

IEC Project, H&UDD, Jammu and Kashmir

Proposed Monthly Action Plan - (February, 2026)

Theme: Road to Swachh Survekshan 2025-26

S. No	Key themes/ Activities	No. of activities proposed	Target Audience	Objectives & Description	Responsibility
1	Swachh Survekshan 2025 - Field Preparedness & Assessment Readiness	01	80 ULBs	<p>Swachh Survekshan 2025–26 emphasises field preparedness, functional sanitation infrastructure, visible cleanliness, operational RRR Centres and sustained ODF behaviour. Accordingly, a focused, month-long campaign is proposed to identify gaps, strengthen O&M systems and ensure time-bound actions for improved readiness ahead of the field assessment.</p> <ul style="list-style-type: none"> • To identify service gaps and strengthen cleanliness and operation & maintenance mechanisms of CTs/PTs and standalone urinals. • To ensure RRR Centres are fully functional and operational across all ULBs. • To enhance visible cleanliness and sanitation outcomes in advance of the Swachh Survekshan 2025–26 field assessment. • To promote and sustain Open Defecation Free (ODF) behaviours among citizens through continuous engagement and awareness. <p>Detailed Action Plan for the Campaign is placed as Annexure - A.</p>	<p>Swaaha:</p> <ul style="list-style-type: none"> • Micro Planning • Creative designing • Reporting formats • Monitoring • Daily reporting • Consolidation of reports from ULBs • Handholding of ULBs in promotion & execution <p>ULBs:</p> <ul style="list-style-type: none"> • Promotion and Execution

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2	<p style="text-align: center;">Survey of temples located along the Ranbir Canal in Jammu City</p>	01	JMC	<p>To prevent pollution of the Ranbir Canal in Jammu City by stopping of the dumping of religious and other solid waste, promoting environmentally responsible practices among temple management and devotees, and establishing sustainable waste collection and disposal mechanisms to protect water quality and improve the overall cleanliness and ecological health of the canal.</p> <p>Activities Proposed:</p> <ul style="list-style-type: none"> • A detailed survey shall be conducted to identify temples located along the Ranbir Canal and assess the extent of dumping of flowers, religious offerings, plastic bags and other waste into the canal. The findings will help identify pollution hotspots and plan targeted interventions. • Awareness shall be organized with temple management committees and priests to highlight the environmental impact of dumping religious waste into the canal. • Temple management shall be encouraged to install dedicated bins for the collection of flowers and puja waste. <p>Reporting Format attached as Annexure 'B'.</p>	<p>JMC:</p> <ul style="list-style-type: none"> • Execution of the event <p>Swaaha:</p> <ul style="list-style-type: none"> • Execution and Reporting • Uploading on Social Media

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4	Capacity Building Program – SS 2025-26 - Field Preparedness and Assessment Readiness	Covering 80 ULBs Online	All 80 ULBs	<p>Capacity Building initiative shall be undertaken to strengthen institutional preparedness for the upcoming Swachh Survekshan 2025-26, with a focus on:</p> <ul style="list-style-type: none"> To ensure all Urban Local Bodies are fully prepared for field verification through systematic planning, coordination and execution of sanitation activities. To familiarize field staff and officials with assessment protocols, dos and don'ts and real-time response during Swachh Survekshan field visits. To strengthen consistency in visible cleanliness, service delivery and maintenance of sanitation infrastructure across all wards. To improve accuracy and availability of on-ground evidence, ensuring alignment between field conditions and portal submissions. 	<p>CB Expert and SEs of Swaaha:</p> <ul style="list-style-type: none"> Training Calendar Training Material. <p>ULBs:</p> <ul style="list-style-type: none"> Identification of staff for the participation in the CB sessions.
5	Monthly News Letter	01	--	<p>The main objectives of publishing the monthly newsletter is to:</p> <ul style="list-style-type: none"> <u>Showcase and Disseminate Best Practices</u>: Highlight innovative IEC initiatives, success stories and impactful community engagement activities from various ULBs. <u>Promote Awareness and Behavioral Change</u>: Strengthen public understanding and participation in sanitation, waste management and 	<p>Swaaha:</p> <ul style="list-style-type: none"> Preparation, designing and submission of the Newsletter.

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				<p>Swachhata-related campaigns.</p> <ul style="list-style-type: none"> • <i>Encourage Coordination and Motivation:</i> Foster knowledge sharing among ULBs and recognize stakeholders contributing to the objectives of Swachh Bharat Mission–Urban. 	
7	Social Media Creatives	3600 Creatives for 80 ULBs (15 per month x 80 ULBs in 03 languages)	Citizens of all age groups using Social Media	<ul style="list-style-type: none"> • 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). • The creatives will be on different themes like Source Segregation, Ban on SUP, RRR, general sanitation and on the campaigns of the month etc. • The posts will be ensured to be uploaded on the Social Media handles of ULBs, MD SBM and H&UDD. 	<p>Swaaha:</p> <ul style="list-style-type: none"> • Design and dev. of Creatives for the handles. • Uploading of posts on the Social Media Handles of MD SBM-U2.0 <p>ULBs:</p> <ul style="list-style-type: none"> • Posting of creatives on their social media handles (Facebook, X & Instagram).
8	Creative Material related to IEC-Monthly Campaign	06 Creatives	All citizens	<ul style="list-style-type: none"> • 01 IEC Poster and 01 banner, customized for 80 ULBs, shall be created based on the theme of the month. • 02 Bus/Train/Wall Panel Designs, 02 Display Panel for Road Shows and 02 Bus Shelter Designs, customized for 80 ULBs, shall be created. 	<p>Swaaha:</p> <ul style="list-style-type: none"> • Design and development of Creatives. <p>ULBs:</p> <ul style="list-style-type: none"> • Printing & Installation of the banner on prominent places.

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9	Preparation of Podcasts/ Videos/ Success Stories/ Interviews/ Live Sessions for Social Media	02	All citizens using social media	<ul style="list-style-type: none"> 02 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. 	<p>Swaaha:</p> <ul style="list-style-type: none"> Content creation & recording of podcasts Handholding of ULBs in uploading on ULB social media handles <p>ULBs:</p> <ul style="list-style-type: none"> Uploading on ULB social media handles
10	Script Writing of Street Plays, entertainment performances or dramas etc.	05 scripts (Each script customized for 80 ULBs)	--	<ul style="list-style-type: none"> 05 scripts customized for 80 ULBs, shall be submitted to the office of the MD, SBM-U 2.0. 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. 	<p>Swaaha:</p> <ul style="list-style-type: none"> Finalization of theme Script Writing <p>ULBs:</p> <ul style="list-style-type: none"> Execution of Street Plays
11	Media Coordination	Notable ULBs	---	On a daily basis, the best-performing activities implemented across all Urban Local Bodies (ULBs) will be identified and shortlisted. Based on these selected activities, a comprehensive press release highlighting innovative practices, field impact and notable achievements will be	<p>Swaaha:</p> <ul style="list-style-type: none"> Creation and sharing of Press Release with the Media

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				prepared and shared with the media to ensure wider outreach, visibility and public engagement.	

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 photos.
- MIS Team of Swaaha to monitor uploading of activities on the Swachhatam Portal in the IEC tab by the ULBs.