

IEC Project, H&UDD, Jammu and Kashmir

Proposed Monthly Action Plan - (July, 2026)

Theme: SWM Management Rules 2026

S. No	Key themes/ Activities	No. of activities proposed	Target Audience	Objectives & Description	Responsibility
1	Solid Waste Management Rules 2026	01	All ULBs except of the ULBs involving in SANJY 2026	This Action Plan has been prepared to facilitate implementation of the Solid Waste Management Rules, 2026 across all 80 Urban Local Bodies (ULBs) of Jammu & Kashmir under SBM-U 2.0. The proposed IEC interventions focus on awareness generation, capacity building, citizen participation and support to enforcement for achieving sustainable solid waste management practices, source segregation, elimination of littering and Single Use Plastic (SUP), and improved compliance by Bulk Waste Generators (BWGs). The Action Plan also envisages the development of model colonies demonstrating full compliance with the SWM Rules, 2026, thereby creating replicable examples of sustainable urban waste management across the Union Territory • Build awareness and technical capacity of Bulk Waste Generators (BWGs). • Promote source segregation and home composting. • Support enforcement against littering and SUP usage. • Develop one Model Colony in each ULB compliant with SWM Rules, 2026. The Action Plan of the activities planned under the campaign are enclosed as Annexure 'A'. The activities planned under this campaign shall not be organized in the ULBs involving in SANJY 2026.	Swaaha: • Handholding of ULBs in organizing the activities. • Awareness sessions in BWGs. • Designing of Creative material ULBs: • Execution and coordination with the BWGs and RWAs. • Deployment of Enforcement Teams with SEs for identification of defaulters • Printing of creative material
2	Safai Apnao Beemari Bhagao	80	All 80 ULBs	• The Safai Apnao, Bimaari Bhagao (SABB) Campaign 2026 is expected to be launched in July 2026, as per the annual implementation schedule, by the MoHUA.	--

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3	School Internship – Phase 1	---	Schools identified in SMC and ULBs of Kashmir Division	- Srinagar Municipal Corporation and all ULBs of Kashmir Division to undertake and facilitate School Internship Programmes in identified schools. The internship programme shall aim to promote awareness, participation, and leadership among students in the areas of sanitation, waste management, environmental sustainability, and implementation of the Solid Waste Management Rules, 2026. - ULBs shall coordinate with school authorities to organize structured internship activities, including cleanliness drives, waste segregation demonstrations, home composting awareness, plastic waste reduction campaigns and community outreach programmes. - Students shall be encouraged to act as Swachhata Ambassadors and disseminate key messages on sustainable waste management practices within their schools, households and communities. - The concerned ULBs shall ensure regular engagement with participating schools, maintain records of internship activities conducted.	Swaaha: - Handholding of ULBs in organizing School internship programmes. - Awareness sessions in identified schools on SWM and Sanitation. ULBs: - Coordination with School authorities and Execution of school internship programmes
4	Capacity Building	08	SEs, Master Trainers	Capacity Building Programmes shall be organized regarding School internship with master trainers and SEs to empower them for school internship sessions.	CB Expert Swaaha: - Training Calendar - Training Material. ULBs: - Arrangement of online medium for participation of SEs and Master Trainers.
5	Monthly News Letter	01	--	The main objectives of publishing the monthly newsletter is to: <u>Showcase and Disseminate Best Practices</u>: Highlight innovative IEC initiatives, success stories and impactful community engagement activities from	Swaaha: Preparation, designing and submission of the Newsletter.

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				various ULBs. <u>Promote Awareness and Behavioral Change:</u> Strengthen public understanding and participation in sanitation, waste management and Swachhata-related campaigns. <u>Encourage Coordination and Motivation:</u> Foster knowledge sharing among ULBs and recognize stakeholders contributing to the objectives of Swachh Bharat Mission-Urban.	
6	Social Media Creatives	3600 Creatives for 80 ULBs 15 per month x 80 ULBs in 03 languages	Citizens of all age groups using Social Media	- Social media posts in 3 languages for 80 ULBs will be created on alternate days. 15 Swachhta Creatives will be developed and customized for each ULB and MD SBM for uploading on social media handles (Instagram, Facebook & X). - The creatives will be on different themes like SWM Rules 2026, 4 Bins segregation, Ban on SUP and general sanitation etc. - The posts will be ensured to be uploaded on the Social Media handles of ULBs, MD SBM and H&UDD.	Swaaha: - Design and dev. of Creatives for the handles. - Uploading of posts on the Social Media Handles of MD SBM-U2.0 ULBs: - Posting of creatives on their social media handles (Facebook, X & Instagram).
7	Creative Material related to IEC-Monthly Campaign	---	All citizens	- Creative designing of Banners and IEC Material for SABB 2026. - Different creatives for SANJY2026 as per requirement of the Client. 02 Posters on awareness of SWM Rules in 02 different languages, customized for 80 ULBs, shall be created. 02 Display Panels for road shows with the message of SWM Rule 2026 and SABB 2026 campaign.	Swaaha: - Design and development of Creatives. ULBs: - Printing & Installation of the creatives at required locations.

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8	Preparation of Podcasts/ Videos/ Success Stories/ for Social Media	02	All citizens using social media	• 02 Selected Videos/ Podcast/ Success stories/ Interviews/Live sessions will be hosted/ recorded • Ensuring wider reach through various social media platforms like Instagram, Facebook and Twitter. • Spreading awareness about cleanliness, sanitation and waste management practices. • Highlighting Government initiatives and success stories on Swachhata & related themes.	Swaaha: • Content creation & recording of videos • Uploading on MD social media handles ULBs: • Uploading on ULB social media handles
9	District level Video Documentaries	04 Districts	--	• Four (04) video documentaries to be developed highlighting the IEC/Behavioral Change activities executed in the districts and their outcome, in any two districts of J&K.	Swaaha: • Identification of districts. • Preparation of scripts • Recording and editing
10	Media Coordination	Notable ULBs	---	On a daily basis, the best-performing activities implemented across all Urban Local Bodies (ULBs) will be identified and shortlisted. Based on these selected activities, a comprehensive press release highlighting innovative practices, field impact and notable achievements will be prepared and shared with the media to ensure wider outreach, visibility and public engagement.	Swaaha: • Creation and sharing of Press Release with the Media

Additional Activities:

S. No.	Activity	No. of Activities	Description	Responsibility
1	SANJY 2026	--	Awareness across the 19 Urban Local Bodies (ULBs) hosting the transit routes, Langar points and lodgement centers of the Shri Amarnath Ji Yatra requires an integrated approach. This proposal details a specialized Information, Education, and Communication (IEC) blueprint engineered to transform the 2026 Yatra into a model "Swachh Teerth" (Clean Pilgrimage). The core campaign will run under a unified spiritual-ecological narrative: "Swachh Amarnath Yatra: Towards Swachh Teerth" <i>Focus: Zero-Waste Path, Source Segregation, and Complete Elimination of Single-Use Plastics (SUPs).</i> Objectives: • Implementation of the 3R Principles Reduce, Reuse, Recycle across all camps, langars, and transit points. • 100% source segregation of waste into wet/organic (green) and dry/inorganic (blue) streams at the point of generation. • Elimination of single-use plastics (SUP) across the entire Yatra corridor, replaced by cloth/jute alternatives. • Behaviour change at scale converting transient pilgrim compliance into lasting civic habit through positive reinforcement. The detailed Plan is enclosed as Annexure 'B'.	Swaaha: • Design of creatives • Organization of IEC Activities • Deployment of Staff on Lodgment Centers and Langar Points • Capacity Building of SEs and Community Mobilizers to be deployed ULBs: • Deployment of Sanitary Staff on lodgment centers and langar points. • Printing & Installation of Creatives • Arrangement of Passes for deployed staff of Swaaha and Community Mobilizers as per the list shared through MD, SBM-U 2.0

Activities for Community Mobilizers:

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1	01 Model Colony in each ULB with 100% Source Segregation and Home Composting	--	All Community Mobilizers to conduct intensive door-to-door IEC campaigns to promote source segregation of waste and household-level composting practices among citizens. The campaign shall focus on educating households regarding the mandatory segregation of waste into wet, dry, Special Care Waste and sanitary waste streams as prescribed under the Solid Waste Management Rules, 2026.	Swaaha: - Regular monitoring and CB sessions with Community Mobilizers regarding 4 Stream Segregation and Home Composting. Community Mobilizers: - D2D visits to cover most of the HHs in all wards.
2	Proper functioning of RRR Centers	--	SHGs to ensure each ULBs has a proper functional RRR Centre with incoming and outgoing Logbook.	Swaaha: - Regular monitoring and CB sessions with Community Mobilizers regarding functioning of RRR. Community Mobilizers: - Full adoption of 1 RRR Center in each ULB.