

IEC Project, H&UDD, Jammu and Kashmir

Proposed Monthly Action Plan - (September, 2025)

Theme: Swachhata Hi Seva

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	<p><u>Celebration of Sewa Parv</u> – In line with the Action Plan of J&K (GAD) issued vide Govt. Order No: 1064-JK(GAD) of 2025, dated: 11.08.2025</p>	7	80	All Citizens	<p>The main objectives of the campaign are:</p> <ul style="list-style-type: none"> Promote cleanliness and environmental sustainability through Swachhata drives, tree plantation and reduction of single-use plastic across public spaces. Encourage community participation and awareness by involving citizens, students, volunteers and civil society in cleanliness, waste segregation and other swachhata initiatives. Strengthen waste management practices by implementing door-to-door awareness on waste segregation and promoting the use of the Swachhata App. <p>The detailed Action Plan is given in Annexure 'A'.</p>	<p>Swaaha:</p> <ul style="list-style-type: none"> Micro planning Creative designing Handholding of ULB staff in execution of the activities. <p>ULBs & SEs:</p> <ul style="list-style-type: none"> Promotion & Execution Printing and installation of Creatives. Uploading of creatives on Social Media Handles
2	<p>Green Campus Initiative</p>	7	150 each in JMC & SMC, 20 each in 19 Municipal Councils & 7 in other ULBs (Total = 1093 Green Campuses)	BWGs, Educational Institutions, Government Offices, hospitals, Complexes, Malls etc.	<p>The 'Green Colony' Campaign aims to raise awareness about individual and collective roles in waste generation and management. It seeks to empower citizens to transition from passive consumers to proactive environmental stewards, thereby reinforcing the mission's broader goal of building cleaner, greener and more sustainable urban spaces. Moreover, it will foster a culture of environmental responsibility and encourages citizens to participate actively in sustainable</p>	<p>Swaaha:</p> <ul style="list-style-type: none"> Micro Planning Creative designing (Posts/Banners) Reporting formats Data Collection Consolidation of campaign report <p>ULBs & SEs:</p>

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					<p>practices.</p> <p>All Bulk Waste Generators to be covered under the Campaign.</p> <ul style="list-style-type: none"> Promoting green practices Waste management (waste segregation, composting, Ban on SUP etc.) Energy efficiency and sustainability. Increasing green spaces and community engagement to reduce carbon footprints and enhance quality of life. <p>Bulk Waste Generators identified has to submit a different form (Annexure 'B-I') and will be uploaded on the Swachhatam portal.</p> <p>Detailed Action Plan is enclosed as Annexure 'B'.</p>	<ul style="list-style-type: none"> Promotion Identification Awareness sessions Printing of Creatives Execution Evaluation Recognition Regular Social Media uploading
3	Swachhata Hi Seva (SHS) 2025 campaign	7	80	All Citizens	<p>As per the D.O. letter from MoHUA, GoI bearing D.O.No.1 4/1/2023-SBM-II (E- 91 57694), dated: Dated: 20th August, 2025 an Action Plan under the theme Swachhata Hi Seva (SHS) 2025 is expected to be received for September 2025 and October 2025. The preparedness of the same was reviewed by the Hon'ble Union Minister, H&UA, GoI.</p> <p>The Action Plan for SHS will be prepared as per guidelines received from MoHUA, GoI.</p>	NA

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4	Intensive Campaign on 'Ban on Single Use Plastic' - "Ab Aadat Badlenge Hum"	7	01	Local Citizens	<p>In line with the objectives of the Swachh Bharat Mission-Urban 2.0, a comprehensive cleanliness and awareness drive is scheduled to be conducted in Municipal Council Kulgam and Municipal Committee Yaripora with the objective to eliminate Single Use Plastic. The initiative will focus on promoting sustainable waste management practices with a strong emphasis on the elimination of Single Use Plastic (SUP). The event will feature a series of activities including an awareness session for commercial establishments, an Awareness March/Rally, a Mass Pledge and an enforcement drive.</p> <p>The details of activities planned are detailed in the Annexure 'C'.</p>	<p>Swaaha:</p> <ul style="list-style-type: none"> • Creative designing (Post/Banner) • Micro planning • Handholding of ULB staff in execution of the activities. <p>ULBs & SEs:</p> <ul style="list-style-type: none"> • Pre-event publicity • Promotion & Execution • Printing and installation of Creatives • Coordination with Pollution Control Committee, Deptt. of Env., Forest and Climate Change, Police Deptt. • Invitation to VIPs, Civil Society Members, Media, educational institutions, Swachhata Ambassadors, Swachhata Champions, etc.
5	Capacity Building Program	5-6	05 sessions	Swachhata Executives, Sanitary Inspectors, Supervisors, Drivers &	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	<p>Swaaha:</p> <ul style="list-style-type: none"> • Training Schedule • Training Material • Creation of content for different Capacity Building program on

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				Helpers of ULBs	<p>management within communities including Source Segregation/Storage and D2D collection of waste.</p> <p>Expected Outcomes:</p> <ul style="list-style-type: none"> Field Staff will understand the role of waste generators, importance of waste segregation, Ban on SUP etc. Trained staff will visit D2D for awareness on Source Segregation. They will act as change agents, promoting mindful consumption and discouraging the use of SUP. They will lead outreach and sensitization activities, improving citizen participation & compliance. <p>The capacity building program is scheduled for following ULBs in this month:</p> <ul style="list-style-type: none"> 5 Sessions in 4 districts (01 in Kupwara, 02 in Baramulla, 01 in Bandipora and 01 in Ganderbal). <p>Training Module for Capacity Building Session is attached as Annexure 'D'.</p>	<p>different topics.</p> <p>ULBs:</p> <ul style="list-style-type: none"> Identification of staff for the participation in the CB sessions.
6	Social Media Creatives	29	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, 	<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

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					<p>RRR, general sanitation and on the campaigns of the month.</p> <ul style="list-style-type: none"> The posts will be ensured to be uploaded on the Social Media handles of ULBs, MD SBM and H&UDD. 	<ul style="list-style-type: none"> 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 and Instagram).
7	Creative Material related to IEC-Monthly Campaign	12	<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.
8	Preparation of Podcasts/ Videos/ Success Stories/ Interviews/ Live Sessions for Social Media	25	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 <p>ULBs & SEs:</p> <ul style="list-style-type: none"> Uploading on ULB social media handles

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9	Celebration of Swachh Bharat Divas on 2nd October 2025	--	01	NA	<ul style="list-style-type: none"> A grand event will be held on 2nd October, 2025 to mark the culmination of the 'Swachhata Hi Sewa' and 'Sewa Parv' campaigns. The event will serve as a landmark occasion to showcase the significant achievements of 80 ULBs of the J&K UT in Swachhata and Sustainability. The programme will also feature a felicitation ceremony to recognize and honour individuals, community groups and key stakeholders who have made outstanding contributions towards advancing cleanliness, waste management, and sustainable urban practices. As a highlight of the event, the Housing & Urban Development Department (H&UDD) will dedicate to the public several transformative projects under NCAP (National Clean Air Programme), Waste Management and Aspirational Toilets, further strengthening the commitment to a greener, cleaner, healthier, and more sustainable urban environment. A detailed proposal, outlining the components, programme flow and logistical arrangements, will be submitted separately for approval. 	NA

Note:

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