

IEC Project, Jammu and Kashmir

Monthly Action Plan - (May, 2025)

Theme of the month – (Mera Shehar, Meri Pehchaan)

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	Participation of Swachhata Ambassadors in Cleanliness Activities	--	80	All citizens	<p>“Mera Shehar, Meri Pehchaan” campaign shall be launched in all 80 ULBs. The primary goal is to:</p> <ul style="list-style-type: none"> Strengthen the network of Swachhata Ambassadors who will champion the cause of cleanliness, waste segregation and sustainable practices in their communities. Increased citizen participation in daily cleanliness activities through their active engagement and influence. Stronger community engagement in Swachhata activities and Sanitation practices. <p>Detailed Action Plan is enclosed as Annexure ‘A’.</p>	<p>Swaaha:</p> <ul style="list-style-type: none"> Detailed Action Plan Creative designing (Posts/Banners/Posters) Reporting formats Record of activities with photographic/video-graphic evidence Consolidation of campaign report <p>ULBs & SEs:</p> <ul style="list-style-type: none"> Coordination with Swachhata Ambassadors Printing of Creatives Promotion & Execution

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2	IEC Campaign “Chaar Bin Apnao, Prakriti Bachao”	--	80	All citizens, students and stakeholders	<p>“Chaar Bin Apnao, Prakriti Bachao” campaign with a punch line “Har Kachre ka Bin Apna, Kachra Mukh Shehar Apna!”.</p> <p>The campaign Activities planned in the approved Action Plan of April 2025 were not completed by the ULBs due to the ODF/GFC Assessment in all ULBs. Hence, the campaign will continue in this month also for effective implementation of the campaign. Detailed Action Plan is enclosed as Annexure ‘B’.</p>	<p>Swaaha:</p> <ul style="list-style-type: none"> • Micro Planning • Creative designing (Posts/Banners/Posters) • Reporting formats • Consolidation of campaign report <p>ULBs & SEs:</p> <ul style="list-style-type: none"> • Promotion & Execution • Printing of Creatives
3	Green Colony Campaign	--	42	All citizen	<ul style="list-style-type: none"> • Community ownership & behavioral change • 100% waste segregation at source. • Reduction in open dumping & littering. • Promotion of Waste to Wealth & Waste to Wonder (Composting, RRR etc.) • Improved public hygiene & sanitation. • Increased community ownership in cleanliness. • Promotion of circular economy. • Elimination of Single-Use Plastics (SUP) • Increased green cover in ULBs and 	<p>Swaaha:</p> <ul style="list-style-type: none"> • Micro Planning • Creative designing (Posts/Banners/Posters) • Reporting formats • Consolidation of campaign report <p>ULBs & SEs:</p> <ul style="list-style-type: none"> • Printing of Creatives • Promotion & Execution

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					<p>improving air quality and aesthetics.</p> <p>The campaign activities planned in the approved Action Plan of April 2025 were not completed by the ULBs due to the ODF/GFC Assessment in all ULBs. Hence, the campaign will continue in this month also for effective implementation of the campaign (in 19 Municipal Councils & 02 Municipal Corporations).</p> <p>Action Plan for the campaign is enclosed as Annexure – ‘C’.</p>	
4	Celebration of International Workers’ Day on 1st May 2025	--	80	All citizens, Sanitation Workers and Stakeholders	<p>International Workers’ Day, celebrated on 1st May is a day dedicated to honoring the hard work and contributions of workers around the world. International Workers' Day, recognizes the value of all kinds of labour—whether in offices, factories, fields, or homes.</p> <p>The main objective of celebration of International Workers’ Day is to honour the contributions of sanitation workers by promoting community participation in cleanliness activities, reinforcing the dignity of labour and fostering a collective responsibility towards maintaining a clean and healthy environment.</p>	<p>Swaaha:</p> <ul style="list-style-type: none"> • Creative designing • Creation of online registration link separately for both JMC & SMC. • Record of activities <p>ULBs & SEs:</p> <ul style="list-style-type: none"> • Intensive Dissemination of the initiative • Volunteer registration • Promotion & Execution

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					<p>The following activities are proposed for the day:</p> <ul style="list-style-type: none"> • “Plant a Tree for every sanitation worker of the ULB” - Invite sanitation workers to participate in the activity – 1 activity in each ULB. • Free Medical Check-up camp in each ULB for sanitation workers – 1 in each ULB • On 1st May, Safai Mitras will be given a holiday from daily sweeping and routine duties in both JMC and SMC. To honour their dedication to cleanliness, citizens will be invited to voluntarily lead sanitation efforts in their respective wards. The two Municipal Corporations will promote this initiative through social media and mass media, encouraging public participation and facilitating volunteer registration (citizens, volunteers, NCC/NSS volunteers, Officers/Officials) for the Shramdaan (volunteering) activity of managing sanitation in their respective wards/areas. • Certificates of Participation will be given to all the volunteers (online) after they upload the Shramdaan activity photo/video. 	

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5	Video Messages from influencers/ Prominent citizens on Swachhta (including messages on different events/activities/ important days)	15	320 (04 messages from each ULB)	All citizens	<ul style="list-style-type: none"> 04 messages from each ULB with the theme of the month. Each ULB to tag MD, SBM through their social media handles. 10 best messages from all 80 ULBs to be posted on MD SBM handles during the month. Engaging famous personalities, administrative officials, influencers and community leaders to share Swachhta messages under SBM 2.0 can have significant impacts on Social Behavioural Change. 	<p>Swaaha:</p> <ul style="list-style-type: none"> Script development Recording <p>ULBs:</p> <ul style="list-style-type: none"> Identification Coordination Uploading on Social Media Honorarium (if any) to the influencers
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"> 01 social media post in 3 languages for 80 ULBs will be created on alternate days. 15 Swachhta Creatives will be developed and customized for each ULB, MD SBM and H&UDD for uploading on social media handles (Instagram, Facebook & X). The creatives will be on different themes like Source Segregation, Ban on SUP, RRR etc. 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 development of Creatives for the handles. Handholding support to ULBs in reaching the milestones. <p>ULBs:</p> <p>Posting of creatives on their social media handles (Facebook, X and Instagram).</p>

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7	Creative Material related to IEC	12	<ul style="list-style-type: none"> • IEC Poster 2 (customized for 80 ULBs) • Banner 1 (customized for 80 ULBs) 	All citizens	<ul style="list-style-type: none"> • 02 IEC Poster and 01 banner for each ULB shall be created based on the theme of the month. • The objective of the creatives is to share 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 creatives 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 and posted by central team on official handles of Social media • Ensuring wider reach through various social media platforms like Instagram, Facebook, and Twitter. • Educating citizens on the Source Segregation. • Spreading awareness about cleanliness, sanitation, and waste management practices. • Highlighting Government initiatives and success stories. 	<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	Capacity Building	5-6	01	Sanitary Inspector, Supervisor, Drivers & Helpers of JMC	<ul style="list-style-type: none"> Field Staff will understand the importance of waste segregation at the source using 4 bins (Green for Wet Waste, Blue for Dry Waste, Black for Domestic Hazardous Waste and Red for Sanitary Waste). They will be able to distinguish between the four waste categories. Trained staff will act as change agents, promoting sustainable waste management practices in the community. They will lead outreach and sensitization activities, improving citizen compliance. <p>The capacity building programme is scheduled for JMC staff affiliated with D2D collection of Waste Collection in the month of May 2025 – Ward wise camps (Atleast one camp per ward).</p> <p>Training Module for Capacity Building Session is attached as Annexure ‘D’.</p>	<p>Swaaha:</p> <ul style="list-style-type: none"> Training Schedule Training Material <p>ULBs:</p> <p>Identification of staff for the participation in the CB sessions.</p>