



Government of Jammu & Kashmir
DEPARTMENT OF WILDLIFE PROTECTION
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Subject: Swachhata Hi Sewa, 2024 campaign from 17th September to 2nd October.

Hon'ble Prime Minister issued a powerful call to prioritize cleanliness and make it a national mission through community participation. This led to the launch of the **Swachh Bharat Mission on October 2, 2014**, adopting a **'Whole of Government'** approach to sanitation, emphasizing that cleanliness is everyone's responsibility. Consequently, the nation united to create the world's largest movement for cleanliness, known as the jan andolan for swachhata. In view of the same Wildlife Division Shopian organized two key programs under the **Swachhata Hi Seva 2024** initiative, aimed at promoting cleanliness in two important sanctuaries viz Hirpora WLS (N 33°42' 6.128" E 74°38' 49.328") and Tral wildlife sanctuary (eco-park, 33°53'39.36"N 75° 8'29.82"E), an area of 15 hectares has been cleaned in Tral Wildlife Sanctuary, while 6 hectares have been cleaned in Hirpora Wildlife Sanctuary during the **Swachhata Hi Seva** initiative, the details of the participants is as

Sr. No.	Participants				
	Sanctuary	Staff members	Causal labors	Local community members	Total participants
1	Hirpora Wildlife Sanctuary	11	25	35	71
2.	Eco-Park Shikargah, Tral Wildlife Sanctuary	9	14	40	63

Large number of stakeholders from the Gujjar and Bakerwal communities, alongside Sanctuary staff participated in the cleanness drive organized by this Division. Various activities Included cleaning drives, waste management efforts, and educational sessions to foster responsibility towards environmental cleanliness, and the campaign was not only a cleanness initiative but also a valuable opportunity for waste management initiatives, and educational sessions to engage the community.

Objectives

- Both programs aimed to enhance cleanliness and environmental awareness in and around the wildlife sanctuaries.
- They focused on engaging local communities, particularly the local people, Gujjar, and Bakerwal groups, to foster a collective sense of responsibility for environmental stewardship.
- Highlighted government initiatives to promote cleanliness in these vital ecological areas.

Enclosed: Photographs documenting the campaign

Before



Hirpora WLS

After



Eco Park Shikargah Tral WLS

After



**Sd/-
Wildlife Warden,
Shopian Wildlife Division**