

Swachhta activities from 21st to 24th January, 2025 for pre-Republic Day celebrations

Theme: “Swachhtantra”- Gantantra se Desh Mahaan, Swachhta se Desh ki Shaan

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	Date of the activity
1	Ekta Mein Swachhata: Celebrating Unity in Cleanliness	<ul style="list-style-type: none"> • Community cleanliness campaigns at parks, marketplaces, schools, Offices and public places. • 03 cleanliness drives in each ULB. • Encourage citizens to participate in the cleanliness initiatives. • Clearance of Garbage Vulnerable Points (GVPs) and their transformation to selfie points/ clean spaces. Sign boards/IEC messages to be installed regarding provision of fines for littering. • Organize a collective pledge during these cleanliness initiatives, where 	21 st to 24 th January, 2025

S. No.	Activity	Details	Date of the activity
		<p>participants commit to maintaining cleanliness in their surroundings.</p> <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 be shared to ULBs (minimum 10000 pledges to be taken in JMC & SMC, 5000 pledges in Municipal Councils and 2000 in Municipal Committees). Swaaha will develop a web portal for taking the pledge and getting the certificates online. 	
2	Nukkad Natak- "Chhote Kadam, Bade Parivartan" in all the ULBs by students	<ul style="list-style-type: none"> ULBs have to arrange street plays highlighting the importance of cleanliness and responsible citizen behaviour. Some themes could include source segregation, the ban on SUP, clean water bodies. 02 street plays in each ULB. 	21 st to 24 th January, 2025
3	Video Messages on Swachhata from influencers by all 80 ULBs.	<ul style="list-style-type: none"> ULBs to ensure the recording of Swachhata messages and posting of these video messages by influencers, Swachhata Ambassadors and local celebrities on cleanliness in their respective social media handles. 03 video messages per ULB. 	21 st & 22 nd January, 2025. To be disseminated till 26 th January, 2025
4	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 will be prepared by Swaaha for uploading on social media platforms. 02 posts daily by each ULB. 	21 st to 24 th January, 2025

S. No.	Activity	Details	Date of the activity
5	Pure Waters, Pure Future	<ul style="list-style-type: none"> • Clearance of garbage hot spots near all water bodies with special focus on Jhelum, Tawi, Ban Ganga, Devika. • Beautification of hot spots by way of plantation, wall paintings, signage. • 'Before' and 'After' photos/videos to be recorded. • Minimum 05 garbage hot spots to be cleared in each ULB. • Amount of Garbage collected, recorded and disposed-off scientifically as per SWM Rules, 2016. • Citizen participation to be ensured and recorded. • At least one water body to be cleaned. 	22 nd January, 2025
6	Sanitation for Safe Healing	<ul style="list-style-type: none"> • Special sanitation drives to be held in and around all health institutions with the participation of local celebrities, Swachhata ambassadors, sanitation wing of the hospitals (if available) and attendants. • Details of health institutions covered to be recorded. • All health institutions to be covered. 	23 rd January, 2025
7	Social Interventions by Citizens – Innovations (Optional)	<ul style="list-style-type: none"> • ULBs to publicize and promote the campaign 'My Place, My Responsibility' campaign. It will encourage individuals to take ownership of their local surroundings and contribute to maintaining cleanliness and hygiene. • Citizens can adopt a wall, street or a park and help to beautify the same through wall paintings, transformation of GVPs and maintenance of green spaces. 	23 rd January, 2025
8	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 • ULBs to identify safe parks/tourist places and river fronts (1 Km stretch). • 1 Plog run in each ULB. • The participants will include Citizens, Students, Teachers Swachhta 	24 th January, 2025

S. No.	Activity	Details	Date of the activity
		<p>Ambassadors, NSS Volunteers, scouts & guides, NCC Cadets, Sports personalities, Officers/officials of all ULBs. ULBs to ensure maximum participation of citizens.</p> <ul style="list-style-type: none"> • 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. • Before/after photos/videos and action photos/videos to be recorded. • Team Swaaha will provide the Designs and creative for the events and ULBs to print the same. 	
9	Open SBM-U 2.0 Painting Competition	<ul style="list-style-type: none"> • The theme will be 'Importance of Waste Segregation' • ULBs to disseminate the competition and request all citizens of all age groups to participate. • ULBs to organize the competitions and send best paintings to their Directorates. • DULB J/K to submit 10 best paintings each to MD SBM-U 2.0. • JMC/SMC to submit 03 best paintings each to MD, SBM-U 2.0 • 03 best paintings will be awarded by the MD, SBM-U 2.0 with cash prize of INR 1 lakh for 1st place, INR 50 thousand for 2nd place and INR 25 thousand for 3rd place. • All 26 entries received by the MD, SBM-U 2.0 will be awarded with a certificate of participation. 	24 th January, 2025
10	Grow Green, Breathe Clean	<ul style="list-style-type: none"> • On the occasion of the 76th Republic Day, a plantation drive involving 76 	24 th January, 2024

S. No.	Activity	Details	Date of the activity
		<p>saplings/trees will be conducted with public participation in all ULBs (Jammu Division only). The drive will combine the themes of greenery and cleanliness by planting trees in schools, parks, and community areas to educate participants on the importance of maintaining a clean and green environment.</p> <ul style="list-style-type: none"> • Citizens to be encouraged to take selfies during plantation and ULBs to ensure uploading of the selfies on Social Media Handles. 	
11	Quiz competition with students	<ul style="list-style-type: none"> • Swachhta quiz competition to be organised by ULBs in schools, colleges and other educational institutions. • Questionnaire of 50 questions will be provided by Swaaha with answer key. 	24 th January, 2025

Note:

- Photos/videos of all activities undertaken shall be uploaded by the end of the day on the Swachhtam Portal (IEC tab > other activity) by all ULBs.
- Reporting Format for all the activities undertaken by the ULBs is enclosed. Google Drive will be shared with ULBs for daily reporting.
- For the reporting format, Videos should be horizontal, full HD (16:9, 30fps), of 30 to 60 seconds duration max (03 videos only per activity).
- 10 Photographs per activity (4 geo-tagged and 6 normal) in HD quality.
- **All the events must be Single Use Plastic free.**



Daily Activity Report Format

Name of ULB: _____

Dated: _____

S. No.	Activity undertaken	Location	Details of Activity	No. of Participants	Outcome	No. of photos and videos uploaded



SWACHH SURVEKSHAN 2024



Quantification of Activities

No. of hotspots/GVPs/water bodies cleared	
No. of innovative initiatives undertaken (beautification of empty walls, adoption of parks/green spaces, waste to art/wealth)	
No. of schools, colleges, other educational institutions and health institutions engaged	
No. of pledges taken	
Approximate volume of waste collected	
Approximate volume of waste scientifically disposed	