



Swachh Sankalp, Swachh Nagar

“Har Nagrik Ka Yogdaan, Swachh Nagar Hai Muqam!”

Introduction:

In alignment with the goals of the Swachh Bharat Mission – Urban 2.0, this IEC campaign is designed to create widespread awareness, encourage behavioral change and ensure sustainable sanitation practices among citizens. The campaign targets three key pillars of effective Solid Waste Management:

- Promoting segregation of waste at the source (households, commercial establishments).
- Eliminating littering and Garbage Vulnerable Points (GVPs) through community participation.
- Driving active citizen participation to create long-lasting change in Swachhata.

Objectives:

1. Increase in Source Segregation

- D2D awareness and community demo sessions on Source Segregation.
- Households, commercial units to hand over segregated waste.
- Zero mixed waste to be accepted by collection teams.

2. Reduction in Littering in Public Areas

- Identification and elimination of all Garbage Vulnerable Points (GVPs)
- Behavior change through consistent sensitization and making the citizens to own Swachhata

3. Enhancing Community Participation

- Mobilize local communities, RWAs, schools, youth groups, NGOs etc.
- Record measurable participation in all IEC activities

Strategy:

Focus Area	Theme	Key Action Points
Source Segregation	“My Waste, My Responsibility”	<ul style="list-style-type: none">• Door-to-door sensitization• 3-bin awareness demos

Focus Area	Theme	Key Action Points
Community Engagement	“Cleanliness First”	<ul style="list-style-type: none"> • Rallies, pledges, competitions • Nukkad Nataks • Swachhata Awards
Identification and elimination of GVPs	Reduction in littering, elimination of GVPs	<ul style="list-style-type: none"> • Identification of GVPs with Photographs • Cleaning of GVPs

Detailed Activity Plan:

S. No	Activity	Description	Responsible Stakeholders	Timeline	Monitoring Indicators
1	Door-to-door awareness on Source	Sanitation workers & IEC volunteers educate HHs (5% in SMC, 10% in JMC, 15% in other ULBs) on source segregation	ULB IEC Team, Sanitary Inspectors, IEC Team, Handholding by SEs	1 st to 31 st August	<ul style="list-style-type: none"> • No. of HHs visited • No. of participants involved
2	Kachre se Aazadi – Clearance of Garbage Vulnerable Points	Identification and elimination of GVPs	Sanitation Staff and IEC Team	1 st to 14 th August	<p>05 each in JMC & SMC, 03 each in 19 Municipal Councils and 02 each in 59 M. Committees/ Cantonment Boards (Total= 185)</p> <p>Quantification of Waste to be done separately for dry and wet waste.</p>
3	RRR Centers – (Reduce, Reuse, Recycle)	Awareness and donation drives to be conducted to enhance the functionality of RRR Centers by encouraging active citizen participation,	ULBs and Handholding by Swaaha SEs		One permanent RRR Centre to be made functional in each ULB – Logbook to be properly maintained

S. No	Activity	Description	Responsible Stakeholders	Timeline	Monitoring Indicators
		promoting responsible disposal practices and facilitating the collection of reusable items such as clothes, books, footwear, electronics, toys and household materials.			

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	Quantification	Photographs