

IEC Activities

performed in J&K under SBM-G

DIRECTORATE OF RURAL SANITATION,
DEPARTMENT OF RURAL DEVELOPMENT
& PANCHAYATI RAJ, J&K



**Jammu & Kashmir
Shines with ODF+ Status**

Congratulations!

Celebrating another milestone under

SBM-G

**100% villages achieve
ODF Plus status**

Total Districts

20

Total Blocks

285

Total Villages

6,650

ENGAGE, ENCOURAGE, INFORM, EDUCATE AND COMMUNICATE

A comprehensive IEC strategy was adopted at Union Territory level to spread the awareness and sensitize the rural community.

Different strategies have been used on time to time as effective tools of communication around Solid Waste Management (SWM), Biodegradable Waste Management (BWM), Plastic Waste

Management (PWM), Liquid Waste Management (LWM), Greywater Management (GWM) and Faecal Sludge Management (FSM).

IEC strategies' special emphasis was also focused on the sustained toilet use, Operation and Maintenance of Individual Household Latrines (IHHLs), Community Sanitary Complexes (CSCs), Retrofitting of Single Pit to Twin Pit, Segregation of solid waste at the source, and solution to the common misconceptions regarding sanitation practices.

The above-mentioned goals have been achieved by adopting different methods of communication. From Workshops, Campaigns, Seminars, Special Drives, Practical Demonstrations, Community/ Institutional engagement to aggressive use of print, audio, visual, electronic, digital, multimedia and mass media, etc.

Massive IEC Campaign



Massive IEC campaign was launched to aware/encourage school going children in different activities promoting safe sanitation practices.



Painting Competitions, Quiz Competitions Marathons, Sanitation Drives and Awareness Programs were conducted across UT.

Swachhata Bank



These items encompass a range of materials such as polythene bags, plastic bottles, and wrappers from packets of chips, among others. The compensation is dispensed once the accumulated waste reaches a minimum measurable weight.



In exchange for this eco-friendly practice, participants are remunerated with an amount corresponding to the weight of the recyclable waste items they deposit



Core concept of the Swachhata Bank revolves around motivating individuals to open an account within the bank and subsequently deposit collected household plastic waste.



Swachhata Smaagam



Celebrating the 5th UT Foundation Day, the Directorate of Rural Sanitation, Jammu and Kashmir orchestrated a grand event centered around the Swachh Bharat Mission Gramin (SBM-G) at International Border in Khour area of Jammu district, showcasing the journey of sustainable sanitation achievements in the rural J&K.



A contingent of army of the 64 Cavalry led by Sena Medal recipient Colonel Upendra Singh, members from Panchayat Raj Institutions (PRIs), volunteers, students and community members joined the "Swachhata Samaagam" reaffirming their commitment to the Swachh Bharat Mission's objectives.



The event incorporated various cultural events including "Nukkad Natak", where enthusiastic artists performed to highlight the various initiatives taken to ensure cleanliness and environmental sustainability under SBM-G



Awards and trophies were distributed among the meritorious PRI members, social activities, sanitation workers, Artists, students, and officials

SWACHH YODHA PRATIYOGITA-WAR AGAINST WASTE

- ▶ Distinctive competition meticulously designed to inspire and mobilize the region's youth, urging them to assume the role of champions in fostering cleanliness, hygiene, and sustainable sanitation
- ▶ The overarching goal was to actively involve the youth in the ongoing cleanliness endeavors across the region
- ▶ Approximately 5000 participants across 7 districts viz Jammu, Samba, Kathua, Srinagar, Ramban, Shopian & Doda including students, athletes, Panchayat Raj Institutions (PRIs) members, local community leaders, government officials, and shopkeepers, united in purpose to embark on a two-hour sanitation drive
- ▶ This transformative event was not limited to sanitation alone; it also featured sports activities that served as a testament to the region's exceptional skills
- ▶ Prizes and certificates were awarded to individuals who showcased outstanding sporting prowess, further emphasizing the holistic approach to promoting cleanliness and well-being.





ONBOARDING PARAM VIR CHAKRA RECIPIENT SHREE BANA SINGH JI AS AMBASSADOR FOR WAR AGAINST WASTE IN J&K



J&K has engaged the services of the country's highest gallantry awardee, the Param Var Chakra recipient Shree Bana Singh, a dedicated and decorated former soldier, as the ambassador for the "War Against Waste" initiative in Jammu & Kashmir



"War Against Waste" initiative aims to address the pressing issues of waste management and environmental conservation in rural J&K. The Param Var Chakra Recipient Shree Bana Singh's joining the cause will raise awareness, promote sustainable practices, and inspire local communities to actively participate in waste reduction and preservation of the J&K natural splendor.

Swachhata Bulletin

➤ Swachhata Bulletin initiative tailored to align with SHS 2023, is designed to closely monitor and disseminate daily updates regarding Information, Education, and Communication (IEC) activities carried out by districts in the region.

➤ It serves as a tool to collect feedback from stakeholders, aiding in program evaluation and improvement

➤ It aims to create a platform where additional community members can actively contribute to the Swachh and Swasth Bharat cause

➤ The bulletin functions as a knowledge-sharing platform, facilitating the exchange of best practices and activities among different regions and organizations involved in the campaign.



Plastic Waste Disposal in Kishtwar, Promoting Environmental Sustainability



» The newly established unit is equipped with cutting-edge technology to efficiently collect, sort, and process plastic waste.

» Through collaboration with the NHIDCL, the block PWMU will supply shredded plastic at a rate of Rs. 30 per kg.

» The facility is expected to generate job opportunities for the local population, contributing to the district's economy. Furthermore, it aligns with both national and global initiatives promoting the circular economy and reducing the environmental impact of plastic waste.

Use of Folk Media for mass awareness

➤ Folk media artists were engaged to spread message about Swachhata

➤ Street plays were organized for spreading messages on various issues like sanitation, hygiene, clean and green village



“TOILET ETIQUETTES” STICKER LAUNCHED ON WORLD TOILET DAY - 2023



**“Toilet Etiquettes” sticker released
on World Toilet Day, 2023**



**The stickers released as a Behavioral
change initiative to bring a sense of ownership
of public property among public**



Expected to promote hygiene at public places



**Will support standardization of sanitation situation
in all the CSCs through public participation**

Give Polythene Get Gold Campaign



Sarpanch Mr. Farooq Ahmad Ganaie of block sadiwara district Anantnag initiated the 'Give Polythene Get Gold' campaign in April 2023, aiming to involve the community in phasing out plastic use



The innovative idea gained support, leading to the quick transformation of local areas into polythene-free zones.



To incentivize plastic disposal, Sarpanch's spouse, Shabnum Farooq, donated two 10-gram gold coins, exchanging each for twenty quintals of plastic waste, emphasizing the commitment to environmental well-being



The initiative demonstrated that small incentives can be the right nudge for involving people in a process and creating a sense of ownership toward moral duties. Rewarding volunteers and sensitizing people were instrumental in achieving clean surroundings.



Capacity Building Workshops



Capacity building workshops were held in districts to acquaint the SHGs with the necessary knowledge and skills to contribute effectively to spreading awareness on cleanliness and sanitation in their areas



The platform provided the information and knowledge to the SHGs to steer the cleanliness campaign in their respective rural areas, promote awareness, encourage behavioral change and maintain the assets created in their areas



The workshops were also aimed to train SHGs of JKSRM as Master Trainers in different components of the Swachh Bharat Mission (Grameen) to sustain the status of the ODF Plus Model already achieved by the Union Territory of Jammu and Kashmir

Swachhata Karwan



Swachhata Karwaan was flagged off by Hon'ble LG to promote Swachhata awareness and good sanitation and hygiene practices through a publicity van



The campaign aimed to ensure that open defecation-free behaviours are sustained and that solid and liquid waste management facilities are accessible.



A pledge-taking ceremony was also organized in the GPs where the van travelled wherein the participants were administered the oath and motivated to involve themselves in cleanliness activities



A series of events were also held on the occasion including Nukkad Natak, Painting Competition, Debate and Quiz Competition



JAMMU AND KASHMIR IMPROVES SCHOOL ATTENDANCE THROUGH PINK TOILETS



➤ The Directorate of Rural Sanitation, Department of Rural Development and Panchayat Raj, Jammu and Kashmir, initiated the construction of Pink Toilets exclusively for girls and women in various Districts to make sanitation facilities accessible, and maintain school attendance of adolescent girls during menstruation

➤ The Pink Toilets are designed exclusively for girls and women, to prioritize their privacy, safety, and comfort

➤ The walls and doors are painted pink, and the facilities are clean, well-maintained, and equipped with sanitary pad dispenser machines and incinerators for the safe disposal of used sanitary pads and menstrual waste.



TRANSFORMING LITTERING SPOTS TO GLITTERING SPOTS

- The Directorate of Rural Sanitation has embarked on an initiative to identify and transform legacy waste sites in rural areas.
- Through meticulous planning, these sites are being converted into beautiful spaces with the construction of garden landscapes.
- Recycled materials are utilized to craft benches, adding functionality and aesthetic appeal to these rejuvenated areas.
- Extensive plantation efforts further enhance the greenery and biodiversity of the surroundings.
- By creating attractive public spaces, the initiative aims to discourage littering and promote a sense of pride and ownership among the community.
- The transformation of these sites not only beautifies the environment but also contributes to long-term sustainability by fostering responsible waste management practices.



Directorate of Rural Sanitation, J&K, Unveils Striking Tableau at MA Stadium on 75th Republic Day in Jammu



The visually compelling tableau encapsulated the journey of Swachh Bharat Mission-Gramin, showcasing the transformative impact it has had on rural sanitation in Jammu and Kashmir.



From achieving Open Defecation Free (ODF) plus model status to embracing sustainable practices, the tableau depicted the milestones and initiatives undertaken to make Jammu and Kashmir a shining example of cleanliness and hygiene



The success story narrated through the tableau underscored the concerted efforts of the government, local communities, and sanitation workers in realizing the objectives of SBM-G.



ENGAGING MASSES THROUGH INTERACTIVE MASCOTS



Specially designed inflatable Mascots deployed by sustainability partner Swaaha at the base camps of both the axis have done phenomenal job of education of pilgrims during their stay at base camps.

Nandiji, Monk and the Kashmiri state animal Hangul shaped inflatable mascots interacted with the families , kids and were a great attraction for the pilgrims.

To add an element of fun and engagement, Cleanliness Mascots interacted with the attendees, promoting the message of cleanliness and proper waste segregation in a memorable and entertaining manner.

Waste to Wonder Initiative

- ➔ **The Directorate of Rural Sanitation has initiated a comprehensive program to address legacy waste sites across rural areas**
- ➔ **Through systematic identification and assessment, these sites are being targeted for transformation into aesthetically pleasing spaces.**
- ➔ **Plantation efforts are integral to the initiative, enhancing the greenery and ecological value of the transformed sites.**
- ➔ **This transformative approach not only improves the visual appeal of rural areas but also contributes to sustainable waste management practices and community engagement.**





MY 10 KG PLASTIC CAMPAIGN



This is another kind of unique initiative taken in J&K where individuals are encouraged to deposit the plastic by calling a toll free number and a vehicle would come to collect the same



Under this initiative, individuals who actively contribute by collecting and disposing of 10 kg of plastic waste from their villages will be eligible for the 'Plastic Neutral Citizen Certificate.



This certificate not only recognizes the individual's efforts in combating plastic pollution but also encourages others to participate in the campaign.



GARBAGE MONITORING THROUGH MOBILE APP

The mobile app www.shriamarnathjiyatra.app was a great tool for pilgrims to report garbage at trek and base camps. It was a browser based mobile app to work in low bandwidth areas and helped to clean the garbage reported on time and keep the yatra route clean.



Lieutenant Governor of Jammu & Kashmir

On 6th July, 2023

Launch of
Sustainable & Zero Landfill
Yatra 2023 Anthem

By

Shri Manoj Sinha

Lieutenant Governor of Jammu & Kashmir

On 6th July, 2023



Park at Panchayat Ghar Flora Nagbani made from recycled plastic items



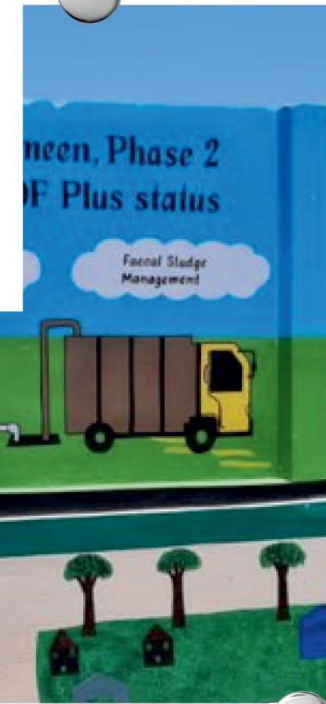
Beautiful Wall Paintings



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Thanks