IEC Project, H&UDD, Jammu and Kashmir

Approved Monthly Action Plan - *(October, 2025)*　　　　**Theme of the month –** *Way forward – SS 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	**Swachh.City Grievance Redressal Campaign**	7	75 per Committee, 100 Cantt. Boards, 150 per Council and 100 per Zone for SMC/JMC	Local Citizen	**Objectives:** • Encourage citizens to actively use the Swachh.City platform for feedback, grievance redressal and participation in cleanliness initiatives. • Strengthen real-time monitoring of sanitation services, waste collection and cleanliness drives through digital reporting and citizen inputs. • Mobilize communities to engage with the platform and contribute to better rankings in Swachh Survekshan 2025 by showcasing citizen involvement. • *Grievance redressal carries 200 Marks in Swachh Survekshan Assessment.* To run a focused one-month campaign across ULBs: • Total as per the target 75 per Committee, 100 Cantt. Boards, 150 per Council and 100 per Zone for SMC/JMC. • Ensure training and deployment of ULB staff and Swaaha Executives. • Guarantee timely redressal of citizen complaints/grievances through the Swachh.City Portal & SBM Engineer App, adhering to Service Level Agreements (SLA).	**Swaaha:** • Micro planning • Creative designing • Handholding of ULB staff in execution of the activities. • Online Training with CEOs/Eos/DEOs/SEs of the ULB- MIS Team **ULBs & SEs:** • Promotion & Execution • Uploading of creatives on Social Media Handles • Collection of Details of SI/SS/DEO/COs etc. as per format and Uploading as SBM Engineer App on swachh city portal-Uploading on the Swachh City Swaaha MIS Team. • ULB DEOs & SEs Swaaha to train SI/SS etc. of ULB regarding

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					Detailed report including formats enclosed as **Annexure 'A'**. **Note:** *ULBs facing issues with .kml files (ULB and Ward Boundaries) will not receive complaints on their dashboard (due to unavailability of .kml files) and in some cases, a few ULBs may receive complaints meant for other ULBs as wrong .kml files have been uploaded by the ULBs.*	Swachh City & resolution via SBM Engineer App. • Assigning of complaints & Grievance/ complaint redressal by ULB
2	**Identification of Self Help Groups (SHGs)**	7	JMC & SMC to identify 5 SHGs, other ULBs 02 SHGs each	--	Key objectives for the identification of Self-Help Groups (SHGs) under the Swachh Bharat Mission Urban (SBM-U) 2.0. • To be identified and uploaded on Swachhatam Portal as per requirement of Portal. • Utilize SHGs as local change agents to spread awareness on waste segregation, home composting, reduction of single-use plastic and sanitation practices. **JMC & SMC to identify 05 SHGs, Municipal Councils/Committees and Cantt. Boards to identify 02 SHGs each.** Format for submission of details is enclosed as **Annexure 'B'**.	**Swaaha:** • Handholding of ULBs in identification of SHGs • Format of Submission from SHGs **ULBs:** • Identification & Engagement of the SHGs • ULBs & Swaaha SEs • Uploading of SHG details as per format on the Swachhatam Portal. Path : Swachhatam Portal Dashboard>City Profile> SHG Master>Add New> Enter Details> Submit

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3	**Green Campus Initiative –** Planned for 03 months	7	150 each in JMC & SMC, 20 each in 19 Municipal Councils & 7 in other ULBs (Total = 1093 Green Campuses) to be completed in 03 months	BWGs, Educational Institutions, Government Offices, hospitals, Complexes, Malls etc.	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. **All Bulk Waste Generators to be covered under the Campaign.** • Promoting green practices • Waste management (waste segregation, composting, Ban on SUP etc.) • Energy efficiency and sustainability. • Increasing green spaces and community engagement to reduce carbon footprints and enhance quality of life. Bulk Waste Generators identified has to submit a different form **(Annexure 'C-I')** and will be uploaded on the Swachhatam portal. Detailed Action Plan is enclosed as **Annexure 'C'**.	**Swaaha:** • Micro Planning • Creative designing (Posts/Banners) • Reporting formats • Data Collection • Consolidation of campaign report **ULBs & SEs:** • Promotion • Identification • Awareness sessions • Printing of Creatives • Execution • Evaluation • Recognition • Regular Social Media uploading

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5	**Capacity Building Program**	5-6	07 sessions	Swachhata Executives, Sanitary Inspectors, Supervisors, Drivers & Helpers of ULBs	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 including Source Segregation/ Storage and D2D collection of waste. **Expected Outcomes:** • Field Staff will understand the role of waste generators, importance of waste segregation, Ban on SUP etc. • 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. • They will lead outreach and sensitization activities, improving citizen participation & compliance. The capacity building program is scheduled for following ULBs in this month: • **07 Sessions in 5 districts of Jammu Division - Jammu District (02 Sessions), Kathua (02 Sessions), Udhampur, Reasi and Samba (01 session each)**. Training Module for Capacity Building Session is attached as **Annexure 'D'**.	**Swaaha:** • Training Schedule • Training Material • Creation of content for different Capacity • Building program on different topics. **ULBs:** • Identification of staff for the participation in the CB sessions. • ULBs to invite prominent leaders, religious heads/ preachers, Swachhatta Ambassadors, Market Associations, RWA associations.

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6	**Social Media Creatives**	29	**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 Source Segregation, Ban on SUP, RRR, general sanitation and on the campaigns of the month. • 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 • Handholding support to ULBs in reaching the milestones. **ULBs:** • Posting of creatives on their social media handles (Facebook, X and Instagram).
7	**Creative Material related to IEC-Monthly Campaign**	12	• Posters 02 (customized for 80 ULBs) • Banners 02 (customized for 80 ULBs)	All citizens	• 02 IEC Poster and 02 banners for each ULB shall be created based on the theme of the month. • The objective of the creatives is to ensure branding of Swachhata initiatives and awareness among citizens.	**Swaaha:** • Design and development of Creatives for the handles. **ULBs:** • Printing & Installation of the banner on prominent places.
4	**Production of Audio Jingles**	16	**05** Jingles	All citizens, students and stakeholders	05 Jingles in audio format will be prepared with a duration of 20 to 30 seconds with different themes like source segregation, home composting, litter free wards, waste water management, ODF sustainability, pollution free water bodies etc. The regular broadcasting/ telecasting of these jingles	**Swaaha:** Production **ULBs:** Dissemination

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					on radio, social media or D2D vehicles by ULBs will reinforce the message of SBM-U 2.0 and bring about a behavior change among the citizens to encourage sanitation and hygiene behaviors. Each jingle will end with a call to action, encouraging people to participate in different sanitation initiatives of ULBs, thus creating Jan Andolan.	
8	**Preparation of Podcasts/ Videos/ Success Stories/ Interviews/ Live Sessions for Social Media**	25	04 Podcasts	All citizens using social media	• 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 podcasts **ULBs & SEs:** • Uploading on ULB social media handles
9	**Script Writing of Street Plays, entertainment performances or dramas etc.**	12	05 scripts	--	• Community members gain better understanding of the targeted issue (e.g., cleanliness, waste segregation, health or social responsibility). • High participation and interaction during/ after the performance, sparking discussions in the community. • Key campaign messages are remembered and recalled easily due to the creative, entertaining and emotional presentation.	**Swaaha:** • Finalization of theme • Script Writing **ULBs & SEs:** • Execution of Street Plays

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10	**IEC Booklet**	11 (a)	01	--	• Increased public awareness on sanitation, hygiene, and waste management. • Encouraged behavioral change towards waste segregation and reduction of single-use plastics. • Strengthened community participation in Swachhata drives and local initiatives. • Provided a consistent reference tool ensuring continuity and sustained impact of IEC activities.	**Swaaha:** • Preparation and submission of the Booklet. **ULBs & SEs:** • Distribution of Booklet with stakeholders.
11	**District Wise video documentaries**	14	03 (Including 01 for JMC)	--	• One documentary video showcasing JMC's achievement of securing a **3-Star rating in Garbage Free City (GFC)** certification and its recognition as a **Promising Swachh Sheher** in **Swachh Survekshan 2024**. • Two 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 (01 district each from Jammu & Kashmir Regions).	**Swaaha:** • Finalization of Documentaries • Identification of districts. • Preparation of script • Recording/editing of the documentary
12	**IEC Anthem**	13	01	--	To create a unified, inspiring and easily relatable communication tool that promotes the core message of cleanliness, sanitation and citizen participation under the Swachh Bharat Mission. The anthem aims to: • Inspire behavioral change towards cleanliness and responsible waste management. • Enhance visibility and emotional	**Swaaha:** • Preparation of script • Recording/editing of the Anthem

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					connect with the Swachh Bharat Mission across diverse audiences. • Motivate citizens, SafaiMitras and ULB staff to contribute actively towards achieving a Garbage-Free City. • Serve as a signature IEC tool during events, campaigns and outreach activities to reinforce the "Swachhata" message.	
13	**Video Messages from influencers/ Prominent citizens on Swachhta** (including messages on different events/ activities/ important days)	15	(02 messages from each ULB)	All citizens	• 02 messages from each ULB with the theme of the month. • Each ULB to tag MD, SBM through their social media handles. • 10 best messages from all 80 ULBs to be posted on MD SBM handles during the month. • Engaging famous personalities, administrative officials, influencers and community leaders to share Swachhta messages can have significant impacts on Social Behavioural Change.	**Swaaha:** • Script development • Recording **ULBs:** • Identification • Coordination • Uploading on Social Media
14	**Monthly Newsletter**	--	01	--	• The main objectives of publishing the monthly newsletter is to: • _Showcase and Disseminate Best Practices:_ Highlight innovative IEC initiatives, success stories and impactful community engagement activities from various ULBs. • _Promote Awareness and Behavioral Change:_ Strengthen public understanding and participation in	**Swaaha:** • Preparation, designing and submission of the Newsletter.

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					sanitation, waste management, and Swachhata-related campaigns. • *Encourage Coordination and Motivation:* Foster knowledge sharing among ULBs and recognize stakeholders contributing to the objectives of Swachh Bharat Mission–Urban.	
15	**Citizen Feedback/ complaints**	--	Around 10000 feedbacks/ complaints	All citizens	• *Analyze and Categorize Feedback:* Compile and categorize all received feedback/complaints (approx. 10,000) to identify major recurring issues and service gaps. • *Ensure Timely Redressal:* Coordinate with respective ULBs to resolve pending complaints within defined timelines and strengthen local grievance response systems.	**ULBs:** • Implementation. **Swaaha:** • Handholding.
17	**Improvements in Waste Management**	7	80	All Citizens	a) Daily Door to door waste collection: **100% by committees, 90%-100% by councils and 70-100% by corporations.** b) Segregation of Waste at Source – **All ULBs to select one colony this month and collect segregated waste from all HHs.** c) Night sweeping & waste collection from commercial areas – **To be started from Main Market Areas this month.** d) Processing at site by bulk waste generators – **To be started by proposed Green Campuses (BWGs) – 10 BWGs by JMC/SMC, 03 by other ULBs.**	**ULBs:** • Implementation and execution **Swaaha:** • Handholding and Capacity Building

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18	**Utilization of Recording Room**	14	01	--	• A logbook will be maintained monthly recording all the activities held in the Recording Room of Swaaha. • This month atleast 02 Podcasts shall be recorded in the Recorded Room at Jammu.	**Swaaha:** • Report submission

Note:
- ULBs & SEs to ensure that all the IEC activities are uploaded on the Swachhatam Portal in the IEC tab during the month.
- 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 by the ULBs.

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