

# Urban Insights

HOUSING & URBAN DEVELOPMENT DEPARTMENT  
GOVERNMENT OF JAMMU & KASHMIR

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The Big Reveal: Launch of Sustainable Yatra Kits at Lal Chowk, Srinagar

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## About JKHUDD

The Jammu & Kashmir Housing and Urban Development Department (JKHUDD) is the Nodal Agency for Planning, Development, and Management of Urban Areas in the UT of J&K. It oversees various aspects such as Infrastructure Development, Urban Planning, Housing, and Municipal Governance to ensure sustainable growth & quality of life in the region.

The Department is also responsible for framing of Housing policy, Create Legal, Institutional and Procedural changes to encourage investment in housing sector and to facilitate creation of adequate housing stock etc. The Housing and Urban Development Department, J&K has been in existence since 1970 to look after the important sectors of Housing, Urban Development and Local Self-Government.



*Mandeep Kaur, IAS*

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## **MESSAGE**

It is with great pleasure that we present to you the fifth edition of the Jammu & Kashmir Housing and Urban Development Monthly Newsletter. In this edition I am pleased to share with you the innovative measures we have implemented this year for Shri Amarnath Ji Yatra (SANJY)-2024. The Housing and Urban Development Department (HUDD) has introduced a series of initiatives to promote environmental responsibility and ensure a green, sustainable pilgrimage experience for thousands of yatris.

Key highlights of our eco-friendly initiatives include:

- Comprehensive Waste Management Strategies at each Yatra Base Camp, focusing on Waste Reduction and Recycling.
- Distribution of Sustainable Kits to Yatris, including Biodegradable Toiletries and Reusable Bags and Steel Water Bottles.
- Introduction of Yatra Mitras - Trained Volunteers stationed at Base Camps to Educate Pilgrims on Proper Waste Management Practices and for their Assistance.
- Installation of Water ATMs along the Yatra Route, providing Clean Drinking Water and Reducing Plastic Bottle Usage.
- Community Engagement Programs to instill Environmental Responsibility among Pilgrims and Local Communities.

These initiatives demonstrate our commitment to integrating environmental awareness into pilgrimage tourism management. We believe that responsible tourism can coexist harmoniously with religious practices, setting a new benchmark for sustainable tourism in our region.

I would like to express my gratitude to all those involved in making these eco-friendly innovations a reality.

**(Mandeep Kaur)**



Sustainable & Zero Landfill Yatra  
Housing & Urban Development Department, J&K  
#GenerationRestoration

The Housing and Urban Development department, J&K (HUDD) in an effort to promote eco friendliness and environmental responsibility, has introduced a series of innovative eco-friendly measures to transform the Shri Amarnath ji Yatra 2024. This initiative stresses on the commitment of both collaborators to ensure a green, sustainable, and responsible pilgrimage experience for thousands of yatris from across the country.

In an effort to addressing needs, HUDD is working closely to implement comprehensive waste management strategies at each Yatra Base Camp. These strategies focus on waste reduction, recycling etc. While providing expert guidance on sourcing eco-friendly alternatives to single-use plastics, HUDD aims to promote sustainable procurement practices. Trained volunteers called as Yatra Mitras, are stationed at each base camp to inform, educate and communicate pilgrims on waste management practices. Yatris embarking on this journey of Shri Amarnath ji Yatra 2024 have given sustainable yatra kits. These kits include biodegradable toiletries, reusable steel water bottles, and other eco-friendly essentials to minimize single-use plastics and promote use of reusable items during the yatra.

These eco-friendly innovations introduced by HUDD under the leadership Ms. Mandeep Kaur, IAS, Commissioner/Secretary, J&K during Shri Amarnath ji Yatra 2024 set a new benchmark for sustainable tourism practices in the region.





## Cleanliness Crusade Comes Alive: Swachhotsav Wows Pilgrims at Ghanta Ghar, Lal Chowk

The bustling Ghanta Ghar at Lal Chowk in Srinagar transformed into a vibrant epicenter of cultural celebration as pilgrims embarked on the Shri Amarnath Yatra. JKHUDD in collaboration with Hanumat Dhvaj Pathak, orchestrated a mesmerizing event that underscored the need and importance of a clean pilgrimage.

The event was graced by the presence of Mr. Keshav Varma, IAS, Chairman, HLC (Urban Planning) and Ms. Mandeep Kaur, IAS, C/S, HUDD, J&K. The program featured over 50 artists & volunteers who captivated the audience with traditional dhol-tasha rhythms and majira beats. The performance was not just a cultural showcase but a powerful call to action for the pilgrims to adopt safer, cleaner and sustainable practices during the yatra.

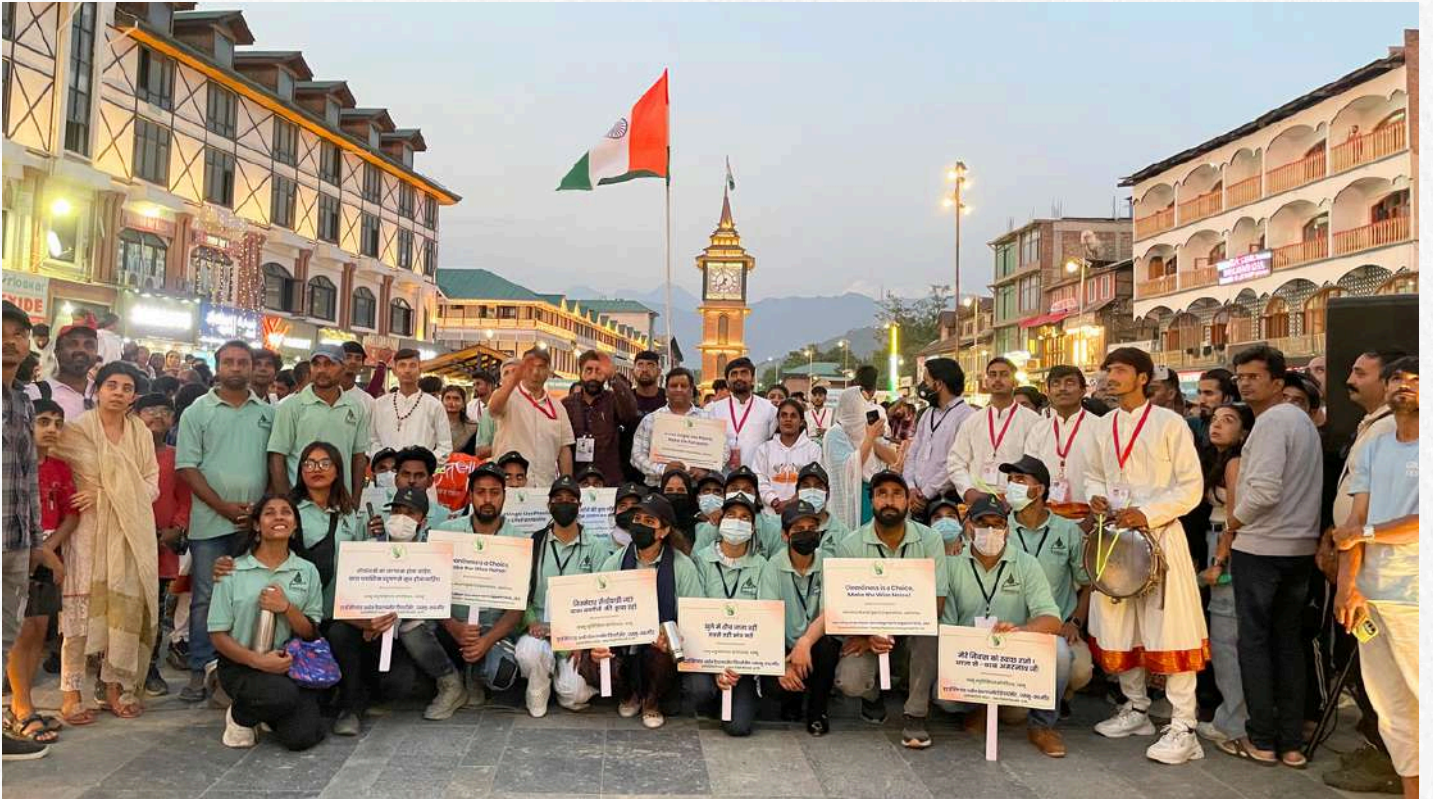


### Celebration of Swachhata

This event was part of a larger campaign by HUDD to promote sustainable practices during the Shri Amarnath Yatra. This campaign includes a series of activities designed to engage pilgrims and instill a sense of responsibility towards the environment.

The event's impact extended beyond the immediate audience at Lal Chowk's iconic Ghanta Ghar (Clock Tower). Social media buzzed with images and videos of the performances, shared widely by the pilgrims and attendees. This digital amplification helped spread the message of cleanliness and sustainability to a broader audience, extending the event's reach and influence to the higher reaches of Swachhata.







## The Swachhata Narratives

The pilgrims who attended the event expressed their heartfelt appreciation and renewed commitment to the cause, creating a powerful atmosphere of unity and purpose. Their gratitude was evident in the enthusiastic applause, tearful embraces, and fervent testimonials shared throughout the gathering.

### Mr. Yadav, Pilgrim from Madhya Pradesh



*"The performance was a revelation. Not only was it thoroughly entertaining, but it opened my eyes to the environmental impact of the Amarnath Yatra. I now understand the consequences of my actions during the pilgrimage. This powerful experience has inspired me to make a change - I pledge to avoid single-use plastic items on future journeys."*

### Ms. Manisha, Pilgrim from Mumbai



*"This program opened my eyes to the critical need for reducing plastic consumption and responsibly managing waste. The insights gained will undoubtedly shape my actions and choices throughout the Yatra pilgrimage."*



Distribution of Sustainable Yatra Kits during the Event at Lal Chowk, Srinagar



## Free Sustainable Yatra Kits: Promoting Eco-Friendly Practices on Amarnath Ji Yatra-2024

Every year's pilgrimage of Shri Amarnath Ji Yatra is not just a spiritual but an ecological journey. Thousands of pilgrims enter through J&K to the sacred shrine of Amarnath Cave. This year, J&K Housing & Urban Development Department (JKHUDD) has achieved an ecological milestone towards sustainability in this pilgrimage by distributing 50,000 free sustainable kits among the yatris.

In view of the pressing need to reduce the environmental impact caused by usage of single used plastic in Yatra, HUDD have introduced sustainable kits to foster eco-friendly behaviour among the pilgrims. The sustainable kits are designed to remain with the pilgrims throughout their entire journey to make them a sustainable and eco-friendly yatris.

### What's in the Bag ?

The materials inside the Free Sustainable Yatra Kits includes:



**Biodegradable Bag**



**Reusable Water Bottle**



**Steel Cup & Spoon**



**Bamboo Toothbrush**



**Reusable Towel**



**Organic Soap**







Apart from the distribution of kits, HUDD have initiated vigorous campaigns to raise awareness on sustainability-related issues among pilgrims. This was being done through information sessions and interactions through demonstration of Kit Usage; emphasising on reducing wastage and protecting the natural ecosystem, engaging pilgrims towards green behaviour through use of carry-along reusable items that will reduce generation of wastes. The holistic approach was taken to integrate eco-friendly practices into the holy Amarnath Yatra.

As the Yatra progresses, HUDD continues to inspire communities and encourage sustainable practices in pilgrimage sites and religious events across the region, therefore not only protecting fragile ecosystems but also enhancing the overall pilgrimage experience. This initiative sets a new standard for eco-friendly spiritual journeys.

The distribution of free of cost sustainable kits by HUDD for SANJY-2024 was of prime significance to create a legacy of greener, more environmentally sensitive religious event. "Free distribution of sustainability kits was a step undertaken by HUDD to showcase how traditional religious practices may walk hand in hand with modern adaptable principles of sustainability to make sure that the spiritual journey marks the creation of eco-friendly and a sustainable legacy for current and coming generations," states the HUDD spokesperson during distribution event.

This groundbreaking initiative by HUDD not only addresses the immediate environmental concerns of the Yatra but also serves as a model for other religious events worldwide. As more pilgrims embrace these eco-friendly practices, the ripple effect of this initiative promises to extend far beyond the Yatra, inspiring a global movement.





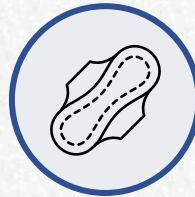
## Hygiene and Dignity for Pilgrims: HUDD Unveils Pink Toilets with Sanitary Pad Vending Services

In a move to provide safety and convenience to women pilgrims, Housing and Urban Development Department (HUDD) has introduced special pink toilets with sanitary pad vending machines and incinerators at all the Shri Amarnath Ji Yatra camps across Srinagar and Jammu. The yatra is undertaken by thousands of devotees every year which include almost an equal portion of women yatris.

To enhance experience for women pilgrims, these toilets were designed in such a way that it would satisfy the needs of hygiene, comfort, and dignity for women, thus making it address a very important need. Understanding this special hygiene needs of women, HUDD has provided this for instant access for a proper mode of disposal.

### Salient Features

The salient features of Pink Toilets installed at Yatra Camp Sites are as below:



**Sanitary Pad Vending Machines**



**Sanitary Pad Incinerators**



**Tissue Papers**



**Mother Care Stations**



**24x7 Ready to Use**



**Uninterrupted Surveillance**





**The Pink Tales: Voices of Empowerment**

Let's listen to the testimonials from women pilgrims about the sanitary pad vending machines and incinerators installed at Amarnath Camps. These stories reveal how these facilities have transformed the pilgrimage experience for women, providing essential menstrual hygiene support in a remote setting.

**Ms. Priya, Pilgrim from Jharkhand**



*"The sanitary pad vending machine at Amarnath Camps was a lifesaver. I hadn't expected my cycle during the pilgrimage, and it was such a relief to have easy access to pads. Thank you HUDD for this wonderful initiative".*

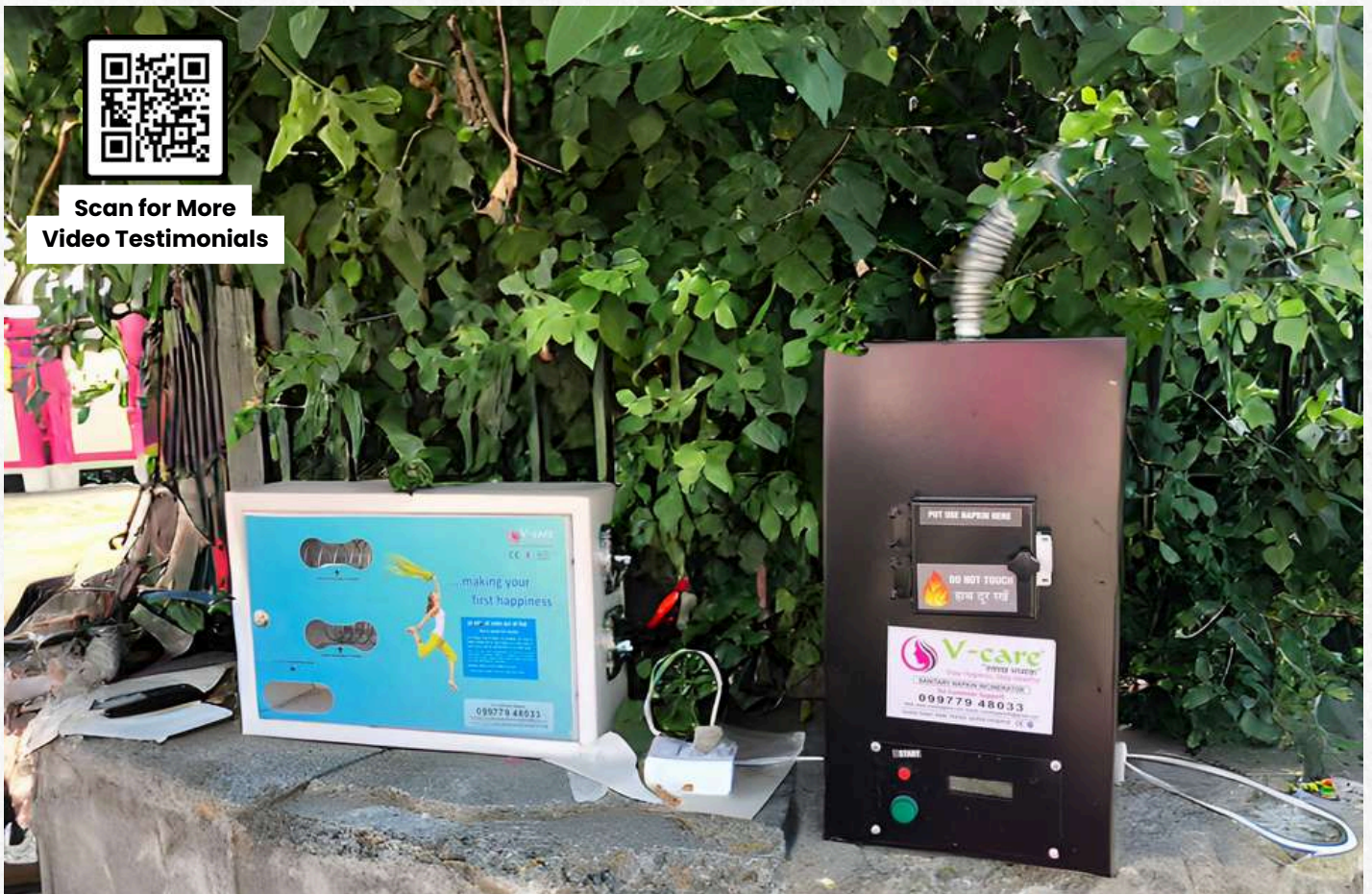
**Ms. Deepa, Pilgrim from Madhya Pradesh**



*"Having an incinerator for disposal made me feel more comfortable and hygienic throughout the journey. It's a small addition that makes a big difference for women pilgrims. It's a game-changer for inclusivity."*



**Scan for More  
Video Testimonials**





## Pure Devotion, Pure Water: HUDD's Water ATMs Serve Pilgrims Round-the-Clock

In an effort to ensuring access to safe-clean drinking water, HUDD has introduced a network of Water ATMs along the yatra route for the well-being of pilgrims participating in the Amarnath Yatra 2024. Addressing this need these ATMs are designed to provide hassle-free access to potable water for every yatri.

Traversing the difficult terrains of the yatra route, most of which lack access to safe drinking water, exposes pilgrims to dehydration and other health issues. The high altitudes and continuous physical exertion while in this journey makes it imperative to introduce a water source significant toward addressing this challenge, ensuring that pilgrims have access to safe drinking water regardless of their location along the route.

### Hydration Meets Devotion

HUDD has strategically installed Water ATMs at key locations which ensures that pilgrims have adequate access to water without detouring or waiting in long queues. Yatris can easily fill water on the reusable bottles provided in the sustainable yatra kits. Positioned at high-footfall spots, these ATMs help reduce water scarcity and dependency on portable water supply systems.

“These Water ATMs at camps contribute to our larger sustainability agenda by reducing the dependency on single-use plastic bottles, thereby minimizing plastic waste along the yatra route. This green initiative supports the holistic goal of promoting sustainability during the Yatra, says HUDD spokesperson.





## Engaging Pilgrims through Nukkad Natak: Raising Awareness about Sustainability in SANJY-2024

To promote environmental responsibility among the pilgrims, HUDD has introduced an innovative initiative through engaging Nukkad Natak performances to create environmental awareness during the Shri Amarnath Ji Yatra 2024. This creative approach aims to highlight the harmful effects of single-use plastic and improper waste disposal methods, while also advocating for sustainable practices.

Nukkad Natak, a traditional street play format, has long been a staple of Indian cultural heritage. Leveraging this medium, HUDD effectively conveying the importance of sustainability. These performances, conducted in open public spaces along the pilgrimage route, and important public places to attract large audiences who are captivated by the lively acting and compelling storytelling. Crowd appreciated this HUDD initiative.

### The Swachhata Themes

The key themes of the Nukkad Natak performances focus on the negative impact of single-use plastic, the importance of proper sanitation and waste disposal, and actionable steps for sustainable living. "By depicting the environmental devastation caused by plastic waste, the plays urge pilgrims to switch to sustainable and reusable alternatives." says a HUDD spokesperson.

Pilgrims were also encouraged to provide feedback on the performances, helping to refine and adapt the initiative to better meet audience needs. "The response of the Nukkad Natak performances has been overwhelmingly positive, with many expressing gratitude for the informative and entertaining nature of the plays." said a Yatra Mitra.





 Clean Moves, Pure Hearts..



Housing & Urban Development Department, J&K  
#swachhcollees.com





## Devotion Meets Service: HUDD's Yatra Mitras at Your Service

The Shri Amarnath Ji Yatra being not only one of the most significant pilgrimages in India but also a test of faith and endurance. To ensure that this spiritual journey is smooth and enriching, the Housing & Urban Development Department (HUDD), Government of Jammu & Kashmir has introduced volunteers uniquely called "Yatra Mitra." This initiative was one of its kind in J&K.

The Yatra Mitras are trained volunteers who assist pilgrims at every step of the journey. Their responsibilities include providing information regarding routes, facilities, and safety measures to ensure pilgrims remain well-informed. They also are responsible for distributing eco-friendly kits to encourage green behaviours among yatri's and educate them on proper garbage disposal.

### Key Highlights

The Yatra Mitras of HUDD who have undergone training are well prepared for their roles in areas covering communication skills to effectively address:



**Pilgrims Queries  
& Emergencies**



**Basic First  
Aid & Services**



**Environmental  
Education**

These Yatra Mitras are deployed at various check points, including base camps, these volunteers ensure continuous assistance to the pilgrims round the clock.



Yatra Mitra's assisting Yatri's at Bhagwati Nagar Base Camp, Jammu



 **Atithi Devo Bhava: Hospitality as Worship**







## Pilgrimage Upgraded: HUDDs Digital Innovations to Enhance Pilgrimage Experience

In the digital age, the Amarnath Yatra-2024 is also embracing modern technology to enhance the pilgrimage experience. The J&K Housing & Urban Development Department (HUDD) has introduced several digital innovations aimed at making the journey safer and more informed for pilgrims. These solutions, including an interactive website zerowasteryatra.com and the YatraMitra app, offer comprehensive support & information to the yatrīs and other stakeholders.

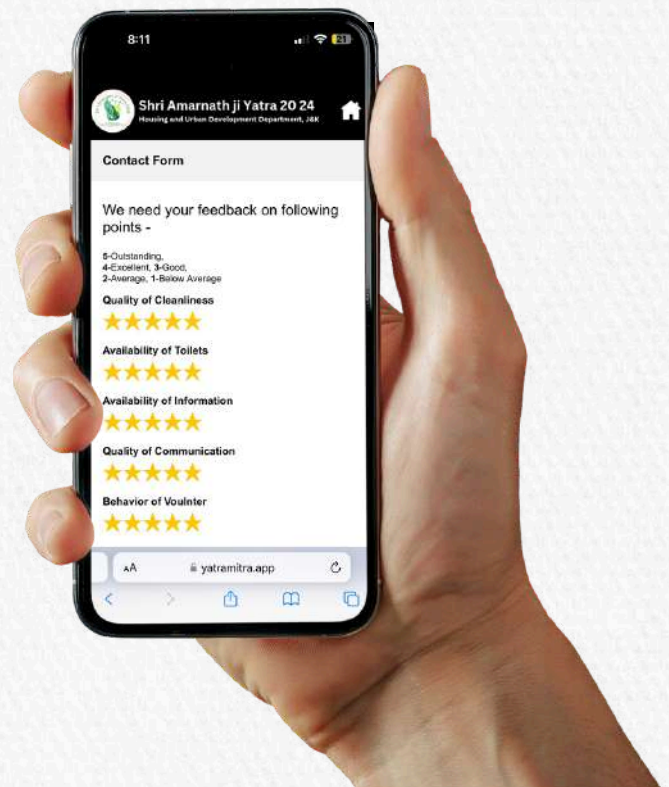
The YatraMitra app serves as a digital companion for the Yatrīs, providing essential features and alerts that streamline their yatra throughout comfortably. Available for Android, the app offers detailed information about the pilgrimage, guidelines, and route maps etc.



### ZeroWasteYatra.com

The ZeroWasteYatra.com website acts as an information hub, sharing best practices for sustainable living and crucial updates about the yatra. The site provides real-time updates on weather, route changes, and vital announcements. It also offers comprehensive guides and best practices for the yatra, emphasizing environmental awareness and sustainability.

The digital touch screen at Pantha Chowk, Srinagar, adds another layer of support. This interactive kiosk provides instant access to maps, guidelines, helpline numbers, and feedback options, serving as a vital resource for pilgrims along the yatra route.





These digital innovations by HUDD are modernizing the Amarnath Yatra, enhancing convenience, safety, and environmental responsibility. By integrating technology, these efforts ensure that pilgrims have the tools and resources needed for a fulfilling and enriching journey. The introduction of the YatraMitra app, ZeroWasteYatra.com website, and the digital touch screen at Pantha Chowk are significant steps towards making the pilgrimage more accessible and enjoyable, setting new standards in pilgrimage management and promoting tourism.

"Our aim with these digital innovations is to ensure that every pilgrim has access to timely and accurate information, enhancing their safety and overall experience during the Shri Amarnath ji Yatra," said Rahul Yadav, MD-SBM, J&K. "By integrating modern technology, we are able to provide comprehensive support and promote sustainable practices," he added.

"The introduction of the YatraMitra app and ZeroWasteYatra.com is part of our ongoing efforts to modernize the yatra and promote environmental stewardship," - HUDD official.

While highlighting the importance of digital inclusion, one of the yatris who recently completed the Shri Amarnathji Yatra shared that "I found the YatraMitra app incredibly useful during my journey. The detailed maps especially were of a great help, and being able to report garbage helped me feel like I was contributing to the cause while the entire experience helped me keep this yatra much organized and enjoyable."

As more pilgrims embrace these technologies, the Shri Amarnathji Yatra is poised to become a model for how ancient traditions can thrive and adapt in the 21st century, ensuring that future generations can continue to undertake this sacred journey with greater ease, safety, and responsibility.



Yatri's providing Feedbacks in Yatra Mitra App at Pantha Chowk Base Camp, Srinagar



## Transforming Waste to Wonder: HUDD leads the way in transforming Waste into Art

In an innovative move towards sustainability and environmental consciousness, the Jammu and Kashmir Housing and Urban Development Department (HUDD) is leading a remarkable initiative to transform waste into art. Under the banner of Reduce, Reuse, Recycle, HUDD, in collaboration with the Swaaha team, is turning discarded materials into beautiful and useful art forms.

As part of the broader efforts to promote sustainability during the Shri Amarnath Ji Yatra 2024, HUDD has been instrumental in leading this project, gathering significant attention for its forward-thinking approach. This 'Waste to Fish' has been installed at Jammu Municipal Corporation (JMC) which will serve as educational tool to raise awareness about waterbody conservation.



### Throwaway Turns to Triumph

JKHUDD's support has been always pivotal in facilitating and promoting such innovative projects. "At HUDD, we believe in the power of transformation, seeing potential where others see waste. This initiative is a testament to our commitment to sustainability and creativity." said Commissioner Secretary, Ms. Mandeep Kaur (IAS), Housing and Urban Development Department (HUDD), J&K.

As HUDD continues to lead the way in turning waste into wonders, it sets a powerful example for others to follow, proving that with vision and dedication, we can create a more sustainable future. By transforming discarded materials into valuable resources, HUDD is also paving the way for a circular economy.



## HUDDs Comprehensive Branding: Empowers Yatri's with Essential Information Support

Through its efforts to ensure that yatri's are well-informed, comfortable, and engaged throughout their journey, Housing and Urban Development Department (HUDD) introduced an array of branding materials to enhance communication and address key issues along the pilgrimage route.

A key component of this initiative is the strategic placement of eye-catching hoardings across the yatra routes in all the Urban Local Bodies (ULB). These large signs provide crucial information about the yatra, including waste management guidelines, safety protocols, and directions to essential facilities. Positioned at prominent locations, the hoardings serve as constant reminders to pilgrims about best practices for a smooth and respectful pilgrimage experience.

### Enhancing the Pilgrimage Experience

Complementing the hoardings are the branded kiosks and tents, which serve as interactive touch points for yatri's. The kiosks, manned by dedicated volunteers, offer a range of services, including real-time assistance and the distribution of sustainable kits. The tents, set up at major check points and base camps, provide a space for pilgrims to gather information, seek help, and participate in educational activities related to environmental responsibility.

In addition to these physical elements, digital screens have been installed to deliver real-time updates and information. These screens display emergency alerts, weather conditions, Interactive Maps, Guidelines, Feedback etc.





## हाउसिंग एंड अर्बन डेवलपमेंट डिपार्टमेंट , जम्मू-कश्मीर



यह धरती का स्वर्ग है  
इसे स्वच्छ रखना हमारा फर्ज है

#GenerationRestoration



स्वच्छ भारत मिशन - अर्बन 2.0

G

## हाउसिंग एंड अर्बन डेवलपमेंट डिपार्टमेंट , जम्मू-कश्मीर



स्वच्छ भारत मिशन - अर्बन 2.0

हम हैं जिम्मेदार तीर्थयात्री !

रीयुज़ेबल पानी की बोटल उपयोग में लाकर हम  
इस अमरनाथ जी यात्रा और अपने जीवन को  
सिंगल यूज़ प्लास्टिक से मुक्त कर सकते हैं !

#GenerationRestoration





## हाउसिंग एंड अर्बन डेवलपमेंट डिपार्टमेंट , जम्मू-कश्मीर





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### होगईमेरीयात्रा ग्रीन

- 1** पॉलिथीन की जगह कपड़े का रीयूजेबल थैला और रीयूजेबल बोतल का इस्तेमाल करें
- 2** अमरनाथ यात्रा में सिंगल यूज प्लास्टिक ना लायें ना इस्तेमाल करें
- 3** कचरे को खुले में नहीं फेंकना , उन्हें सही इस्टबिन में डालकर यात्रा मार्ग को स्वच्छ रखना है

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## हाउसिंग एंड अर्बन डेवलपमेंट डिपार्टमेंट , जम्मू-कश्मीर

भारत सरकार के आदेश से सिंगल यूज प्लास्टिक आइटम्स

**पूर्णतः प्रतिबंधित हैं !**



स्वच्छ भारत मिशन - अर्बन 2.0

**हर बार  
साफ़ स्वच्छ  
अमरनाथ**

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**123**  
होगई मेरी यात्रा ग्रीन

- 1 पॉलिथीन की जगह कपड़े का रीयुसेबल बैग और रीयुसेबल बॉटल का इस्तेमाल करें
- 2 अमरनाथ यात्रा में सिंगल यूज प्लास्टिक ना ल्याये ना इस्तेमाल करें
- 3 कपड़े को धुने में लंबी फेंकना, उन्हें सही इस्टिमिल में डालकर यात्रा मार्ग को स्वच्छ रखना है

**स्वच्छता की सेल्फी**  
#GenerationRestoration

#GenerationRestoration  
सस्टेनेबल किट से मैं अपनी अमरनाथ यात्रा और जीवन को वेस्ट फ्री बनाऊंगा!  
धन्यवाद जम्मू- कश्मीर सरकार!

हाउसिंग एंड अर्बन डेवलपमेंट डिपार्टमेंट, जम्मू-कश्मीर



**I ♥ Shri Amarnath Ji Yatra 2024**  
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मैं शपथ लेता हूँ कि अमरनाथ यात्रा में रीयुसेबल पानी की बोटल का उपयोग करूँगा और सिंगल यूज प्लास्टिक से धरती को बचाऊँगा  
#GenerationRestoration

**मेरी शपथ स्वच्छता की**

हाउसिंग एंड अर्बन डेवलपमेंट डिपार्टमेंट, जम्मू-कश्मीर



## Round-the-Clock Efforts: HUDD and ULBs Keep Amarnath Yatra Routes Clean

As the Shri Amarnath Yatra attracts thousands of pilgrims, Housing and Urban Development Department (HUDD), in collaboration with Urban Local Bodies (ULBs) has implemented a waste management strategy to maintain hygiene standards and promote eco-friendly practices along the yatra routes while ensuring the cleanliness and environmental integrity of the pilgrimage routes remains one of their top priority.

HUDD along with ULBs have introduced an extensive waste management plan to tackle the challenges posed by the arrival of pilgrims. This initiative includes regular sweeping, garbage collection, and efficient disposal services to manage the substantial amounts of waste generated by ensuring prompt and effective waste management.

### Clean Trails, Pure Pilgrimage

Housing and Urban Development Department (HUDD) and ULBs are also emphasizing eco-friendly practices. These include the use of eco-friendly carry bags, recycling programs for single use plastic, and proper segregated waste disposal systems. Such measures aim to minimize the environmental impact of the pilgrimage and enhance its sustainability.

The collaboration extends to engaging volunteers and local communities including students from local school. Yatra Mitras/ Volunteers assist with grassroots cleaning activities and educational outreach, raising awareness about environmental responsibility among pilgrims. This partnership enhances the effectiveness of the waste management.







# Breaking Through the Noise: Effective Communication in the Media

## HUDD's sustainable kit initiative leads to plastic-free Amarnath Yatra

Srinagar, July 23: The Amarnath Yatra 2024 pilgrimage is set to be free of plastic and waste, largely due to unique initiatives by the Housing and Urban Development Department. The department's extensive awareness campaign has greatly influenced the pilgrims, encouraging them to act responsibly during their journey.

The department has provided sustainable kits to the pilgrims, which include items like a steel water bottle, spoon, glass, bamboo toothbrush, cloth bag, cloth hand towel, and herbal soap, and have become immensely popular among pilgrims.

"This innovative experiment was conducted with a behavioural change approach, and the results have been incredibly successful," said Mandeep Kaur (IAS), Commissioner Secretary of the Housing and Urban Development Department.



Kaur (IAS), Commissioner Secretary of the Housing and Urban Development Department.

She said, "We are distributing 50,000 kits for free, and the pilgrims are highly enthusiastic and inspired by this program. Those who have gotten the kits have pledged to abandon plastic bottles and to adopt more eco-friendly practices. This is very evident in the decreased single-use

This new eco-friendly and sustainable package initiative is expected to cut the amount of plastic used by 30 to 40 percent during the entire pilgrimage, Kaur said. "This means there will be a big drop in the number of over 5 lakh plastic bottles, 15 lakh disposable items, and more than 1 lakh single-use plastic bags. This is very evident in the decreased single-use

plastic waste along the yatra route," she added. The Commissioner Secretary said this experiment was very successful and is the first of its kind in India. Under the Swachh Bharat Mission Urban, this initiative will serve as a model for making all future pilgrimages completely plastic-free, she said.

Pilgrims can get these kits as gifts through IEC programs at 19 places, including Pantha Chowk in Srinagar, Bhagwati Nagar Yatri Niwas in Jammu, and other locations like Lakhampur, Vijaypur, Hirnanagar, Kathua, Samba, Udhampur, Ramban, Manggam, Ashmakam, Pahalgam, and Anantnag.

These kits have emerged as a solution for waste reduction. By promoting sustainable lifestyles and steel usage, the kits will

encourage a waste-free plastic-free their dal Mandeep Shesr Urban partm tive i role i nath was/ and pli thi ad. T. rta sim imp aris eric tra anc Jar alv in

## HUDD Unveils Revolutionary Hygiene Initiative for Female Amarnath Pilgrims

Srinagar, Aug 2 (KNS): The Housing and Urban Development Department (HUDD) of Jammu and Kashmir has introduced sanitary pad vending machines and incinerators in new pink toilets for women pilgrims participating in the Amarnath Yatra. The initiative, led by Commissioner Secretary Mandeep Kaur, IAS, aims to improve the pilgrimage experience for women by addressing their unique hygiene needs.



The pink toilets, located at key spots in Srinagar and Jammu, are equipped with modern facilities, including sanitary pad vending machines to ensure that women have access to necessary sanitary products. Incinerators provide a hygienic way to dispose of waste, keeping the Yatra route clean.

Women pilgrims have praised these facilities for making their journeys safer and more comfortable. Ms. Pooja Verma from Mumbai expressed her gratitude, saying, "Thanks to these facilities, I felt safe, comfortable, and respected during the journey."

HUDD has plans to expand the number of pink toilets and add more features to enhance comfort and hygiene for women pilgrims. The department is committed to providing a respectful and inclusive environment for all pilgrims. Mandeep Kaur, IAS, emphasized the importance of this initiative, saying, "Pink toilets along the Shri Amarnath Ji Yatra route will serve as the first step in empowering pilgrim women with hygiene and self-respect. Adding sanitary pad vending machines and incinerators is not only about making female pilgrims comfortable but also about providing an enabling environment where every pilgrim can embark on their spiritual journey with confidence and

## H&UDD Dept transforms Amarnath Yatra into model of sustainability

Yatra sets benchmark for responsible tourism with single-use plastic-free pilgrimage

Srinagar, July 31: The annual Shri Amarnath Yatra in Jammu & Kashmir is witnessing a remarkable transformation driven by a passionate commitment to cleanliness, waste management and a single-use plastic-free pilgrimage. Under the leadership of Mandeep Kaur, Commissioner Secretary of the Housing and Urban Development Department (HUDD) J&K, this year's yatra is setting a new benchmark for responsible tourism in the country.



mentally conscious among pilgrims.

Spreading the Message: Inspirational banners, posters and ads on each participating Urban Local Body (ULB) and district, along with e-campaigns and audio-visuals, are being used to reach pilgrims. The Yatra Mitra app also serves as a platform for awareness.

Power of Demonstration: For the first time in J&K, Neki had a kit to replace plastic bottles. This initiative is projected to eliminate over 1.5 million disposables.

Toilets installed across the yatra route: The Department has arranged and installed thousands of toilets permanent and temporary for yatra in J&K in QIP, from state which has been cleared round the clock and is available in all 19 ULBs of yatra route.

Positive brand image: This initiative enhances Jammu and Kashmir's image as a responsible and environmentally conscious region, attracting eco-conscious tourists. It's important to note that the actual impact could be even greater if the usage of single-use plastic is higher than reported. Additional factors to consider include the durability of the kit components and the potential for reuse or proper disposal at the end of their lifecycle. The behavioral transformation and the long-term impact of the initiative, by addressing factors like the environmental benefits of sustainable kit maintained in the coming days for the nation. The dedication of Kaur at the helm, including the leadership of Commissioner, Dr. Orvis (Director General, ULB, Muzaffargarh), Director of ULB, and Suman Sharma of Srinagar, has transformed Yatra into a model for sustainable tourism in India.

## HUDD incorporates modern technology to enhance Yatra experience

Srinagar, August 03: Jammu & Kashmir Housing & Urban Development Department (HUDD), in association with Swaaha, has introduced several digital innovations aimed at making the Yatra journey safer and more informed for pilgrims.



line the Yatra. Available for both Android and iOS, the app offers

route changes, and vital announcements, ensuring pilgrims

ies, interactive important land camps, and body a feature for along the HUDD's com and sustain The feedback and suggestions from pilgrims to improve the Yatra Mitra app. The initiative is a part of HUDD's efforts to enhance the Yatra experience through digital innovation.

route changes, and vital announcements, ensuring pilgrims

## Plastic-Free Amarnath Yatra 2024: HUDD's Sustainable Kit Initiative

Srinagar, July 19: The Amarnath Yatra 2024 pilgrimage is set to be plastic-free.



## Feminine care: HUDD enhances Yatra experience for women

introduces sanitary pad vending machines with pink toilets for women pilgrims

Srinagar, Aug 02: In a landmark initiative aimed at enhancing the pilgrimage experience for women, the Housing and Urban Development Department, under the leadership of Commissioner Secretary Mandeep Kaur, IAS, has introduced specialized pink toilets equipped with sanitary pad vending machines and incinerators at various locations in Srinagar and Jammu for the Shri Amarnath Ji Yatra.



The pink toilets, fully equipped with modern facilities and vending machines for sanitary pads, will ensure that the required sanitary aids are always available, thereby eliminating fears of running out of stocks. Incinerators will provide a hygienic and eco-friendly disposal facility by burning down the used pads, thereby keeping the environment clean and reducing waste along the Yatra route. "It was a challenge to manage hygiene during the arduous journey, but thanks to these facilities, I felt safe, comfortable, and respected during the journey," said a pilgrim. The initiative is a part of HUDD's efforts to enhance the Yatra experience through digital innovation.



## Social Snapshot: What's Making the Waves



## Employee's of the Month - July 2024



### **Prithvi Raj Sangra**

Sanitation In-Charge, Lakhanpur Municipal Committee

As the official in charge of Sanitation at the Lakhanpur Reception Centre, the entry point to the Union Territory of Jammu & Kashmir, Mr. Prithvi Raj Sangra has demonstrated exceptional dedication to maintaining cleanliness & hygiene in the area. During the SANJY-2024 period, the centre experiences a massive influx of diverse groups. This convergence of people leads to a substantial increase in waste generation.

Despite limited resources, Mr. Sangra has shown outstanding leadership in effectively managing this challenging situation. His resourcefulness and ingenuity in maximizing the potential of available resources have been remarkable. Mr. Sangra's efficient coordination and guidance of his team have been crucial in upholding sanitation standards at this busy entry point. In recognition of his outstanding service, he deserves commendation for his dedication to public health & sanitation.



### **Mohammad Ashraf Sofi**

Sanitation In-Charge, Qazigund Municipal Committee

As the in-charge of Sanitation at the Yatra Camp Walnut Factory, Qazigund, Mr. Sofi has demonstrated unparalleled commitment to ensuring the cleanliness and sanitation of the area. The SANJY-2024 period witnesses a massive influx of people, including Yatris, Langer wallas, laborer's, shopkeepers, and security forces, all converging at the transit camp. This surge in human activity inevitably leads to a significant increase in waste generation. Despite the challenges posed by limited resources, Mr. Sofi has shown exceptional leadership in managing the situation effectively.

Mr. Sofi has displayed remarkable resourcefulness and ingenuity in deploying the available resources to their maximum potential. His ability to coordinate and lead his team efficiently has been instrumental in maintaining sanitation on NH-44 from Wangund to Bonigam during SANJY-2024.

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