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On the directions of Commissioner, JMC, Mr. Rahul Yadav, Municipal Veterinary Officer, Dr. Divya Sharma along with team of Doctors deputed by Sheep Husbandry Department viz. Dr. Jiwan Lal, Dr. Sahil Rattan & Dr. Ramandeep Singh conducted surprise Meat inspection drives w.e.f 6th To 7th March 2024 prior to the eve of MahaShivratri in different areas of Jammu City to ensure the sale of wholesome, good quality meat and meat byproducts to the consumers. The surprise drive started from TalabTillo Camp, Bohri, Muthi Camp, Bantalab, Paloura, Janipur, Amphalla, CPO chowk, Narwal, Gandhi Nagar, Gangyal, Satwari etc.

During the two day extensive drive, various meat shops, chicken shops & fish mongers were inspected and about 20 Kg of substandard meat was seized and later on disposed off properly along with a fine to the tune of Rs. 40,000/- was also imposed to the meat sellers for selling unstamped, unhygienic & substandard meat.

Notices have been served to various meat shop owners to install the black colour glasses in front of their shops and restrain open display of mutton/ chicken. Meat & chicken shop owners were also instructed to keep separate bins to collect the daily waste generated on account of refused/inedible meat & chicken parts for further proper disposal through JMC vehicles.

Municipal Veterinary Officer, JMC also sensitized all the shopkeepers dealing with meat/chicken products to maintain hygienic environment in and around their shops and adhere with the various provisions of Food Safety Act, 2006, Municipal Corporation Act, 2000 and other directions & guidelines issued by the JMC from time to time so that good quality hygienic meat shall reach to the consumers.





7th March 2024

SWACHHTA KI PATHSHALA" INITIATIVE LAUNCHED IN JAMMU CITY TO FOSTER A CLEAN AND GARBAGE-FREE ENVIRONMENT

In a concerted effort to promote cleanliness awareness and propel Jammu towards becoming a garbage-free city, a pioneering initiative titled "Swachhta Ki Pathshala" was inaugurated today. Spearheaded by Big FM's esteemed RJ Juhi, in collaboration with the Jammu Municipal Corporation's (JMC) IEC Team, the event witnessed the participation of Swachhta Brand Ambassador, Arnavi Sharma, alongside the dedicated health officers and staff of JMC.

The launch event took place at Gandhi Nagar's bustling Gol Market, where citizens, shopkeepers, and hoteliers congregated to lend their support to this noble cause. The occasion was marked by an interactive session facilitated by RJ Juhi and the IEC team, encouraging active engagement from all stakeholders.

One of the highlights of the event was the involvement of the citizens themselves, who shared their thoughts and commitments on a whiteboard prominently displayed at the Pathshala. Through this gesture, they pledged to conscientiously spread awareness and uphold cleanliness standards, thereby contributing to the transformation of Jammu into a pristine and garbage-free city.

Reflecting on the significance of the initiative, RJ Juhi remarked, "Swachhta Ki Pathshala is not merely an event; it's a movement fuelled by collective responsibility and civic pride. Together, we can effectuate lasting change and ensure a healthier, more sustainable future for Jammu." Echoing this sentiment, Arnavi Sharma, Swachhta Brand Ambassador, affirmed, "Every individual's contribution, no matter how small, is instrumental in achieving our shared vision of a cleaner Jammu. Let's join hands and inspire others to embrace the Swachh Bharat Mission wholeheartedly."

In alignment with the nationwide Swachh Bharat Mission, "Swachhta Ki Pathshala" embodies the spirit of community collaboration and proactive citizenship. As Jammu strides forward on its journey towards cleanliness excellence, such initiatives serve as catalysts for social transformation, underscoring the power of unity and collective action.



15th March 2024