

PRESS RELEASE

J&K Pollution Control Committee, Jammu organizes “Save Rivers Campaign”.

To create awareness among people to keep Rivers clean and mitigate River water pollution **“Save Rivers Campaign”** was organised by **J&K Pollution Control Committee, Jammu** to coincide with “Holy Sakh Visarjan” in collaboration with Live For Others-Being helpful foundation and Jammu Municipal Corporation in which more than 250 students / scholars from various city colleges, viz., GGM Science college, GCW Parade, MAM college, Commerce college, GCW Gandhi Nagar and Govt. College of Education participated.

Awareness cum waste collection camps at various Visarjan Ghats in five district, viz., **Jammu, Samba Reasi, Kathua and Udhampur** were set up by the J&K Pollution Control committee, in order to reach out to the devotees at the spot of Sakh Visarjan, to interact with them and sensitize them to not immerse any other puja material apart from holy Sakh to prevent pollution of holy Rivers and Canals.

During the **“Save Rivers Campaign”**, segregated waste collection was done at the spots, followed by secondary segregation of waste with help of workers engaged by Jammu Municipal Corporation and all **segregated** waste was channelized for recycling through Material Recovery Facility (IPCA). **Mata Chunri** shall be sent to **NGO Goonj**, based in Delhi for making dresses for needy children. **Coconuts** were distributed as **Prasad** among devotees and local people. **Clay pots** used for growing Sakh shall be disbursed among Institutions / Religious places for **feeding water to birds, food to stray animals** etc.

Dr, Mohit Gera, Chairman PCC& HOFF, JKPCC appreciated the initiative taken by JKPCC, Jammu to raise awareness among people and stressed upon the need to conduct such awareness drives on regular basis. He also pointed that **Cleanliness is Godliness** and urged all citizens to come forward to ensure Rivers rejuvenation / conservation and pledge for preservation of water bodies for our future generations. He further emphasized that community involvement has proven to be most effective tool in making such initiatives successful.

The campaign was conducted by the JK Pollution Control Committee under the guidance and supervision of Sh K. Ramesh Kumar, Member Secretary, JKPCC, Sh. Sat Paul, Regional Director, JKPCC, Jammu, Divisional Officers, JKPCC Jammu (North), Samba, Kathua, Reasi, Udhampur and Smt. Anuradha, Scientist, JKPCC.



