

## IEC Project, Jammu and Kashmir

**Monthly Action Plan - (June, 2025)**

**Theme of the month – (Plastic se Chhutkara)**

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	<b>Har Shaniwar Swachhta Tyohaar</b> - Every Saturday, A Cleaner J&K – <b>Phase 1</b>	--	<b>80</b>	All citizens	<p>Create a sustainable, citizen-led movement for cleanliness, proper segregation and home composting across urban areas.</p> <p>The primary goal is to:</p> <ul style="list-style-type: none"> <li>• Encourage participation of local youth, school and college students, mohalla committees, RWAs, local committees etc. in cleanliness drives.</li> <li>• Lower the volume of waste being sent to landfills by encouraging source segregation and promoting recycling efforts.</li> <li>• Instil a sense of ownership among citizens for their surroundings.</li> <li>• Educate the public on the environmental benefits of proper waste segregation and composting.</li> <li>• Inspire people to start composting organic waste at home, turning food scraps and yard waste into nutrient-rich compost.</li> </ul> <p>Detailed Action Plan is enclosed as <b>Annexure 'A'</b>.</p>	<p><b>ULBs:</b></p> <ul style="list-style-type: none"> <li>• Printing of Creatives</li> <li>• Promotion &amp; Execution</li> <li>• Identification of Households for the 1<sup>st</sup> Phase of the Campaign.</li> </ul> <p><b>Swaaha:</b></p> <ul style="list-style-type: none"> <li>• Detailed Action Plan</li> <li>• Creative designing (Posts/Banners/ Posters)</li> <li>• Reporting formats</li> <li>• Consolidation of campaign report</li> </ul> <p><b>SEs:</b></p> <ul style="list-style-type: none"> <li>• Handholding with ULBs in execution of activities.</li> <li>• Record of activities with photographic/ video-graphic evidence.</li> </ul>

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2	<b>World Environment Day - 5<sup>th</sup> June</b>	--	<b>80</b>	All citizens, students and stakeholders	<p><b>“World Environment Day”</b> to be celebrated on <b>5<sup>th</sup> June</b> with the theme <b>“Combating Plastic Pollution”</b></p> <p><b>Objectives:</b></p> <ol style="list-style-type: none"> <li>1. To educate citizens about the harmful effects of plastic on land, water bodies, health and biodiversity. To foster collective action for a cleaner, greener and plastic free urban environment by engaging communities and promoting sustainable practices.</li> <li>2. Raise awareness about Environmental challenges and plastic pollution</li> <li>3. Strengthen enforcement of Plastic ban regulations.</li> <li>4. Implement Plastic waste segregation at source and collection which results in plastic waste reduction to the landfills</li> </ol> <p>Action Plan is enclosed as <b>Annexure ‘B’</b>.</p>	<p><b>ULBs &amp; SEs:</b></p> <ul style="list-style-type: none"> <li>• Promotion &amp; Execution</li> <li>• Printing of Creatives</li> </ul> <p><b>Swaaha:</b></p> <ul style="list-style-type: none"> <li>• Micro Planning</li> <li>• Creative designing (Posts/Banners/ Posters)</li> <li>• Reporting formats</li> <li>• Consolidation of campaign report.</li> </ul> <p><b>SEs:</b></p> <ul style="list-style-type: none"> <li>• Handholding with ULBs in execution of activities.</li> <li>• Record of activities with photographic/ video-graphic evidence.</li> </ul>
3	<b>Green Colony – Phase II</b>	--	<b>04</b>	JMC & SMC	<p>As part of the Action Plan of April 2025, Green Colony campaign was launched across all the ULBs, some of the activities have been completed, however, the campaign is continued for execution of further activities.</p> <p>For the month of June 2025, four (04) colonies,</p>	<p><b>JMC &amp; SMC:</b></p> <ul style="list-style-type: none"> <li>• Identification of colonies.</li> <li>• Printing &amp; Installation of Signage</li> </ul>

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					<p>two each from JMC and SMC, will be designated as Green Colonies/SUP-Free Colonies as part of the initiative to promote sustainable and eco-friendly living environments. These colonies will serve as pilot models showcasing the successful elimination of single-use plastics (SUP) and the adoption of environmentally responsible practices. The Green Colony Initiative will be a community-driven environmental sustainability program aimed at transforming urban residential areas into greener, eco-friendly and sustainable neighbourhoods. The initiative focuses on promoting green practices such as waste management (waste segregation, composting, RRR, Ban on SUP etc.), energy efficiency, increasing green spaces and community engagement to reduce carbon footprints and enhance quality of life</p> <p>Upon the successful implementation and evaluation of these model colonies, the approach and best practices will be scaled up and replicated across additional colonies to encourage widespread community participation and long-term impact.</p>	<p><b>Swaaha:</b></p> <ul style="list-style-type: none"> <li>• Micro Planning</li> <li>• Creative designing (Signage)</li> </ul> <p><b>SEs:</b></p> <ul style="list-style-type: none"> <li>• Handholding with ULBs in execution of activities.</li> <li>• Record of activities with photographic/ video-graphic evidence</li> </ul>

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4	<b>Capacity Building</b>	5-6	<b>06</b>	Sanitary Inspector, Supervisor, Drivers & Helpers of ULBs	<p>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.</p> <p><b>Expected Outcomes:</b></p> <ul style="list-style-type: none"> <li>• Field Staff will understand the importance of RRR (Reduce, Reuse and Recycle) and waste segregation.</li> <li>• Trained staff will act as change agents, promoting mindful consumption and discouraging the use of SUP items.</li> <li>• Institutionalize RRR practices in Urban Local Bodies.</li> <li>• They will lead outreach and sensitization activities, improving citizen compliance.</li> </ul> <p>The capacity building programme is scheduled for Urban Local Bodies Jammu &amp; Kashmir (3 districts each)</p> <ul style="list-style-type: none"> <li>• <b>Ramban, Doda &amp; Kishtwar in Jammu Region</b></li> <li>• <b>Anantnag, Kulgam &amp; Pulwama in Kashmir Region</b></li> </ul> <p>Training Module for Capacity Building Session</p>	<p><b>Swaaha:</b></p> <ul style="list-style-type: none"> <li>• Training Schedule</li> <li>• Training Material</li> <li>• Resource Persons</li> </ul> <p><b>ULBs:</b></p> <ul style="list-style-type: none"> <li>• Identification of staff for the participation in the CB sessions.</li> </ul> <p><b>SEs:</b></p> <ul style="list-style-type: none"> <li>• Coordination with ULBs.</li> <li>• Record of activities with photographic/ video-graphic evidence/Attendance.</li> </ul>

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					is attached as <b>Annexure 'D'</b> .	
5	<b>SANJY'25 – Orientation Programme</b>	--	<b>02</b>	Swachhata Executives	<p>Orientation programme for Swachhata Executives on Shri Amarnath Ji Yatra 2025.</p> <ul style="list-style-type: none"> <li>Swachhata Executives will be trained on different IEC/BCC activities like waste segregation, usage of toilets and general sanitation for assistance to yatris.</li> <li>Monitoring of daily sanitation activities and supervising waste management practices.</li> <li>Submission of daily reports on sanitation status and waste management performance during the Yatra.</li> </ul>	<p><b>Swaaha:</b></p> <ul style="list-style-type: none"> <li>Training Schedule</li> <li>Training Material</li> <li>Resource Persons</li> </ul> <p><b>SEs:</b></p> <ul style="list-style-type: none"> <li>100% Attendance.</li> <li>Record of activities with photographic/video-graphic evidence/Attendance.</li> </ul>
6	<b>Taali Campaign By FM</b>	--	<b>02</b>	College Students	<p><b>I. Nukkad Natak</b> in collaboration with FM Mirchi in JMC &amp; SMC.</p> <ul style="list-style-type: none"> <li>JMC &amp; SMC will approach Jammu and Kashmir Academy of Art, Culture and Languages, Jammu/Srinagar for arranging empanelled Nukad Natak agencies for performing street plays on Swachhata themes at different high footfall areas/public places in Jammu &amp; Srinagar cities (03 performances each).</li> <li>After finalization of the Nukkad Natak</li> </ul>	<p><b>JMC &amp; SMC:</b></p> <ul style="list-style-type: none"> <li>Identification of Schools/Colleges/Universities</li> <li>Felicitate of registered Nukkad Natak teams</li> <li>Printing of Banners &amp; Certificates</li> </ul> <p><b>Swaaha:</b></p> <ul style="list-style-type: none"> <li>Identification of venues</li> </ul>

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					<p>agencies, FM Mirchi &amp; Swaaha, will provide a calendar and locations for the street plays separately for Jammu &amp; Srinagar to be organized in JMC/SMC in the month of June, 2025</p> <ul style="list-style-type: none"> <li>• FM Mirchi's team &amp; Swaaha Multimedia Team will visit the locations on the performance days and record the events.</li> <li>• In addition to the above street plays, Nukad Natak competition will be organized by JMC &amp; SMC in 03 colleges each. The Nukad Natak will be performed by the college students for which FM &amp; Swaaha will give them some ideas &amp; performance schedule.</li> <li>• FM Mirchi's team &amp; Swaaha Multimedia Team will visit the colleges on the performance days and record the events, besides, declare the best performance among all teams, for which an evaluation criterion will be prepared jointly by FM &amp; Swaaha teams.</li> <li>• The best team will be given a chance on the FM radio for an on air interview and a message on Swachhata. The best team's performance will also be promoted through different Social Media handles of MD SBM-U, 2.0, SMC/JMC &amp; FM.</li> </ul>	<p>for Nukkad Natak</p> <ul style="list-style-type: none"> <li>• Preparation of creatives (Banner/Certificate)</li> <li>• Preparation of scripts</li> </ul>

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			<b>80 ULBs</b>	All Citizens	<p><b>II. Kachra Seth parody videos by Red FM:</b> A series of parody videos will be developed collectively by FM, Swaaha Team and ULBs. A central character depicting a wealthy individual with a luxurious car but lacks social sense and responsible civic behaviour by throwing trash out of his car. The videos will depict a satirical representation of irresponsible civic behaviour and its impact on the environment. <i>Message: Trash doesn't just disappear—it harms nature and you</i> SMC/JMC – 05 videos Municipal Councils – 02 videos Municipal Committees – 01 video</p>	<p><b>SMC/JMC</b> – 05 videos <b>Municipal Councils</b> – 02 videos <b>Municipal Committees</b> – 01 video</p>
7	<b>Social Media Creatives</b>	29	<b>3600 Creatives for 80 ULBs</b> (15 per month x 80 ULBs in 03 languages)	Citizens of all age groups using Social Media	<ul style="list-style-type: none"> <li>01 social media post in 3 languages for 80 ULBs will be created on alternate days.</li> <li>15 Swachhta Creatives will be developed and customized for each ULB, MD SBM and H&amp;UDD for uploading on social media handles (Instagram, Facebook &amp; X).</li> <li>The creatives will be on different themes like Source Segregation, Ban on SUP, RRR etc.</li> <li>The posts will be ensured to be uploaded on the Social Media handles of ULBs, MD SBM and H&amp;UDD.</li> </ul>	<p><b>Swaaha:</b></p> <ul style="list-style-type: none"> <li>Design and development of Creatives for the handles.</li> <li>Handholding support to ULBs in reaching the milestones.</li> </ul> <p><b>ULBs:</b></p> <ul style="list-style-type: none"> <li>Posting of creatives on their social media handles (Facebook, X</li> </ul>

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						and Instagram).
8	<b>Creative Material related to IEC</b>	12	<ul style="list-style-type: none"> <li>• IEC Posters 2 (customized for 80 ULBs)</li> <li>• Banner 1 (customized for 80 ULBs)</li> </ul>	All citizens	<ul style="list-style-type: none"> <li>• 02 IEC Poster and 01 banner for each ULB shall be created based on the theme of the month.</li> <li>• The objective of the creatives is to share awareness among citizens.</li> </ul>	<p><b>Swaaha:</b></p> <ul style="list-style-type: none"> <li>• Design and development of Creatives for the handles.</li> </ul> <p><b>ULBs:</b></p> <ul style="list-style-type: none"> <li>• Printing &amp; Installation of the creatives on prominent places.</li> </ul>
9	<b>Preparation of Podcasts/ Videos/ Success Stories/ Interviews/ Live Sessions for Social Media</b>	25	02	All citizens using social media	<ul style="list-style-type: none"> <li>• Selected Videos/ Podcast/ Success stories/ Interviews/ Live sessions will be hosted / recorded and posted by central team on official handles of Social media</li> <li>• Ensuring wider reach through various social media platforms like Instagram, Facebook, and Twitter.</li> <li>• Educating citizens on the Source Segregation.</li> <li>• Spreading awareness about cleanliness, sanitation, and waste management practices.</li> <li>• Highlighting Government initiatives and success stories.</li> </ul>	<p><b>Swaaha:</b></p> <ul style="list-style-type: none"> <li>• Content creation &amp; recording of podcasts</li> </ul> <p><b>ULBs &amp; SEs:</b></p> <ul style="list-style-type: none"> <li>• Uploading on ULB social media handles</li> </ul>

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10	<b>Bas Ek Minute</b> - Video regarding proper Waste Disposal	15	10 videos by each ULB & open challenge for public	80 ULBs	<p>Some videos of proper waste disposal or picking up of litter in a park or any public place shall be prepared with the theme – <b>Bas Ek Minute</b>. A sample video shall be prepared by Swaaha and shared with ULBs by 26<sup>th</sup> of May, 2025.</p> <p><b>ULBs to prepare 10 videos each and share on the Social media platforms provided by or before 5<sup>th</sup> of June.</b></p> <p><b>‘Bas EK Minute’ open challenge</b> to be organized in ULBs requesting people of all age groups to prepare such videos showing proper disposal of littered waste anywhere (e.g. public park, road, drain, bus stand etc.). One best ‘Action’ will be selected by each ULB and rewarded, besides, dissemination through different Social Media handles of ULBs &amp; MD, SBM-U 2.0.</p>	<p><b>ULBs:</b></p> <ul style="list-style-type: none"> <li>• Wide publicity of the challenge through Social Media, local radio/FM and sharing of the link/QR code for uploading of videos by people.</li> <li>• To finalize best video and award the winner with a certificate.</li> </ul> <p><b>Swaaha:</b></p> <ul style="list-style-type: none"> <li>• Sample video by 26-05-2025.</li> <li>• To provide link/QR code for submission/ uploading of the videos by public.</li> <li>• Creative Designing (Certificate)</li> </ul>

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11	<b>District Level Video Documentary</b>	14	02	--	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 (1 district each from Jammu & Kashmir Regions).	<b>Swaaha:</b> <ul style="list-style-type: none"> <li>• Identification of districts.</li> <li>• Preparation of script</li> <li>• Recording/editing of the documentary</li> </ul>

**SEs to ensure:**

- Submission of ULB Activity Plan in line with the Approved Master Activity Plan of June 2025 on the 1<sup>st</sup> day of the month.
- All the IEC activities to be uploaded on the Swachhatam Portal in the IEC tab on the same day of implementation.
- All activities shall be recorded as per the devised format supported by HD photos and videos.