

(Annexure 'C')

Intensive Campaign on 'Ban on Single Use Plastic'

"Ab Aadat Badlenge Hum"

Objective:

In line with the objectives of the Swachh Bharat Mission-Urban 2.0, a comprehensive cleanliness and awareness drive is scheduled to be conducted in Municipal Council Kulgam and Municipal Committee Yaripora with the objective to eliminate Single Use Plastic. The initiative will focus on promoting sustainable waste management practices with a strong emphasis on the elimination of Single Use Plastic (SUP). The campaign will feature a series of activities including an awareness sessions for citizen & business establishments, a half-day workshop and Mass Pledge and enforcement of the Ban on SUP.

ULBs to be covered: MC Kulgam & MC Yaripora

Proposed Activities & Execution Plan:

S. No	Activity	Details	Timeline	Responsibility
1	Intensive Social Media Campaign on ban of SUP	An intensive social media campaign will be held to raise mass awareness on the ban of Single Use Plastics (SUP), engaging citizens through impactful and creative messages. The initiative aims to encourage sustainable alternatives and drive collective responsibility towards a cleaner environment. Besides, invitation to the half-day workshop on Ban on SUP to be extended to all the stakeholders.	5th - 12th September 2025	<p>Swaaha:</p> <ul style="list-style-type: none"> Designing of social media creatives. <p>ULB:</p> <ul style="list-style-type: none"> Uploading of the creatives on Social Media Handles
2	Door to Door awareness campaign for commercial establishments (Main Markets) of MC Kulgam & MC Yaripora	Awareness of commercial establishments regarding ban on Single Use Plastic and provision of imposing of fines for using SUP in ULBs of Kulgam and Yaripora main markets.	5th - 12th September 2025	<p>ULB:</p> <ul style="list-style-type: none"> Ensure awareness of commercial establishments and Market Associations through D2D visits and dissemination of audio messages through Waste Collection vehicles.

S. No	Activity	Details	Timeline	Responsibility
				<ul style="list-style-type: none"> • Coordination with PCC and Forest Deptt. • Involvement of NGOs/Individuals working in this field.
3	'Bring your own bag' and 'Alternatives to SUP'	ULB staff, SEs, Swachhata Ambassadors, representatives of market associations, Volunteers to visit commercial establishments (shops etc.) and watch customers bring different commodities – Take SUP bags from them and give them Jute/Cloth bags as alternative free of cost. 1000 bags to be distributed by MC Kulgam and 200 bags by MC Yaripora.	5th to 12th September 2025	<p>ULBs:</p> <p>Preparation of 1500 cloth bags for distribution as alternate to SUP.</p>
4(i)	Half-day workshop with different stakeholders at Municipal Council Kulgam	A half-day workshop with different stakeholders like citizens, Market Associations, Mohalla Committees, RWAs, management of marriage halls, service providers, students, etc. will be organized to sensitize them on the ban of Single Use Plastics (SUP) and their contribution towards making their respective ULBs Single Use Plastic Free. The workshop will include interactive sessions, presentation (PPT) and discussions on the ill-effects of SUP, Government guidelines, and available eco-friendly alternatives. Practical demonstrations and success stories will also be shared to motivate participants. Stakeholders will be encouraged to take	13th September 2025 (As per the availability of Hon'ble MLA & DC Kulgam)	<p>Swaaha:</p> <ul style="list-style-type: none"> • Designing of banner. • Preparation of a detailed PPT on Ban of SUP in line with PWM Rules 2016 (& Amendments) <p>ULB:</p> <ul style="list-style-type: none"> • Publicity of the event. • Invite VIPs (Hon'ble MLA & DC Kulgam), MC Yaripora, Local NGOs, Civil Society Members, Media and Volunteers • To ensure participation of Schools/ NSS/ NCC Units. • Printing and installation of Banner.

S. No	Activity	Details	Timeline	Responsibility
		pledges and adopt best practices, thereby ensuring their active role in effective implementation and sustainable plastic-free initiatives at the community level.		
(ii)	Mass Pledge	A swachh Mass Pledge will be held for elimination of SUP by all participants led by Hon'ble MLA.	13th September 2025	Swaaha: • Preparation of pledge.
(iii)	Press briefing	The Hon'ble MLA and DC Kulgam will give a press briefing after the event highlighting the importance of enforcing the ban on Single Use Plastics (SUP) to safeguard the environment and public health. They will urge citizens, businesses establishments and citizens to adopt eco-friendly alternatives and support the efforts and eliminate Single Use Plastic from their towns.	13th September 2025	ULB: • Invitation to Media
4	Enforcement Drives	Strict enforcement through frequent checking, seizure of SUP, imposition of fine & lodging of FIRs against the violators will be done after the intensive awareness campaign.	15th to 30th September 2025	ULB: • To ensure strict imposition of ban on SUP by frequent checking of markets, seizure of SUP, imposition of fine. • ULBs to quantify the seized polythene and fines collected and FIRs lodged (if any).

Note: Minute-to-Minute of the activity day will be prepared by the ULB after coordination with Hon'ble MLA, DC Kulgam and DULBK.

Expected Outcomes

- Improved public awareness about elimination of Single Use Plastic and environmental responsibility.
- Promotion of behavioral change via pledges and IEC outreach.



- Active involvement of Market Associations, Mohalla Committees, RWAs, NGOs, service providers and students in making their ULBs Plastic-Free.
- Increased sense of responsibility among citizens and stakeholders towards waste segregation, sustainable practices and long-term plastic-free goals.
- Improved enforcement of Plastic Waste Management (PWM) Rules 2016 & Amendments, with regular checking, seizure of banned items and imposition of penalties.
- The campaign will serve as a model for other ULBs to replicate similar initiatives, ensuring continuity of SUP-free practices across the district.
