

Action Plan for IEC Activities under Swachhata Hi Seva 2025

(17th September – 2nd October 2025)

Background

The Swachhata Hi Seva (SHS) 2025 campaign, themed “Swachhotsav”, is scheduled from 17th September to 2nd October 2025, coinciding with Gandhi Jayanti (Swachh Bharat Diwas). The campaign emphasizes citizen participation and collective action for ensuring visible and sustainable cleanliness across India. Major focus areas include Cleanliness Target Unit (CTU) transformation, cleanliness of public spaces, SafaiMitra welfare, clean green festivities and advocacy for Swachhata.

Information, Education, and Communication (IEC) activities play a critical role in mobilizing citizens, creating awareness, and inspiring behavior change to achieve the campaign goals.

Objectives

- To mobilize communities and stakeholders through focused IEC activities for active participation in SHS 2025.
- To create mass awareness about clean public spaces, CTU transformation, plastic-free celebrations and safe working conditions for SafaiMitras.
- To promote sustainable behavioral change by spreading the message of waste segregation, recycling and zero waste practices.

Expected Outcomes

- Enhanced public awareness and ownership of cleanliness drives.
- Increased citizen participation in CTU transformation, shramdaan, and community-led cleanliness activities.
- Promotion of eco-friendly practices during festivals and public gatherings.
- Recognition and improved visibility of SafaiMitras and sanitation workers.
- Creation of a sustained movement for waste segregation, plastic reduction and RRR (Reduce, Reuse, Recycle).



IEC Activity Plan “Swachhata Hi Seva 2025”

S. No.	Day/Theme	Key IEC Activities	Detailed Description
1.	Campaign Roll Out – 17th September 2025	Invitation to dignitaries	<p>To officially roll out SHS 2025 on 17th September 2025 (Forenoon), ULBs have to organize large scale on ground cleanliness drives across public places, Swachhata awareness rallies, Safai Mitra Suraksha Shivirs and CTU drives.</p> <p>As part of the official roll out, ULBs to invite following dignitaries:</p> <ul style="list-style-type: none"> ✓ Hon’ble Chief Minister by JMC/SMC (SHS and Sewa Parv may be jointly rolled out) ✓ MLAs and DCs by District ULBs/Municipal Councils ✓ Sr. Govt. Official/prominent Public Figure to be invited by Municipal Committees/Cantonment Boards. <p>a) All ULBs to ensure participation of ULB officials, Safai Mitras, Sanitation Workers, eminent citizens/volunteers, SHGs, NGOs etc.</p> <p>b) Swachhata Pledge to be undertaken at the time of roll out.</p> <p>c) The roll out shall be organized from a prominent place/high footfall area and a cleanliness activity shall be immediately held after the roll out (like a Plog Run, an Awareness March etc.).</p>

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2	CTU Transformation	Identification & reporting of difficult & Neglected CTUs through SHS Portal	<p>ULBS to identify difficult & neglected garbage dumps across:</p> <ul style="list-style-type: none"> ✓ Abandoned or open land with dumping, areas near transfer station, back lanes, construction debris areas, drainage & nallahs, garbage dumps, water bodies, railway tracks, roadsides, Market spaces, Mandis, areas near slums. ✓ Mapping of CTU - Uploading relevant details to the SHS 2025 IT portal based on CTU intensity ✓ Cleaning of CTU – Collection/disposal of waste with quantification (Total Waste collected to be recorded for every CTU) ✓ Adoption of CTU sites by NGOs/PSUs/Start-ups/CBOs etc. ✓ Beautification ✓ Transformation and routine maintenance by the adopting agency. ✓ Close the CTU (Low = within 7 days, Medium = 7-30 days & High = Year Long activity) ✓ Before/After Photos (both Geo-tagged and Non Geo-tagged) of the CTO Transformation to be recorded. ✓ Door to Door awareness on Swacchata App (100 HHs per Municipal Committee/ Cantt. Board, 200 per Municipal Council and 500 per Municipal Corporation) so that citizens also report CTUs, if any. <p>Target: Above 10 L Population ULBs = 20 CTUs Between 3 L to 10 L = 15 CTUs Between 1 L to 3 L = 05 CTUs Between 50 K to 1 L = 03 CTUs Below 1 L = 02 CTUs</p>

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3	Clean Public Places	General cleanliness drives	<p>All local bodies to organize general cleanliness, SUP Free and Swachhata activities in their own jurisdiction. The places to be covered may include:</p> <ul style="list-style-type: none"> ✓ Establishments & institutional buildings – Offices, Schools, Colleges, Hospitals etc. ✓ Commercial & Market areas ✓ Public transport hubs, Roads & highways, railway stations ✓ Parks & Water bodies ✓ Tourist spots & spiritual places ✓ Citizens, students, Swachhata Ambassadors, Swachhata Champions, NCC/NSS Volunteers to be involved. ✓ Intensive cleanliness drive at Railway Station Jammu by JMC in Collaboration with Railway Authorities. ✓ Formation of Human Chain and Intensive cleanliness drive in and around Dal Lake by SMC in Collaboration with LCMA. ✓ Mapping, cleaning and closing the event on the SHS portal ✓ Quantification of waste collected during the cleanliness drives to be recorded. <p>Target:</p> <ul style="list-style-type: none"> ✓ 20 drives in JMC & SMC; 05 drives in other ULBs ✓ Participation: JMC/SCM = 20000; Municipal Councils: 5000; Municipal Committees & Cant. Boards: 1000
4	SafaiMitra Suraksha Shivirs	Welfare Schemes & Health Camps	<p>ULBs to organize Safai Mitra Surakhsha Shivirs for Sanitation Workers and their dependents in their own jurisdiction in coordination with the Health Department (Safai Mitras, Sewer & Septic Tank Operators and Door to Door waste collection staff):</p> <ul style="list-style-type: none"> ✓ Health camps for sanitation workers - all regular & contractual, outsourced workers & their dependents to be included. ✓ No. of workers including their dependents attended the Health Camp to be recorded. ✓ Linkage to all welfare schemes to improve access to social protection (PM Ujwal

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			<p>Yojana, Ayushman Bharat, PMAY, JJM, PM Jan Dhan Yojana etc.) – All the sanitation Workers shall be informed about the camps well in advance and also about the participation of their dependents.</p> <ul style="list-style-type: none"> ✓ Distribution of PPE Kits and Safety Gear to all the Safai Mitras/Sanitation Workers.
5	Clean Green Festivities	Eco Friendly celebrations	<p>The focus of the campaign shall be on the spirit of clean, green and zero-waste celebrations.</p> <ul style="list-style-type: none"> ✓ Eco-friendly and Single Use Plastic Free celebrations ✓ Special arrangements for eco-friendly immersions ✓ ‘Swachhata Ki Rangoli’ at tourist locations, high footfall public places – 20 rangolis at different places by JMC. ✓ JMC & SMC to install Kiosks near religious places/ Market Places and promote alternatives to SUP – 05 kiosks to be installed and distribution of Jute/cloth bags. 5000 bags to be procured from SHGs and distributed free of cost by each Corporation. ✓ A dedicated van for collection of flowers, garlands, offerings etc. to be made operational by JMC from 20th September to 2nd October. The vehicle will carry branding on all sides highlighting SHS 2025 and JMC’s Waste Management initiatives. Additionally, awareness messages regarding the special collection drive will be disseminated through the Public Address System (PAS) mounted on the van – Daily collection to be recorded. ✓ Post celebration cleanliness drives to be ensured.

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6	Advocacy for Swachhata		<p>Urban Local Bodies (ULBs) to adopt a multi-media advocacy plan to maximize citizen engagement and amplification of SHS 2025. The advocacy plan may include the following elements:</p> <p>Digital and Social Media: Creative digital campaigns may be undertaken across official handles and citizen-facing platforms to ensure wide participation in SHS 2025. Official Social Media handles: @SwachhBharatGov, @SwachhBharat, @MoHUA_India @MoHUA_India @JKHUDD1 @SwachSurvekshan @SwachhBharatGov @PMOIndia @OmarAbdullah @mlkhattar @OfficeOfLGJandK @jmcjammu and @SMC_Srinagar must be tagged for wider reach.</p> <p>Mid-Media Mobilization: Visibility may be ensured through Hoardings, LED Screens at all prominent places, Transport Hubs, railway stations, Airport Road (JMC & SMC), market places, malls etc.</p> <p>Mass Media: JMC & SMC to disseminate awareness messages on SHS through FM Radio requesting people to participate in different Swachhata initiatives from 17th to 02nd October and make all the festivals zero waste and reduction in Single Use Plastic.</p> <p>Branding on SBM Assets: Proper branding & awareness on SHS 2025 in the shape of Wall Paintings/Hoardings to be done on all RRR centers, CTs/PTs, Waste Collection Vehicles and any assets that has been created under SBM-U at prominent places – 10 Wall Paintings by SMC & JMC and 05 Wall Paintings by Municipal Councils and 02 by Municipal Committees/Cantt. Boards.</p> <p>Painting Competition: ULBs to organize a painting competition for students of Secondary Level on any theme like RRR, Waste Segregation, Swachhata, best Sanitation Practices etc. Winners to be felicitated on Swachhata Diwas.</p> <p>Awareness Drives: Intensive awareness drive by JMC/SMC and all Municipal</p>

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			<p>Councils at the following places: Food Streets, Religious Places, Bus Stands, Market Places – 01 drive at each place.</p> <p>SHS Mascot: JMC and SMC to design and introduce a Swachhata Hi Seva Mascot, which will engage and interact with citizens at prominent high-footfall locations in the city from 25th September to 2nd October 2025.</p>
7	<p>Ek Din, Ek Ghanta, Ek Saath – at 08:00 AM on 25th September 2025 -</p>	Shramdaan	<p>As part of SHS 2025, collective cleanliness drives are envisaged to take place on 25th September 2025 at 08:00 AM as part of “Swachhata is our Collective Responsibility”. Citizens, students, Swachhata Ambassadors, Swachhata Champions, NCC/NSS Volunteers to be involved under the theme “<i>Ek Din, Ek Ghanta, Ek Saath</i>”.</p> <p>Jammu/Srinagar Municipal Corporation:</p> <ul style="list-style-type: none"> ✓ Voluntary Shramdaan drive may be led by Hon’ble Lieutenant Governor at JMC/SMC (as per the availability) and holding of a cleanliness drive and Swachhata pledge by all the participants. ✓ 05 videos by each Corporation/Council and 02 videos to be recorded (Hon’ble MLAs, Deputy Commissioners, Sports Personalities, Sr. Citizens, Swachhata Ambassadors etc.) to be disseminated through respective social media handles for general awareness and requesting people to participate in the Shramdaan on 25th September at 08:00 AM. ✓ Swachhotsav Selfie stands to be installed at the spot of activity where “Ek Din, Ek Ghanta, Ek Saath” <p>Other ULBs:</p> <ul style="list-style-type: none"> ✓ Voluntary Shramdaan drive to be led by local MLA/District Dev. Commissioner and holding of a cleanliness drive. ✓ Felicitation of SafaiMitras/Sanitation workers and presentation of welfare benefits.

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			<ul style="list-style-type: none"> ✓ Swachhotsav Selfie stands to be installed by all the ULBs at the spot of activity where “<i>Ek Din, Ek Ghanta, Ek Saath</i>” where the participants will take selfies and upload on social media handles.
8	Swachh Bharat Diwas – 2nd October 2025	Celebration of birth anniversary of Mahatma Gandhi Ji as Swachh Bharat Diwas	<p>ULBs to prioritize the highest level of public cleanliness on Swachh Bharat Diwas and undertake key swachhata activities such as:</p> <ul style="list-style-type: none"> ✓ Prabhat Pheris to spread Swachhata awareness involving citizens and volunteers and ULB staff. ✓ Recognition to SafaiMitras and sanitation workers and best performing ULBs in SHS and Sewa Parv ✓ Felicitations of Temple/Gurudwara Committees for coordination in handing over the garlands, flowers and offerings to the special vehicle designated to the same. ✓ Felicitations of student winners in the Painting Competition
9	IT Portal	Uploading of activities on SHS Portal	<ol style="list-style-type: none"> 1) CTUs to be reported on “SHS 2025” Portal by 14th Sept. 2025 (https://swachhatahiseva.gov.in) - CTU clearing & transformation - (Low = within 7 days, Medium = 7-30 days & High = Year Long activity) 2) Public Cleaning Activities to be created as ‘events’ on the SHS portal 3) Reporting of all the activities undertaken under SHS 2025 campaign must be ensured to be uploaded on Swachhata Hi Seva Portal along with photographic evidence.

Note:

1. Designing of creatives by Swaaha
2. Implementation of the Campaign by ULBs and Swachhata Executives.
3. Uploading of activities on the SHS Portal by ULBs and Swachhata Executives.
4. Daily monitoring of SHS Portal by MIS team of Swaaha.