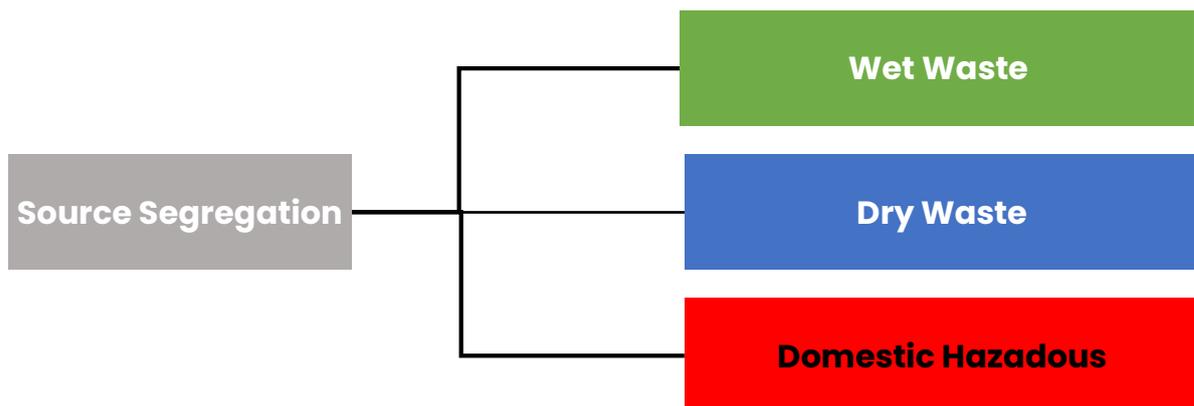


Teen Bin ki Aadat, Swachhta ki Zarurat

“Together, we can create a cleaner, greener and healthier future for all!”

As a new beginning to cleaner J&K, the Housing & Urban Development Department through Swachh Bharat Mission–Urban 2.0, will launch a 1 month campaign titled – **“Teen Bin ki Aadat, Swachhta ki Zarurat”** across all 80 ULBs to

The **“Teen Bin ki Aadat, Swachhta ki Zarurat”** 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 **“Teen Bin ki Aadat, Swachhta ki Zarurat”** 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—**green for biodegradable waste, blue for dry & recyclables and red for domestic hazardous materials**—individuals and communities can ensure proper disposal and contribute to effective waste management systems.

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.
- **Ensure Sustainable Practices:** Encourage the adoption of environmentally sustainable waste disposal methods in urban and rural areas.
- **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:

"Teen Bin ki Aadat, Swachhta ki Zarurat!"

Every household must take responsibility for proper waste segregation.

"Wet Waste, Dry Waste, Hazardous Waste – Har Din Teen Bin

Segregate your waste into three bins: Green for Wet Waste, Blue for Dry Waste, and Red for Domestic Hazardous Waste.

"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.

"Zimmedar Nagrik Baniye, Kachre Ko Teen Bin Mein Daliye!"

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 **"Teen Bin ki Aadat, Swachhta ki Zarurat"** 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 | Pre-Launch Activities | <ul style="list-style-type: none"> • Develop Campaign Materials: <ul style="list-style-type: none"> ○ Design flyers, posters, and social media content. • Baseline Assessment: <ul style="list-style-type: none"> ○ Conduct pre-campaign surveys in commercial & residential areas to identify how people segregate the waste use (take Photographs & Videos). | |
| 2 | Week 1 | <ul style="list-style-type: none"> • Launch Event: <ul style="list-style-type: none"> ○ Organize an event to launch the campaign in every ULB involving local leaders, influencers, and community members to highlight the importance of waste segregation and the three-bin system. ○ Installation of hoardings (03 in MCs & 05 in Corporations) and distribution of flyers. ○ ULBs to distribute dustbins for promotion of the campaign in selected areas (as per ULB availability) • Social Media Kick-Off: <ul style="list-style-type: none"> ○ Post introductory content explaining the campaign goals. | |
| 3 | Week 2 | <ul style="list-style-type: none"> • Door-to-Door Campaign: <ul style="list-style-type: none"> ○ ULB staff/Volunteers/Swachhata Executives distribute flyers and explain the three-bin system to households (20% HH & Commercial establishment outreach) • School/college Awareness Sessions: <ul style="list-style-type: none"> ○ Conduct interactive workshops for students about waste segregation and sustainability (02 in each ULB). • Workshops and Demonstrations: | |

| S. No | Activity | Details | Date |
|-------|----------|--|------|
| | | <ul style="list-style-type: none"> Organize community workshops to demonstrate the proper use of the three-bin system (02 in each ULB). One Street play in each ULB | |
| 4 | Week 3 | <ul style="list-style-type: none"> Bin Usage Observation: <ul style="list-style-type: none"> Monitor bin usage in households and institutions where bins have been distributed. Community Feedback: <ul style="list-style-type: none"> Collect feedback through surveys or interviews to identify challenges and refine strategies (10 feedbacks in each ward). Organize Cleanups: <ul style="list-style-type: none"> Conduct community cleanup drives with volunteers/school students to reinforce the importance of waste segregation (one in each ULB). Partner with Local Influencers: <ul style="list-style-type: none"> Involve local influencers or community leaders to increase participation and visibility. Record messages for dissemination (one in each ward) | |
| 5 | Week 4 | <ul style="list-style-type: none"> Impact Report: <ul style="list-style-type: none"> Compare pre and post-campaign survey to measure improvements in waste segregation. Prepare a brief report summarizing the campaign's achievements, challenges, and lessons learned. | |

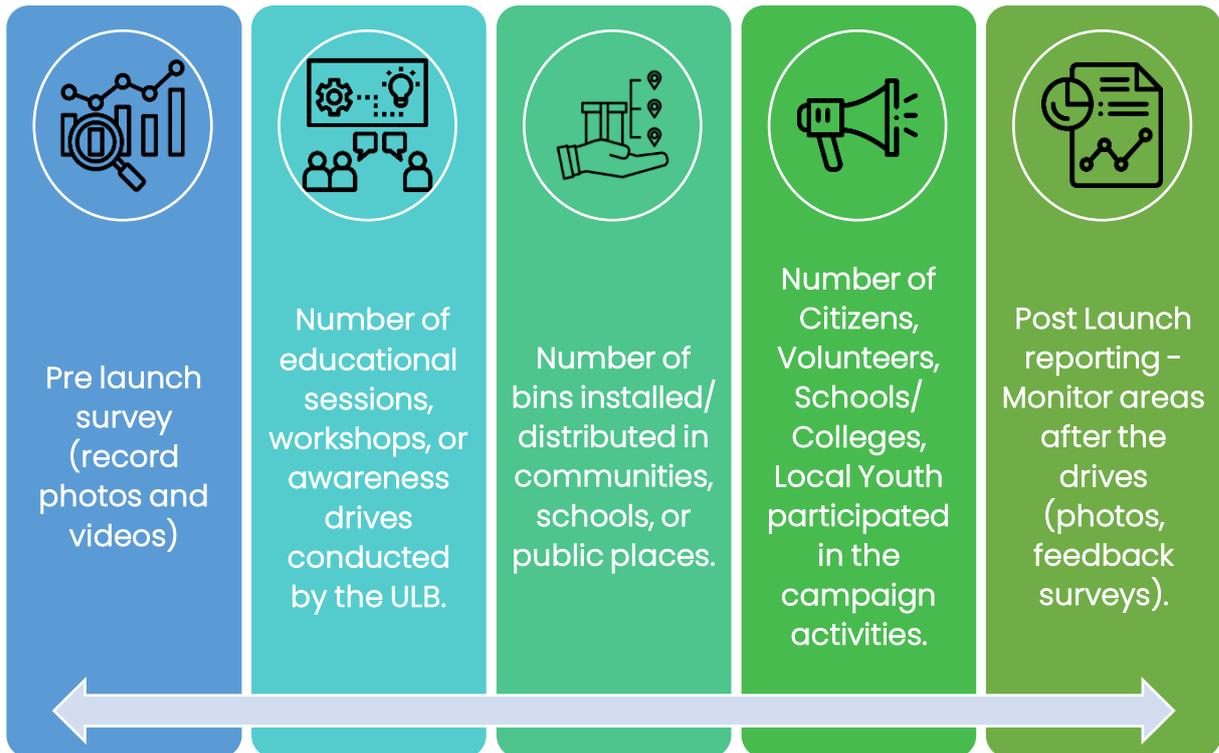
Roles and Responsibilities of ULBs:

- Mobilize local volunteers.
- Actively participate in campaign activities.
- Spread awareness about the campaign within their neighborhoods.
- Provide logistical support, including safaimitras & D2D vehicles.
- Facilitate timely waste collection, transportation and management.
- Organize events and workshops.
- Printing of fliers, banners, hoardings during the campaign

Monitoring and Evaluation:

The monitoring and evaluation (M&E) of the **“Teen Bin ki Aadat, Swachhta ki Zarurat”** 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 "Three Bins" (waste segregation at source). The indicators should be SMART (Specific,

Measurable, Achievable, Relevant, Time-bound).



Communications and Outreach:

The **"Teen Bin ki Aadat, Swachhta ki Zarurat"** 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 **"Teen Bin ki Aadat, Swachhta ki Zarurat"** must begin before 5 days of the start of the campaign (one post daily by each ULB).

- Local youth and citizens be encouraged to post their participation on social media platforms (10 per ULB).
- ULBs to **ensure the usage of the following hashtags in all social media posts on the subject.**

Official Hashtags to Use

#TeenBinkiAadat

#CleanJK

#MyWasteMyResponsibility

#SwachhJK

Official Twitter Accounts to Tag

@MoHUA_India

@OfficeOfLGJandK

@OmarAbdullah

@jkhudd1

@SwachhBharatGov

@Swachhjk

Expected Outcome:

The **"Teen Bin ki Aadat, Swachhta ki Zarurat"** 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.

Activity Report Format

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