

## IEC Project, H&UDD, Jammu and Kashmir

**Proposed Monthly Action Plan - (May, 2026)**

**Theme: Swachh Survekshan 2025-26**

| S. No | Key themes/<br>Activities                | No. of<br>activities<br>proposed | Target<br>Audience | Objectives & Description   | Responsibility  |
|-------|--|----------------------------------|--------------------|--|---|
| 1     | <b>Swachh<br/>Survekshan<br/>2025-26</b> | 01                               | 80 ULBs            | <p>Extend full support to the Urban Local Bodies (ULBs) during the on-field assessment of Swachh Survekshan 2025-26 by ensuring end-to-end coordination and facilitation. We will facilitate the smooth movement of assessment teams across all key locations, ensure the availability of concerned officials at sites for necessary explanations and verification, and support the ULBs in presenting accurate and concise information at all times, strictly avoiding any overstatements or discrepancies, so as to enable a transparent and effective assessment process.</p> <p><b><u>Pre-Assessment Preparedness:</u></b></p> <ul style="list-style-type: none"> <li>• <b>Availability of Logbooks</b> – MRF, CT/PT, RRR, BRGs, Composting Plants, etc.</li> <li>• <b>Visible Cleanliness</b> – GVPs, CTUs, Yellow/Red Spots, Twin Bins, Storm Water Drains, Water Bodies, Public Spaces, Open Burning.</li> <li>• <b>Solid Waste Management</b> – D2D Waste Collection, Source Segregation at least Dry &amp; Wet, functioning of RRR, installation of Waste to Wonder, Cleanliness of Schools.</li> </ul> <p><b><u>Support During Actual Assessment:</u></b></p> <ul style="list-style-type: none"> <li>• Facilitate smooth movement of assessment teams across key locations.</li> <li>• Ensure availability of concerned officials at sites for explanation and verification.</li> <li>• Provide accurate, concise information—avoid overstatements or discrepancies.</li> <li>• Keep contingency teams ready to address last-minute gaps.</li> </ul> | <p><b>Swaaha:</b></p> <ul style="list-style-type: none"> <li>• Handholding of ULBs in preparation of logbooks, field preparedness, SS 2025-26 field assessment along with Community Mobilizers.</li> </ul> <p><b>ULBs:</b></p> <ul style="list-style-type: none"> <li>• Ensure comprehensive on-ground preparedness during the on-field assessment</li> <li>• Facilitating the smooth movement of assessment teams across all identified locations, ensuring the availability of concerned officials and staff at sites for timely explanation and verification.</li> <li>• Keep contingency teams ready to address last-minute gaps</li> </ul> |

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| 2     | <b>SUP-Free Market Initiative:</b><br>Trikuta Nagar Mini Market | 01                         | Local Citizen   | <p><b>Eliminate Single-Use Plastic (SUP):</b> Ensure complete cessation of SUP use by vendors and customers in the vegetable and mini markets.</p> <p><b>Promote Sustainable Alternatives:</b> Encourage widespread adoption of cloth, jute and other eco-friendly carry options in place of plastic.</p> <p><b>Drive Awareness and Compliance:</b> Build lasting behaviour change through awareness while ensuring strict adherence to SUP ban regulations.</p> <p><b>Proposed Activities:</b></p> <ul style="list-style-type: none"> <li>• Launch a focused digital outreach campaign across official social media platforms to highlight the ban on Single-Use Plastics (SUP), promote eco-friendly alternatives and reinforce behavioural change through consistent messaging, visuals and short awareness videos.</li> <li>• Conduct on-ground awareness sessions for shopkeepers, street vendors and vegetable sellers, emphasizing the environmental impact of SUP and encouraging the adoption of sustainable packaging practices.</li> <li>• Implement a public engagement drive by distributing jute/cotton bags to randomly selected customers found carrying SUP bags. Collect SUP bags in exchange to promote habit change and encourage the adoption of reusable alternatives through positive reinforcement.</li> <li>• Organize a press briefing led by a JMC Officer and Swachhata Ambassador to showcase the successful implementation of SUP-free market initiatives, share key achievements and inspire replication of the model in other markets.</li> </ul> | <p><b>Swaaha:</b></p> <ul style="list-style-type: none"> <li>• Creative designing (Post/Banner)</li> <li>• Audio Message</li> <li>• Execution in coordination with JMC, JMC IEC Team and Community Mobilizers.</li> </ul> <p><b>ULBs:</b></p> <ul style="list-style-type: none"> <li>• Dissemination of Audio Message</li> <li>• Promotion &amp; Execution</li> <li>• Printing and installation of Creatives</li> </ul> |

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| 3     | <b>Citizen Feedback –</b><br>From 10 <sup>th</sup> April 2026               | As per target              | For 80 ULBs                                       | <p>Citizen feedback link has been open by MoHUA from 25-04-2026 and the target already disseminated will be completed by the 31<sup>st</sup> May 2026. The link for collection of feedback is <a href="https://cf.sbmurban.org/">https://cf.sbmurban.org/</a> .</p> <p>All concerned officers/Officials/SEs shall ensure wide dissemination of the link through field functionaries, Community Mobilizers, Self-Help Groups, market associations, resident welfare groups and other stakeholder platforms to maximize citizen participation.</p> <p>The population-wise targets allocated to each ULB are enclosed as <b>Annexure – A</b> for ready reference and strict compliance.</p>   | <p><b>ULBs:</b></p> <ul style="list-style-type: none"> <li>Dissemination and ensure achievement of set target</li> </ul> <p><b>Swaaha:</b></p> <ul style="list-style-type: none"> <li>Follow up for achieving the target and reporting</li> </ul> |
| 4     | <b>Celebration of International Workers’ Day on 1<sup>st</sup> May 2025</b> | <b>80</b>                  | All citizens, Sanitation Workers and Stakeholders | <p><b>International Workers’ Day</b>, celebrated on <b>1<sup>st</sup> May</b> 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. The main <b>objective</b> 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>The following activities are proposed for the day:</p> <ul style="list-style-type: none"> <li>An event with the Safai Mitras and Drives for recognition of their efforts in cleaning the cities and felicitating them with Certificate of Recognition.</li> </ul> | <p><b>Swaaha:</b></p> <ul style="list-style-type: none"> <li>Creative designing</li> <li>Record of activities</li> </ul> <p><b>ULBs:</b></p> <ul style="list-style-type: none"> <li>Execution of the Event.</li> </ul>                            |

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| 5     | <b>Capacity Building Program</b> | 02 sessions covering 80 ULBs | All 80 ULBs     | <ul style="list-style-type: none"> <li>A Capacity Building Programme shall be organized for ULB Staff, Swachhata Executives, Master Trainers and newly appointed Community Mobilizers regarding Plastic Waste Management and functioning of Material Recovery Facility (MRF).</li> <li>Sessions with Community Mobilizers regarding Home Composting.</li> </ul>  | <p><b>CB Expert Swaaha:</b></p> <ul style="list-style-type: none"> <li>Training Calendar</li> <li>Training Material.</li> </ul> <p><b>ULBs:</b></p> <ul style="list-style-type: none"> <li>Arrangement of online medium for participation of ULB staff &amp; Community Mobilizers in the CB sessions.</li> <li>Arrangement of online medium for participation of Sanitation Workers deployed on MRFs.</li> </ul> |
| 6     | <b>Monthly News Letter</b>       | 01                           | --              | <p>The main objectives of publishing the monthly newsletter is to:</p> <ul style="list-style-type: none"> <li><u>Showcase and Disseminate Best Practices:</u> Highlight innovative IEC initiatives, success stories and impactful community engagement activities from various ULBs.</li> <li><u>Promote Awareness and Behavioral Change:</u> Strengthen public understanding and participation in sanitation, waste management and Swachhata-related campaigns.</li> <li><u>Encourage Coordination and Motivation:</u> Foster knowledge sharing among ULBs and recognize stakeholders contributing to the objectives of Swachh Bharat Mission-Urban.</li> </ul> | <p><b>Swaaha:</b></p> <ul style="list-style-type: none"> <li>Preparation, designing and submission of the Newsletter.</li> </ul>   |

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| 7     | <b>Social Media Creatives</b>   | <b>3600 Creatives for 80 ULBs</b><br>15 per month x 80 ULBs in 03 languages | Citizens of all age groups using Social Media | <ul style="list-style-type: none"> <li>Social media posts 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 and MD SBM 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 and general sanitation and on the campaigns of the month 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 dev. of Creatives for the handles.</li> <li>Uploading of posts on the Social Media Handles of MD SBM-U2.0</li> </ul> <p><b>ULBs:</b></p> <ul style="list-style-type: none"> <li>Posting of creatives on their social media handles (Facebook, X &amp; Instagram).</li> </ul> |
| 8     | <b>Creative Material related to IEC-Monthly Campaign</b>  | ---   | All citizens                                  | <ul style="list-style-type: none"> <li>Creative designing of signages, display boards and other creative designs as and when required by the ULBs.</li> <li>02 Bus Shelter Designs, customized for 80 ULBs, shall be created.</li> <li>16 Wall Painting designs/Wall Panel Designs with the theme of Swachh Survekshan 2025-26 as directed by the office of MD, SBM-U 2.0.</li> </ul>  | <p><b>Swaaha:</b></p> <ul style="list-style-type: none"> <li>Design and development of Creatives.</li> </ul> <p><b>ULBs:</b></p> <ul style="list-style-type: none"> <li>Printing &amp; Installation of the creatives at required locations.</li> </ul>   |
| 9     | <b>Preparation of Podcasts/ Videos/ Success Stories/ Interviews/ Live Sessions for Social Media</b> | 02  | All citizens using social media               | <ul style="list-style-type: none"> <li>02 Selected Videos/ Podcast/ Success stories/ Interviews/Live sessions will be hosted/ recorded</li> <li>Ensuring wider reach through various social media platforms like Instagram, Facebook and Twitter.</li> <li>Spreading awareness about cleanliness, sanitation and waste management practices.</li> <li>Highlighting Government initiatives and success stories on Swachhata &amp; related themes.</li> </ul>  | <p><b>Swaaha:</b></p> <ul style="list-style-type: none"> <li>Content creation &amp; recording of podcasts</li> <li>Handholding of ULBs in uploading on ULB social media handles</li> </ul> <p><b>ULBs:</b></p> <ul style="list-style-type: none"> <li>Uploading on ULB social media handles</li> </ul>   |
| 10    | <b>District level Video Documentaries</b>   | 02 Districts  | --  | <ul style="list-style-type: none"> <li>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&amp;K.</li> </ul>  | <p><b>Swaaha:</b></p> <ul style="list-style-type: none"> <li>Finalization of Documentaries</li> <li>Identification of districts.</li> <li>Preparation of script</li> </ul>   |

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|       |  |   |                 |   | <ul style="list-style-type: none"> <li>Recording/editing of the documentary</li> </ul>  |
| 11    | <b>Script Writing of Street Plays, entertainment performances or dramas etc.</b> | 02 scripts (Each script customized for 80 ULBs) | --              | <ul style="list-style-type: none"> <li>02 scripts customized for 80 ULBs, shall be submitted to the office of the MD, SBM-U 2.0.</li> <li>Community members gain better understanding of the targeted issue (e.g., cleanliness, waste segregation, health or social responsibility).</li> <li>High participation and interaction during/ after the performance, sparking discussions in the community.</li> <li>Key campaign messages are remembered and recalled easily due to the creative, entertaining and emotional presentation.</li> </ul> | <p><b>Swaaha:</b></p> <ul style="list-style-type: none"> <li>Finalization of theme</li> <li>Script Writing</li> </ul> <p><b>ULBs:</b></p> <ul style="list-style-type: none"> <li>Execution of Street Plays</li> </ul> |
| 12    | <b>Media Coordination</b>  | Notable ULBs                                    | ---             | On a daily basis, the best-performing activities implemented across all Urban Local Bodies (ULBs) will be identified and shortlisted. Based on these selected activities, a comprehensive press release highlighting innovative practices, field impact and notable achievements will be prepared and shared with the media to ensure wider outreach, visibility and public engagement.   | <p><b>Swaaha:</b></p> <ul style="list-style-type: none"> <li>Creation and sharing of Press Release with the Media</li> </ul>  |