



IEC Project, H&UDD, Jammu and Kashmir

Proposed Monthly Action Plan - (January, 2026)

Theme: Road to Swachh Survekshan 2025-26

S. No	Key themes/ Activities	No. of activities proposed	Target Audience	Objectives & Description	Responsibility
1	Swachhtantra 2.0 - Pride in Democracy, Pride in Cleanliness	01	80 ULBs	<p>“Swachhta activities for pre-Republic Day celebrations” campaign shall be launched under the theme “Swachhtantra 2.0” - <i>Pride in Democracy, Pride in Cleanliness</i>, with the objective to:</p> <ul style="list-style-type: none">• To promote the importance of cleanliness as a fundamental aspect of development.• To engage citizens of J&K in community-based Swachhta initiatives (Jan Andolan) that reflects citizen responsibility towards a cleaner environment.• To honor Republic Day as a platform for uniting citizens in the pursuit of a healthier, cleaner J&K. <p>Detailed Action Plan for the Campaign is placed as Annexure - A.</p>	<p>Swaaha:</p> <ul style="list-style-type: none">• Micro Planning• Creative designing• Reporting formats• Monitoring• Daily reporting• Consolidation of reports from ULBs• Handholding of ULBs in promotion & execution <p>ULBs:</p> <ul style="list-style-type: none">• Promotion and Execution
2	Nirmal Tawi Abhiyan - Tawi River Protection & Anti-Littering Awareness Drive	01	JMC	<ul style="list-style-type: none">• To create awareness among citizens about the harmful impacts of littering and waste dumping in the Tawi River on public health, environment and aquatic life.• To promote responsible behavior by encouraging citizens to refrain from throwing solid waste, plastic and other pollutants into the river and its banks.• To instill a sense of ownership among local communities under the message “Meri Tawi, Meri Zimmedari” for	<p>JMC:</p> <ul style="list-style-type: none">• Execution of the event• Printing & installation of creatives <p>Swaaha:</p> <ul style="list-style-type: none">• Designing of banners and placards• Reporting• Uploading on Social Media

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				<p>protecting and preserving the river.</p> <p>Activities Proposed:</p> <p>(i) Live Street Interaction</p> <ul style="list-style-type: none"> Volunteers/ Swachhata Ambassadors/ IEC Team dressed as "Tawi" interact with passers-by. <p>(ii) Human Chain:</p> <ul style="list-style-type: none"> A symbolic human chain formed along the bridges of the Tawi River to demonstrate collective responsibility and a strong public message against littering and dumping of waste into the river. Involving Safai Karmacharis, Students, volunteers. 	
3	<p>Pre-Assessment survey in all 80 ULBs</p>	01	All 80 ULBs	<p>A comprehensive survey covering 173 indicators, as prescribed under the New Toolkit, shall be conducted across all 80 Urban Local Bodies (ULBs). The survey aims to assess compliance, performance and readiness of ULBs against the revised benchmarks and will serve as a key input for monitoring progress and strengthening implementation in line with the objectives of the Mission.</p> <p>Format for the survey is placed as Annexure - B.</p>	<p>Swaaha:</p> <ul style="list-style-type: none"> Formats & Consolidation of data Handholding of ULBs in Field assessment, Data Compilation & Reporting <p>ULBs:</p> <ul style="list-style-type: none"> Field assessment, Data Compilation & Reporting

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4	Swachh Survekshan 2025-26- Toolkit - Capacity Building Program	Covering 80 ULBs Online	All 80 ULBs	Capacity Building initiatives shall be undertaken to strengthen institutional preparedness for the upcoming Swachh Survekshan 2025, with a focus on enhancing technical understanding, operational readiness and effective implementation of prescribed indicators at the ULB level.	CB Expert and SEs of Swaaha: <ul style="list-style-type: none"> • Training Schedule • Creation of content for different Capacity Building program on different topics. ULBs: <ul style="list-style-type: none"> • Identification of staff for the participation in the CB sessions.
5	Monthly News Letter	01	--	<ul style="list-style-type: none"> • The main objectives of publishing the monthly newsletter is to: • <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. • <u>Encourage Coordination and Motivation</u>: Foster knowledge sharing among ULBs and recognize stakeholders contributing to the objectives of Swachh Bharat Mission-Urban. 	Swaaha: <ul style="list-style-type: none"> • Preparation, designing and submission of the Newsletter.
6	Designing of Six monthly IEC Booklet - 2nd	01	--	<ul style="list-style-type: none"> • Increased public awareness on sanitation, hygiene and waste management. • Encouraged behavioral change towards waste segregation and reduction of 	Swaaha: <ul style="list-style-type: none"> • Designing and submission MD SBM-U 2.0: <ul style="list-style-type: none"> • Review and Approval

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				<ul style="list-style-type: none"> 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. 	
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	<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 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. 	<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 Handholding support to ULBs in reaching the milestones. <p>ULBs:</p> <ul style="list-style-type: none"> Posting of creatives on their social media handles (Facebook, X & Instagram).
8	Creative Material related to IEC-Monthly Campaign	<ul style="list-style-type: none"> Posters 02 (customized for 80 ULBs) Banners 02 (customized for 80 ULBs) 	All citizens	<ul style="list-style-type: none"> 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. 	<p>Swaaha:</p> <ul style="list-style-type: none"> Design and development of Creatives for the handles. <p>ULBs:</p> <ul style="list-style-type: none"> Printing & Installation of the banner on prominent places.

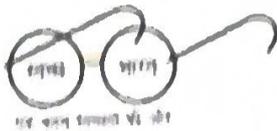
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9	Preparation of Podcasts/ Videos/ Success Stories/ Interviews/ Live Sessions for Social Media	02	All citizens using social media	<ul style="list-style-type: none"> Selected Videos/Podcast/Success stories/ Interviews/Live sessions will be hosted/ recorded 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
10	Script Writing of Street Plays, entertainment performances or dramas etc.	05 scripts	--	<ul style="list-style-type: none"> 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. 	<p>Swaaha:</p> <ul style="list-style-type: none"> Finalization of theme Script Writing <p>ULBs:</p> <ul style="list-style-type: none"> Execution of Street Plays
11	Saathi – Video Documentaries on Dogs	20 Films	JMC & SMC	<ul style="list-style-type: none"> Creation of awareness among the people of Jammu & Kashmir regarding humane and lawful management of stray dogs in residential areas, commercial zones and public spaces. Sensitizing citizens and institutional authorities on safe coexistence, prevention of dog bites and the importance of keeping sensitive areas such as schools, hospitals and markets free from stray dog-related risks. 	<p>Swaaha:</p> <ul style="list-style-type: none"> Preparation of script Recording/editing of the documentary

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				<ul style="list-style-type: none"> • Educating communities on sterilization, vaccination, designated feeding practices and coordination with Urban Local Bodies to ensure public safety while safeguarding animal welfare. 	
12	Awareness of NAMASTE Scheme to SafaiMitras	80	SafaiMitras	<ul style="list-style-type: none"> • Identification of SafaiMitras not applied for NAMASTE Scheme. • Conducting comprehensive awareness sessions for all SafaiMitras on the NAMASTE Scheme, including its objectives, eligibility criteria, benefits and support mechanisms. • Motivating SafaiMitras to apply under the NAMASTE Scheme by highlighting livelihood opportunities, social security benefits, skill development and safety provisions. 	Swaaha: <ul style="list-style-type: none"> • Capacity Building Session for all Safai Mitras

Note:

- 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.
- MIS Team of Swaaha to monitor uploading of activities on the Swachhatam Portal in the IEC tab by the ULBs.

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Swachhta activities from 11th Jan to 24th January, 2025 for pre-Republic Day celebrations

Theme: "Swachhtantra 2.0" - Pride in Democracy, Pride in Cleanliness

Introduction:

Republic Day is a significant occasion for India, commemorating the adoption of the Constitution and celebrating the values of justice, equality, and responsibility. Cleanliness, a cornerstone of national progress, aligns seamlessly with these principles. This concept note outlines activities that integrate the theme of cleanliness with the patriotic spirit of Republic Day, fostering awareness and collective action towards a cleaner and healthier J&K.

Objective/ Expected Outcomes:

- To promote the importance of cleanliness as a fundamental aspect of development.
- To engage citizens of J&K in community-based Swachhta initiatives (Jan Andolan) that reflects citizen responsibility towards a cleaner environment.
- To honor Republic Day as a platform for uniting citizens in the pursuit of a healthier, cleaner J&K.

Proposed Activities:

S. No.	Activity	Details
1	Ekta Mein Swachhata: Celebrating Unity in Cleanliness	<ul style="list-style-type: none">• 02 mega cleanliness drives in each ULB.• Encourage citizens to participate in the cleanliness initiatives.• Clearance and elimination of identified Garbage Vulnerable Points (GVPs) and their transformation by way of wall painting/ Wire Mesh/ Sign boards/ IEC messages to be installed regarding provision of fines for littering.• Cleaning of identified dirty back lanes and their beautification by way of wall painting.
2	Video Messages on Swachhata from influencers by all 80 ULBs.	<ul style="list-style-type: none">• ULBs to ensure the recording of Swachhta messages and posting of these video messages by influencers, Swachhata Ambassadors and local celebrities on cleanliness in their respective social media handles.• 02 video messages per ULB.
3	Digital Campaigns for all 80 ULBs	<ul style="list-style-type: none">• ULBs to use their social media platforms to promote cleanliness initiatives under hashtags #CleanRepublicDay and #Swachhjk.• ULBs to share impactful messages, photos and videos encouraging public participation.• ULB wise customized posts (01 post on alternative



S. No.	Activity	Details
		days) will be prepared by Swaaha for uploading on social media platforms.
4	Pure Waters, Pure Future	<ul style="list-style-type: none">• Clearance of all water bodies with special focus on Jhelum, Tawi, Ban Ganga, Devika.• Beautification of hot spots.• 'Before' and 'After' photos/videos to be recorded.• Amount of Garbage collected, recorded and disposed-off scientifically as per SWM Rules, 2016.• Citizen participation to be ensured and recorded.
5	Run for a Cleaner Tomorrow, Run for a Swachh J&K	<ul style="list-style-type: none">• Plog Run will be organized in all 80 ULBs - 01 Plog run in each ULB.• The participants will include Citizens, Students, Teachers Swachhta Ambassadors, NSS Volunteers, scouts & guides, NCC Cadets, Sports personalities, Officers/officials of all ULBs. ULBs to ensure maximum participation of citizens.• Gloves, twin dustbins/ biodegradable garbage bags, masks, brooms to be arranged by ULBs.• ULBs to provide D2D collection vehicles at the venue and ensure scientific disposal.• ULBs to ensure quantification of waste collected and number of citizens participated.• Team Swaaha will provide the Designs and creative for the events and ULBs to print the same.
6	Swachhata Pledge	<ul style="list-style-type: none">• Individual pledges to be taken by citizens online and Certificate will be issued online to all the participants, an online page will be designed by Swaaha and link will shared to ULBs (minimum 5000 pledges to be taken in JMC & SMC, 3000 pledges in Municipal Councils and 2000 in Municipal Committees).• Swaaha will develop a web portal for taking the pledge and getting the certificates online.

Note:

- Photos/videos of all activities undertaken shall be uploaded on the Swachhtam Portal.
- Reporting Format for all the activities undertaken by the ULBs is enclosed.
- 06 Photographs per activity (3 geo-tagged and 3 normal) in HD quality.
- **All the events must be Single Use Plastic free.**