

## IEC Project, Jammu and Kashmir

**Monthly Action Plan - (July, 2025)**

**Theme of the month – (Safai Apnao, Bimaari Bhagao)**

| S. No | Key themes/<br>Activities   | S. No. of<br>the<br>Deliverable<br>as per<br>Scope of<br>Work | No. of<br>activities<br>proposed | Target<br>Audience | Expected outcomes/<br>desired behavior change   | Responsibility   |
|-------|---|---|----------------------------------|--------------------|---|--|
| 1     | <p><b>Safai Apnao, Bimaari Bhagao</b> - Clean Hands, Clean Homes, Clean Neighborhoods, Clean Toilets, Clean Drains &amp; Water Bodies &amp; Clean Public Spaces</p> | MoHUA Campaign  | <b>80</b>                        | All citizens       | <ul style="list-style-type: none"> <li>• Adoption of Swachhata by citizens as a conscious choice to prevent the water-borne and vector - borne diseases.</li> <li>• ULBs to focus on preventive cleanliness and advocacy measures to prevent the spread of diseases like Dengue, Malaria, Chikangunya and also inconvenience like water logging, choked drains, garbage piling etc.</li> <li>• No. of schools &amp; school children engaged in hand washing drives.</li> <li>• No. of people engaged through door-to-door awareness drives.</li> <li>• No. of general cleanliness drives conducted</li> <li>• No. of CTs/PTs thoroughly cleaned, equipped with water supply &amp; hand washing facilities.</li> <li>• Length/Nos. of drains/water bodies cleaned &amp; maintained.</li> <li>• No. of advocacy drives conducted in high footfall/high risk and highly vulnerable areas.</li> </ul> <p>Detailed Action Plan is enclosed as <b>Annexure 'A'</b>.</p> | <p><b>ULBs:</b></p> <ul style="list-style-type: none"> <li>• Printing of Creatives</li> <li>• Promotion &amp; Execution</li> </ul> <p><b>Swaaha:</b></p> <ul style="list-style-type: none"> <li>• Creative designing (Banners/ Posters)</li> <li>• Reporting format</li> <li>• Consolidation of campaign report</li> </ul> <p><b>SEs:</b></p> <ul style="list-style-type: none"> <li>• Handholding with ULBs in execution of activities.</li> <li>• Record of activities with photographic/ video-graphic evidence.</li> </ul> |

| 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  |
|-------|--|--|--|-----------------|---|---|
|       |  |  |  |                 | <ul style="list-style-type: none"> <li>• <i>2-3 High Quality HD Photos for each activity to be uploaded on Swachhtam Portal.</i></li> <li>• <i>A video Reel (30 to 60 seconds) of the best weekly activity undertaken.</i></li> </ul>   |   |
| 2     | <b>Shri Amarnath Ji Yatra (SANJY'25)</b> | --   | <b>Kathua, Samba, Jammu, Udhampur, Ramban, Anantnag, Srinagar, Ganderbal &amp; Bandipora</b> | Yatris          | <ul style="list-style-type: none"> <li>• Enhanced awareness among pilgrims and stakeholders on sanitation, waste management and hygiene practices.</li> <li>• Increased participation of Yatris in maintaining cleanliness.</li> <li>• Improved behavior change towards responsible waste disposal and eco-friendly practices.</li> <li>• Overall support towards a clean, safe and spiritually enriching pilgrimage experience.</li> </ul> <p>Detailed Action Plan is enclosed as <b>Annexure 'B'</b>.</p> | <p><b>ULBs:</b></p> <ul style="list-style-type: none"> <li>• Social Media</li> <li>• Printing of Creatives</li> <li>• Installation of Banners/Hoardings/ Signage.</li> <li>• Installation of QR Codes</li> </ul> <p><b>Swaaha:</b></p> <ul style="list-style-type: none"> <li>• Creative designing (Banners/ Posters)</li> </ul> <p><b>SEs:</b></p> <ul style="list-style-type: none"> <li>• Handholding of ULBs in implementation of IEC activities.</li> <li>• Monitoring of all sanitation services.</li> <li>• Record of activities with photographic/ video-graphic evidence.</li> </ul> |

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| 3     | <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 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> |
| 4     | <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 share 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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|-------|---|---|----------------------------------|---|--|--|
| 5     | <b>Preparation<br/>of Podcasts/<br/>Videos/<br/>Success<br/>Stories/<br/>Interviews/<br/>Live Sessions<br/>for Social<br/>Media</b> | 25  | 02                               | All<br>citizens<br>using<br>social<br>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:**

- Submission of ULB Activity Plan in line with the Approved Master Activity Plan of July 2025 on the 1<sup>st</sup> day of the month.
- 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.