

MONTHLY NEWSLETTER

# Urban Insights

HOUSING & URBAN DEVELOPMENT DEPARTMENT  
GOVERNMENT OF JAMMU & KASHMIR

Issue. VI | August 2024



LG of J&K, Sh. Manoj Sinha leads Massive Tiranga Rally in Srinagar

# CONTENTS

Sl.	Description	Page No.
1.	Message from the Chair	2
2.	The Cover Story	3
3.	In the Spotlight	4-9
4.	Featured Article	10
5.	Major Highlights	11-28
6.	The Success Story	29
7.	Did You Know ?	30
8.	News Highlights	31
9.	Trending in Media	32-33

## About JKHUDD

The Jammu & Kashmir Housing and Urban Development Department (JKHUDD) is the Nodal Agency for Planning, Development, and Management of Urban Areas in the UT of J&K. It oversees various aspects such as Infrastructure Development, Urban Planning, Housing, and Municipal Governance to ensure sustainable growth & quality of life in the region.

The Department is also responsible for framing of Housing policy, Create Legal, Institutional and Procedural changes to encourage investment in housing sector and to facilitate creation of adequate housing stock etc. The Housing and Urban Development Department, J&K has been in existence since 1970 to look after the important sectors of Housing, Urban Development and Local Self-Government.





*Mandeep Kaur, IAS*

**Commissioner/Secretary**  
**Housing & Urban Development Department**  
**Government of Jammu & Kashmir**  
**Civil Secretariat, Srinagar/Jammu.**  
Srinagar : 0194-2506060, 0194-2506024  
Jammu : 0191-2542765, 0191-2571609  
Mob. : +91-9971155500  
E-mail : [principalsecretaryhuddjk@gmail.com](mailto:principalsecretaryhuddjk@gmail.com)



## **MESSAGE**

It is with great pride and enthusiasm that I present to you the sixth edition of our Housing and Urban Development Newsletter. This issue highlights the remarkable achievements of our recent Swachhata Pakhwada (Cleanliness Fortnight) and Har Ghar Tiranga Campaign, which spanned across 80 urban local bodies (ULBs) in our beautiful union territory.

Our dedicated teams have undertaken a wide array of impactful sanitation activities that have truly transformed our urban landscapes. From reviving RRR (Reduce, Reuse, Recycle) Centers to implementing innovative "Kabaad se Jugaad" initiatives, we have made significant strides in promoting sustainable waste management practices.

The campaign's success is evident in the rejuvenation of our environment, with plantation drives around waste processing sites and sewage treatment plants, and the revival of oxidation ponds near the iconic Dal Lake. Our efforts extended to vulnerable hotspots, tourist attractions, heritage sites, and water bodies, ensuring a cleaner, more vibrant Jammu & Kashmir for residents and visitors alike.

The grand culmination of our Swachhata Pakhwada, 'SANKALP '24', held in Srinagar, was a testament to our collective commitment to a cleaner future. Key highlights included:

- Inauguration and foundation stone laying of crucial projects of Rs. ₹101.66 Crore by Hon'ble LG of J&K, Shri Manoj Sinha.
- Inauguration of the Exhibition of SHG/ Startups/ Waste to Art Pavilion, showcasing the incredible creativity and entrepreneurial spirit of our community.
- An insightful panel discussion on the 'Srinagar Declaration', bringing together experts to chart our path towards sustainability.
- Signing of pivotal MoUs between our department and the Rural Development Department for collaborative Solid-Liquid Waste Management projects.
- Recognition of our tireless SANJY '24, City Beautification & Swachhta Pakhwada Volunteers.
- Introduction of the National Common Mobility Card (NCMC) - Chalo Card for buses, marking a significant step towards smart urban mobility.

As we move forward, I am filled with optimism about the future of our urban spaces. The success of these initiatives is a testament to the power of collective action and the unwavering spirit of our people.

**(Mandeep Kaur)**





## Srinagar Awash in Tricolor: Thousands Join LG Sinha in Spectacular Tiranga March

Lieutenant Governor of Jammu and Kashmir, Manoj Sinha, led a massive 'Tiranga' rally in Srinagar on 14th August, with thousands of participants marching from the Botanical Garden by Dal Lake to the Sher-e-Kashmir International Convention Centre (SKICC).

Similar rallies were held in several districts of the union territory on Saturday. Sinha emphasized the campaign's success, stating, "In the last two years, Har Ghar Tiranga campaign in J&K has grown to be a people's movement. People across the UT, belonging to different segments of society, have embraced the idea and infused it with their warmth and support." He highlighted citizens' critical role in making the Tiranga Yatra successful & called for participation in various patriotic activities, including Tiranga Rallies, Concerts etc.



### Tiranga Tribute: Monograph on Martyrs

During the Tiranga Rally event in Srinagar, Jammu and Kashmir, Honorable Lieutenant Governor Sh. Manoj Sinha released a monograph dedicated to the martyrs and bravehearts of the region. The ceremony was attended by other distinguished guests, including Sh. Atal Dulloo, IAS, Chief Secretary of Jammu and Kashmir, along with various dignitaries. This special publication serves as a tribute to those who have made supreme sacrifices for the union territory.

By unveiling this commemorative work in the presence of high-ranking officials, LG Manoj Sinha emphasized the collective commitment to proudly remembering and respecting their contributions to J&K's security and progress.







## J&K's Urban Renaissance: SANKALP '24 Paves the Way for a Sustainable Tomorrow

In a significant stride towards sustainability and community empowerment, the Housing and Urban Development Department (H&UDD) of Jammu & Kashmir, successfully concluded the Swachhta Pakhwada-2024 with a grand event named "SANKALP." The event, held at the Sher-e-Kashmir International Convention Centre (SKICC), Srinagar was marked by the inauguration of the NULM Self Help Group (SHG) Exhibition and the Waste to Art Pavilion. The culmination of this initiative not only showcased various innovative ways in which waste can be transformed into valuable art and products.

The event was inaugurated by Ms. Mandeep Kaur (IAS), Commissioner/ Secretary, H&UDD-J&K, who emphasized the administration's commitment to fostering a sustainable future for the region. "The involvement of Self-Help Groups and the creative re-use of waste materials reflect our collective commitment to a cleaner, greener future," she stated. Ms. Kaur also praised the innovative spirit displayed in the Waste to Art Pavilion, noting that it serves as an inspiring example of how creativity can drive sustainable practices and economic opportunities for the youth and entrepreneurs of Jammu and Kashmir.







SANKALP marks the culmination of the Swachhta Pakhwada 2024, a two-week-long cleanliness drive organized by H&UDD in various parts of Jammu & Kashmir. During this period, numerous initiatives were undertaken, including sanitation drives, awareness campaigns, and waste management projects. The success of SANKALP and the Swachhta Pakhwada initiatives reflect the growing awareness and active participation of the people of Jammu & Kashmir in sustainability efforts. As the event drew to a close, there was a unanimous call for continued action and greater community involvement in environmental initiatives. The event concluded with a sense of optimism and a strong resolve to build on the pakhwada achievements.

As Jammu & Kashmir continues its journey towards sustainability, initiatives like SANKALP stand as a testament to the power of collective action and the potential of every individual to make a difference. During the event, Hon'ble Lieutenant Governor Union Territory of Jammu and Kashmir Shri. Manoj Sinha laid the foundation stone of projects amounting to 26.25 Cr. These projects will be implemented across the cities of J&K.

These remarkable initiatives aim to enhance urban infrastructure, promote eco-friendly practices, and improve the overall quality of life for residents. The initiative empowers communities to actively participate in building a greener and more resilient future.







# The Swachhata Warriors

Recognizing Our Unsung Heroes







## Above and Beyond: Recognizing Excellence in Service



**Anish Gandotra**

Executive Officer, MC Sunderbani



**Vinod Kumar**

Executive Officer, MC RS Pura



**Suhail Ahmad Malik**

Executive Officer, MC Baramulla



**Mir Tafveez Mehmood**

Executive Officer, MC Tangmarg



**Vijay Kumar**

Sanitation Officer, MC Jammu



**Anoop Sharma**

Sanitation Inspector, MC Jammu



**Mohammad Irfan Wani**

Executive Officer, MC Qazigund



**Noveed Ajaz Khan**

Executive Officer, MC Anantnag



**Riyaz Ahmad Bhat**

Sanitation Inspector, MC Srinagar







## Honoring the Swachhata Warriors: Salute to Our Safai Sathis



**Abdul Salam Sheikh**  
Srinagar Municipal Corporation



**Shabir Ahmad Sheikh**  
Srinagar Municipal Corporation



**Abdul Ahad Sheikh**  
Srinagar Municipal Corporation



**Shanti Taramani**  
Katra Municipal Committee



**Veena Devi**  
Bari Brahmana Municipal Committee



**Anju Kumari**  
Parole Municipal Committee



**Gouri Munshi**  
Kathua Municipal Council



**Mohd. Ashraf**  
Doda Municipal Council



**Sunny Kumar**  
Hiranagar Municipal Committee







**Aijaz Ahmad Sheikh**  
Ganderbal Municipal Council



**Abdul Gaffar Sheikh**  
Qazigund Municipal Committee



**Jameela Banoo**  
Pulwama Municipal Council



**Manzoor Ahmad Watul**  
Anantnag Municipal Council



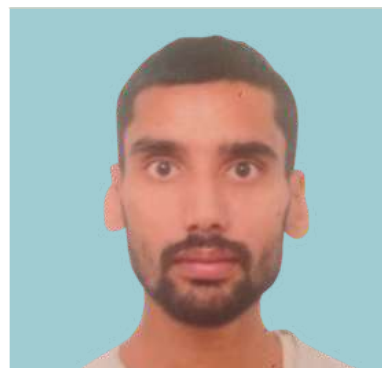
**Raj Kumar**  
Jammu Municipal Corporation



**Anil**  
Jammu Municipal Corporation



**Vijay Gopal**  
Jammu Municipal Corporation



**Akash Raju**  
Jammu Municipal Corporation



**Ritu Rakesh**  
Jammu Municipal Corporation







# The Swachh Canvas

Felicitation of Swachh Painting Competition Winners







## J&K Lieutenant Governor Inaugurates Projects Worth ₹101.66 Crore During SANKALP-2024

Lieutenant Governor of Jammu and Kashmir, Shri Manoj Sinha, inaugurated multiple projects worth ₹101.66 crore during the culmination event of Swachhata Pakhwada, named SANKALP-2024. The projects span across various departments and regions, showcasing a comprehensive approach to urban development and environmental conservation.

In Jammu city, the Municipal Corporation (JMC) launched 10 projects worth ₹5.919 crore, while Jammu Smart City Limited initiated two projects totaling ₹27.330 crore, including a major ₹23 crore junction improvement project. The Directorate of Urban Local Bodies, Jammu, contributed four projects valued at ₹8.22 crore. These initiatives are part of a comprehensive urban development plan.

In Kashmir, Srinagar Municipal Corporation introduced three projects amounting to ₹2.89 crore, and Srinagar Smart City Limited unveiled two projects worth ₹16 crore, featuring a significant ₹15.43 crore project for upgrading facades in the Shehr-e-Khaas market. These initiatives aim to enhance urban infrastructure and preserve the historical charm of Srinagar's old city area.

The Directorate of Urban Local Bodies, Kashmir, presented nine projects totaling ₹14.60 crore. Environmental conservation efforts were highlighted by the Lake Conservation and Management Authority's eight projects worth ₹26.61 crore, including a crucial ₹10 crore sewerage connection project for houseboats in Dal-Nigeen Lake. These diverse initiatives aim to enhance urban infrastructure of region.







### Housing and Urban Development Department (H&UDD)

Inauguration of  
"Projects"  
Cost: 101.66 Crores  
by  
**Shri. Manoj Sinha**  
Hon'ble Lt. Governor, UT of Jammu & Kashmir

on  
16<sup>th</sup> of August 2024  
SKICC, SRINAGAR







## Directorate of Urban Local Bodies, Kashmir

NODAL AGENCY FOR 40 ULBS OF KASHMIR DIVISION

01

### • Revival of RRR Centres in Kashmir Division

The Directorate of Urban Local Bodies, Kashmir (DULBK) has made significant strides in promoting environmental awareness and sustainability during the Swachhata Pakhwada initiative. As part of this effort, 38 RRR (Reduce, Reuse, Recycle) centres were revitalized, serving as focal points for educating the general public and students about the importance of waste reduction and resource conservation. The campaign yielded impressive results, with the collection of 170 kg of plastic, 109 pairs of shoes, and 845 pieces of clothing. These items, which might otherwise have ended up in landfills, are now poised for recycling or repurposing. Additionally, the initiative emphasized the concept of "waste to wealth," enlightening citizens and students about innovative ways to transform discarded materials into valuable resources.



02

### • Sanitation Drives at Migrant Camps/ Transit Accommodations

On August 10, 2024, the Directorate of Urban Local Bodies, Kashmir conducted special cleanliness drives and awareness sessions in migrant camps and transit accommodations across several locations in Kashmir. The initiative, carried out under the banner of Swachhata Pakhwada, covered areas including Mattan Anantnag, Vessu Kulgam, Hall Pulwama, Sheikhpora Budgam, Veerwan Baramulla, Natnussa Kupwara, and Odina Sumbal. The drives resulted in the collection of over 1.5 metric tons of waste. Additionally, door-to-door visits were conducted in these camps, with female staff from the Urban Local Bodies focusing on raising awareness about source segregation among households. These efforts aimed to promote cleanliness and proper waste management practices in migrant communities.







03

### • Awareness Meetings with Citizen Sanitation Committees

The Directorate of Urban Local Bodies, Kashmir organized a series of meetings and interactive sessions with ward-wise 'Citizen Sanitation Committees' as part of the Swachhata Pakhwada initiative. These committees, formed by Urban Local Bodies, engaged with citizens on crucial topics such as sanitation, waste segregation at the source, preservation of water bodies, and the negative impacts of littering. The primary goal of these gatherings was to foster a sense of ownership among residents regarding sanitation efforts in their respective wards. By promoting active citizen participation, the directorate aimed to enhance community involvement in maintaining cleanliness and environmental health at the local level. This grassroots approach empowered local communities to take charge of long-term improvements in urban sanitation practices.



04

### • Flag off Events at 40 ULBs of Kashmir Division

The Swachhata Pakhwada campaign kicked off with impressive momentum across 40 Urban Local Bodies (ULBs), drawing significant public participation. Flag-off events at prominent locations in each ULB served as focal points, bringing together a diverse group of participants including government officials, NGO representatives, Self-Help Groups, volunteers, Swachhata Ambassadors, and students. These events were strategically designed to raise awareness about Swachhata (cleanliness) and engage the community in various cleanliness initiatives. Immediately following each flag-off ceremony, participants took action by conducting clean-up drives at pre-identified hotspots within their respective ULBs, demonstrating the campaign's immediate impact and the community's commitment to creating a cleaner environment.







### MC KUPWARA

Awareness Drive at Educational Institutions



### MC PAHALGAM

Swachhata Quiz



### MC PAHALGAM

Cleaning of Waterbodies



### MC KUPWARA

Elimination of Garbage Vulnerable Points



### MC SHOPIAN

Cleaning of Waterbodies



### MC DOORU VERINAG

Cleaning of Waterbodies





**MC AWANTIPORA**  
Plantation Drive



**MC SHOPIAN**  
Community Awareness



**MC SHOPIAN**  
Awareness Drive at Religious Institutions



**MC AWANTIPORA**  
Awareness Drive at Educational Institutions



**MC LANGATE**  
Medical Camp for Sanitation Workers



**MC PAMPORE**  
Community Awareness



**MC GANDERBAL**

Awareness Drive at Educational Institutions

**MC KULGAM**

Awareness Drive at Religious Institutions

**MC DEVSAR**

Door to Door Awareness

**MC PULWAMA**

Awareness Drive at Educational Institutions

**MC BANDIPORA**

Door to Door Awareness

**MC CHADOORA**

Sanitation Drive at Public Places

**MC FRISAL**

Swachhata Quiz

**MC BIJBEHARA**

Plantation Drive

**MC QAZIGUND**

Cleaning of CT/PTs

**MC TANGMARG**

Awareness Drive at Educational Institutions

**MC TRAL**

Sanitation Drive at Public Places

**MC LANGATE**

Medical Camp for Sanitation Workers

**MC PAMPORE**

Community Awareness

**MC BANDIPORA**

Awareness Drive at Educational Institutions

**MC TANGMARG**

Community Awareness





## Directorate of Urban Local Bodies, Jammu

NODAL AGENCY FOR 36 ULBS OF JAMMU DIVISION

01

### 1st-2nd August 2024: Awareness Drives

The Swachhta Pakhwada launched with a series of awareness drives aimed at educating the public about the importance of cleanliness and waste management. The drives were conducted across various localities, with the primary goal of encouraging communities to avoid open dumping of waste and to maintain cleanliness in public spaces. Volunteers and ULB staff actively engaged with residents, conducting brainstorming sessions, organizing knowledge sharing sessions to educate the citizens about the adverse effects of improper waste disposal. The awareness drives also included a Swachh pledge, where participants promised to keep public places, tourist spots, grounds, and their local wards clean & litter-free. This initiative not only raised awareness but also fostered a sense of responsibility, highlighting the collective effort required to achieve a cleaner environment.



02

### 3rd-5th August 2024: Plantation Drives

In collaboration with the Forest Department, special plantation drives- were carried out in all 36 ULB's of Directorate of Urban Local Bodies Jammu. Also a special plantation titled "Ek Ped Shaheedon ke Naam" was organized from the 3rd to the 5th of August in honor of Martyrs. These plantation initiative focused on planting trees in various public spaces, roads, and streets, thereby promoting environmental conservation and enhancing the green cover in the community. The drive saw active participation from ULB staff, volunteers, local residents, and school children, who collectively planted numerous saplings. The event also included educational sessions on the importance of trees in maintaining ecological balance, reducing pollution, and providing habitat for wildlife. The collaborative effort contributed to a greener environment.







03

### 6th-7th August 2024: Medical Camps for Sanitation Workers

The Directorate of Urban Local Bodies, Jammu conducted an extensive health initiative by organizing medical camps for sanitation workers across the Jammu region on the 6th and 7th of August. This event was held under the banner of Swachhata Pakhwada 2024, a cleanliness campaign in India. The camps were conducted in 36 Urban Local Bodies (ULBs), demonstrating a widespread effort to reach sanitation workers in various urban areas. This program highlights a focus on the health and well-being of an essential workforce that often faces significant occupational health risks. By bringing medical services directly to these workers as part of a larger cleanliness and sanitation awareness campaign, the initiative likely aims to improve their access to healthcare, potentially leading to better overall health outcomes and increased awareness of occupational health issues.



04

### 8th-9th August 2024: Community Awareness Drive on Source Segregation

On 8th to 9th August, awareness campaign was conducted by ULB's of Directorate of Urban Local Bodies, Jammu in their respective wards, focused on educating the community about the importance of source segregation of waste. Interactive sessions across various localities were organized to demonstrate effective and proper waste segregation techniques. The sessions highlighted the benefits and importance of segregating the biodegradable and non-biodegradable waste at the source, emphasizing how this practice can lead to more efficient waste management and recycling processes. The awareness drive also included practical demonstrations and quality assurance sessions to address any doubts or concerns. By the end of the two days, a significant number of households had adopted the practice of source segregation.







05

### 10th-11th August 2024: Cleanliness Drive at CT/PTs

The activities on the 10th and 11th of August were dedicated to ensuring the cleanliness of community toilets (CT) and public toilets (PT) near tourist places and public areas. The drives aimed to maintain hygiene in these facilities, emphasizing their importance for public health and the overall cleanliness of the city. Teams of ULB staff and volunteers were deployed to various CT/PT locations to conduct deep cleaning and maintenance tasks. They also interacted with users to educate them about proper toilet etiquette and the importance of keeping these facilities clean. Additionally, feedback was collected to identify areas for improvement and ensure that the facilities met the needs of the public. The efforts resulted in noticeably cleaner and more hygienic toilet facilities, enhancing the experience for both residents and tourists.



06

### 12th August 2024: Nukkad Natak on Swachhata

On the 12th of August, the campaign took a creative turn with the organization of Nukkad Natak (street plays) in various localities. These performances aimed to spread awareness about cleanliness, hygiene, and waste management in an engaging and entertaining manner. Local artists and volunteers performed skits that highlighted the adverse effects of improper waste disposal and the importance of maintaining cleanliness in public spaces. The interactive nature of the performances encouraged audience participation, making the message more impactful. The Nukkad Natak events attracted large crowds and received positive feedback for their innovative approach to raising awareness. The performances not only educated the audience but also inspired them to take active steps towards maintaining cleanliness in their surroundings.







**MC KATRA**  
Cleaning of CT/PT's



**MC PAROLE**  
Plantation Drive



**MC HIRANAGAR**  
Community Awareness Drive



**MC KATRA**  
Medical Camp for Sanitation Workers



**MC KATHUA**  
Awareness Drive at Educational Institutions



**MC SAMBA**  
Sanitation Drive at Tourist Places





**MC BILLAWAR**  
Cleaning of Waterbodies



**MC NOWSHERA**  
Swachhata Pledge



**MC RAJOURI**  
Sanitation Drive at Religious Institutions



**MC ARNIA**  
Elimination of Garbage Vulnerable Points (GVP)



**MC REASI**  
Door to Door Awareness



**MC POONCH**  
Awareness Drive at Educational Institutions





**MC GHOUMANHSAN**  
Awareness Drive at Educational Institutions



**MC LAKHANPUR**  
Swachhata Pledge



**MC LAKHANPUR**  
Door to Door Awareness



**MC BISHNAH**  
Medical Camp for Sanitation Workers



**MC R.S PURA**  
Community Awareness Drive



**MC BHADERWAH**  
Elimination of Garbage Vulnerable Points



**MC ARNIA**  
Community Awareness Drive



**MC R.S PURA**  
Cleaning of Waterbodies



**MC RAMGARH**  
Medical Camp for Sanitation Workers



**MC SAMBA**  
Sanitation Drive at Tourist Places



**MC LAKHANPUR**  
Swachhata Pledge



**MC SAMBA**  
Plantation Drive



**MC JOURIAN**  
Sanitation Drive at Religious Institutions



**MC RAJOURI**  
Cleaning of CT/PT's



**MC BARI BRAHMANA**  
Door to Door Awareness





## Jammu Municipal Corporation (JMC)

75 ADMINISTRATIVE WARDS

01

### 1st August 2024: Plantation Drive

In a significant step towards a cleaner and greener Jammu, Divisional Commissioner Jammu, Shri Rakesh Kumar IAS, launched the Swachhata Pakhwada initiative at Maharaja Hari Singh Park, Jammu, today. The event was organized under the initiatives of Lieutenant Governor, Jammu & Kashmir UT. Despite the rain, the joint efforts of Jammu Administration, Divisional Commissioner, Deputy Commissioner, and Jammu Municipal Commissioner, Sh. Rahul Yadav IAS, came together for a noble cause. The event witnessed the planting of over 3000 trees across different sites in Jammu, marking a significant milestone in the journey towards a cleaner and healthier environment. The program concluded at Balidan Stambh with the 'Ek Ped Sahido Ke Naam' event, paying tribute to the martyrs and reinforcing the commitment towards a greener future.



02

### 5th August 2024: Swachhta Rally

The Jammu Municipal Corporation organized a significant Swachhta Rally as part of the ongoing Swachhata Pakhwada campaign, demonstrating the city's commitment to cleanliness and public hygiene. The rally, which saw the active participation of over 300 volunteers, commenced at Panchtirthi and concluded at the historic Mubarak Mandi complex. This event not only served to raise awareness about the importance of cleanliness but also showcased the community's enthusiasm for the cause. The route from Panchtirthi to Mubarak Mandi, covering key areas of Jammu city, likely drew attention from local residents and businesses, potentially inspiring more people to join the cleanliness movement. Such initiatives, combining community engagement with a focus on sanitation, play a crucial role in fostering a sense of civic responsibility and pride.







03

### 6th August 2024: Cleanliness Drive at Mubarak Mandi, Jammu

The Jammu Municipal Corporation undertook a significant cleanliness drive at Mubarak Mandi, one of Jammu's most renowned heritage sites, as part of the ongoing Swachhata Pakhwada campaign. This initiative saw the enthusiastic participation of over 200 volunteers, highlighting the community's commitment to preserving their cultural heritage while promoting cleanliness. The cleaning of Mubarak Mandi not only serves to enhance the aesthetic appeal of this historic landmark but also underscores the importance of maintaining cleanliness at tourist attractions and places of cultural significance. By focusing on such a prominent site, the municipal corporation effectively raised awareness about the intersection of heritage conservation and public hygiene. The active involvement of a large number of volunteers demonstrates the growing public consciousness.



04

### 9th August 2024: Sanitation Drives at Monuments & Statues

During the esteemed Swachhata Pakhwada 2024 event, the Jammu Municipal Corporation undertook a meaningful initiative to clean and maintain statues of freedom fighters, martyrs, and other symbols of civic pride throughout the city. This thoughtful action not only enhanced the appearance of these important monuments but also served as a powerful reminder of the city's rich history and the sacrifices made by its heroes. In a strategic move to engage the younger generation, the corporation actively encouraged youth participation in this cleanliness drive. By involving young people in the care of these symbolic structures, the initiative aimed to instill a sense of patriotism, civic responsibility, and pride in local heritage among the next generation. This approach effectively combined the goals of the Swachhata Pakhwada - promoting cleanliness and public hygiene.







05

### 10th August 2024: Cleanliness Drive at Bus Stand to Jewel Chowk, Jammu

On the tenth day of Swachhata Pakhwada, the Jammu Municipal Corporation (JMC) demonstrated its unwavering commitment to urban cleanliness through a robust cleanliness drive. Despite challenging weather conditions with ongoing rain, JMC officers and Safai Mitras joined forces to conduct an intensive cleaning operation along the stretch from the Bus Stand to Jewel Chowk, two prominent locations in the city. This dedication to duty in adverse conditions underscores the seriousness with which the JMC approaches its cleanliness mission. Alongside the physical cleaning efforts, the team also engaged in an important awareness campaign, interacting directly with citizens and shopkeepers along the route. This dual approach of immediate action and long-term education aims to instill a sense of shared responsibility for maintaining Jammu's cleanliness among its residents.



06

### 12th August 2024: Revival of 6 RRR Centers at Jammu

The Jammu Municipal Corporation (JMC) has taken a significant step towards improving waste management and promoting sustainability by reviving 6 RRR (Reduce, Reuse, Recycle) Centers as part of the Swachhata Pakhwada campaign. This initiative saw the active involvement of more than 50 volunteers, demonstrating strong community support for environmental conservation efforts. The revival of these centers is crucial in enhancing the city's capacity to manage waste effectively, encouraging citizens to adopt more sustainable practices in their daily lives. By focusing on the principles of reducing, reusing, and recycling, these centers serve as important hubs for promoting environmental awareness and providing practical solutions for waste reduction. The participation of volunteers also helped in spreading awareness about their importance among the local community.





**MC JAMMU**

Sanitation Drive at Public Places

**MC JAMMU**

Door to Door Awareness

**MC JAMMU**

Awareness Drive at Educational Institutions

**MC JAMMU**

Medical Camp for Sanitation Workers

**MC JAMMU**

Swachhata Pledge

**MC JAMMU**

Tiranga Rally





## Srinagar Municipal Corporation (SMC)

35 ADMINISTRATIVE WARDS

01

### 10th August 2024: Plantation Drive at Achhan Landfill Site, Srinagar

On 10th August, 2024 Commissioner Secretary Housing & Urban Development, Mandeep Kaur, along with the Commissioner SMC, Dr. Owais Ahmed kicked off a large plantation drive in the buffer zone at the Municipal Landfill Site at Achan. The initiative is aimed to enhance green cover, promote environmental conservation, and contribute to a cleaner and healthier ecosystem at the Achan Landfill Site. The plantation drive at buffer zone of the Achan Landfill Site symbolizes a proactive approach to address ecological concerns, creating a greener landscape and the foul smell will also be minimised. Commissioner Secretary expressed her appreciation for the collaborative efforts and emphasized the significance of such initiatives in promoting a cleaner and more sustainable future for the Srinagar.



02

### 3rd-4th August 2024: Cleanliness Drives

The Srinagar Municipal Corporation demonstrated its commitment to urban cleanliness through its participation in Swachhata Pakhwada. The corporation conducted an impressive campaign, organizing over 750 cleanliness drives across all 35 wards of the city. Their efforts were comprehensive, targeting various public spaces including 142 general areas, 42 markets, 12 transportation hubs, and 19 heritage sites. These locations were not only cleaned but also sanitized, enhancing public health and hygiene. The initiative's impact was significant, resulting in a noticeable improvement in the cleanliness of public areas throughout Srinagar. This extensive undertaking reflects the corporation's dedication to creating a cleaner, more livable urban environment for its residents and visitors.







## J&K Lake Conservation and Management Authority

NODAL AGENCY FOR MANAGEMENT OF DAL AND NIGEEEN LAKE

01

### • Restoration of Spring at Gassiyar Zadibal, Srinagar

The Swachhata Pakwada campaign of 2024 saw a remarkable transformation at Gasiyar Zadibal, where a severely polluted spring was brought back to life. This once-pristine water source had become completely clogged with garbage and various pollutants, emitting an unbearable stench that plagued the entire neighborhood. The spring's deterioration had turned it into a significant nuisance for local residents. However, through a collaborative effort between the Jammu and Kashmir Lakes and Conservation Management Authority (JKLCMA) and the Nigeeen Lake Conservation Organization (NLCO) Srinagar, the spring underwent a thorough restoration process. Their dedicated work not only cleared the debris and filth but also rejuvenated the spring, effectively returning it to its original, unspoiled condition.



02

### • Distribution of Organic Fertilizer to Farmers at Theed Harwan, Srinagar

JKLCMA (Jammu and Kashmir Land Management Agency) joined forces with NAFED (National Agricultural Cooperative Marketing Federation of India) to host an informative awareness camp in Theed Harwan. The event focused on promoting sustainable agricultural practices, with a particular emphasis on the benefits of organic fertilizers. Attendees, primarily local farmers and orchardists, received valuable insights into the detrimental effects of synthetic fertilizers on the environment. To encourage the adoption of these eco-friendly methods, NAFED distributed approximately 200 kilograms of their own manufactured organic fertilizer among the participants. This practical demonstration allowed farmers to experience firsthand the quality and effectiveness of organic alternatives. The event provided them with the means to implement more sustainable practices.







03

### • Boat Rally against Single Use Plastic in Dal Lake, Srinagar

In a proactive effort to combat environmental pollution, the Jammu and Kashmir Lakes and Waterways Development Authority (JKLCMA) organized a boat rally as part of the Swachhata Pakhwada Campaign 2024. The rally focused on raising awareness about the detrimental effects of single-use plastic and polythene within the iconic Dal Lake, specifically targeting the areas of Nehru Park, Abi Karpura, Golden Lake, and the Dal frontline. JKLCMA officials navigated the lake's waters, engaging with dal dwellers, local vendors, and tourists to educate them about the severe ecological impact of plastic pollution on the lake's delicate ecosystem. The campaign emphasized the urgent need to reduce and ultimately eliminate the use of these harmful materials, highlighting their long-lasting effects on water quality, aquatic life, and the overall beauty of this natural treasure.



04

### • Restoration of Spring at Sazgaripora Hawal, Srinagar

In a significant environmental restoration effort, a long-neglected spring at Sazgaripora Hawal was brought back to life as part of the Swachhata Pakhwada 2024 initiative. The project, a collaborative endeavor involving the Jammu and Kashmir Lakes and Conservation Management Authority (JKLCMA), National Lake Conservation Organization (NLCO), and students from Bilalya Educational Institute, focused on rejuvenating a water source that had fallen into disrepair. Prior to the intervention, the spring was in a dire state, buried under layers of trash and emitting an unpleasant odor that deterred local residents. The restoration event, which marked a significant step towards environmental conservation in the region, was inaugurated and personally overseen by the esteemed Vice Chairman of JKLCMA.







## Baramulla Creates History: Record Breaking 2.5km Long Tricolour at Tiranga Rally

A wave of nationalism swept through North Kashmir's Baramulla district as thousands of people participated in a massive Tiranga rally, carrying an astounding 2.5 km long single flag. The event, held in the Rafiabab area, set a new record, showcasing the growing remarkable patriotic fervor in the region.

The rally saw an overwhelming turnout from all sections of society, including students, youth, and the elderly. The sight of the colossal flag fluttering proudly in the wind was a powerful symbol of unity and national pride. The event comes amidst a growing trend of Tiranga rallies across the country, fueled by the government's 'Har Ghar Tiranga' campaign. Once marked by apprehension and fear, the youth of Kashmir are now openly embracing their national identity.

The rally, which commenced at the Tehsil office in Watergam, saw thousands of enthusiastic participants from all walks of life coming together to celebrate the nation's indomitable spirit. The sight of the massive flag unfurling across the landscape was a powerful symbol of India's unity.

This extraordinary feat marks a significant milestone in the history of Kashmir. Never before has such a long national flag been carried in the region, underscoring the profound transformation that has taken place in the valley following the abrogation of Article 370. The overwhelming participation of people from all sections of society is a testament to the renewed sense of belonging. The event served as a platform for people to express their gratitude to pay homage to the martyrs.







## Reasi's Tricolour Triumph: World's Highest Railway Bridge Hosts Epic Tiranga Rally

In a spectacular display of patriotism, the District Administration of Reasi orchestrated a breathtaking Tiranga rally atop the world's highest railway bridge at Khouri. As India's Independence Day approaches, the event saw an unprecedented gathering of students, locals, and officials, who united to unfurl a massive 750-meter-long Tricolour—the largest ever displayed on this engineering marvel. The sight of the colossal national flag billowing over the Chenab River was nothing short of awe-inspiring.

Deputy Commissioner Sh. Vishesh Mahajan, brimming with pride, addressed the gathering at this symbolic location. "This Tiranga rally transcends mere celebration," he remarked. "It's a heartfelt tribute to our nation's spirit of freedom and unity."

The sight of the colossal national flag billowing over the Chenab River was nothing short of awe-inspiring. This single piece of fabric, symbolizing India's unity and pride, turned the bridge into a canvas of patriotic fervor. The rally not only showcased the deep-rooted love for the nation among Reasi's residents but also highlighted the bridge's historic and architectural significance.

The event saw attendance from key district officials, including SSP Smt. Mohita Sharma, Principal STC Sh. Talwara Jameel Ahmed, and Additional SP Sh. Iftexhar Ahmed, among others. Their presence underscored the rally's importance/ purpose and the administration's dedication to fostering national pride. It served as a powerful reminder of India's unity in its unwavering spirit of independence.







## Unity in Colors: Har Ghar Tiranga Unites 78 ULBs of J&K in Patriotic Pride

The Har Ghar Tiranga campaign was successfully conducted from 9th August 2024 to 14th August 2024 across all 78 Urban Local Bodies (ULBs) of Jammu and Kashmir. The campaign aimed to evoke patriotism and unity among citizens by encouraging the display of the national flag. A series of events were organized, including Tiranga rallies, pledge-taking ceremonies, and a unique initiative where participants uploaded selfies with the national flag. Tiranga rallies were a significant highlight, taking place in all 78 cities and towns of Kashmir, drawing participation from thousands of citizens.

The initiative highly aimed to encourage every household to hoist the national flag, creating a unified display of national solidarity across the region of Jammu and Kashmir.

The campaign in J&K witnessed enthusiastic participation from students and people from all walks of life, who proudly carried the tricolor as a symbol of national pride and unity. The presence of the national flag in the hands of participants created an inspiring and vibrant atmosphere, reflecting the collective spirit of the nation. The Tiranga rallies, in particular, were marked by high energy and a sense of shared purpose, demonstrating the deep connection of the people with their national identity. The participation of citizens in such large numbers not only showcased their patriotism but also underscored the success of the campaign in fostering a sense of belonging and pride among the people of Jammu and Kashmir. The initiative showcased spirit of the region, bringing together individuals from diverse backgrounds.







## Breaking Through the Noise: Effective Communication in the Media

| Swachhata Pakhwada Campaign

### Mandeep Kaur kicks off m plantation drive at Achan

About 2000 trees  
to be planted  
across landfill site

GK News Service  
Srinagar, Aug 10

Commissioner Secretary Housing & Urban Development, Mandeep Kaur, along with the Commissioner SMC, Dr. Owais Ahmed today kicked off a large plantation drive in the buffer zone at the Municipal Landfill Site at Achan.



The campaign is key initiative under the ongoing Swachhata Pakhwada

Campaign. This event marks a crucial step towards environmental sustainability in Srinagar. With the kick starting this great initiative to it is estimated to plant trees at the Achan landfill site.

The initiative is aimed to enhance green cover, improve environmental conservation, and contribute to a cleaner and healthier system at the Achan Landfill Site.

The plantation drive

### Swachhata Pakhwada movement embodies spirit of clean, healthy India: LG

Launches 'Swachhata Pakhwada-2024', felicitates Safaimitras



GK News Service  
Srinagar, July 31

Lieutenant Governor Manoj Sinha today launched the 15-day long Swachhata Pakhwada 'The Shuchita Sangram' campaign, at Srinagar.

At the opening ceremony of the campaign, the Lt Governor felicitated Safaimitras and lauded the significant contribution of Sanitation workers, citizens and all other stakeholders.

drives planned under Swachhata Pakhwada, the Lt Governor said the major thrust during the campaign will be on the cleanliness of 186 identified tourist places in the UT, jointly by the Department of Rural Development, Housing & Urban Development and Tourism Department.

The Lt Governor emphasised on capacity building of Panchayat Secretaries and village-level workers and IEC campaign towards

at household level. Speaking on the exceptional work done by Jammu Kashmir in Swachh Bharat Mission (G), the Lt Governor said the biggest challenge now is to sustain the efforts and maintain the infrastructures that have been created to ensure that J&K achieve the cleanest UT rank in the country.

On the occasion, the Lt Governor gave four resolutions to the citizens of Jammu Kashmir: "Villages & Ward-level cleanliness

### Swachhata Pakhwada campaign begins

GK News Service  
Anantnag, Aug 1

Deputy Commissioner (DC) Anantnag, Syeed Fakhrudin Hamid Thursday launched a two-week Swachhata Pakhwada campaign to enhance cleanliness and environmental sustainability in the district.

The campaign would feature a series of activities and workshops focused on waste management and promoting eco-friendly practices.

In his opening remarks, the DC stressed the essential role of community involvement in maintaining a clean environment and called on residents to minimise their use of polythene products.

He later administered the



| Swachhata Pakhwada

### Over 20 lakh J&K residents engage in various sanitation-related activities

GK News Service  
Srinagar, Aug 3



### Swachhata Pakhwada: DC Bandipora flags-off marathon



Bandipora, Aug 07: As part of Swachhata Pakhwada, the Department of Youth Services and Sports, in collaboration with the District Administration Bandipora, on Wednesday organized a marathon with the themes 'Say No to Plastic', 'Cleaner Today Green Tomorrow'.

Participants, including youth, sports enthusiasts, and students from different schools, participated in large numbers to support this noble cause.

The participants carried placards with the messages 'Say No to Plastic', 'Cleaner Today Green Tomorrow'.

### NLCO starts restoration of 2 springs at Khushalsar

GK News Service  
Srinagar, Aug 4

Nigeen Lake Conservation Organisation (NLCO) under its Mission Ehsaas initiative has commenced restoration of two springs at Gasiyar area in Khushalsar lake here.

This effort is part of the ongoing Mission Ehsaas Phase-4 and aims to add a new dimension to the endeavour.

"The restoration of these springs has always been a top priority for NLCO. The initiative is expected to alleviate decades-long health hazards faced by the local population due to water contamination" said chairman NLCO Manzoor Wangnoo.



The inaugural event saw enthusiastic participation from the local community, who actively engaged in the restoration efforts. "This rejuvenation, in collaboration with LC&MA, marks a

significant step forward in our mission. With the assistance of the administration and stakeholders, we are hopeful that these springs will soon provide fresh water to the locals and aid in

the overall rejuvenation of Khushalsar," said Wangnoo.

This collaborative effort highlights the community's dedication and the critical importance of sustainable environmental practices. Wangnoo thanked Dr Touqeer for his role in identifying the springs and for his exceptional coordination and support.

"As the restoration progresses, the community will look forward to improved water quality and a healthier environment, reflecting the collective efforts of involved," Wangnoo added. He urged LC&MA to set up mini STPs till all drains are connected to UED for sustained conservation.





## Authorities launch eco-friendly campaign to combat polythene pollution in Gulmarg

Municipal committee distributes biodegradable bags among visitors

ARIF RASHID

Srinagar, July 15: The Municipal committee of Gulmarg-Tangmarg has launched an eco-friendly initiative to combat polythene pollution at the famous tourist destination of Gulmarg. As part of this initiative, tourists and local visitors are given biodegradable bags to replace their plastic and polythene bags, which they can hand over to the Municipal Committee.

Led by Mir Tafveez, the Executive Officer of the Municipal Committee Tangmarg-Gulmarg, the town has conducted several campaigns and awareness programs to discourage the use of polythene.

"These efforts aim to make Gulmarg, a renowned tourist spot, free from polythene pollution," Mir told Rising Kashmir.

The officer said tourists visiting Gulmarg are encouraged to hand over any polythene bags they have and are provided with compostable bags as alternatives. This initiative



promotes responsible behaviour among visitors and supports ongoing efforts to preserve Gulmarg's natural beauty, he said. In addition to this, fines have been imposed on vendors caught using

polythene bags, demonstrating the committee's commitment to eliminating non-biodegradable materials in the area, he added. Tafveez said the primary goal is to instill a sense of responsibility

among tourists and localities. He said that by promoting use of eco-friendly options, the committee hopes to bring about a sustainable transformation.

"The Municipal Committee Gulmarg-Tangmarg will continue these initiatives to ensure environmental benefits are realized by all," Mir said.

The drive is on a week near the Toll Plaza. During these drives, trying polythene bags are to surrender them and a with compostable bags, he added.

One female tourist from shared her experience, it was my first visit to Gulmarg. As tourists, we are the campaign to raise about the prohibition of usage. This initiative maintaining the beauty for future generation that it remains free from

## DIPR Jammu organises plantation drive under Swachhata Pakhwada



Deputy Director Information Ankush Hans and other officials at Plantation drive.

■ STATE TIMES NEWS

JAMMU: As a part of ongoing Swachhata Pakhwada initiative, the Department of Information and Public Relations (DIPR), under the aegis of Joint Director Information Atul Gupta, on Wednesday organised a cleanliness cum plantation drive.

The event witnessed the enthusiastic participation of Deputy Director of Information, Atul Gupta, and other officials. The drive aimed at creating awareness about the importance of maintaining cleanliness and the adoption of eco-friendly alternatives. The Joint Director Information, Atul Gupta, planted saplings during the drive.

Kumar, Information Officers Ashu Kumari, Sachin Bali, Culture Officer Nisar Ahmad Khan, Youth Information Officer Monika Samyal and dedicated staff of the Information Department.

Speaking on the occasion, the Joint Director emphasized on the importance of sustainability and the adoption of eco-friendly alternatives. The Joint Director Information, Atul Gupta, planted saplings during the drive.

Atul Gupta asserted that by planting trees we are not only contributing to a greener environment but also ensuring a sustainable future for generations to come.

He said that trees play a pivotal role in our life and it is our collective responsibility to make the environment cleaner, greener and healthier by planting more and more trees.

Atul Gupta asserted that by planting trees we are not only contributing to a greener environment but also ensuring a sustainable future for generations to come.

## NLCO, LC&MA begin rejuvenation of third spring at Khushalsar

GK News Service  
Srinagar, Aug 10

Nigeen Lake Conservation Organisation (NLCO) under its flagship community-led flagship eco-initiative Mission Ehsaas started rejuvenation of the third spring at Khushalsar.

This collaborative effort between NLCO and J&K Lake Conservation Management Authority (LC&MA), and dedicated stakeholders



## Shrine Board launches cleanliness campaign for Banganga Rivulet under Swachhta Pakhwada

■ STATE TIMES NEWS

KATRA: In a determined effort to enhance environmental sustainability and promote cleanliness, Shri Mata Vaishno Devi Shrine Board in collaboration with local authorities has launched a comprehensive cleanliness campaign of the Banganga rivulet under the nationwide Swachhta Pakhwada initiative.

This campaign aligns with the broader objectives of the Swachh Bharat Mission, aiming to foster a clean and green environment besides maintaining the sanctity and cleanliness of the holy river.

The drive has been



Anshul Garg, CEO SMVD Shrine Board, Vishesh Paul Mahajan, DC Reasi and others during the drive.

local authorities, prominent citizens of Katra, volunteers and local residents who collectively removed litter/debris and silt from the rivulet.

On the occasion, the CEO said that the cleanliness

management besides focus on synchronised development and contiguous of its embankments. He added that in a bid to enhance the spiritual and aesthetic experience of devotees, the Shrine Board is also con-

ducting a cleanliness drive in the holy town and urged locals and pilgrims to cooperate in keeping the area clean.

Notably, the Shrine Board has taken various initiatives for ensuring sanitation and cleanliness along the tracks and conservation of environment and ecology of Trikuta Hills. These measures include setting up a dung-based biogas plant, Sewer Treatment Plants at various locations on the river for waste water treatment and for green initiative construction of water recycling ponds, afforestation drives in Trikuta I

recycling of sewage to be used for agricultural purposes. The Shrine Board is also conducting a cleanliness drive in the holy town and urged locals and pilgrims to cooperate in keeping the area clean.

## SMC launches awareness campaign to promote eco-friendly industrial waste management

GK News Service

waste management. The programs are designed to underscore the benefits of

campaign is to promote the adoption of eco-friendly

## Authorities ban polythene bags in Gulmarg to combat environmental threat

Shopkeepers, vendors warned of legal action for using, selling polythene bags

ARIF RASHID

Srinagar, Aug 07: The Municipal Committee of Tangmarg-Gulmarg has implemented a strict ban on the use of polythene bags, instructing all shopkeepers, vendors, dealers and business establishments within the municipality to cease using and selling these bags.

Executive Officer Tafveez Mir said the decision was made to combat the growing environmental threat posed by polythene waste. "The unchecked use of polythene has become a significant environmental hazard, leading to pollution of land, air and water," he said.

"Despite ongoing awareness campaigns, it has come to our attention that some shopkeepers, dealers and vendors continue to engage in the use, sale and distribution of banned polythene bags," Mir said.

"Despite the availability of government-approved alternatives to polythene in the market, the



environmentally friendly alternatives and discourages plastic pollution. The officer said the MC Tangmarg-Gulmarg has the authority to impose penalties and take legal action against those who manufacture, import, stock, distribute, sell or use banned polythene products within the municipal limits.

"Despite the availability of government-approved alternatives to polythene in the market, the

individuals and establishments threatens the eco-fragile area of Tangmarg-Gulmarg," he warned.

The Executive Officer further said that to ensure compliance with the prohibition, a five-day period has been given to all shopkeepers, vendors, dealers, and distributors to cease their practices. "After this time period, any person or business establishment found violating the rules and regulations will face severe penalties, including potential sealing of their establishments," he said.

violations will result in the filing of FIRs against offenders," he warned. Gulmarg, a world-famous ski resort, is a fragile and ecologically sensitive zone facing an unprecedented threat from polythene waste. The scourge of plastic pollution, particularly polythene bags, poses a significant environmental hazard to this eco-sensitive region. The municipal committee's step aims to promote environmentally friendly alternatives and ensure a sustainable future for generations to come.



## Housing and Urban Development Department

Government of Jammu and Kashmir

### FOLLOW US



@jkhudd1



@jkhudd1



@jkhudd1



### CONNECT WITH US



Civil Secretariat  
Jammu/ Srinagar



Website  
jkhudd.gov.in