

Information Department conducts Swachhata hi Seva campaign

JDI administers Swachhata Pledge to Officers, Officials of DIPR Jammu

HIMALAYAN MAIL NEWS
JAMMU, OCT 01

As a part of Swachhata hi Seva' (SHS) Campaign 2023, the Department of Information and PR Jammu today conducted a massive cleanliness drive from 10.00 am to 11 am to pay tributes to the Father of Nation Mahatma Gandhi on his 154th birth anniversary.

At the onset, Joint Director Information Jammu Atul Gupta administered Swachhata pledge to the officers and officials of DIPR Jammu to promote cleanliness, hygiene and environmental sustainability.

Speaking on the occasion, JDI highlighted the teachings of Mahatma Gandhi on cleanliness and sustainability. He further said that the Information Department has always been on the forefront to



promote cleanliness, hygiene, and environmental sustainability. "The Department has always accorded highest priority to the crucial issue of cleanliness and hygiene," he said.

The theme for the Swachhata hi Seva campaign - 2023 is 'Garbage Free India.'

This initiative marks a significant step towards generating a 'Jan Andolan' through community in-

volvement to promote cleanliness and sanitation. Information Department has enthusiastically embraced this campaign and participated in 'Shram daan'. The officers along with staff members cleaned the premises of the Directorate of Information & PR, Media Complex Rail Head Jammu and its surroundings.

The Swachhata hi Seva campaign aims to inspire

voluntary 'Shram daan' activities that foster a sense of collective responsibility among the citizens.

Besides JDI Jammu, Deputy Director Information (PR) Dr Vikas Sharma, Deputy Director (Central) Sunil Kumar, Deputy Director (AV) Dharam Pal, Administrative Officer Renu Sharma, FPO Mukesh Kumar and other staff members were present on the occasion.

Deputy Commissioner Rajouri Leads Ek Tareekh Ek Ghanta Ek Sath Cleanliness Drive

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Deputy Commissioner Rajouri, Vikas Kundal, today led the cleanliness drive, as part of the 'Ek Tareekh Ek Ghanta Ek Sath' initiative, encouraging individuals to donate one hour of their time towards community betterment.

The event, held at four key locations - DC office complex, Bella Park, Old Bustand, and New Bus Stand, saw enthusiastic participation from various sectors of the community.

At the DC office complex, the event was attended by the Commandant, CRPF 72 Bn Rajouri; Vivek Sakseena; Assistant Commissioner Revenue, Imran Rashid Kataria; Chief Agriculture Officer, Sohan Singh; Assistant Director FCS&CA, Auqil Nu-



vaid and other officers.

At Bella Park, the event witnessed the active participation of President MC Rajouri, Mohd Arief, along with councillors including Sanjay Sharma, Pushpinder Gupta, Mamta Dutt, Ifkar Dar, Mushtaq Ahmed and Rabia Kouser

Similar events, echoing the spirit of community service and cleanliness, were successfully replicated at the other designated locations, bringing together residents, officials, and local authorities

in a unified effort to keep Rajouri clean and beautiful.

Deputy Commissioner Vikas Kundal also spoke passionately about the significance of cleanliness and sanitation, emphasizing their direct impact on the well-being and health of the community.

He also expressed his gratitude to all participants and emphasized the importance of collective action in creating a cleaner and more vibrant Rajouri. He commended the dedi-

cation of all those who came forward to contribute their 'Shram Daan.'

This exemplary initiative reflects the commitment of community leaders of Rajouri and residents to maintain the cleanliness and hygiene standards of the city setting a positive example for others to follow.

At the heart of the 'Ek Tareekh Ek Ganta Ek Sath' cleanliness drive in Rajouri was the spirit of 'Shram Daan' or voluntary labor. This selfless act of giving one's time and effort for the betterment of the community served as the driving force behind the initiative.

'Shram Daan' not only symbolized the dedication of the participants but also highlighted the invaluable contribution of every individual towards the collective goal of a cleaner and more vibrant Rajouri.

DLSA Kathua organises Cleanliness Drives at District Court Complex, District Jail

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As per the directions of the JK Legal Services Authority (JKLSA) and to pay tribute to Mahatma Gandhi Ji on the eve of his 154th birth anniversary, District Legal Services Authority Kathua organized Cleanliness Drives in collaboration with Municipal Council Kathua at District Court Complex and District Jail.

The event was organised under the supervision of Chairman DLSA Kathua, Ashok Kumar Shavan (also Principal District & Sessions Judge).

The cleanliness events were organised as part of the National Campaign launched by the Govt. of India to mark Gandhi Jayanti under the theme "Garbage Free India".

Secretary District Legal Services Authority, Rekha Kapoor Nischal coordinated the cleanliness campaign. At District Jail



Kathua drive was coordinated by Superintendent which witnessed active participation of Jail Inmates of Dist as well as staff and Para Legal Volunteers of DLSA Kathua.

An Awareness Program under the topic "Eco-friendly alternatives to single use plastics" was also organized by DLSA Kathua at Govt. Higher Secondary School (Boys) Kathua wherein the Resource Person Adv Mukesh Kumar, DLSA Kathua highlighted and discussed the importance of this awareness

programme under Swachhata Hi Seva Campaign (SHS) 2023.

The proceedings of the program were conducted by Adv Naiya Sharma Panel Advocate, DLSA Kathua. Para Legal Volunteers, staff of DLSA, Faculty members and students were present on the occasion.

In addition to this, an Awareness Rally was also organized by DLSA, Kathua in collaboration with District Administration Kathua in the presence of Panel Advocates, Para

Legal Volunteers, staff of various departments and local masses of District Kathua.

The rally went to the main market of District Kathua and culminated at Shahidi Chowk. Different stalls were installed by various government departments of District Kathua to raise awareness among people about waste segregation methods and usage of biodegradable substances.

The objective of organizing these programmes / activities was to generate Jan Andolan through community participation and also to minimize waste generation through careful planning and recycling, on implementation of Swachhata Hi Seva Campaign (SHS) 2023, to disseminate the importance of Sampoorna Swachh Kathua and to reinforce the concept of Sanitation as everyone's business make aware the local masses of the District Kathua.

District Administration Launches Massive Cleanliness and Sanitation Campaign in Reasi

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The District Administration of Reasi executed a community mobilization and sanitation campaign as part of the Swachhata Hi Seva initiative, aimed at instilling awareness of cleanliness among the community. The drive was inaugurated by Additional District Development Commissioner Reasi, Jyoti Slathia, alongside ADC Abdul Star, ACR Anshumali Sharma, and numerous PRI members, as well as members of the general public and senior district officials.

In her address, ADDC Jy-



oti Slathia underscored the significance of maintaining sanitation, cleanliness, and personal hygiene. She called upon all stakeholders to unite in spreading awareness about cleanliness and elucidated the objectives of the sanitation

ing future cleanliness initiatives led by the District Administration.

ADDC Jyoti Slathia, together with ADC Reasi, actively participated in the cleanliness campaign, leading a march from the DC office to Bus Stand Reasi as part of the campaign.

Simultaneously, similar cleanliness and sanitation campaigns were organized in every Block/Tehsil Headquarter, including all Municipal wards across the district. The campaigns witnessed the enthusiastic participation of PRI members, district officials, the general public, NGOs, and students, as well as staff from various educational institutions.

Govt polytechnic Jammu organises series of activities to mark Swachhata hi Seva Campaign

HIMALAYAN MAIL NEWS
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Government Polytechnic Bikram Chowk Jammu organized a series of activities under "Sawachhata Hi Seva Campaign - 2023" in the institute under the guidance of Directorate of Skill Development Department J&K. With the mission to check growing pollution and to save our planet, 'Cleanliness Drive' under "Sawachhata Hi Seva Campaign" was organized on 1st of October 2023 as per the directives of MHRD, Govt of India. Er Arun Bangotra Principal Government Polytechnic Jammu, along with the HODs, staff and students participated in the campaign. In order to curb the plastic menace, the students took the pledge on 'Plastic Waste Management', 'Sanitation' and 'Cleanliness Drive' besides



campaigning against the 'Single Use of Plastic'. To spread awareness about environmental pollution, the students and staff participated in a 'Walkathon' from institute campus to bikram chowk after that a cleanliness drive was organized in the area surrounding the college campus. All the staff and students were armed with brooms, dust-

bins, and a shared vision with various slogans discouraging the use of polybags and making alternative arrangements instead to the use of plastic and thereby supporting the Nationwide campaign to keep our earth green and eco-friendly. The students of the institute participated in various activities such as rangoli making, debate

competition, poster making etc.

Er Arun Bangotra Principal Government Polytechnic Jammu in his address to the students advised them to play a vital role and carry out mass awareness programmes to save our environment by planting trees, saving water and keeping the environment clean and importance of a garbage-free environment. Principal along with Inderjeet Singh Workshop Supdt., Raj Kumar HOD Mechanical, Sukhdeep Singh HOD Civil Engg., Manjeet Singh HOD Electrical Engg., Smt. Rani Devi HOD IT, Jasdeep Kour HOD I&C., Sanjay Koul HOD Computer., Amit Sharma HOD T&T, Chamel Singh PEM, Smt. Toshi PET, staff and students of Government Polytechnic Jammu actively participated in all the activities taken up to mark the occasion.

NHIDCL conducts cleanliness, plantation drive on Jammu - Akhnoor Road

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Regional Office of National Highways & Infrastructure Development Corporation Limited (NHIDCL), a fully owned Company of Ministry of Road, Transport and Highways (MoRTH), Govt of India organized a CLEANLINESS DRIVE and the PLANTATION OF TREES along the National Highway-144A (Jammu - Akhnoor Road) under the activity of Swachhata-Pakhwada "Ek Tareekh Ek Ghanta" on 01st October 2023, at 10:00 AM.

During this Campaign, lots of efforts were devoted towards cleanliness and awareness during Swachhata Pakhwada made to connect common masses of surrounding areas of RO-Jammu, their PMUs, Construction sites and local public places, a step was taken by NHIDCL to encourage all the people to keep their locality clean.

On the celebration of

NHIDCL, RO-Jammu has started the Swachhata-Pakhwada "Swachhata Hi Seva" campaign under the chairmanship of Executive Director (Projects), Col. Sandeep Sudhera (Retd.).

The Staff of the NHIDCL, Regional Office along with Project Monitoring Unit-Akhnoor has taken an initiative of cleaning the approach road of National Highway (Jammu - Akhnoor Road) and gave upliftment towards thought for plantation more and more trees to become and keep their environment pure and make their surroundings hygienic and make good atmosphere for future young generations. Local people

were also invited to participate.

On the Observance of SWACHHATA PAKHWADA "SWACHHATA HI SEVA", a Cleanliness drive from 15th to 30th September 2023 was done by NHIDCL, RO-Jammu and their PMU-sand construction sites. NHIDCL, RO-Jammu has achieved its target to Clean the maximum number of road side Dhabas, Bus stands, wayside amenities, repairing of street lights, Filling of Potholes, removal of encroachments, removal of clogging in road side drains along National Highways.

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Swachhata Drive organised at CHC Katra

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In continuation with various activities under "Sewa Pakhwada" a Swachhata Drive was organised at CHC Katra.

The Swachhata Drive was started with a Swachhata Pledge by the Doctors, Paramedics and Sanitation Staff of CHC Katra, followed by thoroughly cleaning of compound of Hospital including removing dirt



washing of the area with water pressure, removing mud from the drains and cleaning of drains with water pressure, from the

drains presents on both side of the building.

Speaking on occasion Dr Gopal Dutt Block Medical Officer Katra told that main

aim of the drive was to aware and motivate the staff regarding importance of the sanitation and hygiene of the hospital. So that we can provide infection free clean environment to the patients as well as attendant of the patients and visitors, so that we can minimize the burden of the diseases from the community. The participants in the above said drive were Doctors, BPMU, Paramedics and Sanitation staff of the Hospital.

Relief Organisation organises Swachhata hi Seva campaign at 21 locations across UT

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In a concerted effort to advocate the nationwide sanitation and cleanliness initiative, "Swachhata Pakhwada Swachhata Hi Seva 2023" in rural and urban areas, Relief and Rehabilitation Organization today organized number of impactful activities at 21 different locations viz Head Office, 12 migrant camps at Jammu & Kashmir under its jurisdiction and 07 Migrant Schools notified vide this office circular No. 02-RRCM of 2023 dated: 26.09.2023 in collaboration with the Department of Rural Development & Panchayati Raj, Youth Services and Sports, School Education Department, Jammu Municipal Corporation, Srinagar Municipal Corporation, CRPF and



Sanitation Agencies.

The Nodal Officers and the Visiting Offices were appointed by the department for conducting Mega cleanliness drive under "EK Tareekh, EK Ghanta, EK Saath" campaign to mark the celebration of Gandhi Jayanti. Brooms, Disposable Bags, Disposable Gloves, Cutter, Masks were distributed among the participants by the department.

About 300-400 migrant students participated with immense enthusiasm and

enthusiasm and raised slogans of Green India, Clean India and Garbage free India. The same enthusiasm was seen amongst inmates of migrant camps who also joined hand in hand with the department in making the cleanliness drive successful.

Further, the occasion was marked by Swachhata pledge taking ceremony and followed by National anthem at head office and various migrant camps which was led by officers of Relief Organization and at-

tended by number of officials of department, migrant children and inmates of migrant camps too which aimed to fulfill a sole objective and instill a sense of social responsibility among the younger generation towards ensuring cleanliness in their surroundings.

Further more Kashmiri migrants were also made aware of special summary revision during the campaign.

The Relief & Rehabilitation Commissioner K.K. Sidha sensitized all the participants regarding the importance of ongoing "Swachhata Pakhwada Swachhata Hi Seva 2023" campaign and also enjoined upon them to propagate the sense of cleanliness and hygiene in action and spirit to fulfill the endeavor of aforesaid objective.