



Tulsipur Sub Metropolitan City

Green Tulsipur and Clean Tulsipur

Tulsipur Sub Metropolitan city
Province No. 5, Nepal



Presentator:

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1. Challenges, Issues & Problems

- Lack of public responsibility and active participation
- Financial challenges
- Lack of public awareness and ownership
- 3C model (Coordination, cooperation & commitment)
- BCC (Behavioral change for Communication)
- Gender inequality for participation
- Lack of equipment
- Danger of spreading epidemics diseases



2. Institutional set-up

Policy & legal regulation

Environment of Forest and Environment Branch, One house one plant, Green urban infrastructure green & clean Tulsipur campaign, Community and Family forest program, One Ward One Green park.

Institutional Support

Chamber of commerce & Industries, Forest and Environment branch, GO's, NGO's, Clubs, TLO & SDO.



3. Approaches

- Every Tuesday at 7:00A.M. public gathering at specific place for cleaning campaign
- Plantation program at community school “Smriti Brichhya- Memorable plant” to build greenery zone
- Leadership of campaigning for Clean Tulsipur Green Tulsipur by different organization.
- Awareness program, door to door campaign on one house – one plant program
- Plastic free-zone declaration & Green product(Cup/leaf plate)
- Open discussion on local media with renowned personnel and academicians on sustainable greenery



4. Outputs

- Upgraded on public awareness & Behavioral Change by green product/green jobs.
- Comprehensive 3C model (Coordination, cooperation & commitment) is highly impressive and practiced in greenery, cleanliness & sanitation purpose
- Strong partnership with private sector through PPP (Private Public Partnership) model
- Continuation of cleaning Campaign (Successful on running 164 week)
- Protection of public property through urban greenery project like Smriti Brikshya (Memorable Plant)



5. Lesson Learnt

- Self awareness is essential for good practices
- Green infrastructure is incomplete without public participation & ownership
- Social & gender empowerment is essential for success to get positive result
- Increment of social responsibility is required
- All sectors are equally important for public participation



6. Transfer methodology

- Copying the model of campaign in other semi urban, urban & industrial cities .
- Implementation of PPP model for better impact
- Learning by doing, sharing the learning among stakeholder
- Sharing Meeting & Conference about the campaign
- Publicity of the project
- Personal attachment with plant and plantation
- Plants with religious values being used for sustainability



Thank you

