IEC Project, H&UDD, Jammu and Kashmir

Proposed Monthly Action Plan - *(December, 2025)*   **Theme:** *Road to Swachh Survekshan 2025*

S. No	Key themes/ Activities	S. No. of the Deliverable as per Scope of Work	No. of activities proposed	Target Audience	Objectives & Description	Responsibility
1	**Safai se Survekshan Tak**	07	In all 80 ULBs	Citizens	• **Identification of areas without D2D collection:** Report all locations where door-to-door waste collection is currently unavailable.	**Team comprising of ULB Staff, Swaaha SEs and IEC Team of ULB:** Identification of areas without D2D collection **Core Team Swaaha and PMU:** Monitoring, Coordination with the ULBs & Reporting
					• **Major GVP point identification & elimination:** Locate and eliminate high-impact Garbage Vulnerable Points (GVPs) across all ULBs.	**Team comprising of ULB Staff, Swaaha SEs and IEC Team of ULB:** Identification and elimination of major GVPs. **Core Team Swaaha and PMU:** Monitoring, Coordination with the ULBs & Reporting
					• **Identification of Swachhata Champions in each ward:** To address root-level issues related to door-to-door collection and formation of GVPs. Whatsapp Groups to be created at ULB level and information about GVPs, D2D collection etc issues to be taken up and resolved. (Timeline: 10 ULBs on a trial basis by 10th December)	**Team comprising of ULB Staff, Swaaha SEs and IEC Team of ULB:** Identification and removal of major GVPs. **Core Team Swaaha and PMU:** Monitoring, Coordination with the ULBs & Reporting

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					• **Identification of commercial areas for night sweeping and night collection:** Assess and finalize markets and commercial stretches requiring night sanitation and night collection.	**Team comprising of ULB Staff, Swaaha SEs and IEC Team of ULB:** Identification of the areas **Core Team Swaaha and PMU:** Monitoring, Coordination with the ULBs & Reporting
					• **RRR Centre establishment:** Set up **Reduce, Reuse, Recycle (RRR) Centres** to promote waste minimization and resource recovery as per SBM-U guidelines. Each ULB is required to **establish and sustain RRR Centre** within its jurisdiction.	**Team comprising of ULB Staff, Swaaha SEs and IEC Team of ULB:** Responsible for establishing and operationalizing the RRR Centre, ensuring proper facilities, staffing, and day-to-day management. **Core Team Swaaha and PMU:** Monitoring, Coordination with the ULBs & Reporting
					• **Door-to-door awareness:** Conduct awareness drives across households to inform residents about D2D vehicle timings, segregation requirements (as per gap identified)	**Team comprising of ULB Staff, Swaaha SEs and IEC Team of ULB:** Door to Door awareness (as per gap identified) **Core Team Swaaha and PMU:** Monitoring, Coordination with the ULBs & Reporting
					• **Data collection on GPS installations:** Gather details regarding GPS devices installed on all D2D vehicles.	**Team comprising of ULB Staff, Swaaha SEs and IEC Team of ULB:** Identification of the areas **Core Team Swaaha and PMU:** Monitoring, Coordination with

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					the ULBs & Reporting.	
					• **Identification of back lanes in ULBs:** Dirty Back lanes to be identified in the ULBs.	**Team comprising of ULB Staff, Swaaha SEs and IEC Team of ULB:** Identification of dirty back lanes **Core Team Swaaha and PMU:** Monitoring, Coordination with the ULBs & Reporting
					• Detailed Action Plan is attached at Annexure – A and Reporting Format in (A-I)	
2	**Reporting and Updation of CTs/PTs/ Standalone Urinals on Swachhatam Portal**	08	In all 80 ULBs	--	All 80 ULBs to submit the complete CT/PT/Standalone Urinal report by **5th December** and then update the Swachhatam Portal in alignment with **Swachh Survekshan 2025**. The portal must be updated as per ground survey findings, ensuring that all details of functional Community Toilets, Public Toilets and Standalone Urinals—such as seat count, operation and maintenance status, facilities provided, and overall functional condition—are accurately captured. This will ensure a precise representation of sanitation assets	**ULBs and Swaaha Core Team & SEs:** Report Submission by 5th of December 2025. **ULBs, Core Team & SEs Swaaha and PMU:** Updation of CT/PT/Standalone Urinals on Portal

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					for assessment under Swachh Survekshan 2025.	

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3	**Green Campus Initiative –** Planned for 03 months – **Final Stage**	07	150 each in JMC & SMC, 20 each in 19 Municipal Councils & 07 in other ULBs (Total = 1093 Green Campuses) to be completed in 03 months	Educational Institutions, Government Offices, hospitals, Complexes, Malls etc.	The 'Green Colony' Campaign aims to raise awareness about individual and collective roles in waste generation and management. It seeks to empower citizens to transition from passive consumers to proactive environmental stewards, thereby reinforcing the mission's broader goal of building cleaner, greener and more sustainable urban spaces. Moreover, it will foster a culture of environmental responsibility and encourages citizens to participate actively in sustainable practices. All Bulk Waste Generators to be covered under the Campaign except for JMC as per directions given to SEs. • Promoting green practices • Waste Management (waste segregation, composting, Ban on SUP etc.) • Energy efficiency and sustainability • Increasing green spaces and community engagement to reduce carbon footprints and enhance quality of life. Bulk Waste Generators identified has to submit a different form **(Annexure 'B-**	**Swaaha:** • Micro Planning • Creative designing (Posts/Banners) • Reporting formats • Data Collection • Consolidation of campaign report **ULBs & SEs:** • Promotion • Identification • Awareness sessions • Printing of Creatives • Execution • Evaluation • Authorization to SEs of Swaaha

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					I') and will be uploaded on the Swachhatam portal. Detailed Action Plan is enclosed as **Annexure 'B'**.	

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4	**Capacity Building Program**	5-6	Covering 80 ULBs Online	Swachhata Executives, Sanitary Inspectors, Supervisors, Drivers & Helpers of ULBs	Capacity Building on the topics like Used Water Management, Safaimitra Suraksha and Legacy Waste Remediation. The main objectives of the Capacity Building are: • To enhance the technical and operational skills of ULB officials, engineers and field staff on Used Water Management, Faecal Sludge & Septage Management and scientific operation of wastewater treatment systems. • To build capacities of Safaimitras and sanitation workers on mechanized cleaning, occupational safety, use of PPE and emergency response systems ensuring zero fatalities during sanitation work. • To train stakeholders on scientific Legacy Waste Remediation processes including bio mining, bioremediation, environmental compliance and sustainable land reuse post-remediation. • To empower sanitation workers through knowledge of legal rights, social security benefits, insurance coverage and recognition under Safaimitra Suraksha protocols. • To strengthen digital monitoring systems, community participation,	**CB Expert and SEs of Swaaha:** • Training Schedule • Training Material • Creation of content for different Capacity Building program on different topics. **ULBs:** • Identification of staff for the participation in the CB sessions.

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					and behavior change communication for improved used water management, safe sanitation practices and legacy waste clearance. Training Module for Capacity Building Session is attached as **Annexure 'C'**.	
5	**Designing of Annual Table Top Swachhata Calendar - 2026**		01	--	• To promote the objectives and principles of the Swachh Bharat Mission (SBM-U) through creative themes. It will serve as an awareness tool, motivating individuals, organizations, and communities to actively participate in the Swachhata initiatives undertaken/to be undertaken for a cleaner and healthier J&K. Every month will have a different theme (e.g. Source Segregation, Best Sanitation Practices, Citizen Engagement, Used Water Management, Special Campaigns etc.) and shall be uploaded on the website: *http\\Swachhjk.in.*	**Swaaha:** Designing **MD SBM-U 2.0:** Approval
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	• Social media posts in 3 languages for 80 ULBs will be created on alternate days. • 15 Swachhta Creatives will be developed and customized for each ULB and MD SBM for uploading on social media handles (Instagram, Facebook & X).	**Swaaha:** • Design and dev. of Creatives for the handles. • Uploading of posts on the Social Media Handles of MD SBM-U2.0 • Handholding support to ULBs in reaching the

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					• The creatives will be on different themes like Source Segregation, Ban on SUP, RRR, general sanitation and on the campaigns of the month. • The posts will be ensured to be uploaded on the Social Media handles of ULBs, MD SBM and H&UDD.	milestones. **ULBs:** • Posting of creatives on their social media handles (Facebook, X and Instagram).
7	**Creative Material related to IEC- Monthly Campaign**	12	• Posters 02 (customized for 80 ULBs) • Banners 02 (customized for 80 ULBs)	All citizens	• 02 IEC Poster and 02 banners for each ULB shall be created based on the theme of the month. • The objective of the creatives is to ensure branding of Swachhata initiatives and awareness among citizens.	**Swaaha:** • Design and development of Creatives for the handles. **ULBs:** • Printing & Installation of the banner on prominent places.
8	**Preparation of Podcasts/ Videos/ Success Stories/ Interviews/ Live Sessions for Social Media**	25	02	All citizens using social media	• Selected Videos/Podcast/Success stories/ Interviews/Live sessions will be hosted/ recorded • Ensuring wider reach through various social media platforms like Instagram, Facebook, and Twitter. • Spreading awareness about cleanliness, sanitation, and waste management practices. • Highlighting Government initiatives and success stories on Swachhata & related themes.	**Swaaha:** • Content creation & recording of podcasts **ULBs & SEs:** • Uploading on ULB social media handles
9	**Production of Audio Jingles**	16	**03**	All citizens, students and	• 03 Jingles in audio format will be prepared with a duration of 20 to	

Prepared by Swaaha

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			Jingles	stakeholders	30 seconds with different themes like source segregation, home composting, litter free wards, waste water management, ODF sustainability, pollution free water bodies etc. The regular broadcasting/ telecasting of these jingles on radio, social media or D2D vehicles by ULBs will reinforce the message of SBM-U 2.0 and bring about a behavior change among the citizens to encourage sanitation and hygiene behaviors. Each jingle will end with a call to action, encouraging people to participate in different sanitation initiatives of ULBs, thus creating Jan Andolan.	**Swaaha:** Production **ULBs:** Dissemination
10	**Script Writing of Street Plays, entertainment performances or dramas etc.**	12	02 scripts	--	• Community members gain better understanding of the targeted issue (e.g., cleanliness, waste segregation, health or social responsibility). • High participation and interaction during/ after the performance, sparking discussions in the community. • Key campaign messages are remembered and recalled easily due to the creative, entertaining and emotional presentation.	**Swaaha:** • Finalization of theme • Script Writing **ULBs & SEs:** • Execution of Street Plays
11	**Press Releases**	9	Notable ULBs	-	• To make sure the public and stakeholders know about the big	**Swaaha:** • Preparation of Press

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					campaigns and important works carried out in various notable cities (ULBs) each month regarding SBM. • Describe the key tasks involved in managing this communication, keeping the focus on notable, periodic events	Releases and Submission to the concerned ULB for publishing. • Proper documentation after publishing. **ULBs** • To Publish in Leading Newspapers

Note:

- SEs to ensure that all the IEC activities are uploaded on the Swachhatam Portal in the IEC tab during the month.
- All activities shall be recorded as per the devised format supported by HD photos and videos.
- MIS Team of Swaaha to monitor uploading of activities on the Swachhatam Portal in the IEC tab by the ULBs.