



MD SBM-U 2.0
Housing & Urban Development
Department, J&K



**SWACHH
BHARAT**
MISSION-URBAN 2.0

JAMMU & KASHMIR



Capacity building for Urban Local Bodies Jammu & Kashmir

TRAINING SCHEDULE/MODULE

Multimedia Production on Mobile Phones



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Introduction:

Swachh Bharat Mission–Urban (SBM–U) 2.0 is all about creating cleaner, healthier cities by managing waste scientifically and ensuring Open Defection 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 ULBs better understand and carry out IEC and Behaviour change initiatives under SBM–U 2.0. It's all about giving ULBs 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 ULB officials lack the basic capacity and Skill development to undertake different behavioural change initiatives in a professional manner.

The capacity building will help the ULBs 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.

This Capacity Building session will mainly focus on Segregation of Waste using four coloured dustbins.

Course Overview:

This training module is designed to equip participants with the skills to create high-quality multimedia content (photos, videos, audio and basic editing) using just a smartphone.

Duration: 1 Day (6–8 Hours)

Target Audience:

- ULB staff / Social Media Managers in ULBs
- SWAAHA Swachhta Executives

Training Outline:

Session 1: Introduction to Mobile Multimedia Production (1 Hour)

Objective: Understand the potential of smartphones for multimedia creation.

Topics Covered:

- Why mobile production is powerful
- Essential smartphone features for multimedia (camera, microphone, storage)
- Recommended apps for photo, video and audio editing

Session 2: Mobile Photography (1.5 Hours)

Objective: Learn professional mobile photography techniques.

Topics Covered:

- Rule of thirds, lighting, and composition
- Using manual camera settings (exposure, focus, white balance)
- Best practices for different scenarios (portraits, landscapes, products)
- Hands-on exercise: Capture and critique photos

Session 3: Mobile Videography (1.5 Hours)

Objective: Shoot high-quality videos using a smartphone.

Topics Covered:

- Framing and stabilization techniques
- Best settings for resolution, frame rate and aspect ratio
- Using external microphones for better audio
- Hands-on exercise: Record a short video clip

Session 4: Basic Mobile Video & Photo Editing (2 Hours)

Objective: Edit photos and videos directly on a smartphone.

Topics Covered:

- Introduction to editing apps (CapCut, Adobe Lightroom, VSCO, InShot)
- Basic cuts, transitions and text overlays
- Color correction and filters
- Exporting in optimal formats
- Hands-on exercise: Edit a short video

Session 5: Audio Recording & Podcasting on Mobile (1 Hour)

Objective: Capture clear audio and create simple podcasts.

Topics Covered:

- Best microphone options (built-in vs. external)
- Recording apps (Anchor, Audacity, GarageBand)
- Basic noise reduction and voice enhancement
- Hands-on exercise: Record and edit a short voice clip

Session 6: Publishing & Optimization (1 Hour)

Objective: Share content effectively on social media.

Topics Covered:

- Best formats for different platforms (Instagram, YouTube, Facebook)
- Adding captions and hashtags
- Scheduling posts using mobile apps

Session 7: Uploading footage and final prints on Google drive

Objective: Uploading best video/audio content on Google drive for better publication.

Closing & Q&A (30 mins): – Recap key takeaways | – Open discussion and troubleshooting | – Feedback and certificates

Conclusion:

The Capacity Building of ULB Staff regarding Multimedia Production on Mobile Phones is an important initiative for empowering staff with modern communication tools. By providing them with the skills to create high-quality multimedia content using mobile phones, this training enables staff to better engage with the public, share important information, and enhance the overall communication strategy of Urban Local Bodies.

This initiative not only promotes cost-effective communication but also boosts creativity and innovation in delivering messages to the community. It equips the staff with digital literacy skills that are essential in the modern digital age, ensuring that they can effectively leverage technology to achieve their outreach goals.

In conclusion, this capacity-building program will not only improve the quality of multimedia content created by ULB staff but also contribute to the broader goal of enhancing public awareness, community participation, and transparent governance through digital means. It aligns with the need for efficient, modern, and engaging communication in today's rapidly evolving urban environment.
