



Safai Apnao, Bimaari Bhagao **(1st July to 31st July 2025)**

“Swabhav Swachhata, Sanskaar Swachhata”

Recognizing the critical importance of proactive measures to mitigate health risks associated with the monsoon period, the Ministry of Housing and Urban Affairs (MoHUA), Government of India, through the Swachh Bharat Mission-Urban (SBM-U) 2.0, introduced the '**Safai Apnao, Bimaari Bhagao**' (SABB) initiative in 2024. The two-pronged approach of the campaign is as under:

- i. Citizens adopting Swachhata as a conscious choice to prevent the water- borne and vector - borne diseases.
- ii. Cities focusing on preventive cleanliness and advocacy measures to prevent the spread of diseases like Dengue, Malaria, Chikangunya etc.

The SABB Campaign:

An initiative of SBM-Urban was carried out in alignment with the 'STOP Diarrhoea Campaign' from 1st July to 31st August 2024. It was a joint initiative by Ministry of Health & Family Welfare (MoHFW), Department of Drinking Water & Sanitation (DDWS), MoHUA, Ministry of Rural Development (MoRD), Ministry of Women and Child Development (MoWCD) and Department of School Education and Literacy (DoSEL) to prevent water-borne and vector-borne diseases.

The campaign highlighted the need for urgent collective and inter-sectoral efforts to bolster infrastructure, implement robust hygiene practices and foster community engagement to mitigate the risks posed by the monsoon season. The key elements of campaign are as under:

- i. Special Cleanliness Drives at Garbage Vulnerable Points (GVPs)
- ii. Regular cleaning of Community Toilets (CTs) and Public Toilets (PTs)
- iii. Adequate sampling of water quality by AMRUT Mitras in SMC, JMC and Anantnag and by Jal Shakti in other ULBs.
- iv. Rapid Assessments to identify high risk areas and immediate action
- v. Interdepartmental co-ordination and monitoring
- vi. Daily waste collection & transportation
- vii. Sanitation and hygiene facilities for children in AWCs and schools
- viii. Supply of safe drinking water and maintenance of water works
- ix. Adoption of Protect- Prevent and Treat (PPT) Strategy
- x. Door- to-door mobilization and awareness drives

The Safai Apnao Bimari Bhagao (SABB) Campaign-2025 aims to take forward the Mission's motto of '**Swabhav Swachhata, Sanskaar Swachhata**'. Like previous year the emphasis lies on two pronged approach of activating citizens and ULBs to adopt Swachhata during the pre -Monsoon and Monsoon period to prevent the spread of water- borne & vector- borne disease.

THE 6 MANTRAS

- 1. Clean Hands:** Preventing diseases by promoting hygiene and handwashing

practices with special focus on slum areas, schools and areas as deemed fit by the ULBs.

2. **Clean Homes:** Emphasis on door-to- door surveillance and awareness drives to educate the importance of Swachhata in prevention of vector- borne and water -borne diseases.
3. **Clean Neighbourhood:** ULBs to conduct targeted behavioural nudges to encourage citizens to take ownership of their role in maintaining clean and healthy neighbourhoods.
4. **Clean Toilets:** ULBs to conduct the general cleanliness drives of the Community Toilets (CTs) and Public Toilet (PTs). Special nudges to promote improved toilet user behaviour.
5. **Clean Drains and Water Bodies :** ULBs to regulate daily cleanliness & maintenance of drains to prevent clogging by restricting the entry of garbage into the inland and stagnant water bodies. A special 'Task Force' to be formed to monitor the regular maintenance of drains/water bodies during monsoons. Focus should be on preventing any water-borne/vector borne diseases like Dengue, Malaria, Chikungunya etc.
6. **Clean Public Spaces:** Focus should be on cleaner cities by reducing garbage hotspots and ensuring efficient waste collection and transportation, especially in high-footfall and vulnerable areas like Transfer Stations, MRFs, markets, fruits & vegetable Mandis, food streets, drains, debris alongside of the drains, nallahs and water bodies etc. Pay serious attention to preventing odor, leachate, rodent infestation, and carcass dumping.

Communication Strategy:

Door-to-Door Surveillance and Awareness Drives: Emphasis on door-to- door surveillance and awareness drives to educate the importance of Swachhata in prevention of vector- borne and water -borne diseases to be ensured.

On ground Partnerships: Engage with Resident Welfare Associations (RWAs), NGO Partners and Self-Help Groups (SHGs) and other local partners for effective interpersonal communication.

Political Leadership: Engagement of the Municipal Corporates will help in execution of top -bottom approach for attaining the campaign objectives.

Inter-sectorial & Inter-departmental co-ordination: Success of the campaign is directly linked with the co-ordination efficiency of various organizations and departments within the States/UTs such as Urban, Health, Disaster Management and other related departments

360 Degree Outreach Plan: Utilize 360 degree approach for dissemination of the messages including mass media activities like Community and FM radio channels, leverage traditional print media, mid media activities through installation of non- flex materials of hoardings and posters and interpersonal communication. ULBs to ensure that the creatives to be disseminated in the local language/dialects for maximum outreach and citizen mobilization.

Influencers & Ambassadors Engagement: Engage with local influencers, SBM Ambassadors, as well as bloggers to popularize activities and messages during the campaign period.

Digital Nudge: Promotion and utilization of the Swachhata App for complaints redressal & citizen feedback.

Suggestive Activities:

The Suggestive Action Plan outlines the week-wise activities under the '**Safai Apnao**,

Bimaari Bhagao' Campaign to be implemented in all 80 ULBs of J&K UT.

The table below is intended to provide a roadmap for actions that can be implemented by the ULBs during the campaign period to achieve expected results:

S. No.	Date	Activities
Preparatory Phase (21st June to 30th June)		
1	21st June to 30th June	<p>Interdepartmental & Inter-sectoral coordination and Pre-Campaign advocacy</p> <ul style="list-style-type: none"> • Prior sharing of the calendar of activities under SABB campaign with Health Department, Education Department, Jal Shakti Department, Disaster Management Authority, Food Safety Department and Social Welfare Department and involve these departments in all the activities. • Coordination with political leaders, RWAs and Market Associations, SHGs, NGOs, Swachhata Ambassadors, Influencers, Pvt. Partners for participation in the activities. • Advocacy through social media and door to door collection vehicles and LED Screens regarding the activities to be undertaken under the SABB Campaign and request for citizen participation.
Campaign Period (1st July to 31st July)		
1	Week 1	<ul style="list-style-type: none"> • Clean Hands: Organize interactive hand washing sessions using liquid soap/soap and water. Organize live demos, especially for children and youth in Educational Institutions, Anganwari Centers and Public Places like Playgrounds, Public Parks and high footfall areas – 1 activity each in an Anganwari Center, a Playground and a Public Park. • Clean Homes: Health/sanitation workers/SEs to visit households in Vulnerable Areas and educate on preventing mosquito breeding (e.g. covering water containers, avoiding stagnant water, cleanliness in and around homes, safe disposal of drainage/sewerage water) - 1 activity in each ULB. • Clean Toilets: Conduct regular cleanliness drives of CT/PTs and run short awareness sessions on responsible toilet usage and hygiene for users and nearby commercial establishments/ households – 25% of toilets in SMC/JMC and all toilets in other ULBs. • Clean Neighbourhood: Conduct nukkad nataks/street plays/ Swachhata Awareness Rally in residential colonies to encourage community responsibility towards eliminating open garbage dumps and stagnant water – 1 Awareness Rally in each ULB

S. No.	Date	Activities
		<ul style="list-style-type: none"> • Clean Drains & Water Bodies: To engage citizens, youth groups and resident welfare associations (RWAs) in the cleanliness, maintenance, beautification and awareness around local drains and water bodies, fostering a sense of responsibility towards cleanliness - 1 activity in each ULB. • Clean Public Spaces: Target market areas and food streets for “Before-After” cleanup initiatives of garbage hotspots (involve SPVs of Jammu Smart City and Srinagar Smart City in JMC & SMC). Involve Swachhata Ambassadors & Influencers, vendors, sanitation workers and local youth groups. Place signage discouraging littering – 01 Market Place and 01 Food Street. • Downloading of Swachhata App – A awareness session for reporting cleanliness issue for redressal by the ULBs. <p>Innovative Activity: "Clean Hands Art Making" using handprints to create a mural. After the handwashing session, identify a wall in a school, market etc. where the children put their hands (dipped in safe washable paint) and form an artwork like Indian Map, A Tree, a message like “Hardworking for a healthy future etc. – 01 activity in each ULB.</p>
2	Week 2	<ul style="list-style-type: none"> • Clean Hands: Organize interactive hand washing sessions using liquid soap/soap and water. Organize live demos, especially for children and youth in Educational Institutions, Anganwari Centers and Public Places like Playgrounds, Public Parks and high footfall areas – 1 activity each in an Anganwari Center, a Playground and a Public Park. • Clean Homes: Sampling of water quality by AMRUT Mitras/Jal Shakti Department in SMC, JMC and MC Anantnag and by Jal Shakti Deptt. in other ULBs - 05 samples in each ward. • Clean Toilets: Conduct regular cleanliness drives of CT/PTs and run short awareness sessions on responsible toilet usage and hygiene for users and nearby commercial establishments/ households – 25% of toilets in SMC/JMC and all toilets in other ULBs. • Clean Neighbourhood: Conduct nukkad nataks/street plays/ Swachhata Awareness Rally in residential colonies to encourage community responsibility towards eliminating open garbage dumps and stagnant water – 1 Nukkad Natak in each ULB in high footfall area on SABB campaign • Clean Drains & Water Bodies: To engage citizens, youth groups and resident welfare associations (RWAs) in the cleanliness, maintenance, beautification and awareness around local drains and water bodies, fostering a sense of responsibility towards cleanliness - 1 activity in each ULB. • Clean Public Spaces: Target market areas and food streets for “Before-After” cleanup initiatives of Garbage



S. No.	Date	Activities
		<p>Vulnerable Points (involve SPVs of Jammu Smart City and Srinagar Smart City in JMC & SMC). Involve Swachhata Ambassadors & Influencers, vendors, sanitation workers and local youth groups. Place signage discouraging littering – 01 Market Place and 01 Food Street.</p> <p>Innovative Activity: “Swachh Ghar” Sticker/Boards for households to boost cleanliness habits and competition in the society – conditions for declaring a household as a “Swachh Ghar” are 100% clean surroundings, 100% User Fee paid, 100% Source Segregation of waste and proper management of Grey & Black Water – 5 households in each ward.</p>
4	Week 3	<ul style="list-style-type: none"> • Clean Hands: Organize interactive hand washing sessions using liquid soap/soap and water. Organize live demos, especially for children and youth in Educational Institutions, Anganwari Centers and Public Places like Playgrounds, Public Parks and high footfall areas – 4 activities in 4 schools. • Clean Homes: Health/sanitation workers/SEs to visit households in Vulnerable Areas and educate on preventing mosquito breeding (e.g. covering water containers, avoiding stagnant water, cleanliness in and around homes, safe disposal of drainage/sewerage water) - 1 activity in each ULB. • Clean Toilets: Conduct regular cleanliness drives of CT/PTs and run short awareness sessions on responsible toilet usage and hygiene for users and nearby commercial establishments/ households – 25% of toilets in SMC/JMC and all toilets in other ULBs. • Clean Neighbourhood: Conduct nukkad nataks/street plays/ Swachhata Awareness Rally in residential colonies to encourage community responsibility towards eliminating open garbage dumps and stagnant water – 1 Awareness Rally in each ULB • Clean Drains & Water Bodies: To engage citizens, youth groups and resident welfare associations (RWAs) in the cleanliness, maintenance, beautification and awareness around local drains and water bodies, fostering a sense of responsibility towards cleanliness - 1 activity in each ULB. • Clean Public Spaces: Target market areas and food streets for “Before-After” cleanup initiatives of Garbage Vulnerable Points (involve SPVs of Jammu Smart City and Srinagar Smart City in JMC & SMC). Involve Swachhata Ambassadors & Influencers, vendors, sanitation workers and local youth groups. Place signage discouraging littering – 01 Market Places and 01 Food Street. <p>Innovative Activity: "Adopt-a-Toilet" challenge for RWAs/ NGOs/ Mohalla Committees, Market Associations and volunteers to maintain toilets – 1 toilet to be adopted in each</p>

S. No.	Date	Activities
		Municipal Committee, 2 in Municipal Council and 5 Municipal Corporation.
5	Week 4	<ul style="list-style-type: none"> • Clean Hands: Organize interactive hand washing sessions using liquid soap/soap and water. Organize live demos, especially for children and youth in Educational Institutions, Anganwari Centers and Public Places like Playgrounds, Public Parks and high footfall areas – 1 activity in 4 different schools from week 3 (for ULBs having population of less than 5000 2 schools only, Gulmarg/Tangmarg exempted). • Clean Homes: Health/sanitation workers/SEs to visit households in Vulnerable Areas and educate on preventing mosquito breeding (e.g. covering water containers, avoiding stagnant water, cleanliness in and around homes, safe disposal of drainage/sewerage water) - 1 activity in each ULB. • Clean Toilets: Conduct regular cleanliness drives of CT/PTs and run short awareness sessions on responsible toilet usage and hygiene for users and nearby commercial establishments/ households – 25% of toilets in SMC/JMC and all toilets in other ULBs. • Clean Neighbourhood: Conduct nukkad nataks/street plays/ Swachhata Awareness Rally in residential colonies to encourage community responsibility towards eliminating open garbage dumps and stagnant water – 1 Nukkad Natak in each ULB. • Clean Drains & Water Bodies: To engage citizens, youth groups and resident welfare associations (RWAs) in the cleanliness, maintenance, beautification and awareness around local drains and water bodies, fostering a sense of responsibility towards cleanliness - 1 activity in each ULB. • Clean Public Spaces: Target market areas and food streets for “Before-After” cleanup initiatives of Garbage Vulnerable Points (involve SPVs of Jammu Smart City and Srinagar Smart City in JMC & SMC). Involve Swachhata Ambassadors & Influencers, vendors, sanitation workers and local youth groups. Place signage discouraging littering – 01 Market Places and 01 Food Street. <p>Innovative Activity: Transform frequent garbage dumping spots into painted art zones with local artists' help, featuring messages like “Yahan Kachra Nahi, Kalakari Hai” – 01 in each ULB.</p>

Key Action Points:

The successful execution of the campaign will depend upon the active and joint involvement of ULBs and citizens. This two pronged approach will help in preventing the spread of water-borne and vector-borne diseases during this monsoon season.

Roles & Responsibilities of the Citizens and ULBs during SABB-2025 Campaign:

Citizens	ULBs
<ol style="list-style-type: none"> 1. Prevent water and vector borne diseases through hygiene and regular hand washing, especially in children. 2. Maintain proper and hygienic toilet habits at all times. 3. Keep drains clog-free; don't dump garbage in your neighbourhoods. 4. Prevent water from stagnating inside the home. 5. Avoid littering and promote use of the dry and wet waste bin in public places. 6. Use Swachhata App to report the cleanliness issues for redressal by the ULBs. 	<ol style="list-style-type: none"> 1. Facilitate inter-sectoral and inter-departmental convergence at local level 2. Identification of high risk/ vulnerable and high footfall areas water logging areas and garbage vulnerable sites. 3. Creation of special 'Task Force' during the campaign for relevant interventions. 4. Develop a focussed Prevent, Protect and Treat Strategy for the campaign. 5. Ensure efficient and regular collection and transportation of waste and systematically reduce the Garbage Vulnerable Points (GVPs). 6. Regular cleaning of all community & public toilets with special focus on the slums, commercial complexes and marketplaces. 7. Focus on sanitation and hygiene facilities for children. Hand washing campaign may be run exclusively for the all the schools in the city. 8. Supply of safe drinking water and maintenance of water works. 9. Conduct door-to-door surveillance and awareness drives for larger public outreach. 10. For ripple effect, activate the on ground partnerships with RWAs, NGOs, Private partners, SHGs, Start-ups etc. 11. Special initiatives for ensuring the health and safety of SafaiMitras by providing access to the clean water and sanitation for them. 12. Prompt redressal of the complaints lodged on the Swachhata App. 13. Co-ordination & Monitoring of Impact.

Campaign Reporting:

To undertake weekly reporting, a special module is being created on Swachhatam Portal. All ULBs are requested to report their progress every Friday, till the end of the campaign period on 31st July 2025. The fields on Swachhatam Portal (<https://admin.sbmurban.org/>) are as follows:

- 1. Clean Hands:** No. of school children engaged in hand washing drives.
- 2. Clean Homes:** No. of people engaged through door-to-door awareness drives.



3. **Clean Neighbourhoods:** No. of general cleanliness drives conducted.
4. **Clean Toilets:** No. of CTs/PTs thoroughly cleaned, equipped with water supply & hand washing facilities.
5. **Clean Drains & Water Bodies:** Length/No. of drains/water bodies cleaned/maintained.
6. **Clean Public Spaces:** No. of advocacy drives conducted in high footfall/ high risk and highly vulnerable areas.
7. **Innovation:** One Innovation every week.

Note: 2-3 High Quality (HD) Photographs are also to be shared for each of the activity with a video reel of the best weekly activity undertaken.

Branding and Digital Media:

- Local youth and citizens be encouraged to post their participation on social media platforms.
- ULBs to ensure the usage of the following hashtag in all social media posts on the subject.

Official Hashtags to Use

#SafaiAapnaoBimaariBhagao

#SwabhavSwachhata

#SanskaarSwachhata

#SwachhJK

#sbmurbanjk

Official Twitter Accounts to Tag

@MoHUA_India

@Secretary_MoHUA

@OfficeOfLGJandK

@jkhudd1

@md_sbm



ULB Name: _____

District: _____

S. No.	Activity Name	Detail of Activity	Quantification (as per “Campaign Reporting”) & Swachhatam portal requirements	Photographs (3 High Quality (HD) Photographs)

Separate formats for all 06 Mantras will be shared during implementation phase based on Swachhatam portal requirements.

CEO/EO/Nodal Officer/Health Officer

ULB Name: _____