

Proposal: Comprehensive IEC, Design & Capacity Building Plan

Target: 19 Urban Local Bodies (ULBs) – Amarnath Ji Yatra 2026

Starting from: July 3, 2026

1. Executive Summary & Core Theme

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"

Focus: Zero-Waste Path, Source Segregation, and Complete Elimination of Single-Use Plastics (SUPs).

1.1. Core 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.

1.2 Guiding Principal for Implementation

- Last-mile accessibility: every IEC touchpoint (kiosk, bin, signage) must be visible within 200 metres of pilgrim density clusters.
- Multi-lingual messaging: Hindi, English and Dogri, supplemented with pictorial icons for low-literacy audiences.

2. Branding, Creative Assets & Signage Design

To ensure continuous visibility and psychological nudges along the Urban Area Yatra Marg (Transit routes, Langar sites, and Lodgement Centers), standard visual assets are established below.

2.1 Asset Design Specifications

Visual materials will utilize high-contrast, universally recognizable color schemes to ensure immediate behavioral compliance from pilgrims.

Asset Type	Primary Location	Key Content / Messaging	Visual Dimensions
Welcome & Entry Gates	ULB Entrance Points, Langar and Lodgement centres	"Welcome to Swachh Teerth [ULB Name] Help us maintain a Zero-Waste Yatra."	Custom Fit (Structure Dependent)
Route Banners	Along Urban Yatra Marg (Every 500m)	"Drop plastic bottles only at MRF collection kiosks. Say no to polybags."	8ft x 3ft
Langar Awareness Banners	Food distribution counters, seating bays	"Take only what you can eat. Dispose of wet waste in the Green Bin."	6ft x 3ft
Directional Signages	Drinking water zones, toilets, Dustbins	"Nearest 4-Way Waste Segregation Station 50 Meters Ahead →"	3ft x 2ft
Hoardings	Prominent Locations	"Welcome to Swachh Teerth Help us maintain a Zero-Waste Yatra."	20ft x 10ft

2.2 Four-Bin Source Segregation Sticker Designs

Bins deployed along the path must explicitly display color-coded, icon-led waterproof stickers to enforce the **4-Category SWM Classification**.

- **Bin 1: Wet Waste (Green)**
 - *Visual Icon:* Apple core, leftover leaf plates (Dona/Pattal).
 - *Text (Hindi/English):* गीला कचरा / WET WASTE (organic waste).
- **Bin 2: Dry Waste (Blue)**
 - *Visual Icon:* Plastic bottle, cardboard box, paper wrappers.
 - *Text (Hindi/English):* सूखा कचरा / DRY WASTE (Recyclable plastics, paper, clean packaging).
- **Bin 3: Sanitary Waste (Red)**

- *Visual Icon:* Sanitary waste (Diaper, pads, tissues)
- *Text (Hindi/English):* हानिकारक स्वच्छता अपशिष्ट / SANITARY WASTE (Diaper, pads, tissues — wrapped separately).
- **Bin 4: Special Care Waste (Black)**
 - *Visual Icon:* Broken glass element, battery cell
 - *Text (Hindi/English):* विशेष देखभाल कचरा / SPECIAL CARE WASTE (Domestic hazardous waste, broken items).

3. On-Route Engagement & Gamification

Sustained engagement during the trek is critical, as pilgrim attention spans narrow under physical exertion and altitude stress. The campaign therefore relies on short, high-reward, low-effort interactions

3.1 “Plastic Lao, Thela Lejao” Kiosks

- Set up exchange kiosks at different lodgement centres - pilgrims trade in single-use plastic items for a reusable cloth/jute bag.
- Each kiosk to be staffed by two Swachhagrahis and stocked with a minimum of 500 bags per day during peak season.

3.2 The Green Pledge

- Pilgrims taking the pledge receive a “Swachhata Kit” containing a cloth bag, paper-based hygiene wipes, and a segregation reminder card at Jammu Lodgement Centre.
- Short messages of Pilgrimages recognised as “Responsible Yatris” on official social media, with features under the “Happy Faces of Swachh Yatra” series.
- Attractive and innovative Selfie points (highlighting the slogan “Naye Bharat Ki Nayi Tasveer, Swachh Banega Jammu Kashmir”) shall be developed at prominent locations.

3.3 Cultural Outreach — Nukkad Nataks

- Deploy 4–6 volunteer theatre teams to perform 10–15 minute street plays at lodgement centres and langar sites during evening rest hours.
- Performances scheduled twice daily (morning departure and evening arrival windows) to maximise footfall exposure.

4. Awareness during Yatra Phase:

Awareness sessions will be organized in all Lodgement Centres for waste segregation, No Littering, usage of Toilets and proper feedback on toilets using QR codes.

4.1 Social Media & Digital Outreach

- Coverage of events conducted during Shri Amarnath Ji Yatra will be shared on social media handles using #SwachhAmarnathYatra hashtag.
- Produce short-form audio-visual reels (60–90 seconds) covering: SUP ban explanation, segregation demo, bag exchange kiosk locations, and SafaiMitras appreciation.

4.2 Self-Help Group (SHG) Integration

- Mobilise SHGs under DAY-NULM / J&K Rural Livelihoods Mission to manufacture reusable cloth and jute bags at scale, targeting a stock of at least 10,000 units in JMC.
- Set up SHG stalls at Jammu Lodgement centres for on-the-spot sale of bags, eco-friendly toiletries, and biodegradable packaging to pilgrims.

4.3 Volunteer Onboarding & Training

- Onboard TULIP interns for awareness generation — Interpersonal communication, group discussion and QR code feedback.
- Conduct a training session for TULIP, Swachhagrahis and Swachhta Ambassadors covering segregation protocols, awareness generation, and grievance escalation.

5. Real Time Monitoring & Feedback

A crowdsourced feedback loop ensures sanitation gaps are identified and resolved within hours, maintaining pilgrim trust in the cleanliness commitment.

5.1 QR-Coded Facilities

- Affix QR codes to all mobile toilets, langars, twin-bin stations, and camp facilities, linking to a simple 3-tap feedback form (cleanliness rating, issue category, optional photo).
- Feedback routed in real time to a central command dashboard monitored by concerned ULB officials /control room staff.
- Service-level target: SafaiMitra dispatch to flagged locations within 30 minutes during daytime hours.

5.2 Swachhata Monitors

- Swachhagrahis assigned fixed beats covering lodging areas, langar clusters, and bin stations, conducting hourly visual checks during peak hours.
- Monitors empowered to issue on-the-spot advisories to vendors/langars found using banned SUP items, escalating repeat violations to camp administration.