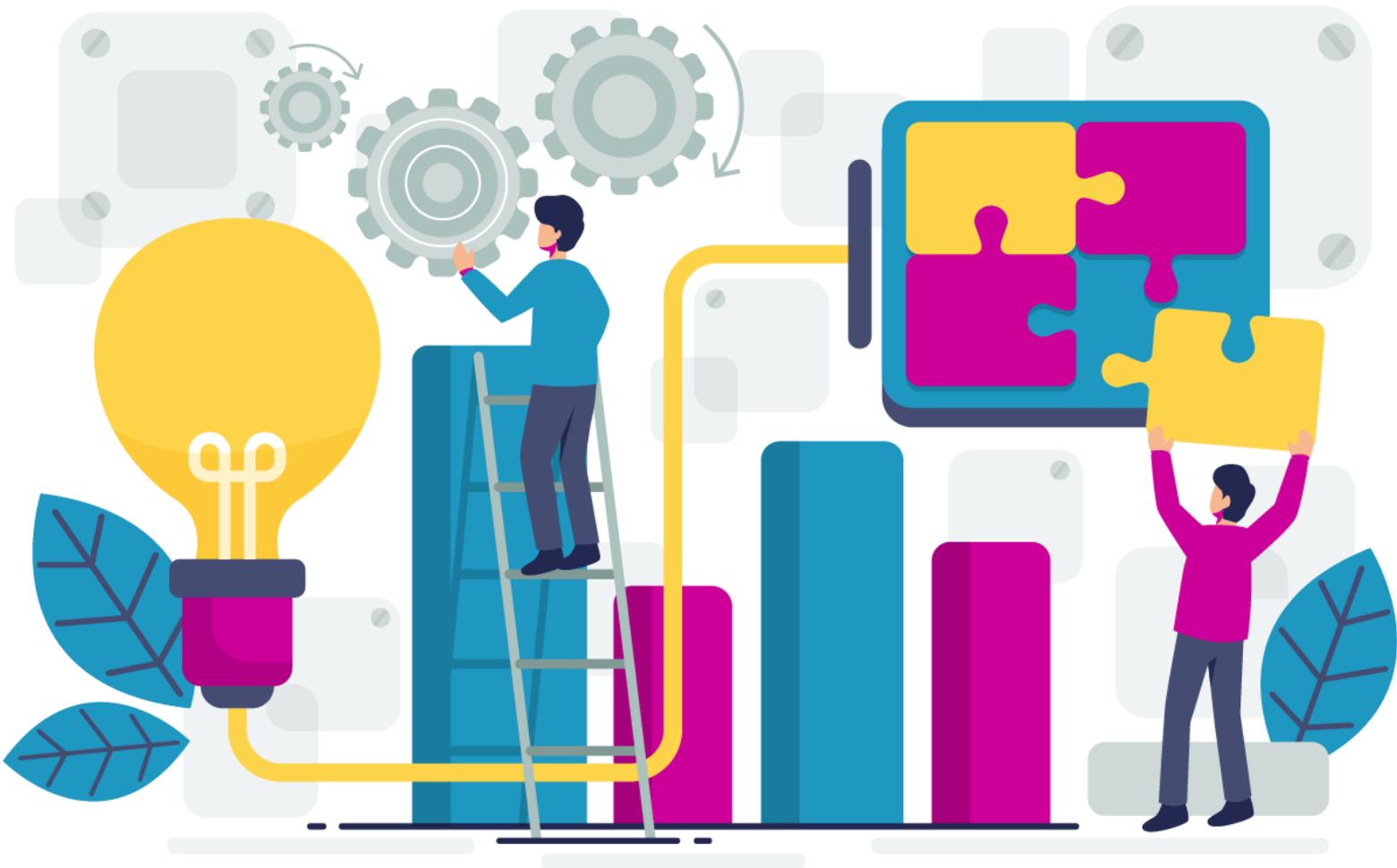


Capacity Building

FOR **JMC** AND **SMC**



TRAINING SCHEDULE/MODULE

Table of Contents

Introduction:	3
Objectives of the Session:	4
Training Schedule:	4
Training Module:	6
Expected Outcomes:	7
1. A Clearer Understanding of SBM-U 2.0 Goals and Guidelines	7
2. Building Skills and Strengthening Capacity	7
3. Improved Implementation Strategies	7
4. Improved Collaboration Among Agencies	7
5. Enhanced Monitoring and Evaluation Skills	7

Introduction:

Swachh Bharat Mission-Urban (SBM-U) 2.0 is all about creating cleaner, healthier cities by managing waste scientifically and ensuring open defecation 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 JMC and SMC better understand and carry out IEC and behaviour change initiatives under SBM-U 2.0. It's all about giving JMC and SMC 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 for all.

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

The capacity building will help the JMC and SMC 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, Waste Water Management 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 JMC & SMC so that innovations are replicated or improved upon.

Training Schedule:

Title:	Capacity Building Session on IEC Activities of SBM-U 2.0 for JMC and SMC
Duration:	1 Day (Full-Day Workshop)
Target Audience:	CSO, Sanitation officials, DEOs of JMC, SMC and Swaaha Swachhata Executives.
Venue:	JMC: Meeting Hall, Jammu SMC: Meeting Hall, Srinagar
Date:	JMC: Feb 2025 SMC: Feb 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)

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 JMC, SMC and Swaaha
Module 1: SWM &UWM	10:45 AM – 11:45 AM	SWM & its Importance. SWM Rules, Methods of Source Segregation, Waste Water Management (Grey & Black Water, De-sludging of Septic Tanks, Helpline Nos.)
Tea Break	11:45 AM – 12:00 Noon	-
Success Stories	12:00 Noon – 12:30	Case Studies & Success Stories from Indore IEC models for Jan Andolan
Module 2: Home Composting	12:30 PM – 01:00 PM	How to motivate public to start Home Composting: Tips and techniques
Wrap-up	01:00 PM - 01:30 PM	Feedback and QA Session
Module 3: ODF Sustainability	01:30 PM – 02:00 PM	Strategies for Sustaining ODF+ & ODF++ Status. Importance of BCC among toilet users & periodic Assessment of CTs/PTs
Module 4: Ban on SUP	02:00 PM – 02:30 PM	Ban on SUP, PWM Rules, Provisions for Fines, Alternatives to Single-Use Plastic
Module 5: 3Rs	02:30 PM – 03:00 PM	Implementation of Reduce, Reuse, Recycle (3R)- Setting up of a permanent 3R centre in each JMC & SMC. Awareness among citizens and innovative ideas for public involvement.
Wrap-up	03:00 PM – 03:30 PM	Feedback and QA Session
Conclusion	03:30 PM to 03:45 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	<ul style="list-style-type: none"> Power Point Presentation, Videos & Pictography
2	Success Stories	Success stories on sanitation sustainability, behaviour change of citizens and their participation in different sanitation initiatives (SWM, UWM & ODF).	<ul style="list-style-type: none"> Case Study of Jan Andolan (Videos & pictography)
3	Home Composting	To promote sustainable management of organic waste.	<ul style="list-style-type: none"> Power Point Presentation, Videos & Pictography, Group discussion
4	ODF Sustainability	To ensure long-term maintenance of ODF+ & 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 these toilets clean. Sharing of Success stories
5	Ban on Single Use Plastic	To reduce reliance on SUP and promote alternatives.	<ul style="list-style-type: none"> Power Point Presentation, Videos & Pictography overview of PWM Rules.
6	Reduce, Reuse & Recycle	To implement effective 3R strategies within JMC & SMC	<ul style="list-style-type: none"> Discussions on setting of RRR centres in JMC & SMC. Leh Success Story

Expected Outcomes:

The impact of a Capacity-Building session for JMC & SMC under the Swachh Bharat Mission – Urban 2.0 (SBM-U 2.0) goes far beyond simply delivering training. These sessions often leave a lasting impression, equipping participants with the knowledge, skills and motivation needed to drive real change. Here's a look at what these sessions aim to achieve:

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

- **Understanding the Mission's Goals:** Participants come away with a clear picture of what SBM-U 2.0 aims to achieve, from building Open Defecation-Free (ODF) cities to promoting sustainable Solid Waste Management (SWM) and encouraging positive behavioral changes in urban communities.
- **Awareness of Policies and Resources:** They also gain valuable insights into government policies, available funding options, and practical frameworks for implementing the mission effectively.

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:** JMC & SMC 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 JMC, SMC 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 Sustainable SWM, Source Segregation of Waste, RRR e.g. (NGOs, Private Schools, Private Health institutions, shopkeepers and Mohalla Committees).

5. Enhanced Monitoring and Evaluation Skills

- **Tracking Success:** JMC & SMC officials gain the skills to use key performance indicators (KPIs) to measure and monitor their progress effectively.
- **Smart Decision-Making:** Participants learn how to collect, analyze, and use data to make informed, evidence-based policy decisions that drive meaningful outcomes.