

# Dir Rural Sanitation kick starts campaign under SBMG

*Excelsior Correspondent*

JAMMU, Sept 15: Director Rural Sanitation J&K Charandeep Singh today kick started a campaign under phase-II of the Swachh Bharat Mission-Grameen (SBMG) at Government Higher Secondary School (GHSS) Sohal in Akhnoor area of Jammu.

The event was attended by Kishori Lal Sharma (local Sarpanch), Dr Madhu Sharma (Principal, GHSS Sohal), Preeti Sharma (BDO, Directorate of Rural Sanitation), Rupinder Kour (BDO Akhnoor), Ajay Singh (Accounts Officer) and Ifroz Rather (JKAS) along with local Panchs and other officials of Directorate of Rural Sanitation J&K.

Speaking on the occasion, Director Rural Sanitation explained the aims and objectives of the campaign. He also stressed upon the Sustainable Development Goals, particularly SDG-6 pertaining to clean water & sanitation and explained the

concept of SDGs to the students. Quoting Mahatma Gandhi's "Cleanliness is next to Godliness" he also addressed the students about the moral duty of every citizen to keep its surroundings litter free, plastic free by proper waste management.

This was followed by administering of Swachhata Pledge and interaction with the School faculty as well as students. As part of the campaign, the Directorate of Rural Sanitation has decided to make institutions plastic free, litter free and zero landfill. In this regard, the staff of the School was informed about various aspects of zero landfill and gave them a week's time for making the institution zero landfill. On the occasion, the consultants of the Directorate did a preliminary exercise on making the institution zero landfill.

As part of this campaign, all the districts across J&K also organized various activities.