



MD SBM-U 2.0
Housing & Urban Development
Department, J&K

सत्यमेव जयते



**SWACHH
BHARAT**
MISSION-URBAN 2.0

JAMMU & KASHMIR



एक कदम स्वच्छता की ओर

Capacity building for Urban Local Bodies Jammu & Kashmir

TRAINING SCHEDULE/MODULE





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Introduction:

Swachh Bharat Mission–Urban (SBM–U–2.0) is all about creating cleaner, healthier cities by managing waste scientifically and ensuring Open Defection sustainability. Achieving these goals isn't just about infrastructure—it's about people. That's where **Information, Education, and Communication (IEC)** activities come in. These efforts are key to raising awareness, inspiring behaviour change, and helping communities take ownership of their urban spaces so that all urban local bodies are declared as 'Garbage Free'.

This session is designed to help ULBs better understand and carry out IEC and Behaviour change initiatives under SBM–U 2.0. It's all about giving ULBs the tools and confidence to make a real difference by enhancing their skills in solid and Liquid waste management, ODF sustainability and creating a cleaner environment of all.

Capacity building assumes more significance because the ULBs officials lack the basic capacity and Skill development to undertake different behavioural change initiatives in a professional manner.

The capacity building will help the ULBs to develop Master trainers to be a sustainable resource with them to take further the capacity building initiatives and carry on such sessions individually even after the culmination of the Mission.

Objectives of the Session:



Enhance participants' knowledge of SBM-U 2.0 goals like ODF sustainability, Source Segregation of waste, Home Composting, Ban on single use plastic, 3Rs and the role of IEC in achieving them.



Equip participants with tools and techniques for effective IEC campaign planning and execution and accurate Data Entry on MIS Portal within Stipulated Timelines.



Build capacity to design impactful communication strategies that resonate with diverse urban populations.



Share best practices and success stories from various Urban Local Bodies (ULBs).

Training Schedule:

Title:	Capacity Building Session on IEC Activities of SBM-U 2.0 for Urban Local Bodies Jammu & Kashmir
Duration:	1 Day (Full-Day Workshop)
Target Audience:	CEO/EOs, Sanitation officials , DEOs of ULBs and Swaaha Swachhata Executives.
Venue:	ULB, Jammu: JDA Meeting Hall Jammu ULB Kashmir: Directorate of ULB Kashmir
Date:	ULB Jammu: 11 th January 2025 ULB Kashmir: 15 th January 2025
No. of Programmes :	2
Expected Participations :	100 Per Session

Resource Persons:	Core Team of Swaaha (CEO/Director Swaaha, Operations Head, Capacity Building Expert, MIS Expert)
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Session	Time	Topic
Inauguration and Introduction	10.00 Am - 10.45 AM	<ul style="list-style-type: none"> Overview of the Training Program Introduction of participants Scope of work of ULBs and Swaaha
Module 1: Source Segregation	10:45 AM - 11:15 AM	Importance and Methods of Source Segregation
Tea Break	11:15 AM - 11:30 AM	-
Success Stories	11:30 AM - 12:00 Noon	Case Studies & Success Stories from Indore.
Module 2: Home Composting	12:00 Noon - 12:30 PM	How to motivate public to start Home Composting: Tips and techniques
Wrap-up	12:30 PM - 01:00 PM	Feedback and QA Session
Module 3: ODF Sustainability	01:00 PM - 01:30 PM	Strategies for Sustaining ODF Status
Module 4: Ban on SUP	01:30 PM - 02:00 PM	Alternatives to Single-Use Plastics
Module 5: 3Rs	02:00 PM - 02:30 PM	Implementation of Reduce, Reuse, Recycle
Wrap-up	02:30 PM - 03:00 PM	Feedback and QA Session
Conclusion	03:00 PM - 03:15 PM	Closing Remarks

Training Module:

S. No.	Module	Objectives	Methodology
1	Segregation of Waste at Source	To understand the principles of waste segregation and its benefits	Power Point Presentation, Videos & Pictography
2	Success Stories	Success stories on sanitation sustainability, behaviour change of citizens and their	Case Study of Jan Andholan

S. No.	Module	Objectives	Methodology
		participation in different sanitation initiatives.	
3	Home Composting	To promote sustainable management of organic waste.	Power Point Presentation, Videos & Pictography
4	ODF Sustainability	To ensure long-term maintenance of ODF status	<ul style="list-style-type: none"> Sharing of ODF + & ODF ++ Parameters and how to achieve these certificates. Behaviour change of users Messages in CT/PTs about keeping the toilets clean.
5	Ban on Single Use Plastic	To reduce reliance on SUP and promote alternatives.	Power Point Presentation, Videos & Pictography overview of PWM Rules.
6	Reduce, Reuse & Recycle	To implement effective 3R strategies within ULBs	<ul style="list-style-type: none"> Role-playing, action planning, and group. Discussions setting of RRR centres in ULBs.

Expected Outcomes:

The outcomes of a capacity-building session for Urban Local Bodies (ULBs) under the Swachh Bharat Mission – Urban 2.0 (SBM-U 2.0) often extend beyond just training, leaving a meaningful impact on participants. Here’s are the outline of expected outcomes:

1. A Clearer Understanding of SBM-U 2.0 Goals and Guidelines

- **Clarity on Mission Goals:** Participants gain a clear understanding of SBM-U 2.0 aims, including the creation of Open Defecation-Free (ODF) cities, sustainable Solid Waste Management (SWM), and Behavior Change among urban populations.
- **Policy Awareness:** Improved knowledge of Government policies, funding mechanisms, and implementation frameworks.

2. Building Skills and Strengthening Capacity

- **Technical Skills:** Participants gain practical technical skills to plan, implement, and monitor SBM-U 2.0 projects. This includes expertise in developing essential infrastructure like toilets and waste management facilities, ensuring sustainable and impactful outcomes.
- **Leadership and Management:** ULB officials are better equipped to lead SBM-U 2.0 initiatives and manage resources effectively.

3. Improved Implementation Strategies

- **Innovative Solutions:** Exposure to best practices and innovative methods for achieving SBM-U 2.0 objectives.
- **Action Plans:** Development of localized action plans for SBM-U 2.0 implementation tailored to the specific needs of urban areas.

4. Improved Collaboration Among Agencies

- **Collaboration:** Enhanced coordination among ULBs, state governments, and central agencies for smoother implementation.
- **Public-Private Partnerships:** Insights into involving private stakeholders and community groups for resource mobilization and awareness campaigns for Sustain SWM, Source Segregation of Waste, RRR e.g. (NGOs, Private Schools, Private Health institutions, shopkeepers and Mohalla Committees)



5. Enhanced Monitoring and Evaluation Skills

- **Performance Metrics:** ULB officials learn to use key performance indicators (KPIs) for monitoring progress.
- **Data-Driven Decisions:** Capacity to collect, analyze, and utilize data for evidence-based policymaking.