

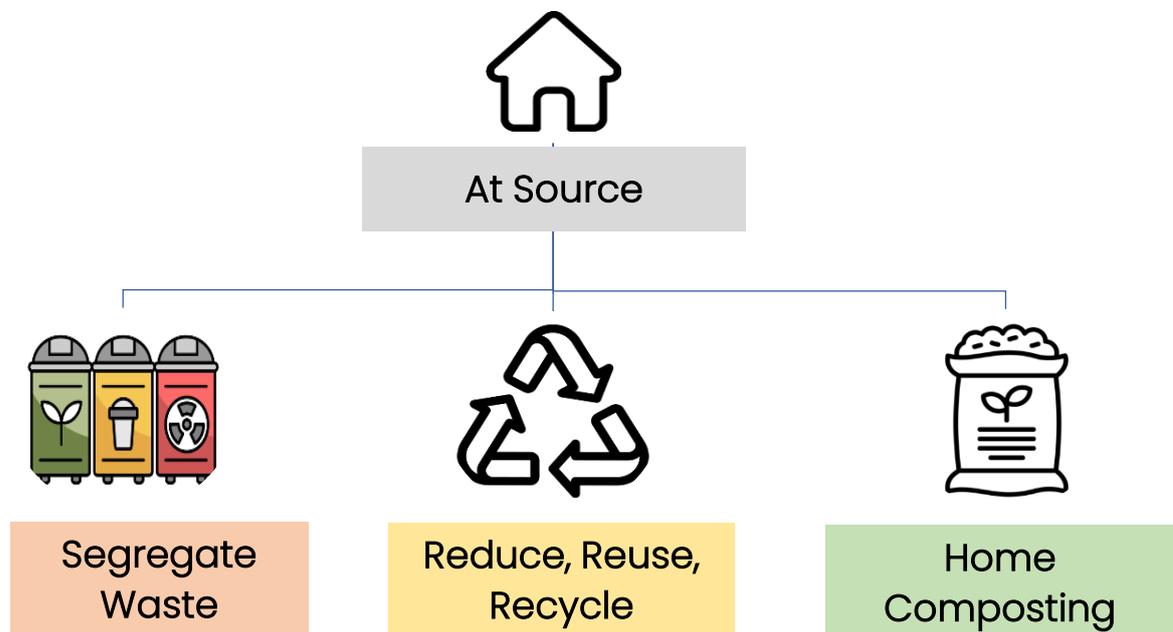
Har Shaniwar Swachhta Tyohaar

“Every Saturday, A Cleaner J&K!”

As a new beginning to cleaner the Housing & Urban Development Department through Swachh Bharat Mission–Urban 2.0, will launch a 3 month campaign titled – ‘Har Shaniwar Swachhta Tyohaar’ across all 80 ULBs to inspire communities to dedicate every Saturday to cleanliness activities, fostering a culture of hygiene, environmental responsibility and civic pride.

Goals and Objectives:

Primary Goal: Create a sustainable, citizen-led movement for segregation and home composting across urban areas. Segregation of waste, home composting, ban on single use plastic and RRR initiative are essential practices for sustainable waste management.



Segregating waste involves separating biodegradable materials like food scraps and garden waste from non-biodegradable items such as plastics and metals. This ensures that organic waste can be effectively composted, reducing the burden on landfills and lowering greenhouse gas emissions. Home composting transforms organic waste into nutrient-rich compost, which can be used to enrich soil for gardening and

agriculture. By adopting these practices, individuals contribute to a circular economy, minimize environmental pollution and promote healthier ecosystems. Together, segregation and composting along with the implementation of RRR initiatives empower communities to reduce waste and conserve resources.

Key Objectives:



Health, Sanitation and Hygiene:
Improve overall cleanliness, sanitation and waste management practices in your surroundings.



Waste Segregation & Home Composting:
Educate households that proper segregation helps in recycling and composting, contributing to a clean environment and home composting transforms kitchen and garden waste into nutrient-rich fertilizer.



Cultural Awareness:
Raise awareness through cultural events by involving schools/ colleges and local artists.



Community Involvement:
Engage local communities in the upkeep of their surroundings, fostering a sense of responsibility and ownership among residents.

- Encourage participation of local youth, school and college students, local committees etc. in cleanliness drives.
- Lower the volume of waste being sent to landfills by encouraging source segregation and promoting recycling efforts.
- Instil a sense of ownership among citizens for their surroundings.
- Educate the public on the environmental benefits of proper waste segregation and composting.

- Inspire people to start composting organic waste at home, turning food scraps and yard waste into nutrient-rich compost.

Target Audience:

- Households and local communities.
- Local youth and general public.
- School and college students.
- Local businesses and shopkeepers.
- Social influencers and activists.

Key Messages

1. **"Segregation Starts at Home"** - Emphasize the importance of sorting waste at the source—your home—before it even leaves the house. The first step to effective recycling begins with you!
2. **"Turn Your Waste into Rich Soil"** - Home composting turns food scraps and yard waste into nutrient-rich compost that can be used to enrich your garden soil, reducing the need for chemical fertilizers.
3. **"Cleanliness is Everyone's Responsibility"** - Emphasizing individual and collective efforts.
4. **"Small Actions, Big Impact"** - Showcasing how weekly participation can lead to significant change.
5. **"Together for a Cleaner Tomorrow"** - Uniting communities under a common mission of cleaner J&K.

Suggestive Activities Week-wise:

The Suggestive Action Plan outlines the week-wise activities under the 'Har Shaniwar Swachhta Tyohaar' Campaign to be implemented in all 80 ULBs of J&K UT aimed at promoting cleanliness, segregation of waste and home composting which results in lower volume of waste to SLFs.

The table below is intended to provide a roadmap for actions that can be implemented by the ULBs during the campaign period to achieve expected results.

S. No.	Activity	Details
Phase 01 – June 2025		
1	Weekly Cleanliness Drives (Saturday 1)	<ul style="list-style-type: none"> • Campaign Promotion • Formation of ward-wise Citizen Sanitation Committees • Cleaning home and surroundings. • Clearing of GVPs • Understanding SWM Rules 2016 (Role of Waste Generators/Provision of fines)
2	Waste Segregation and Home Composting Awareness Campaigns (Saturday 2)	<ul style="list-style-type: none"> • Workshops/Demonstration on separating biodegradable/ non-biodegradable/ domestic hazardous waste. • Distribution of informational leaflets and posters
3	School and College Engagement (Saturday 3)	<ul style="list-style-type: none"> • Organize workshops that introduce SBM concepts to school staff, helping them understand their roles and responsibilities in the decision-making process. • Organize cleanliness competitions (e.g., "Cleanest Campus Award"). Conduct interactive sessions to educate students about hygiene and environmental responsibility.
4	Online and Offline Outreach (Saturday 4)	<ul style="list-style-type: none"> • Leverage social media platforms with hashtags like #SwachataTyohaar, #SwachhJK and #CleanSaturdays. • Organize local rallies, street plays and community gatherings/meetings
Phase 02 – July 2025		
1	Weekly Cleanliness Drives (Saturday 1)	<ul style="list-style-type: none"> • Cleaning public spaces (parks, streets, markets, schools). • Removing garbage and ensuring proper disposal.

S. No.	Activity	Details
2	Waste Segregation and Home Composting Awareness Campaigns (Saturday 2)	<ul style="list-style-type: none"> Encouraging local people particularly household ladies and commercial establishments for segregation & home composting. Workshops on awareness of home composting. Distribute home composting kits containing compost bins, composting guides and starter materials (like brown leaves, soil, or worms).
3	School and College Engagement (Saturday 3)	<ul style="list-style-type: none"> Organize Nukkad Nataks and plog drives by students. Involve CEOs/EOs, ULB Officials, teachers & students in plog drives.
4	Online and Offline Outreach (Saturday 4)	<ul style="list-style-type: none"> Leverage social media platforms with hashtags like #SwachataTyohaar, #SwachhJK and #CleanSaturdays. Encourage local youth, students and general public to post their participation on all social media handles.
Phase 03 – August 2025		
1	Weekly Cleanliness Drives (Saturday 1)	<ul style="list-style-type: none"> Organize regular clean-up events in neighbourhoods, parks, markets, or schools to keep the surroundings clean. Educate the public about the harmful effects of plastic on the environment and the benefits of using reusable bags, bottles and containers. Organize a pledge-taking ceremony where people commit to keeping their surroundings clean and adopting good hygiene practices (commercial areas to be included) Introduce awards or recognition programs for individuals, schools, or local businesses that have demonstrated exceptional efforts in maintaining cleanliness and promoting hygiene.
2	Waste Segregation and Home Composting Awareness Campaigns (Saturday 2)	<ul style="list-style-type: none"> Set up demonstrations in public places, like local markets or parks, showing how to effectively segregate waste. Provide bins for different categories of waste. Give people hands-on experience with the segregation process, making it easier for them to replicate at home.

S. No.	Activity	Details
		<ul style="list-style-type: none"> Organize workshops to educate people on how to compost kitchen waste at home. Demonstrate the process of composting using simple tools and techniques. Help people understand the benefits of composting, such as reducing waste going to landfills and producing nutrient-rich compost for gardening.
3	School and College Engagement (Saturday 3)	<ul style="list-style-type: none"> Conduct workshops in schools, colleges and communities on waste management, composting and sanitation practices. Engage students and community members in learning about the Swachh Bharat Mission in an interactive and fun way. Promote home composting, which is crucial for less waste transportation to landfills.
4	Online and Offline Outreach (Saturday 4)	<ul style="list-style-type: none"> Run a campaign on social media platforms like Instagram, Facebook, or Twitter to spread the word about waste segregation, using info graphics, videos and success stories. Reach a wider audience, especially younger generations, to inspire them to adopt waste segregation practices.

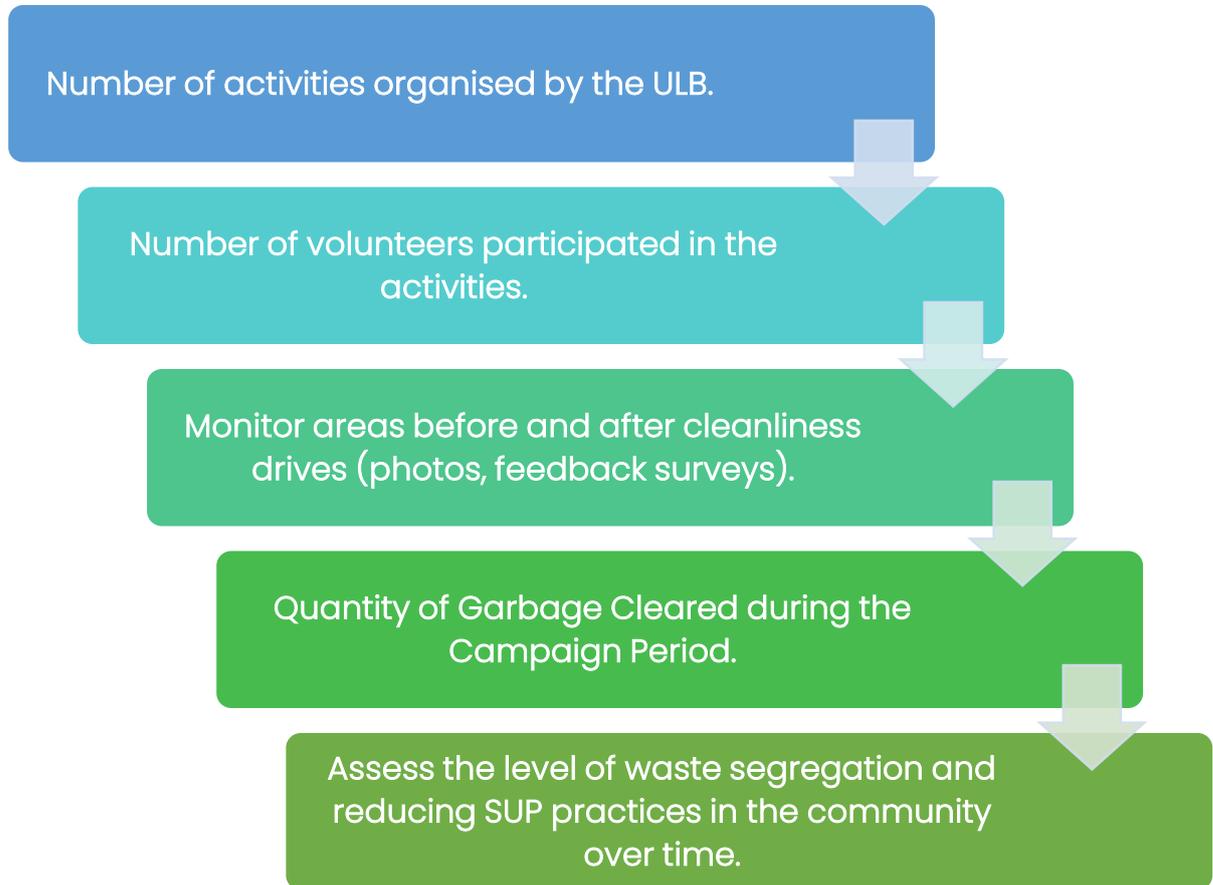
Roles and Responsibilities of ULBs:

- Mobilize local volunteers.
- Actively participate in cleanliness drives.
- Spread awareness about the campaign within their neighborhoods.
- Provide logistical support, including safaimitras & D2D vehicles.
- Facilitate timely waste collection, transportation and management.
- Sponsor events and workshops.

Monitoring and Evaluation:

The monitoring and evaluation for the 'Har Shaniwar Swachhta Tyohaar' campaign will be assessed through various indicators. Regular monitoring of the streets, public parks, hospitals, schools for cleanliness and hygiene levels before and after the campaign can provide insights

into its impact. Overall, a comprehensive evaluation of these metrics will provide a holistic view of the campaign's success in achieving its objectives.



Campaign Launch Plan:

1. Pre-Launch Activities:

- Develop promotional materials (posters, banners, social media content).
- Announce the campaign through press releases and local/social media.
- Conduct a pilot drive to generate initial momentum.

2. Post-Launch Activities:

- **Conduct Surveys:** Engage participants by sending out surveys to understand the effectiveness of the campaign, gather feedback

and learn what participants found most useful. This helps measure success and areas for improvement in future campaigns.

- **Share Results:** Publicly share the survey results, showing the progress made and how many people adopted source segregation and home composting practices.
- Volunteers/local youth/students/local communities may be encouraged to post a photo taken during cleanliness drives on their social media handles using hashtags mentioned in “Annexure 1”.
- Weekly reporting of the activities and outcomes to be done as per “Annexure 2”.

Expected Outcome:

A campaign of cleaning together, promoting waste segregation and home composting can yield significant positive outcomes for both the environment and the community. Increased awareness and involvement leads to more households segregating their waste, which reduces contamination of recyclable materials and ensures proper disposal. With more and more people joining the movement, a Jan Andolan is created. Over the time, such a campaign fosters eco-conscious habits, reduces municipal waste management costs and builds a sense of responsibility among citizens to protect and preserve the environment.

*Join us every Saturday to make a difference!
Together, we can create a cleaner, greener and
healthier Jammu & Kashmir. Let's spread
togetherness through cleanliness.*

(Annexure – 1)

Communications and Outreach

a) **Promotion:** As part of the 'Har Shaniwar Swachhta Tyohaar' campaign, ULBs have to involve their field staff and volunteers in a 3 month intensive online and on-ground campaign to spread awareness regarding cleaning, segregation at home and home composting. Citizen Sanitation Committees to be formed in advance.

b) **Branding and Digital Media:**

- Social Media Campaign for 'Har Shaniwar Swachhta Tyohaar' must begin before 5 days of the start of the campaign.
- Local youth and citizens be encouraged to post their participation on social media platforms.
- ULBs to ensure the usage of the following hashtag in all social media posts on the subject.

Official Hashtags to Use

#SwachataSePyaar

#CleanJK

#CleanSaturdays

#SwachhJK

#sbmurbanjk

Official Twitter Accounts to Tag

@MoHUA_India

@Secretary_MoHUA

@OfficeOfLGJandK

@jkhudd1

@md_sbm

c) **Media Engagement**

- Local media (including FM channels) to be invited to adequately cover the events as part of the 'Har Shaniwar Swachhta Tyohaar' campaign.



(Annexure – 2)

Activity Report Format

S. No.	Activity undertaken	Date of Activity	Location of Activity	Description of Activity	No. of Participants	Photographs