



IEC Project, Jammu and Kashmir
Monthly Action Plan - (April, 2025) – Theme of the month - Segregation of Waste)

S. No	Key themes/ Activities	No. of activities proposed	Target Audience	Expected outcomes/ desired behavior change	Responsibility
1.	IEC Campaign “Chaar Bin Apnao, Prakriti Bachao”	80	All citizens, students and stakeholders	<p>“Chaar Bin Apnao, Prakriti Bachao” campaign with a punch line “Har Kachre ka Bin Apna, Kachra Mukh Shehar Apna!” shall be launched with the objective to:</p> <ul style="list-style-type: none"> Induce a behavioral change among citizens about better waste management practices like Source Segregation. Ensure proper segregation of waste into wet, dry, sanitary and hazardous categories at the household, institutional and commercial levels. Educate citizens about the importance of waste segregation through IEC/BCC campaigns to achieve the goal of Garbage Free Cities. Reaching out (Door-to-Door) to 10% of Households Commercial establishments, Educational Institutions during the first phase of the campaign in the month of April 2025. <p>Detailed Action Plan is enclosed as Annexure ‘A’.</p>	<p>Swaaha:</p> <ul style="list-style-type: none"> Micro Planning Creative designing Reporting formats Monitoring Consolidation of campaign report <p>ULBs & SEs:</p> <ul style="list-style-type: none"> Promotion & Execution
2.	Green Colony Campaign	42	All citizen	<ul style="list-style-type: none"> Community ownership & behavioral change 100% waste segregation at source. Reduction in open dumping & littering. Promotion of Waste to Wealth & Waste to Wonder (Composting, RRR etc.) Improved public hygiene & sanitation. Increased community ownership in cleanliness. Promotion of circular economy. 	<p>Swaaha:</p> <ul style="list-style-type: none"> Creative designing Record of activities <p>ULBs & SEs:</p> <ul style="list-style-type: none"> Promotion & Execution



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				<ul style="list-style-type: none"> • Elimination of Single-Use Plastics (SUP) • Increased green cover in ULBs and improving air quality and aesthetics. <p>Action Plan for the campaign is enclosed s Annexure - 'B'.</p>	
3.	Waste to Wonder Parks with the theme “From Scrap to Splendor”	80	Citizen	<p>The objective of "From Scrap to Splendor" is to transform discarded material into creative, eco-friendly installations that enhance public parks while promoting sustainability and artistic expression. By involving schools, colleges and local youth, the initiative aims to educate and engage students and youth with artistic ideas in up-cycling waste into functional and aesthetic structures, fostering environmental awareness and innovation. This project aims to beautify urban spaces and to instil a sense of responsibility among youth especially students towards waste management and circular economy practices- 01 activity in each ULB</p> <p>Action Plan attached as Annexure - 'C'.</p>	<p>Swaaha:</p> <ul style="list-style-type: none"> • Micro Planning • Creative designing <p>ULBs:</p> <ul style="list-style-type: none"> • Identification of parks • Selection of schools • Installation of structures
4.	Formulation of UT-Level IEC/BCC Strategy	01	---	<p>The UT-Level Strategy for implementing IEC campaigns aligned with SBM-U 2.0 goals will focus on a structural approach to achieve sustainable sanitation practices, behavior change and visible cleanliness outcomes across Jammu & Kashmir. On this strategy, will be based the Annual and the Monthly Action Plans for implementation. The findings in the Gap Analysis will also be incorporated and accordingly focused</p>	Swaaha



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				communication strategy will be developed including an intensive citizen engagement plan to fill the gaps in IEC & BCC interventions.	
4.	Capacity Building Need Assessment	80	---	To Identify where ULBs lack the necessary skills, resources and infrastructure to effectively implement programs, including IEC/BCC initiatives under SBM 2.0. The analysis will help to plan targeted training programmes and training material to enhance the capacity of ULB staff and create master trainers & resource persons in the ULBs for sustainable behavior change initiatives in ULBs even after the culmination of the Mission. The format for the gap analysis is attached as Annexure – ‘D’	Core Team: <ul style="list-style-type: none"> Preparation of format Consolidation of data ULBs & SEs: Data Compilation & Reporting
5.	Capacity Building programme	04	Sanitation Staff	<ul style="list-style-type: none"> To help ULBs upgrade their skills, capacity-building sessions shall be organized to develop master trainers and resource persons who can effectively lead IEC/BCC initiatives within Urban Local Bodies (ULBs). These sessions will focus on themes of source segregation and use of four bins. The capacity building programme is scheduled for DULBJ and DULBK sanitary staff and Waste Collection Vehicle drivers and helpers in the month of April 2025. Training Module for Capacity Building Session is attached as Annexure ‘E’ Additionally, 02 workshops (01 each in Jammu and Kashmir divisions) on digital documentation shall be held for all the ULBs. These workshops will be held with the objective to enhance the 	Swaaha: <ul style="list-style-type: none"> Tr. Schedule Tr. Material ULBs: <ul style="list-style-type: none"> Identification of staff for the participation in the CB sessions.



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				digital documentation skills of the ULB staff and SEs. Training Module for Capacity Building Session is attached as Annexure 'F'	
6.	Gap Analysis in implementation of IEC/BCC Activities	80	---	To identify the specific areas where Urban Local Bodies (ULBs) are underperforming or facing challenges in implementing and monitoring IEC (Information, Education, Communication) and BCC (Behavior Change Communication) activities. The findings will help to improvise implementation and monitoring of BCC activities. This will help in identification of problem areas, bottlenecks and help in developing a focused IEC/BCC approach. The format for the gap analysis is attached as Annexure - 'G'	Core Team: <ul style="list-style-type: none"> • Formats & Consolidation of data ULBs & SEs: <ul style="list-style-type: none"> • Field assessment • Data Compilation & Reporting
7.	Production of Audio Jingles	05 (01 each in 05 languages)	All citizens, students and stakeholders	05 Jingles (01 each in Hindi, Kashmiri, Dogri, Urdu and English) in audio format will be prepared with a duration of 45 to 90 seconds. The regular broadcasting/ telecasting of these jingles on radio, social media or D2D vehicles by ULBs will reinforce the message of SBM-U 2.0 and bring about a behaviour change among the citizens to encourage sanitation and hygiene behaviours. Each jingle will end with a call to action, encouraging people to participate in different sanitation initiatives of ULBs, thus creating Jan Andolan.	Swaaha: Production ULBs: Dissemination



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8.	Swachhta Messages from influencers/ Prominent citizens (including messages on different events/activities)	320 (04 messages from each ULB)	All citizens	<ul style="list-style-type: none"> 01 message from each ULB with the theme of Segregation of Waste. Each ULB to tag MD, SBM through their social media handles. 10 best messages from all 80 ULBs to be posted on MD SBM handles during the month. Engaging famous personalities, administrative officials, influencers and community leaders to share Swachhta messages under SBM 2.0 can have significant impacts on Social Behavioural Change. 	<p>Swaaha:</p> <ul style="list-style-type: none"> Script developing Recording <p>ULBs:</p> <ul style="list-style-type: none"> Identification Uploading on Social Media Honorarium (if any) to the influencers
9.	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"> 01 social media post in 3 languages for 80 ULBs will be created on alternate days. 15 Swachhta Creatives will be developed and customized for each ULB, MD SBM and H&UDD for uploading on social media handles (Instagram, Facebook & X). The creatives will be on different themes like Source Segregation, Ban on SUP and RRR. 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 development of Creatives for the handles. Handholding support to ULBs in reaching the milestones. <p>ULBs:</p> <p>Posting of creatives on their social media handles (Facebook, X and Instagram).</p>
10.	Other Creatives	<ul style="list-style-type: none"> IEC Poster 80 Banner 80 	All citizens	<ul style="list-style-type: none"> 01 IEC Poster and 01 banner for each ULB shall be created based on the theme of Segregation. The objective of the creatives is to share awareness among citizens. 	<p>Swaaha:</p> <ul style="list-style-type: none"> Design and development of Creatives for the handles. <p>ULBs:</p>

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					<ul style="list-style-type: none"> • Printing & Installation of the creatives on prominent places.
11.	Podcasts for Social Media Handles	02	All citizens	<ul style="list-style-type: none"> • Educate listeners on the importance of waste segregation and its impact on the environment. • Raise Awareness about the different types of waste (biodegradable, non-biodegradable, recyclable, hazardous) and how to dispose of them properly. • Encourage Action by providing practical tips and solutions for households, schools, and businesses to implement effective waste segregation. • Highlight Consequences of improper waste disposal, including pollution, health hazards, and climate change. 	<p>Swaaha:</p> <ul style="list-style-type: none"> • Design and development of Creatives and podcasts for the handles. • Ensuring 3 Lakh audience reach on MD SBM <p>ULBs & SEs:</p> <ul style="list-style-type: none"> • Daily uploading & Monitoring of ULB social media handles