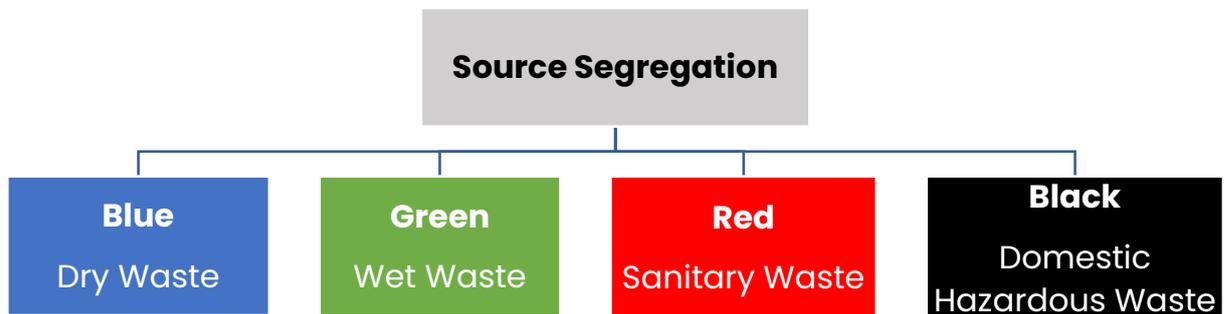


Chaar Bin Apnao, Prakriti Bachao!

“Har Kachre ka Bin Apna, Kachra Mukht Shehar Apna!”

As a new beginning to cleaner J&K, the Housing & Urban Development Department through Swachh Bharat Mission – Urban 2.0, will launch one month campaign titled – **“Chaar Bin Apnao, Prakriti Bachao”** across all 80 ULBs in the month of April 2025 to promote waste segregation at the source, raise awareness about sustainable waste management practices, and inspire communities to actively participate in creating a cleaner, greener and healthier future for all.

The **“Chaar Bin Apnao, Prakriti Bachao”** campaign focuses on promoting waste segregation at source, particularly the separation of wet and dry waste. A series of awareness workshops will be conducted to educate citizens about the importance of waste segregation, its environmental benefits, and how to implement it effectively in daily life. The focus will shift towards strengthening waste collection systems with segregated collection points set up in high-traffic areas such as markets, schools and public spaces.



Primary Goal: The goal is to create awareness, build community involvement and establish sustainable waste segregation practices. The **“Chaar Bin Apnao, Prakriti Bachao”** initiative aims to empower communities to take responsibility for their waste through source segregation. This initiative will contribute significantly to a cleaner, greener, and healthier environment. This segregation helps streamline the recycling process, reduces the volume of waste sent to landfills and prevents harmful substances from contaminating the environment. By using separate bins— **Blue (for dry recyclables), Green (for biodegradable waste), Red (Sanitary Waste) and Black (domestic hazardous waste)** —individuals and communities can ensure proper disposal and contribute to effective waste management systems.

Breaking down the information into more precise and granular details:

- **Blue Dustbin:**

This is for dry, non-biodegradable waste that is recyclable, including paper, plastic, glass, and metal.

- **Green Dustbin:**

This is for wet and biodegradable waste, such as food scraps, garden waste, and other organic materials that can be composted.

- **Red Dustbin:**

This is for sanitary waste, such as Menstrual Waste, Diapers and Incontinence Pads.

- **Black Dustbin:**

This is for domestic hazardous waste, such as contaminated materials, sharps, and other potentially dangerous waste.

Key Objectives:

- **Promote Source Segregation:** Ensure proper segregation of waste into wet, dry, and hazardous categories at the household, institutional, and commercial levels.
- **Raise Awareness:** Educate citizens about the importance of waste segregation through Information, Education and Communication (IEC) campaigns.
- **Enhance Waste Management Efficiency:** Facilitate effective collection, transportation, and disposal of segregated waste to reduce environmental pollution.
- **Reduce Landfill Burden:** Minimize the volume of mixed waste reaching landfills by maximizing recycling and composting opportunities.
- **Promote Community Participation:** Involve residents, schools, local businesses and community organizations in waste segregation initiatives.
- **Monitor and Evaluate Progress:** Establish a robust monitoring system to track progress, ensure accountability, and achieve measurable results.

Target Audience:

- Students
- Households
- Local businesses
- Schools and colleges
- Municipal bodies

Key Messages:

"Chaar bin ka lo sahara, zameen ko rakho nihara!!"

Every household must take responsibility for proper waste segregation.

"Wet Waste, Dry Waste, sanitary waste & Hazardous Waste – Chaar Bin, Chaar Zimmedariyan!"

Segregate your waste into four bins.

"Segregate Today, Sustain Tomorrow!"

Effective waste management begins with segregation at the source.

"Apna Kachra, Apni Zimmedari!"

Take ownership of your waste, segregate responsibly.

"Reduce, Reuse, Recycle – Start with Segregation!"

Waste segregation enables effective recycling and reduces environmental harm.

"Chaar bin ka rakhain khayal, tabiyat bhi rahe bemisal!"

Be a responsible citizen, dispose of your waste in the right bin.

Suggestive Activities Week-wise:

The Suggestive Action Plan outlines the finalized activities under the ***"Chaar Bin Apnao, Prakriti Bachao"*** Campaign, a national initiative aimed at promoting cleanliness and hygiene in the urban areas of UT of J&K.

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

S. No	Activity	Details	Date
1	Week 1 (Awareness & Launch)	<p>Launch Event: Organize a community gathering with local leaders, schools and RWAs to introduce the campaign.</p> <p>Poster & Slogan Competition: Encourage students and youth to create posters and slogans about waste segregation.</p> <p>Street Play (Nukkad Natak): Perform a short play in marketplaces and residential areas to educate people about segregation.</p> <p>Social Media Drive: Launch an awareness hashtag challenge like #ChaarBinChallenge where people post photos of proper waste segregation.</p>	

S. No	Activity	Details	Date
2	Week 2 (Engagement & Training)	<p>Door-to-Door Awareness Drive: Volunteers visit households to educate them about four-bin usage.</p> <p>Workshops in Schools & Colleges: Interactive sessions with quizzes, fun activities, and rewards for students who implement segregation at home.</p> <p>Plogging Event: Organize a community clean-up with waste segregation on the go.</p> <p>Influencer & Local Business Collaboration: Partner with BWGs to place four-bin stations and promote responsible waste disposal.</p>	
3	Week 3 (Action & Implementation)	<p>Swachhata Monitors in Schools & Colleges: Identify Swachhata Monitors in Schools and Colleges.</p> <p>Segregation Demo at public places: Educate people at public places like Malls, BWGs, etc. on segregating biodegradable and recyclable waste.</p> <p>Eco-Brick Making: Encourage residents to make eco-bricks from non-recyclable plastic waste.</p> <p>Waste-Free Public Transport Initiative: Install small segregation bins in buses and auto stands. Educate daily commuters through announcements and digital posters in transport hubs.</p>	
4	Week 4 (Evaluation & Celebration)	<p>Check & Reward System: Conduct surprise checks to see how well segregation is happening and reward model communities.</p> <p>Recycled Art Exhibition: Display artworks made from waste materials to promote recycling.</p> <p>Closing Ceremony & Media Coverage: Showcase campaign impact, success stories and testimonials from participants.</p> <p>Sustainability Pledge: Get community members to sign a long-term waste management commitment.</p>	

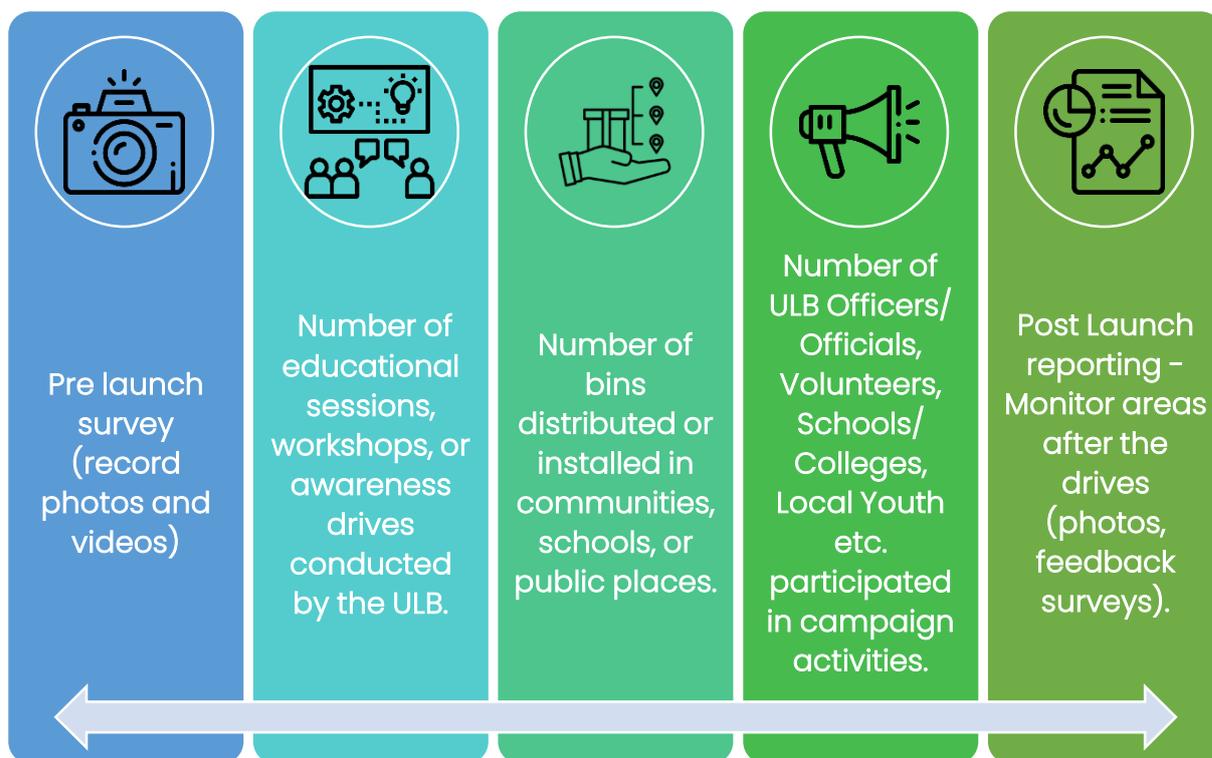
Roles and Responsibilities of ULBs:

- 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 (M&E) of the **“Chaar Bin Apnao, Prakriti Bachao”** campaign should focus on systematically tracking its progress and assessing its impact. Measure the effectiveness and impact of the campaign on raising

awareness and promoting behavioral change regarding the "Four Bins" (waste segregation at source). The indicators should be SMART (Specific, Measurable, Achievable, Relevant, Time-bound).



Communications and Outreach:

The "***Chaar Bin Apnao, Prakriti Bachao***" campaign's communication and outreach strategy combines on-ground activities like street plays, workshops, door-to-door campaigns, and clean-up drives with digital engagement through social media posts and hashtags. Educational materials, including posters and pamphlets, will ensure visibility in public spaces, while partnerships with schools, businesses, influencers, and Residential Welfare Associations will amplify reach and foster ownership. Real-time feedback via surveys and audits will track progress, ensuring the campaign not only raises awareness but inspires sustained community action for responsible waste segregation.

a) Branding and Digital Media:

- Social Media Campaign for "***Chaar Bin Apnao, Prakriti Bachao***" 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 hashtags in all social media posts on the subject.**

Official Hashtags to Use

#ChaarBinHamariZimmedari

#RecycleRight

#MyWasteMyResponsibility

#SegregationSelfie

#sbmurbanjk

#OneStepForCleanJK

Official Twitter Accounts to Tag

@MoHUA_India

@Secretary_MoHUA

@OfficeOfLGJandK

@jkhudd1

@SwachhBharatGov

@md_sbm

Expected Outcome:

The "**Chaar Bin Apnao, Prakriti Bachao**" campaign aims to create a significant positive impact on communities by fostering a sense of responsibility for proper waste disposal. The expected outcomes include increased public awareness about the importance of cleanliness and a noticeable behavioral shift towards using waste bins, reducing littering in public spaces. This will lead to cleaner streets, parks, and neighborhoods, improving the overall environment and public health by reducing pollution and disease risks. Additionally, the campaign seeks to engage communities in collective efforts for sustainable waste management, encouraging recycling and reuse. In the long term, it is expected to inspire lasting habits, strengthen environmental policies, and set a foundation for a cleaner, healthier and greener society.

Let's make a difference!

Adopt Four Bins, Save Nature!



Activity Report Format

S. No.	ULB Name	Activity undertaken	Location	Details of Activity	No. of Stakeholder/ Participants	Outcomes	Photographs