

IEC Project, H&UDD, Jammu and Kashmir

Proposed Monthly Action Plan - (September, 2026)

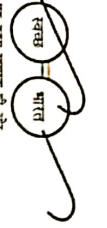
Theme: Model Colony & SUP-Free Market Drive

S. No	Key themes/ Activities	No. of activities proposed	Target Audience	Objectives & Description	Responsibility
1	SUP-Free Market Initiative and Model Colony Development	80	All 80 ULBs	The initiative focuses on developing SUP-Free Markets and 100% Source Segregated Model Colonies through targeted awareness campaigns, participation of political representatives and community stakeholders, engagement of at least two Schools/Colleges for promoting 4-Bin Source Segregation, and regular follow-up and monitoring to achieve measurable and sustainable outcomes. Detailed Action Plan is enclosed as Annexure 'A'	Swaaha: • Micro Planning • Creative designing (Posts/Banners) • Reporting formats • Weekly Updation of MIS Portal • Data Collection • Consolidation of campaign report ULBs & SES: • Printing of Creatives • Promotion & Execution
2	Swachhata He Seva 2026 Campaign	80	All 80 ULBs	• Swachhata He Seva 2026 Campaign is expected to be launched in September 2026, as per the annual implementation schedule, by the MoHUA. Schools in SMC and ULBs of Kashmir Division	--
3	School Internship Programme	-	-	• Srinagar Municipal Corporation (SMC) and all ULBs of Kashmir Division shall implement the School Internship Programme - Phase I in identified schools to promote awareness on sanitation, source segregation and the Solid Waste Management Rules, 2026. Activities shall include cleanliness drives, waste segregation demonstrations, home composting awareness and plastic waste reduction campaigns. Students shall be encouraged to act as Swachhata Ambassadors and promote sustainable waste management practices in their schools,	Swaaha: • Handholding of ULBs in organizing School internship programmes. • Awareness sessions in identified schools on SWM and Sanitation. ULBs: • Coordination with School authorities and Execution of school internship programmes

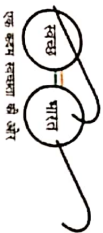
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				households and communities. - ULBs shall coordinate with school authorities to organize structured internship activities, including cleanliness drives, waste segregation demonstrations, home composting awareness, plastic waste reduction campaigns 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 and maintain records of all internship activities conducted	
5	Capacity Building Programme on the Solid Waste Management Rules, 2026	02	SEs, Master Trainers, ULB Staff	Capacity Building Sessions by Swachhata Executives: Swachhata Executives shall conduct capacity-building sessions for Political Representatives, ULB officials, sanitation staff and frontline workers on the ban on Single-Use Plastic (SUP) and User Fee charges to strengthen awareness, effective implementation and compliance District-Level Capacity Building Programme - Jammu Division: The Capacity Building Expert from Swaaha shall conduct physical training sessions on the Solid Waste Management Rules, 2026 for officials and frontline functionaries in the following districts: Samba District: Samba, Vijaypur, Bari Brahmana	CB Expert Swaaha: - Training Calendar - Training Material. ULBs: - ULBs shall organize the capacity building sessions, mandatorily invite political representatives for all offline sessions, designate Lead Facilitators, Political representatives participated and Lead Facilitators designated

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				- and Ramgarh Kathua District: Kathua, Hiranagar, Lakhampur, Basholi, Billawar and Parole Kashmir Division: The Capacity Building Expert from Swaaha shall conduct physical training sessions on the Solid Waste Management Rules, 2026 for officials and frontline functionaries in the following districts: Kulgam District: Kulgam, Devsar, Yaripora and Frisal Pulwama District: Pulwama, Tral, Awantipora, Pampore and Khrew Srinagar (SMC): All Zones of SMC The date-wise schedule for the physical capacity-building sessions to be conducted for the Jammu and Kashmir Divisions is enclosed as Annexure 'B'. 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 sanitation, waste management and Swachhata-related campaigns. - Encourage Coordination and Motivation: Foster knowledge sharing among ULBs and recognize stakeholders contributing to the objectives of	
	Monthly News Letter	01	--		Swaaha: Preparation, designing and submission of the Newsletter.

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				Swachh Bharat Mission-Urban.	
7	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	- 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.	Swaaha: - Design and dev. of Creatives for the handles. - Uploading of posts on the Social Media Handles of MD SBM-U2.0 ULBs: - Posting of creatives on their social media handles (Facebook, X & Instagram).
8	Creative Material related to IEC-Monthly Campaign	---	All citizens	01 Campaign Banners 02 Bus/Train/Wall Panel Design 02 Display Panel for Road Shows	Swaaha: - Design and development of Creatives. ULBs: - Printing & Installation of the creatives at required locations.
9	Preparation of Podcasts/ Videos/ Success Stories/ for Social Media	02	All citizens using social media	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.	Swaaha: - Content creation & recording of videos - Uploading on MD social media handles ULBs: - Uploading on ULB social media handles
10	District level Video Documentaries	02 Districts	--	Two (02) 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.	Swaaha: - Identification of districts. - Preparation of scripts - Recording and editing

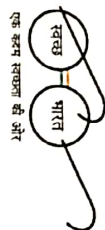


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11	Media Coordination	Notable ULBs	---	On a daily basis, the best-performing activities implemented across all Urban Local Bodies (ULBs) will be identified and shortlisted. Based on these selected activities, a comprehensive press release highlighting innovative practices, field impact and notable achievements will be prepared and shared with the media to ensure wider outreach, visibility and public engagement.	Swaaha: Creation and sharing of Press Release with the Media



Activities for Community Mobilizers:

S. No.	Activity	No. of Activities	Description	Responsibility
1	SUP-Free Market Drive	--	All Community Mobilizers shall conduct a SUP-Free Market Drive to create awareness among shopkeepers, vendors and the public on eliminating single-use plastics and promoting eco-friendly alternatives in accordance with the Solid Waste Management Rules, 2026	Swaaha: - Regular monitoring and CB sessions with Community Mobilizers. Community Mobilizers: - Visit markets and conduct SUP-Free awareness drives to promote eco-friendly alternatives and eliminate single-use plastics.
2	01 Model Colony in each ULB with 100% Source Segregation and Home Composting	--	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.	Swaaha: - Regular monitoring and CB sessions with Community Mobilizers regarding functioning of RRR. Community Mobilizers: - D2D visits to cover most of the HHs in all wards.
3	Proper functioning of RRR Centers	--	SHGs to ensure each ULBs has a proper functional RRR Centre with incoming and outgoing Logbook.	Community Mobilizers: Full adoption of 1 RRR Center in each ULB.



Note:

- All ULBs shall arrange and provide the required Banners for conducting IEC activities at the ground level.
- ULBs shall ensure proper visibility and community participation during all ground-level IEC activities.
- Update all activities on the Swachhatam Portal under the IEC Tab.