

Swachhta activities from 3rd Jan to 25th January, 2026 for pre-Republic Day celebrations

Theme: “Swachhtantra 2.0” – *Pride in Democracy, Pride in Cleanliness*

Introduction:

Republic Day is a significant occasion for India, commemorating the adoption of the Constitution and celebrating the values of justice, equality, and responsibility. Cleanliness, a cornerstone of national progress, aligns seamlessly with these principles. This concept note outlines activities that integrate the theme of cleanliness with the patriotic spirit of Republic Day, fostering awareness and collective action towards a cleaner and healthier J&K.

Objective/ Expected Outcomes:

- To promote the importance of cleanliness as a fundamental aspect of development.
- To engage citizens of J&K in community-based Swachhta initiatives (Jan Andolan) that reflects citizen responsibility towards a cleaner environment.
- To honor Republic Day as a platform for uniting citizens in the pursuit of a healthier, cleaner J&K.

Proposed Activities:

S. No.	Activity	Details
1	Ekta Mein Swachhata: Celebrating Unity in Cleanliness	<ul style="list-style-type: none"> • 02 mega cleanliness drives in each ULB. • Encourage citizens to participate in the cleanliness initiatives. • Clearance and elimination of identified Garbage Vulnerable Points (GVPs) and their transformation by way of wall painting/ Wire Mesh/ Sign boards/ IEC messages to be installed regarding provision of fines for littering. • Cleaning of identified dirty back lanes and their beautification by way of wall painting.
2	Video Messages on Swachhata from influencers by all 80 ULBs.	<ul style="list-style-type: none"> • ULBs to ensure the recording of Swachhta messages and posting of these video messages by influencers, Swachhata Ambassadors and local celebrities on cleanliness in their respective social media handles. • 02 video messages per ULB.
3	Digital Campaigns for all 80 ULBs	<ul style="list-style-type: none"> • ULBs to use their social media platforms to promote cleanliness initiatives under hashtags #CleanRepublicDay and #Swachhjk. • ULBs to share impactful messages, photos and videos encouraging public participation. • ULB wise customized posts (01 post on alternative

S. No.	Activity	Details
		days) will be prepared by Swaaha for uploading on social media platforms.
4	Pure Waters, Pure Future	<ul style="list-style-type: none"> • Clearance of all water bodies with special focus on Jhelum & Tawi. • Beautification of hot spots. • 'Before' and 'After' photos/videos to be recorded. • Amount of Garbage collected, recorded and disposed-off scientifically as per SWM Rules, 2016. • Citizen participation to be ensured and recorded.
5	Run for a Cleaner Tomorrow, Run for a Swachh J&K	<ul style="list-style-type: none"> • Plog Run will be organized in all 80 ULBs - 01 Plog run in each ULB. • The participants will include Citizens, Students, Teachers Swachhta Ambassadors, NSS Volunteers, scouts & guides, NCC Cadets, Sports personalities, Officers/officials of all ULBs. ULBs to ensure maximum participation of citizens. • Gloves, twin dustbins/ biodegradable garbage bags, masks, brooms to be arranged by ULBs. • ULBs to provide D2D collection vehicles at the venue and ensure scientific disposal. • ULBs to ensure quantification of waste collected and number of citizens participated. • Team Swaaha will provide the Designs and creative for the events and ULBs to print the same.
6	Swachhata Pledge	<ul style="list-style-type: none"> • Individual pledges to be taken by citizens online and Certificate will be issued online to all the participants, an online page will be designed by Swaaha and link will shared to ULBs (minimum 5000 pledges to be taken in JMC & SMC, 3000 pledges in Municipal Councils and 2000 in Municipal Committees). • Swaaha will develop a web portal for taking the pledge and getting the certificates online.

Note:

- Photos/videos of all activities undertaken shall be uploaded on the Swachhtam Portal.
- Reporting Format for all the activities undertaken by the ULBs is enclosed.
- 06 Photographs per activity (3 geo-tagged and 3 normal) in HD quality.
- **All the events must be Single Use Plastic free.**

Daily Activity Report Format

Name of ULB: _____

Dated: _____

S. No.	Activity undertaken	Location	Details of Activity	No. of Participants	Photographs

Quantification of Activities

No. of hotspots/GVPs/water bodies cleared	
No. of innovative initiatives undertaken (beautification of empty walls, adoption of parks/green spaces, waste to art/wealth)	
No. of schools, colleges, other educational institutions and health institutions engaged	
No. of pledges taken	
Approximate volume of waste collected	
Approximate volume of waste scientifically disposed	