

Swachh JK Sankalp “Towards Garbage-Free Urban Local Bodies”

Introduction

As India celebrates 80 years of Independence, The Housing & Urban Development Department, Jammu & Kashmir (JKHUDD) launches the "Swachh J&K Sankalp" campaign under Swachh Bharat Mission–Urban 2.0. The campaign aims to inspire citizens to play an active role in creating cleaner, greener and garbage-free cities.

Aligned with the Solid Waste Management Rules, 2026, the campaign encourages households, institutions and commercial establishments to adopt source segregation, reduce waste generation and embrace responsible waste management practices. Through collective action and community participation, the campaign reinforces that cleanliness is not just a civic duty, but a meaningful way to honour our nation's freedom and build a sustainable future for generations to come.

Objectives

1. To strengthen awareness and implementation of the Solid Waste Management Rules, 2026 with special focus on 4-bin source segregation and responsible waste management practices.
2. To enhance citizen and stakeholder participation through schools and colleges, political representatives, market associations, SHGs and community mobilizers in ground-level IEC activities.
3. To improve urban cleanliness and visible outcomes through elimination of Garbage Vulnerable Points (GVPs), promotion of SUP-free markets and community-led Swachhata activities across ULBs

Strategy:

Focus Area	Theme	Key Action Points
Plastic-Free Markets	Plastic-Free Markets, Cleaner Cities	• Plastic-Free Market Drive. • Awareness on Eco-friendly Alternatives. • Discourage Single-Use Plastics.
Clean Public Spaces	Garbage-Free Urban Local Bodies	• Identification of Garbage Vulnerable Points (GVPs) • Cleaning & Elimination of GVPs • Before & After Photographs
Capacity Building	Knowledge for Better Implementation	• Capacity Building Sessions on SWM Rules, 2026 • Training of ULB Officials, Sanitation Staff & Frontline Workers • Strengthening Compliance with SWM Rules, 2026

Detailed Activity Plan:

S. No	Activity	Description	Responsible Stakeholders	Timeline	Monitoring Indicators
1	School & College Awareness Campaign	Conduct awareness sessions in schools and colleges on the SWM Rules, 2026, focusing on the 4-bin source segregation system and responsible waste management.	Community Mobilizers, School Authorities, ULBs, IEC Team	1st-31st August	- No. of Schools covered. - No. of students & teachers participated. - No. of School & Colleges participated in 4-bin source segregation system
2	Clean Public Spaces: Elimination of Garbage Vulnerable Points	Identification and elimination of GVPs	Sanitation Staff and IEC Team	1 st to 14 th August	- JMC & SMC: 5 GVPs each 19 Municipal Councils: 3 GVPs each 59 Municipal Committees/ Cantonment Boards: 2 GVPs each Total: 185 GVPs
3	SUP-Free Market Drive	Awareness and enforcement drive to promote plastic-free markets and discourage single-use plastics.	ULBs, IEC Team, Market Associations, Shopkeepers, SHGs and Enforcement Teams	15 th to 31 st August	Markets covered, shops sensitized, inspections conducted and compliance achieved.

S. No	Activity	Description	Responsible Stakeholders	Timeline	Monitoring Indicators
4.	Swachhata Rally with Political Representatives & Students	Organize Swachhata Rallies with the active participation of political representatives, students and teachers to promote the Solid Waste Management Rules, 2026, source segregation and citizen participation towards creating garbage-free Urban Local Bodies.	ULBs, Community Mobilizers, Political Representatives, Schools/Colleges and IEC Team	1st-15th August	- No. of political representatives participated. - No. of students & teachers participated.



Conclusion

The proposed IEC campaign is a transformative initiative designed to strengthen the culture of cleanliness and community ownership. With effective implementation, this campaign will significantly enhance waste segregation rates, eliminate littering hotspots and inspire citizen-led change, laying the foundation for a cleaner, healthier and more sustainable urban environment.

Activity Report Format

S. No.	Activity undertaken	Date of Activity	Location of Activity	Description of Activity	Photographs