

IEC Action Plan for SANJY 2025

S. No.	Activity	Timeline	Responsibility
1	Design and develop a central theme for a UT level IEC campaign for all concerned ULBs of Yatra Routes and Lodgement Centers.	By 20 th June	Swaaha
2	Designing of IEC material like banners, hoardings, posters, signage across the entire Yatra route and for camps.	By 20 th June	Swaaha
3	Installation of welcome and awareness banners and hoardings at all lodgement areas & en-route.	By 25 th June	ULBs
4	Orientation session for Core Team members & Swachhata Executives on SANJY 2025 – 01 session at Srinagar for SEs of Yatra ULBs of Kashmir & 01 session at Jammu for SEs of Yatra ULBs of Jammu on different IEC interventions, interaction with Yatris, QR code installation, feedback through QR code, photography/videography of sanitation services, daily reporting through designed formats on waste generation, collection & transportation, de-sludging etc.	By 25 th June,	Swaaha
5	Welcome Videos – 2 Nos. (Duration: 2–3 minutes each): Two welcome videos will be developed—one to be shot at Dal Lake, Srinagar, and the other at the Swaaha Studio, Jammu. Respective Brand Ambassadors/Influencers will deliver welcoming messages for Shri Amarnath Ji Yatris, encouraging nationwide participation while promoting the themes of Swachhata and Sustainability during the Yatra. The videos will be widely disseminated through official social media platforms to ensure maximum outreach and engagement.	By 30 th June	Swaaha
6	Orientation/Capacity Building of Sanitation staff of ULBs - both ULB & outsourced on sanitation, installation of twin bins, segregation of waste, collection, transportation to the designated processing facilities etc.	By 30 th June	Swachhata Executives
7	Orientation of Langar wallas and other service providers on ban on SUP, segregation of waste and use of eco-friendly /re-usable Recyclable material like steel/paper/biodegradable plates & other consumables.	1 st to 3 rd July	ULB & Swachhata Executive of the respective ULB
8	Installation of QR codes on toilet facilities & Male/Female labels at transit camps/lodgment areas and all CTs/PTs en-route yatra and installation of proper signage marking langers/toilets/rest rooms, dust bin labelling etc. The QR Codes shall also provide the option for Star Rating of the toilets by Yatris after use. The QR codes will include a feature	By 2 nd July	ULBs

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	allowing Yatris to provide a Star Rating for toilet facilities after use, enabling real-time feedback and service improvement. 02 feedbacks daily		
9	Installation of Kiosk for awareness on ban on SUP & distribution of Jute /cloth bags as an alternative to plastic /polythene bags – 01 each at all lodgement centers.	3 rd July to 9 th August	ULB & Swachhata Executive of the respective ULB
10	Installation of 'Responsible Yatri' and 'Happy Faces' selfie stands (02 such selfie stands at each Yatra camp).	By 3 rd July, 2025	Creative design by Swaaha & Printing & Installation by the ULB
11	Playing audio messages on the kiosk and D2D collection welcoming Yatris. Playing thematic audio messages on sanitation, proper use of toilets, segregation of waste, anti-littering and plastic free Yatra like Swachh Yatra-Pavitra Yatra, Use a Dustbin-Be a Swachh Sevak, Keep the Toilet Clean for the Next User etc.	3 rd July to 9 th August	Message creation by Swaaha & dissemination by the ULB
12	Proper Solid Waste Collection & Disposal: All waste generated during the Yatra will be collected in a segregated manner using twin-bin systems (for dry and wet waste) and transported accordingly. Dry waste will be sent to the nearest Material Recovery Facility (MRF) for processing, while wet waste will be transported to the nearest composting facility for composting. ULBs to ensure 100% processing of Solid Waste generated during the Yatra.	3 rd July to 9 th August	ULBs
13	Faecal Sludge Management: Faecal sludge generated from toilet facilities during the Yatra will be safely collected using suction machines or desludging tankers and transported to the nearest FSTP or designated treatment facility. ULBs to ensure safe disposal of the sludge to prevent any environmental contamination.	3 rd July to 9 th August	ULBs
14	Identification of 'Responsible Yatri' (3 per week). The Swachhata Executive will observe behavior of Yatris towards proper use of dustbins, non-use of SUP etc., identify such persons and request the Yatri to take a selfie at the 'Responsible Yatri' selfie stand. The photo will be shared with the Yatri and also uploaded on the MD SBM-U, 2.0 & ULB Social Media handles.	3 rd July to 9 th August	Swachhata Executive of the respective ULB



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15	Inter-personal communication with Yatris regarding the sanitation and other arrangements. Identification of at least 01 “Happy Face” per day among the Yatris and record his feedback (happiness/satisfaction) over the sanitation arrangements. The Yatri will also take a selfie at the “Happy Faces” selfie stand. The photograph & the feedback video will be uploaded on the MD SBM-U, 2.0 & ULB Social Media handles.	3 rd July to 9 th August	Swachhata Executive – Recording ULB- uploading on the ULB social Media handles Swaaha- uploading on the MD SBM-U social Media handles
16	Pledge by Yatris/Langer wallas etc. on not using Single Use Plastic, will not litter and leave no carbon footprints behind – 01 pledge daily	3 rd July to 9 th August	ULB & Swachhata Executive of the respective ULB
17	Creating #Trends e.g. #SwachhAmarnathJiYatra & #SwachhSANJY2025 or #BabaBarfanikiSwachhYatra on different Social Media platforms. 02 creative posts per week for uploading on MD SBM-U, 2.0 & ULB Social Media handles.	3 rd July to 9 th August	Creatives by Swaaha & uploading by ULBs & Swaaha

Daily reporting will be done by the ULBs/Swachhata Executives on the above activities on the prescribed format (google form), the link for which is shared below:

<https://forms.gle/LjWZRJG6xGSPSuvj9>