**Urban Local Bodies, Jammu** @JammuUlb · Dec 3, 2022

#Day6 #MyTownMyPride An awareness drive on source segregation conducted to spread awareness among the students and general public.

MC Surankote, Jammu Division

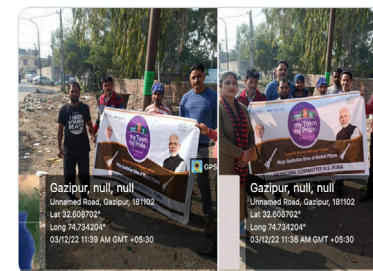
#MTMP2  
@PMOIndia  
@SwachhSurvekshan  
@swachhbharat  
@OfficeOfLGJandK  
@JKHUDD1  
@md\_sbm  
@infjammu  
@diprjk



**Urban Local Bodies, Jammu** @JammuUlb · Dec 3, 2022

A Special Sanitation drive to eliminate the Garbage Vulnerable Points (GVPs) was conducted at MC RS Pura, Jammu Division

#MTMP2  
@PMOIndia  
@SwachhSurvekshan  
@swachhbharat  
@OfficeOfLGJandK  
@JKHUDD1  
@md\_sbm  
@infjammu  
@diprjk



**Urban Local Bodies, Jammu** @JammuUlb · Dec 3, 2022

#Day6 #MyTownMyPride Jan Abhiyan organized to spread awareness among the people regarding various government schemes.

MC Doda, Jammu Division

@PMOIndia  
@NULM\_MoHUA  
@OfficeOfLGJandK  
@JKHUDD1  
@infjammu  
@diprjk



**my Town my Pride**

**Transforming Urban J&K**

For Transparent and Effective Service Delivery

Government of J&K introduces

**Jan Abhiyan SHehri**

28 November to 4 December, 2022

Week-long pre My Town My Pride 2.0 programme

Follow us on @jammuulib @dubjammu @dubjammu

**Toilets 2.0**

A Swachh Bharat Mission Urban Initiative

Please be considerate  
Keep our public toilets clean and hygienic.

- Did you flush thoroughly?
- Did you keep the floor dry?
- Did you keep the toilet seat clean?
- Did you bin the your litter?

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Q A

Which one of the following is NOT an objective of Swachh Bharat Mission.

- (a) Improve solid waste management
- (b) Eliminate open defecation
- (c) Create a judiciary at local level
- (d) Eradication of manual scavenging

**Toilets 2.0**

A Swachh Bharat Mission Urban Initiative

Rate your Toilet

Scan the QR Code at public toilets to rate your experience

Download My Toilet App  
bit.ly/3gg95u0

**PUBLIC TOILET**

Follow us on @jammuulib @dubjammu @dubjammu

**Benefits of Composting**

- Reuse of kitchen and yard waste
- Reduces landfill waste
- Adds nutrients to the soil
- Introduces valuable organisms to the soil
- Good for the environment

What goes in your **compost bin**?

Yes	No
✓ Fruit, vegetable and food scraps.	✗ Plastics.
✓ Crushed egg shells, dairy, breads, small amounts of meat (without big bones), cooked left overs, coffee, tea and small amounts of cooking oils.	✗ Weedy plants, like, runner grasses.
✓ Cardboard, dry leaves, straw, shredded (non-shiny) paper and manures.	✗ Diseased plants.
	✗ Lots of wood ash.
	✗ Citrus peel, large bones and rebaags.

Make the decision not to litter.  
Make a pledge and join the people in refusing to litter.

**HOW TO MAKE COMPOST FROM GARBAGE**

Composting is a great way to reduce your waste, and it's easy to do with items you would normally throw away.

1. Collect your waste. You can use any organic material for composting including fruit and vegetable scraps, coffee grounds, and eggshells.
2. Add the waste to a compost bin or pile. Add a layer of soil or other organic matter on top of the waste. This will help to break down the waste.
3. Turn the compost regularly. This will help to aerate the compost and speed up the decomposition process.
4. When the compost is ready, it will be dark and crumbly; it can then be used as a natural fertilizer for your plants.

**PLASTIC FREE FUTURE**

**CHANGE A HABIT**

SAY NO TO PLASTIC BAG

USE YOUR REUSABLE BAG

Be responsible. Say no to single use plastic.

@jammuulib @dubjammu @dubjammu

**Zero Waste event**

SAY NO TO PLASTIC BAGS    GO TO ZERO WASTE    STOP USING OF PLASTIC BAGS    SAY NO TO PLASTIC BOTTLES

SWAP TO METAL STRAWS    SAY NO TO PLASTIC CUTLERY

**SEGREGATE YOUR WASTE**

Help to stay organized and reduce the amount of garbage that ends up in the landfill

- WET WASTE: VEGETABLE WASTE, FRUIT WASTE, EGG SHELLS, CHICKEN BONES, FISH BONES, TEA LEAVES, COOKED FOOD, GARDEN WASTE
- DRY WASTE: PAPER, PLASTIC, GLASS, RUBBER, THERMOCOL, FABRIC, LEATHER

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