

## IEC Project, H&UDD, Jammu and Kashmir

### Proposed Monthly Action Plan - (August, 2025)

| S. No | Key themes/ Activities   | S. No. of the Deliverable as per Scope of Work | No. of activities proposed | Target Audience | Expected outcomes/ desired behavior change  | Responsibility   |
|-------|--|--|----------------------------|-----------------|---|--|
| 1     | <b>Swachh Sankalp, Swachh Nagar</b> - “Har Nagrik Ka Yogdaan, Swachh Nagar Hai Muqam!” | 7  | <b>80</b>                  | All Citizens    | <p>The proposed IEC campaign is a transformative initiative designed to strengthen the culture of cleanliness and community ownership. With effective implementation, this campaign will significantly enhance waste segregation rates, eliminate garbage hotspots and inspire citizen-led change, laying the foundation for a cleaner, healthier and more sustainable urban environment.</p> <p><b>Special focus:</b></p> <ol style="list-style-type: none"> <li><b>1. Increase in Segregation of Waste at Source</b></li> <li><b>2. Elimination of GVPs &amp; reduction in littering in public</b></li> <li><b>3. Proper functioning of RRR Centers</b></li> <li><b>4. Citizen Participation</b></li> </ol> <p>Detailed Action Plan is enclosed as <b>Annexure ‘A’</b>.</p> | <p><b>Swaaha:</b></p> <ul style="list-style-type: none"> <li>• Micro Planning</li> <li>• Creative designing (Posts/Banners)</li> <li>• Reporting formats</li> <li>• Weekly updation of MIS Portal</li> <li>• Data Collection</li> <li>• Consolidation of campaign report</li> </ul> <p><b>ULBs &amp; SEs:</b></p> <ul style="list-style-type: none"> <li>• Printing of Creatives</li> <li>• Promotion &amp; Execution</li> </ul> |

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| 2     | <b>Green Campus Initiative</b> | 7  | 150 each in JMC & SMC, 15 each in 19 Municipal Councils (Total = 585 Green Campuses) | BWGs, Educational Institutions, Government Offices and Complexes, Malls etc. | <p>The 'Green Colony' Campaign aims to raise awareness about individual and collective roles in waste generation and management. It seeks to empower citizens to transition from passive consumers to proactive environmental stewards, thereby reinforcing the mission's broader goal of building cleaner, greener and more sustainable urban spaces. Moreover, it will foster a culture of environmental responsibility and encourages citizens to participate actively in sustainable practices.</p> <p>All <b>Bulk Waste Generators</b> to be covered under the Campaign.</p> <ul style="list-style-type: none"> <li>Promoting green practices</li> <li>Waste management (waste segregation, composting, Ban on SUP etc.)</li> <li>Energy efficiency and sustainability.</li> <li>Increasing green spaces and community engagement to reduce carbon footprints and enhance quality of life.</li> </ul> <p>Detailed Action Plan is enclosed as <b>Annexure 'B'</b>.</p> | <p><b>Swaaha:</b></p> <ul style="list-style-type: none"> <li>Micro Planning</li> <li>Creative designing (Posts/Banners)</li> <li>Reporting formats</li> <li>Weekly updation of MIS Portal</li> <li>Data Collection</li> <li>Consolidation of campaign report</li> </ul> <p><b>ULBs &amp; SEs:</b></p> <ul style="list-style-type: none"> <li>Promotion</li> <li>Identification</li> <li>Awareness sessions</li> <li>Printing of Creatives</li> <li>Execution</li> <li>Evaluation</li> <li>Recognition</li> <li>Regular Social Media uploading</li> </ul> |

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| 3     | <b>Green Colony initiative</b> | 7   | 4 colonies<br>(02 in JMC and<br>02 in SMC) | RWAs               | <p>Two colonies each from JMC and SMC will be taken up under the “Green Colony” initiative. To promote sustainable and eco-friendly living environments. These colonies will serve as pilot models showcasing the successful 100% Source Segregation, RRR, zero waste to landfill, elimination of single-use plastic (SUP) and the adoption of environmentally responsible practices and community engagement to reduce carbon footprints and enhance quality of life. Green colony initiative will include different interventions and this initiative will be initially implemented for 4 months and after the initial phase of 4 months, it will be extended to 12 months. Upon the successful implementation and evaluation of these model colonies, the approach and best practices will be scaled up and replicated across more colonies to encourage widespread community participation and long-term impact. Following Colonies are proposed to be taken up in the 1<sup>st</sup> Phase:</p> <p><b>JMC:</b></p> <ul style="list-style-type: none"> <li>• Sainik Colony</li> <li>• Gole Masjid Colony, Sunjwan</li> </ul> <p><b>SMC:</b></p> <ul style="list-style-type: none"> <li>• Cooperative Colony Peerbagh</li> <li>• Vakeel Colony Nishat</li> </ul> <p>Detailed Action Plan is enclosed as <b>Annexure ‘C’</b>.</p> | <p><b>Swaaha:</b></p> <ul style="list-style-type: none"> <li>• Micro Planning</li> <li>• Creative designing (Posts/Banners/Posters)</li> <li>• Reporting formats</li> <li>• Consolidation of campaign report</li> <li>• Capacity Building &amp; awareness sessions</li> <li>• Weekly updation of MIS Portal</li> <li>• Data Collection</li> </ul> <p><b>ULBs &amp; SEs:</b></p> <ul style="list-style-type: none"> <li>• Printing of Creatives</li> <li>• Promotion &amp; Execution</li> </ul> |

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| 4     | <b>Celebration of 'International Youth Day'</b><br>12 <sup>th</sup> August | 7   | 80                               | Local Youth        | <p>To mark the occasion of <b>International Youth Day</b>, ULBs to organize a vibrant and engaging event aimed at recognizing the vital role of youth in Swachhata. The program will focus on participation of youth in the following activities:</p> <ul style="list-style-type: none"> <li>• 1<sup>st</sup> to 10<sup>th</sup> August - Registration of volunteers for involvement in Swachhata activities - <b>SMC &amp; JMC to register 50 each, Municipal Councils 30 each and Municipal Committees 20 each.</b></li> <li>• A special <b>Swachhata IEC event shall be organized at SKICC</b> on <i>International Youth Day</i> on 12<sup>th</sup> August highlighting the role of youth in promoting cleanliness and responsible waste management. Interactive sessions, Inspirational Talks, Pledge etc. to be conducted to inspire active participation of Youth in Swachhata initiatives of all the ULBs.</li> <li>• <b>Swachhata &amp; Sustainability Innovation challenge</b> – Youth will be engaged in a written competition where they will provide innovative ideas on Swachhata and sustainability. Best ideas will be implemented in ULBs and recognized accordingly.</li> <li>• Intensive Media Coverage and Social Media reach to be ensured.</li> <li>• Detailed Plan and List of Speakers to be finalized by SMC.</li> </ul> | <p><b>Swaaha:</b></p> <ul style="list-style-type: none"> <li>• Creative designing (Posts/Banners)</li> <li>• Reporting formats</li> <li>• Weekly updation of MIS Portal</li> <li>• Data Collection</li> <li>• Consolidation of report</li> </ul> <p><b>ULBs &amp; SEs:</b></p> <ul style="list-style-type: none"> <li>• Printing of Creatives</li> <li>• Registration of Volunteers</li> <li>• Promotion &amp; Execution</li> </ul> |

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| 5     | Celebration of <b>National Sports Day</b> – “Run for Cleanliness, Play for Sustainability” on 29-07-2025 | 7   | 1                                | Youth and Sports persons | <p>On the occasion of National Sports Day, a series of activities shall be organized to promote the spirit of sportsmanship alongside the core values of Swachhata (cleanliness) and Sustainability in the MC Kathua. The main objective of the event is to inspire youth and citizens to stay fit while adopting environment-friendly and hygienic practices, reinforcing the message of a clean and green India.</p> <p><b>Proposed activities:</b></p> <p><b>Swachh Run / Plog Run</b></p> <ul style="list-style-type: none"> <li>• A community run where participants pick up litter along the route.</li> </ul> <p><b>Sports Event &amp; Cleanliness Awareness Session</b></p> <ul style="list-style-type: none"> <li>• Sports activity (Cricket/football) followed by a cleanliness pledge.</li> <li>• Share benefits of mental and environmental well-being.</li> <li>• Green-themed prizes (e.g. plants, sustainable kits, jute bags).</li> </ul> <p>Detailed Action Plan is enclosed as <b>Annexure ‘D’</b></p> | <p><b>Swaaha:</b></p> <ul style="list-style-type: none"> <li>• Micro Planning</li> <li>• Creative designing (Posts/Banners/Standees)</li> <li>• Reporting formats</li> <li>• Data Collection</li> <li>• Consolidation of report</li> </ul> <p><b>ULBs &amp; SEs:</b></p> <ul style="list-style-type: none"> <li>• Pre-event publicity</li> <li>• Promotion &amp; Execution</li> <li>• Registration of youth</li> <li>• Printing and installation of Creatives</li> <li>• Coordination with District Sports Officer</li> <li>• Invitation to VIPs, Civil Society Members, Sports Persons, Media etc.</li> </ul> |

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| 5     | Preparation of Contingent of Safaimitra on Independence Day in ULBs | 7  | 2                          | JMC & SMC   | JMC and SMC to prepare a contingent of Safaimitras for participation in the Independence Day celebrations on 15 <sup>th</sup> August 2025.   | <b>SMC &amp; JMC</b>  |
| 6     | <b>Capacity Building Programmes</b>                                 | 5-6  | 04 sessions                | Swachhata Executives, Sanitary Inspectors, Supervisors, Drivers & Helpers of ULBs | <p>To minimize urban waste generation and its environmental impact by promoting sustainable consumption habits, encouraging the reuse of material, reducing the use of single use products and strengthening Systems for recycling and responsible waste management within communities.</p> <p><b>Expected Outcomes:</b></p> <ul style="list-style-type: none"> <li>Field Staff will understand the role of waste generators, importance of waste segregation, Ban on SUP etc.</li> <li>Trained staff will visit D2D for awareness on Source Segregation. They will act as change agents, promoting mindful consumption and discouraging the use of SUP items.</li> <li>They will lead outreach and sensitization activities, improving citizen participation &amp; compliance.</li> </ul> <p>The capacity building program is scheduled for SMC in this month:</p> <ul style="list-style-type: none"> <li><b>4 Sessions in 4 zones of SMC</b> in Srinagar district.</li> </ul> <p>Training Module for Capacity Building Session is attached as <b>Annexure 'E'</b>.</p> | <p><b>Swaaha:</b></p> <ul style="list-style-type: none"> <li>Training Schedule</li> <li>Training Material</li> <li>Creation of Audio/Video content for different Capacity Building programmes on different topics and to be uploaded on Website.</li> </ul> <p><b>ULBs:</b></p> <ul style="list-style-type: none"> <li>Identification of staff for the participation in the CB sessions.</li> </ul> |

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| 7     | <b>Social Media Creatives</b>                             | 29   | <b>3600 Creatives for 80 ULBs</b><br>(15 per month x 80 ULBs in 03 languages)  | Citizens of all age groups using Social Media | <ul style="list-style-type: none"> <li>• Social media posts in 3 languages for 80 ULBs will be created on alternate days.</li> <li>• 15 Swachhta Creatives will be developed and customized for each ULB, MD SBM and H&amp;UDD for uploading on social media handles (Instagram, Facebook &amp; X).</li> <li>• The creatives will be on different themes like Source Segregation, Ban on SUP, RRR, general sanitation etc.</li> <li>• The posts will be ensured to be uploaded on the Social Media handles of ULBs, MD SBM and H&amp;UDD.</li> </ul> | <p><b>Swaaha:</b></p> <ul style="list-style-type: none"> <li>• Design and dev. of Creatives for the handles.</li> <li>• Handholding support to ULBs in reaching the milestones.</li> </ul> <p><b>ULBs:</b></p> <ul style="list-style-type: none"> <li>• Posting of creatives on their social media handles (Facebook, X and Instagram).</li> </ul> |
| 8     | <b>Creative Material related to IEC- Monthly Campaign</b> | 12   | <ul style="list-style-type: none"> <li>• IEC Posters 2 (customized for 80 ULBs)</li> <li>• Banners 2 (customized for 80 ULBs)</li> </ul> | All citizens                                  | <ul style="list-style-type: none"> <li>• 02 IEC Poster and 02 banners for each ULB shall be created based on the theme of the month.</li> <li>• The objective of the creatives is to ensure branding of Swachhata initiatives and awareness among citizens.</li> </ul>   | <p><b>Swaaha:</b></p> <ul style="list-style-type: none"> <li>• Design and development of Creatives for the handles.</li> </ul> <p><b>ULBs:</b></p> <ul style="list-style-type: none"> <li>• Printing &amp; Installation of the creatives on prominent places.</li> </ul>   |

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| 9     | <b>Preparation of Podcasts/ Videos/ Success Stories/ Interviews/ Live Sessions for Social Media</b> | 25   | 02                         | All citizens using social media | <ul style="list-style-type: none"> <li>Selected Videos/ Podcast/ Success stories/ Interviews/Live sessions will be hosted/ recorded and posted by central team on official handles of Social media</li> <li>Ensuring wider reach through various social media platforms like Instagram, Facebook, and Twitter.</li> <li>Educating citizens on the Source Segregation.</li> <li>Spreading awareness about cleanliness, sanitation, and waste management practices.</li> <li>Highlighting Government initiatives and success stories.</li> </ul> | <p><b>Swaaha:</b></p> <ul style="list-style-type: none"> <li>Content creation &amp; recording of podcasts</li> </ul> <p><b>ULBs &amp; SEs:</b></p> <ul style="list-style-type: none"> <li>Uploading on ULB social media handles</li> </ul> |

**SEs to ensure:**

- All the IEC activities to be uploaded on the Swachhatam Portal in the IEC tab on the same day of implementation.
- All activities shall be recorded as per the devised format supported by HD photos and videos.
- MIS Team of Swaaha to monitor uploading of activities on the Swachhatam Portal in the IEC tab on the same day of implementation.