

IEC Project, H&UDD, Jammu and Kashmir

Proposed Monthly Action Plan - (June, 2026)

Theme: SWM Management Rules 2026

S. No	Key themes/ Activities	No. of activities proposed	Target Audience	Objectives & Description	Responsibility
1	World Environment Day 2026	01	80 ULBs	<p>The new Solid Waste Management Rules, 2026 have come into effect from 1st April, 2026. Consequently, the Hon'ble Supreme Court has also passed comprehensive directions to Central Ministries, States/UTs and Urban Local Bodies (ULBs).in Civil appeal No. 6174/2023 on 19th February, 29th April and 5th May 2026 for various steps to be taken for effective implementation of the Rules.</p> <p>On the occasion of World Environment Day, a focused week-long campaign to sensitize the lead facilitators/ elected representatives in urban areas is envisaged from 5th – 12th June 2026. The campaign elements are as below:</p> <p><u>Campaign Elements as per MoHUA directions:</u></p> <ul style="list-style-type: none"> • 5th June, 2026: WED 2026: Special Council Meetings- ULBs to convene Special Corporation/Council Meetings on 4-stream segregation and implementation in a focused manner. • 6th June, 2026: Exposure Visits- ULBs to conduct exposure visits of the elected representatives to provide the first-hand experience of on ground implementation of solid waste management value chain. • Solid 7th – 12th June, 2026: Week- long Awareness, Advocacy & Collective Action- Elected representatives led door-to-door awareness 	<p>Swaaha:</p> <ul style="list-style-type: none"> • Handholding of ULBs in organizing activities under World Environment Day Campaign. <p>ULBs:</p> <ul style="list-style-type: none"> • Providing of banners/ material for the campaign • Liaison with the elected representatives

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				<p>drives for 4-stream segregation, no littering and no burning of waste.</p> <p>The detailed Action Plan and Reporting format are attached as Annexure A and Annexure B.</p>	
2	SUP-Free Market Initiative	01	80 ULBs	<p>Eliminate Single-Use Plastic (SUP): Ensure complete cessation of SUP use by vendors and customers in the vegetable and mini markets.</p> <p>Promote Sustainable Alternatives: Encourage widespread adoption of cloth, jute and other eco-friendly carry options in place of plastic.</p> <p>Drive Awareness and Compliance: Build lasting behaviour change through awareness while ensuring strict adherence to SUP ban regulations.</p> <p>Proposed Activities:</p> <ul style="list-style-type: none"> • Launch a focused digital outreach campaign across official social media platforms to highlight the ban on Single-Use Plastics (SUP), promote eco-friendly alternatives and reinforce behavioural change through consistent messaging, visuals and short awareness videos. • Conduct on-ground awareness sessions for shopkeepers, street vendors and vegetable sellers, emphasizing the environmental impact of SUP and encouraging the adoption of sustainable packaging practices. • Implement a public engagement drive by distributing jute/cotton bags to randomly selected customers found carrying SUP bags. Collect SUP bags in exchange to promote habit change and encourage the adoption of reusable alternatives through positive reinforcement. 	<p>Swaaha:</p> <ul style="list-style-type: none"> • Creative designing (Post/Banner) • Audio Message • Execution in coordination with Community Mobilizers. <p>ULBs:</p> <ul style="list-style-type: none"> • Dissemination of Audio Message • Promotion & Execution • Printing and installation of Creatives

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3	School Internship - Phase 1	---	Schools Registered on Portal in JMC, SMC and ULBs of Kashmir Division	<ul style="list-style-type: none"> Jammu Municipal Corporation, Srinagar Municipal Corporation and all ULBs of Kashmir Division to undertake and facilitate School Internship Programmes in all schools registered on the Swachhatam Portal. The internship programme shall aim to promote awareness, participation, and leadership among students in the areas of sanitation, waste management, environmental sustainability, and implementation of the Solid Waste Management Rules, 2026. ULBs shall coordinate with school authorities to organize structured internship activities, including cleanliness drives, waste segregation demonstrations, home composting awareness, plastic waste reduction campaigns, sanitation audits, plantation activities and community outreach programmes. Students shall be encouraged to act as Swachhata Ambassadors and disseminate key messages on sustainable waste management practices within their schools, households and communities. The concerned ULBs shall ensure regular engagement with participating schools, maintain records of internship activities conducted. 	<p>Swaaha:</p> <ul style="list-style-type: none"> Handholding of ULBs in organizing School internship programmes. Awareness sessions in identified schools on SWM and Sanitation. <p>ULBs:</p> <ul style="list-style-type: none"> Coordination with School authorities and Execution of school internship programmes
4	Monthly News Letter	01	--	<p>The main objectives of publishing the monthly newsletter is to:</p> <ul style="list-style-type: none"> <u>Showcase and Disseminate Best Practices:</u> Highlight innovative IEC initiatives, success stories and impactful community engagement activities from various ULBs. <u>Promote Awareness and Behavioral Change:</u> Strengthen public understanding and participation in sanitation, waste management and Swachhata-related campaigns. 	<p>Swaaha:</p> <ul style="list-style-type: none"> Preparation, designing and submission of the Newsletter.

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				<ul style="list-style-type: none"> <u>Encourage Coordination and Motivation</u>: Foster knowledge sharing among ULBs and recognize stakeholders contributing to the objectives of Swachh Bharat Mission-Urban. 	
5	Social Media Creatives	3600 Creatives for 80 ULBs 15 per month x 80 ULBs in 03 languages	Citizens of all age groups using Social Media	<ul style="list-style-type: none"> 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 SWM Rules 2026, 4 Bins segregation, Ban on SUP and general sanitation etc. The posts will be ensured to be uploaded on the Social Media handles of ULBs, MD SBM and H&UDD. 	<p>Swaaha:</p> <ul style="list-style-type: none"> Design and dev. of Creatives for the handles. Uploading of posts on the Social Media Handles of MD SBM-U2.0 <p>ULBs:</p> <ul style="list-style-type: none"> Posting of creatives on their social media handles (Facebook, X & Instagram).
6	Creative Material related to IEC-Monthly Campaign	---	All citizens	<ul style="list-style-type: none"> Creative designing of Banner and IEC Material for WED 2026. 02 Bus Shelter Designs, customized for 80 ULBs, shall be created. 	<p>Swaaha:</p> <ul style="list-style-type: none"> Design and development of Creatives. <p>ULBs:</p> <ul style="list-style-type: none"> Printing & Installation of the creatives at required locations.
7	Preparation of Podcasts/ Videos/ Success Stories/ Interviews/ Live Sessions for Social Media	02	All citizens using social media	<ul style="list-style-type: none"> 02 Selected Videos/ Podcast/ Success stories/ Interviews/Live sessions will be hosted/ recorded 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. 	<p>Swaaha:</p> <ul style="list-style-type: none"> Content creation & recording of podcasts Handholding of ULBs in uploading on ULB social media handles <p>ULBs:</p> <ul style="list-style-type: none"> Uploading on ULB social media handles
8	District level Video	02	--	<ul style="list-style-type: none"> Two video documentaries to be developed highlighting the IEC/Behavioral Change activities 	<p>Swaaha:</p> <ul style="list-style-type: none"> Finalization of

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	Documentaries	Districts		executed in the districts and their outcome, in any two districts of J&K.	Documentaries <ul style="list-style-type: none"> • Identification of districts. • Preparation of script • Recording and editing
9	Script Writing of Street Plays, entertainment performances or dramas etc.	02 scripts (Each script customized for 80 ULBs)	--	<ul style="list-style-type: none"> • 02 scripts customized for 80 ULBs, shall be submitted to the office of the MD, SBM-U 2.0. • 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: <ul style="list-style-type: none"> • Finalization of theme • Script Writing ULBs: <ul style="list-style-type: none"> • Execution of Street Plays
10	Media Coordination	Notable ULBs	---	On a daily basis, the best-performing activities implemented across all Urban Local Bodies (ULBs) will be identified and shortlisted. Based on these selected activities, a comprehensive press release highlighting innovative practices, field impact and notable achievements will be prepared and shared with the media to ensure wider outreach, visibility and public engagement.	Swaaha: <ul style="list-style-type: none"> • Creation and sharing of Press Release with the Media

Solid Waste Management Rules 2026:

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1	Registration of Bulk Waste Generators on CPCB Portal	---	<ul style="list-style-type: none"> • All Urban Local Bodies (ULBs) to identify all eligible Bulk Waste Generators (BWGs) within their jurisdiction and ensure their registration on the Central Pollution Control Board (CPCB) Bulk Waste 	Swaaha: <ul style="list-style-type: none"> • Handholding of ULBs in identification of BWGs.

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			<p>Generator Portal. The registration of BWGs on the CPCB portal is mandatory under the provisions of the Solid Waste Management Rules, 2026 and forms an essential component of the national digital waste tracking and compliance framework.</p> <ul style="list-style-type: none"> Registered entities are required to report waste generation, processing and compliance data through the centralized portal. ULBs shall undertake awareness and facilitation measures for BWGs such as government institutions, educational institutions, hospitals, hotels, commercial establishments, residential societies, markets and other entities generating 100 kg/day or more of solid waste or meeting the prescribed criteria under the Rules. <p>BWGs are required to process wet waste on-site as far as feasible and comply with Extended Bulk Waste Generator Responsibility (EBWGR) provisions where applicable.</p>	<p>ULBs:</p> <ul style="list-style-type: none"> Identification and Registration of BWGs within stipulated timeline.
2	Capacity Building	ULB staff, SEs, Master Trainers and Community Mobilizers	<ul style="list-style-type: none"> Capacity Building Programmes shall be organized online and offline for ULB Staff, Swachhata Executives, Master Trainers and SHG Community Mobilizers regarding Solid Waste Management Rules 2026 and 4 Bins segregation. The Training Calendar and Training Module shall be shared separately. 	<p>CB Expert Swaaha:</p> <ul style="list-style-type: none"> Training Calendar Training Material. <p>ULBs:</p> <ul style="list-style-type: none"> Arrangement of online medium for participation of ULB staff & Community Mobilizers in the CB sessions. Arrangement of online medium for participation of ULB teams and Community Mobilizers.
3	Awareness of SWM Rules	80	<ul style="list-style-type: none"> All Urban Local Bodies (ULBs) to undertake a 	

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	2026		<p>comprehensive awareness campaign on the Solid Waste Management (SWM) Rules, 2026 through the widespread distribution and display of Information, Education and Communication (IEC) materials.</p> <ul style="list-style-type: none"> Adequate numbers of posters to be distributed among households, commercial establishments, institutions, Resident Welfare Associations (RWAs) and other stakeholders to maximize public outreach and awareness. The campaign should be supported through social media platforms, public announcements and community engagement activities to promote compliance with the SWM Rules, 2026. 	<p>Swaaha:</p> <ul style="list-style-type: none"> Design and development of posters. <p>ULBs:</p> <ul style="list-style-type: none"> Printing of adequate No. of posters. Distribution of the creatives at required locations through Community Mobilizers.

Activities for Community Mobilizers:

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1	Awareness Drive on 4-Stream Segregation	20 Households by each Community Mobilizer on daily bases	All Community Mobilizers to conduct intensive door-to-door IEC campaigns to promote source segregation of waste and household-level composting practices among citizens. The campaign shall focus on educating households regarding the mandatory segregation of waste into wet, dry, domestic hazardous, and sanitary waste streams as prescribed under the Solid Waste Management Rules, 2026.	<p>Swaaha:</p> <ul style="list-style-type: none"> Regular monitoring and CB sessions with Community Mobilizers regarding 4 Stream Segregation and Home Composting. <p>Community Mobilizers:</p> <ul style="list-style-type: none"> D2D visits to cover most of the HHs in all wards.
2	Home Composting	--	<ul style="list-style-type: none"> All Community Mobilizers engaged by the ULBs shall actively promote and facilitate the adoption of home composting at the household level as part of the implementation of the Solid Waste Management 	<p>Swaaha:</p> <ul style="list-style-type: none"> Regular monitoring and CB sessions with Community Mobilizers regarding 4

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			<p>Rules, 2026. Community Mobilizers shall conduct regular household visits, provide guidance on simple and low-cost composting methods and encourage residents to process biodegradable waste within their premises to reduce the burden on municipal waste collection and disposal systems.</p> <ul style="list-style-type: none"> Community Mobilizers shall maintain records of households practicing home composting, provide regular follow-up support and report progress on daily bases. Success stories and best practices should be documented and shared to encourage wider community participation and strengthen decentralized waste management efforts. 	<p>Stream Segregation and Home Composting.</p> <p>Community Mobilizers:</p> <ul style="list-style-type: none"> D2D visits to cover most of the HHs in all wards.
3	Distribution of Posters to promote SWM Rules 2026	--	<ul style="list-style-type: none"> All Urban Local Bodies (ULBs) to undertake a comprehensive awareness campaign on the Solid Waste Management (SWM) Rules, 2026 through the widespread distribution and display of Information, Education and Communication (IEC) materials. Adequate numbers of posters to be distributed among households, commercial establishments, institutions, Resident Welfare Associations (RWAs) and other stakeholders to maximize public outreach and awareness. The campaign should be supported through social media platforms, public announcements and community engagement activities to promote compliance with the SWM Rules, 2026. 	<p>Swaaha:</p> <ul style="list-style-type: none"> Design and development of posters. <p>ULBs:</p> <ul style="list-style-type: none"> Printing of adequate No. of posters. <p>Community Mobilizers:</p> <ul style="list-style-type: none"> Distribution of the creatives at required locations.