



Roadmap to 'Green Colony Initiative'

Introduction & Objective:

In continuation to the efforts toward sustainable urban development under Swachh Bharat Mission – Urban 2.0, 'Green Colony' Campaign is being launched initially in 04 Colonies/Wards of Srinagar and Jammu:

Jammu Municipal Corporation:

- Sainik Colony
- Gole Masjid Colony, Sunjwan

Srinagar Municipal Corporation:

- Cooperative Colony Peerbagh
- Vakeel Colony Nishat

The Green Colony Initiative will be a community-driven environmental sustainability program aimed at transforming urban residential areas into greener, eco-friendly and sustainable neighbourhoods.

The initiative will focus on the following issues:

1. Promoting green practices
2. Waste management (waste segregation, composting, RRR, Ban on SUP etc.),
3. Energy efficiency,
4. Increasing green spaces and community engagement to reduce carbon footprints and enhance quality of life.

By engaging communities directly, the 'Green Colony' Campaign aims to raise awareness about individual and collective roles in waste generation and management. It seeks to empower citizens to transition from passive consumers to proactive environmental stewards, thereby reinforcing the mission's broader goal of building cleaner, greener and more sustainable urban spaces. Moreover, it will foster a culture of environmental responsibility and encourages citizens to participate actively in sustainable practices.

Calendar of Events for Cleanliness and Sustainability:

In a move to transform above mentioned colonies into model of environmental responsibility and sustainability, a comprehensive set of initiatives will be taken aimed at citizen mobilization and ownership of the area that the residents will take. This initiative aims to foster a culture of cleanliness and sustainability among the residents of the most prominent residential areas. The initiative, which is rooted in community participation and data-driven strategies, seeks to



address current challenges in waste management, green space maintenance, resource conservation and sustainability.

Recent interactions with the residents of the colonies have highlighted concerns within the colony regarding sanitation and waste disposal. However, the "Green Colony" initiative, that is to be taken up, signals a growing momentum for positive change.

To ensure that the '*Green Colony*' initiative becomes a meaningful and impactful intervention, it has been decided, after consultations with various stakeholders, to adopt a phased approach.

Accordingly, a four-month action calendar (July–October 2025) has been formulated for implementation of targeted activities under the initiative in the identified colonies. Upon successful completion of Phase I, a comprehensive, year-long plan, grounded in the data, learnings and awareness generated during this phase, will be developed and implemented in other sectors as well and subsequently widen the sphere of interventions in the colony.



Phase 1: Survey, Data collection and Awareness – 4 months (July to October, 2025)

This phase will focus on building a strong foundation through data collection, awareness campaigns and community mobilization. The activities proposed are given as under:

Month	Week	Program/Event	Description	(Responsibility)
1	1	<p>Official Notification by JMC/SMC & Colony Data Drive Kick-off</p> <p>(To be analysed further by DEERS)</p>	<p>04 Colonies have been taken up under ‘Green Colony’ initiative. Launch of a comprehensive survey to gather following data:</p> <ul style="list-style-type: none"> • Baseline data on households, population, waste generation (types and volume) of the Sector. • Current waste management practices like segregation/D2D collection/home composting, number of parks, water bodies, schools, commercial establishments etc. • Status of ban on SUP (Single Use Plastic) etc. • The data collection will be jointly done by the sanitation staff of JMC/SMC, Swachhata Executives of Swaaha and the respective Colony Welfare Committees based on the existing & available data and through D2D visits. The data will be finally analysed by DEERS. • The data collection will also help to analyse the impact of the initiatives and 	<ul style="list-style-type: none"> • JMC/SMC (Sanitation Staff/IEC Team) & Swaaha SEs- baseline survey • DEERS- data analysis

			comparative analysis at the end of each phase of the campaign.	
	2	Formation of 5-member Citizen Sanitation Committee in each Sector & nomination of 2 volunteers from each sector as "Green Brigades"	<ul style="list-style-type: none"> • These colonies will constitute Citizen Sanitation Committees (CSC) in the sectors comprising of 5-7 Sr. residents. • 2-3 volunteers (youth) will also be nominated for involvement in different initiatives under GC campaign. This group will be called as 'Green Brigade'. Such Green Brigades (GB) will be replicated in other sectors as well. • Stipend in the form free travel card for travel in Smart City buses & food coupons on weekends for an amount of Rs. 500/- to each volunteer will be given. • A meeting to discuss all the GC initiatives and citizen mobilization during these initiatives will be held with the Citizen Sanitation Committee & the Green Brigade. • These steps will lead to the ownership that the citizen of the sector will take towards the Swachhata initiatives. 	<ul style="list-style-type: none"> • Formation of CSC & GB • JMC/SMC & Swaaha-Awareness & presentation of the GC initiatives • JMC/SMC- Stipend/free travel pass
	3	"Green Awareness Colony" Campaign	<ul style="list-style-type: none"> • A Social Media campaign through WhatsApp groups of the Welfare Committee to introduce the vision of a 	<ul style="list-style-type: none"> • Corporation/Residents/ Volunteers- Cleanliness drives



		<p>Launch & Mega Cleanliness drive</p>	<p>green colony initiative and the upcoming calendar of events.</p> <ul style="list-style-type: none"> • Installation of Billboards at common places to make residents aware of the initiatives to be taken under the GC campaign. • Awareness sessions to the students of that Sector (if there exists a school, if not then on a Sunday for the students residing in the sector in a nearby park) <p>A mega cleanliness drive to be held to clear the littered waste from lanes, drains and water bodies. The drive will be held to clean the area of any littered waste so that the area becomes visibly clean. Households will be involved in cleanliness activity in the lanes nearest to their houses.</p>	<ul style="list-style-type: none"> • SWAAHA – awareness and citizen engagement
4		<p>Two-day Capacity Building Workshop for CSC, ‘Green Brigades’, students/ teachers, shopkeepers and volunteers</p>	<p>Conduct practical workshop on:</p> <ul style="list-style-type: none"> • Effective at-source segregation of wet, dry, sanitary and domestic hazardous waste – the Four Bin concept- Swaaha • Home composting and best sanitation practices- Swaaha 	<ul style="list-style-type: none"> • JMC/SMC • SWAAHA • DEERS • PCC



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			<ul style="list-style-type: none"> • Ban on Single Use Plastic and alternatives to SUP- PCC • Responsibilities of Waste Generators and provision for fines under SWM Rules 2016 (& Amendments)- PCC & Swaaha • Certificates to be given to the participants- JMC/SMC 	
2	1	<p>Transformation of Garbage Vulnerable Points (GVPs) (To be further analysed by PCC)</p>	<ul style="list-style-type: none"> • Identify GVPs in all the lanes of the sector. • Remove all garbage and waste from the site. • Convert it into a small green corner (plantation), or flower bed. • Brightening up nearby walls with graffiti or paintings. • If space allows, adding 01 Or 02 benches (made from plastic) will transform it into a resting spot for residents. • Display messages against littering and about civic responsibility. • Under “Adopt a Spot” initiative, the nearby residents or a shopkeeper can take the responsibility for upkeep. • Visit the nearby HHs & shops and requesting them not to throw garbage 	<ul style="list-style-type: none"> • RWAs • DoF (green space development) • JMC/SMC (Men & Machinery) • SWAAHA (Transformation ideas) • Shopkeepers/Households (adoption) • PCC (vigil & punitive action)



			<p>again. A CCTV camera can be installed by the Welfare Committee at the spot for surveillance.</p> <ul style="list-style-type: none"> • Regulation and punitive action can be taken by PCC (in case of any violations) 	
	2	<p>Swachhata App & Grievance Redressal</p>	<ul style="list-style-type: none"> • Swachhata App is a robust, transparent digital platform connecting citizens & municipal officials to tackle sanitation issue with high digital engagement and measurable impact. It features both Mobile App and Web Portal like Swachh City portal (which monitors the status of the grievances). • It has following steps: <ol style="list-style-type: none"> 1. Complaint Logging 2. Automatic Routing 3. Field Assignment 4. Resolution & Proof 5. Citizen Notification Feedback Loop • It has different timeline to solve different types of issues with available timings of 9.30 AM to 6:00 PM. • One member of every household will download the Swachhta App and a structured training will be organized to ensure proficient use of the App. JMC & Swaaha SEs will go D2D and make the 	<ul style="list-style-type: none"> • SWAAHA • JMC/SMC • SCHBS • Citizen Sanitation Committee

			<p>HHs to down load the App & will make them understand how to use it. SCHBS, through their WhatsApp groups will request the residents to download the App.</p> <ul style="list-style-type: none"> • At the end of the first phase of the campaign (October, 2025), a Google form w.r.t feedback on the status of resolution of grievances on Swachhata app and other initiatives will be circulated amongst the residents. 	
	3-4	<p>Segregation of Waste by Households & Commercial establishments</p>	<ul style="list-style-type: none"> • Under ‘Green Colony’ initiative, all HHs, commercial establishments, offices, schools, hospitals etc. will require to segregate their waste at source into wet (biodegradable), dry (recyclable), sanitary & domestic hazardous. • Percentage of Segregation to be recorded for all HHs prior to the awareness sessions- Details to be got by SEs & Sanitation staff during D2D collection. • Promote D2D Segregation of waste segregation with practical demos with colour coded bins for HHS & shops- 4 bin concept. Promote benefits of segregation as well. 	<ul style="list-style-type: none"> • JMC/SMC • CITIZEN Sanitation Committee • PCC • DEERS • SWAAHA



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			<ul style="list-style-type: none">• Distribution of colour-coded bin stickers to children in the school to take home for pasting on their dustbins.• A demo booth can be set up in a nearby park for segregation on a Saturday/Sunday evening.• Social Media Challenge – #SegregateWithMe - Invite residents to upload selfies with segregated bins or during segregation. Tag colony's official handle and MD SBM-U, 2.0 handle. Best selfies will be shared by MD SBM-U, 2.0 and request to Ministry of Housing for sharing through its Social Media handles.• After first week paste stickers on the walls of HHs/Commercial establishments:<ul style="list-style-type: none">● 3-Star Green Champion- 100% segregation● 2-Star Learner – doing well but not 100%● 1-Star - Needs improvement & more focus• At the end of 02 weeks see the impact-compare with the initial findings so that	
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			<p>further interventions are planned accordingly.</p> <ul style="list-style-type: none"> • A 'Bin It Right' fun game will be held – open for all age groups to understand the level of awareness about source Segregation- Prizes will be given to the winners. 	
3	1-2	<p>Segregation of Waste & Home Composting sessions with Households</p>	<ul style="list-style-type: none"> • Awareness on segregation to continue for 2 Star & 1 Star HHs. • A home composting awareness session with households in every sector in the colony to educate the residents on the benefits and simple methods of turning their daily organic waste into rich compost. The aim is to empower the community to reduce the amount of waste sent to landfill, cut down on disposal costs and produce a valuable soil conditioner for their own plants and kitchen gardens. Visits to HHs for technical support. Home composting buckets to be procured by RWA/JMC/SMC. • SWAAHA to create an audio/video material to be spread through social media so that residents don't have to seek info from other quarters to do so. 	<ul style="list-style-type: none"> • SWAAHA • JMC/SMC • DEERS

			<ul style="list-style-type: none"> Data w.r.t home composting to be analysed by DEERS & JMC/SMC to so that the decrease in giving out wet waste to JMC/SMC by the HHs is monitored. 	
	3	Installation of Aerobins - Community composting	<ul style="list-style-type: none"> Installation of 02 Aerobins for composting in a park in that sector on trial basis. The nearby HHs (30-35 HHs for each aerobin) where the areobins are installed will dispose off the organic (kitchen) waste in the installed areobins. Initially, for 01 month the D2D vehicle helper will take the wet waste from the HHs and afterwards, the HHs will be requested to do so themselves. A training session on managing the composting process will be held for the households and nearby commercial establishments. 	<ul style="list-style-type: none"> JMC/SMC- Installation of aerobins SWAAHA – Training sessions
	4	Swachhata Darshan - Cleanliness Walk (Prabhat Pheri)	<ul style="list-style-type: none"> Members of the Welfare Committee (SCHBS) will lead the cleanliness walk through different lanes of the sector. Corporation's Swachhata Ambassadors will join the walks. They will deliver motivating speeches at starting and end points about citizen responsibility, cleanliness and sustainability 	<ul style="list-style-type: none"> RWAs JMC/SMC Swaaha Religious Institutions



			<ul style="list-style-type: none"> Religious institutions in the Colony can also participate in the Swachhata Darshan 	
4	1	Gandhi Jayanti /Swachh Bharat Diwas (2nd October, 2025)	<ul style="list-style-type: none"> On-the spot painting competition for students on Swachhata- (6th to 10th standard of all the 4 schools in the colony- 04 participants from each school- Prizes & certificates for the winners & participation certificate for all the participants. A plant to be planted in each park and dedicate it to a freedom fighter or a 'Veer' who has laid down his life for the Nation. Swachhata Pledge by all the residents in the nearby park. Any other activity as may be communicated by Ministry of Housing & Urban Affairs for celebration of the Day. Acknowledging the work done by JMC/SMC staff, officers, volunteers and SWAAHA 	<ul style="list-style-type: none"> RWAs JMC/SMC DEERS DoF PCC SWAAHA
	2	Setting up of 02 RRR Centres and Introduction of a Recyclables Collection System	<ul style="list-style-type: none"> A RRR centres to be established in the sector for which RWAs will provide a suitable space. The centre will act as Plastic Waste collection centre. 	<ul style="list-style-type: none"> Forward linkages will be developed by Corporation / Swaaha/ Red Cross/ Rotary Club



			<ul style="list-style-type: none"> • Under the ‘Kindness Exchange’ initiative of JMC/SMC, donation drives will be conducted and residents will be requested to donate clothes, shoes, books, toys etc. • With the help of Red Cross/Rotary Club, Textile waste Management shall also be planned (Wall of kindness for clothes etc.) 	
	3	<p>Ban on Single-Use Plastic- Green Pledges</p>	<ul style="list-style-type: none"> • A door-to-door campaign for HHs & commercial establishments to encourage them to take a pledge collectively in the nearest park to minimize the use of single-use plastics. Hazardous effects of SUP & facts & figures to be discussed. This information will also be framed in the shape of creatives and shared through the WhatsApp groups of the RWAs. • A kiosk to be set up for two days at a prominent place where alternatives to SUP will be discussed and displayed and cloth/jute bags will be distributed. A cloth bag free to every household. JMC/SMC to procure cloth bags from SHGs. 	<ul style="list-style-type: none"> • PCC • JMC/SMC • RWAs • Private Companies • Swaaha- Awareness



			<ul style="list-style-type: none"> • PCC/Corporation/Labour & Employment Deptt. to conduct enforcement drives 	
	4	<p>Challenges, impact analysis & Idea Box Installation</p>	<ul style="list-style-type: none"> • Voice of the Community – Impact Talks - Short views of the residents sharing how their behaviour has changed towards Swachhata especially Source Segregation after the campaign. • Installation of physical and digital "Swachh Idea Boxes" for continuous feedback and best suggestions to be included in the initiative. For digital ideas, QR codes can be shared. • Discuss the challenges faced & suggestions to overcome these. • Impact analysis- visible change, feedback interviews from residents and comparison of data. 	<ul style="list-style-type: none"> • All stakeholders

Key to Success:

The success of this ambitious plan hinges on the active participation of the residents of the colonies. The RWAs will be requested to take the lead in facilitating these programs, while the Corporation’s and other stakeholder departments’ continued support will be crucial. By working together, the identified colonies can set a new benchmark for green living in Jammu & Kashmir and become a source of pride for its residents and an inspiration for others. The success of the initiatives in the first phase will determine the future long-term interventions in the sector and their replication in all other sectors of the colony.



Important Points:

- **Activity-wise discussion:**

The Action Plan will be presented in detail to the RWAs and each activity, along with its objective, will be discussed to align roles and responsibilities.

- **Calendar of events:**

After approval of the Action Plan, a week wise calendar of events will be prepared jointly by JMC/Swaaha/ SCHBS and circulated to all stakeholders in advance.

- **Single Point of Contact (SPOC):**

A single point of contact should be nominated by the RWAs, Corporation, Stakeholder Departments and Swaaha to facilitate smooth coordination and communication.

- **Monthly Joint Meeting:**

A joint meeting of the Welfare Committee, Corporation (JMC/SMC), Stakeholder Departments and Swaaha will be held every month to review initiatives, assess progress, gather feedback and consider any additional suggestions.

- **Intensive dissemination:**

All initiatives and events will be **widely disseminated in advance** through social media, WhatsApp groups of the SCHBS and other communication platforms to maximize outreach, awareness and public participation.
