

Exclusive campaign focusing on behaviour change towards Swachhata through Swachhata Brand Ambassadors in ULBs

Campaign Title:

“Mera Shehar, Meri Pehchaan”

Introduction

The appointment of Swachhata Ambassadors in Urban Local Bodies (ULBs) under the Swachh Bharat Mission–Urban 2.0 aims to foster a deep-rooted culture of cleanliness, sanitation and hygiene through active community engagement and sustained behaviour change.

These ambassadors act as torchbearers of the mission, taking forward the values and vision of a cleaner, healthier and more sustainable urban environment. By leveraging their influence, leadership qualities and passion for public welfare, they serve as motivators, role models and change makers within their communities.

Criteria for engaging Swachhata Ambassadors: ULBs can engage Swachhata Ambassadors from any of the following who has a significant influence within the ULB:-

1. Local Celebrities & Influencers (Top Priority)
2. Teachers & Educators
3. Resident Welfare Associations (RWAs)
4. NGOs & Civil Society Organizations

Goals and Objectives:

The primary goal is to strengthen the network of Swachhata Ambassadors who will champion the cause of cleanliness, waste segregation and sustainable practices in their communities.

Key Objectives:

- Utilize the influence and capability of Swachhata Ambassadors to promote cleanliness and waste segregation practices daily in the ULBs.
- Document the Swachhata Ambassadors of Urban Local Bodies and share with MoHUA.
- Amplify the reach of the Swachh Bharat Mission - Urban through grassroots leadership.
- Mobilizing citizens across diverse demographics — residents, shopkeepers, students, Community Based Organizations etc. — to participate in cleanliness drives, waste management initiatives, and sanitation awareness activities.

- Educating and sensitizing the public on important themes such as source segregation, home composting, RRR, reducing single-use plastic and adopting best sanitation practices.
- Acting as a liaison between the ULBs and the community, ensuring better communication, feedback loops and inclusivity in sanitation planning and execution.
- Driving innovative, community-led interventions that encourage ownership, pride and a sense of responsibility of citizens toward keeping urban spaces clean and garbage-free.

Target Audience for Behaviour Change towards Swachhata

- Local youth, community leaders, civil society and business establishments.
- School and college students.
- Teachers and educators.
- Social activists and influencers (social media and local).
- Households especially homemakers.

Key Messages for dissemination by the Swachhata Ambassadors

1. “Be the Change You Wish to See” – Lead by example in cleanliness and waste management.
2. “Inspire, Educate, Act”, “Prerit kro, Sikshit kro aur Karm karo”– Spread awareness and motivate others to join the movement.
3. “Cleanliness starts with us” – Emphasize individual responsibility in maintaining hygiene and make the citizens to own Swachhata in their areas.
4. “From Waste to Wealth” and “Scrap to Splendour”– Promote home/ community composting and recycling as sustainable practices.
5. “Together, We Can make Clean J&K” – Unite communities for a cleaner and greener future through clearing GVPs, Holding community cleanliness drives and through Swachh Talks with citizen sanitation committees.
6. “The Kindness Exchange - Inculcating the concept of RRR and encourage the citizens to donate reusable items”.

Roles and Responsibilities

Swaaha Resource Management

- Arrange 2-3 Min Video Interviews and HD (DSLR) Photographs of Swachhata Ambassadors and Activities for Documentation Purposes.
- Tracking of the number of activities conducted and participants engaged.
- Monitoring of the adoption of waste segregation and composting in ambassador-led areas.

- Collecting feedback from community members on the impact of the Ambassador's work.
- Contribution of top performers to be disseminated through MD-SBM Social Media Handles.
- Creative design for sign boards/ banners/ certificates and Social Media.
- Arrange Swachh Talks with SAs.

Urban Local Bodies:

- Update the details of Swachhata Ambassadors on MIS Portal.
- ULBs to issue a formal notification for engagement of Swachhata Ambassadors.
- ULBs to engage minimum 3 Swachhata Ambassadors within First week (if not done earlier).
- Publicise information about their respective Swachhata Ambassadors in their Social Media and in local Press.
- Invite Swachhata Ambassadors as their Chief guests in selected event during the campaign.
- Install boards/ banners at outside/inside of their office premises, prominent places, chourahas and name plate outside the residential places of Swachhata Ambassadors.
- Issue a calendar of activities to be done during the campaign period with SAs.

Sl.	Activity	Description	Role of Swachhta Ambassadors/ULBs/SEs	Selected ULBs
01.	“My Clean Street” Challenge	Organize a competition among different city zones to maintain the cleanest street.	<ul style="list-style-type: none"> Act as “Cleanliness Captains” for each zone. Monitor cleanliness efforts, encourage participation, conduct small awareness sessions in neighbourhoods. Report progress. 	<ul style="list-style-type: none"> JMC, SMC, MC Anantnag, MC Baramulla, MC Udhampur and MC Kathua
02.	Community Clean-up Drives + Beautification	Organize regular clean-up events followed by painting walls, planting trees, etc.	<ul style="list-style-type: none"> Lead the clean-up drives. Train volunteers on how to segregate waste, dispose of garbage properly. Document the transformation (before and after photos). 	<ul style="list-style-type: none"> All 80 ULBs
03.	Waste to Wonder Competitions	Host competitions to create art pieces from recycled materials	<ul style="list-style-type: none"> Judge the competitions alongside art experts. Conduct workshops demonstrating how to reuse waste innovatively before the competition. 	<ul style="list-style-type: none"> JMC, SMC and all Municipal Councils
04.	Quiz & Treasure Hunt Events	Organize Segregation Fun Quiz - BIN IT & WIN IT Competition among the students of selected 4 best schools on “segregation of waste by using separate bins— Blue (dry waste), Green (biodegradable	<ul style="list-style-type: none"> Host the quiz sessions. Design cleanliness-related clues for the treasure hunt. Act as referees and knowledge mentors during the events. 	<ul style="list-style-type: none"> All 80 ULBs



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		waste), Red (Sanitary Waste) and Black (domestic hazardous waste). One team of 03 students from each school (04 schools) to be invited in the competition.		
05.	“Swachhta Darshan” – Cleanliness Walks	A public cleanliness awareness walk showcasing banners, slogans, Costumes.	<ul style="list-style-type: none">• Lead the cleanliness walk.• Deliver motivating speeches at starting and end points about citizen responsibility.• Dress creatively (e.g., as trees, dustbins) to visually reinforce the message.	<ul style="list-style-type: none">• JMC, SMC and all Municipal Councils
06.	“Adopt a Spot” Campaign	Local groups adopt a public space to keep it clean and beautiful.	<ul style="list-style-type: none">• Identify spots needing adoption.• Mobilize and facilitate citizen groups for adoption.• Monitor the upkeep and mentor adopters on best cleanliness practices.	<ul style="list-style-type: none">• JMC, SMC, MC Anantnag, MC Baramulla, MC Udhampur and MC Kathua
07.	“Swachhta Ki Kahani” – Street Plays (Nukkad Nataks)	Perform street plays in local markets, schools, parks depicting cleanliness issues and solutions.	<ul style="list-style-type: none">• Lead performers and script creators.• Involve local youth and residents, but the Ambassadors must anchor the play, deliver key cleanliness messages, and motivate the audience to take pledges	<ul style="list-style-type: none">• JMC & SMC



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08.	Flash Mobs with a Cleanliness Message	Surprise flash mob performances in crowded public places spreading the message of hygiene and sanitation.	<ul style="list-style-type: none">Lead and coordinate the flash mobs.Include a cleanliness pledge or short, catchy slogans at the end, spoken by Ambassadors to the crowd.	<ul style="list-style-type: none">JMC & SMC
09.	Swachhta Selfie Points	Install “Selfie with Cleanliness” frames in parks, markets and community centers.	<ul style="list-style-type: none">Be the first to take selfies at these points and encourage citizens to do the same.Manage and promote the social media campaign using official hashtags like #SwachhJammuKashmir.	<ul style="list-style-type: none">JMC, SMC, MC Anantnag, MC Baramulla, MC Udhampur and MC Kathua – 02 Places in each ULB.
10.	Short Reel Competitions	Citizens submit 1-minute videos showing their contribution towards a clean city.	<ul style="list-style-type: none">Launch the competition through a video message.Promote participation and help in judging or shortlisting entries.Share the best videos through their own social media networks.	<ul style="list-style-type: none">JMC & SMC

Social Media & Mass Media Coverage

- ✚ Use hashtags: #SwachhataAmbassador, #CleanJK, #SwachhBharat.
- ✚ Share before-and-after photos of cleanliness drives.
- ✚ Post tips on waste segregation and composting at home and at business establishments.
- ✚ Ensure press releases of major events with SAs during the campaign

Points to Note:

- Importance to be given for the quality of event rather than quantity.
- Maximum citizen engagement to be ensured in each activity.
- Make sure to submit HD photographs (Event and Swachhata Ambassadors) as this will be covered in May Newsletter of H&UDD and shared with MoHUA.
- All activities that are carried out to be uploaded on Swachhatam Portal.



Annexure 1 - Activity Report Format

District Name:

ULB Name:

S. No.	Date	Name of Swachhata Ambassador	Activity Conducted	Detail of Activity	Location	Number of Participants	Photographs (4 HD Photos with 2 Geo-tagged)