

Activities at IEC Kiosks during Shri Amarnath Yatra

S. No.	Activity	Detailed Description
Day 1	Plastic Lao, Thaila Le Jao Campaign	Yatris will be encouraged to deposit single-use plastic items at the IEC kiosk and collect a Jute/Cloth bag.
Day 2	Bin It, Win It – Digital Waste Segregation Game	A QR code-based interactive digital game will be conducted to educate pilgrims on four-way waste segregation, including wet waste, dry waste, sanitary waste and Special Care waste. Participants successfully completing the game shall be recognized by giving a cloth/jute bag.
Day 3	Know Your Bin Quiz	Interactive quizzes will be organized to educate participants regarding colour-coded waste bins and proper waste disposal methods.
Day 4	Demonstration of Four-Bin Segregation System	Live demonstrations using existing bins will educate pilgrims about proper segregation and waste disposal practices.
Day 5	Home Composting Awareness and Demonstration Session	Conduct awareness sessions and simple demonstrations on home composting techniques to educate pilgrims and visitors about converting biodegradable waste into compost. The activity will promote source segregation, waste reduction and sustainable waste management practices using existing IEC materials and resources, without any financial implication.
Day 6	Awareness on Single-Use Plastic Ban	Information regarding the ban on single-use plastics and environmentally sustainable alternatives will be disseminated through placards and interactive sessions.
Day 7	Swachhata Pledge Campaign	Pilgrims will be encouraged to take a pledge, either digitally and physically, to maintain cleanliness, avoid littering and support sustainable practices during the Yatra. Videos will be captured of the yatris taking pledges. After submitting the pledge a digital certificate will be generated and sent to them.
Day 8	Selfie with Swachhata Message	A designated selfie point carrying Swachhata messages will be established to encourage pilgrims to promote cleanliness through social media engagement.

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Day 9	Digital Feedback Collection through QR Codes	Pilgrims will be encouraged to provide feedback on cleanliness and sanitation facilities through QR code.