स्वच्छ भारत
एक कदम स्वच्छता की ओर

IEC Project, H&UDD, Jammu and Kashmir

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Proposed Monthly Action Plan - *(March, 2026)*   **Theme:** *Road to Swachh Survekshan 2025-26*

S. No	Key themes/ Activities	No. of activities proposed	Target Audience	Objectives & Description	Responsibility
1	**Swachhata Excellence Campaign**	01	80 ULBs	In alignment with the Swachh Survekshan 2025–26 framework and the vision of Swachh Bharat Mission–Urban 2.0, a structured and impact-driven campaign titled **"Swachhata Excellence Campaign 2026"** is proposed. The campaign focuses on achieving 100% source segregation, promoting circular economy through Waste to Wonder initiatives, strengthening community participation led by women and ensuring visible cleanliness outcomes across urban areas through systematic field interventions. • To establish Model Wards/Colonies in each ULB with 100% household waste segregation and exclusive collection of segregated waste. • To promote innovation and circular economy through creation of Waste to Wonder sculptures across all ULBs. • To strengthen field-level awareness and behavioral change for scientific waste management. • To enhance visible cleanliness through focused cleaning drives in drains, markets and transport hubs. Detailed Action Plan for the Campaign is placed as **Annexure - A**.	**Swaaha:** • Micro Planning • Creative designing • Reporting formats • Monitoring • Daily reporting • Consolidation of reports from ULBs • Handholding of ULBs in promotion & execution **ULBs:** • Promotion and Execution

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2	**Citizen Feedback**	As per target	For 80 ULBs	Citizen feedback shall be completed during the months of March and April, strictly in accordance with the targets assigned to each ULB. The feedback collection process shall commence immediately upon receipt of the official link/QR Code from MoHUA and shall be monitored on a daily basis to ensure timely achievement of the prescribed targets. All concerned officers shall ensure wide dissemination of the link/QR Code through field functionaries, Community Mobilizers, Self-Help Groups, market associations, resident welfare groups and other stakeholder platforms to maximize citizen participation. The population-wise targets allocated to each ULB are enclosed as **Annexure – B** for ready reference and strict compliance.	**ULBs:** • Dissemination and ensure achievement of set target **Swaaha:** • Follow up and reporting
3	**Plantation Drive –** Kashmir Based ULBs	01	DULBK	A Plantation Drive shall be undertaken across all Urban Local Bodies (ULBs) under Directorate of Urban Local Bodies Kashmir to enhance green cover and promote environmental sustainability. Under this initiative: • **50 saplings shall be planted by each Municipal Committee.** • **100 saplings shall be planted by each Municipal Council.** The plantation shall be carried out at identified locations such as parks, roadsides, school premises, government institutions and other	**ULBs:** • Execution of the event in collaboration with Forest Department **Swaaha:** • Execution and Reporting • Uploading on Social Media

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				suitable public spaces in collaboration with Forest Department. Proper tagging, geo-referencing, shall be ensured for survival and growth of the saplings. Active participation of ULB officials, staff, students, civil society members and local residents shall be encouraged. **Objective:** 1. To increase urban green cover and strengthen environmental sustainability. 2. To promote public awareness and community participation in environmental conservation. 3. To contribute towards the vision of clean, green, and climate-resilient cities under SBM–Urban 2.0.	
4	**Capacity Building Program**	Covering 80 ULBs Online	All 80 ULBs	A Capacity Building Programme shall be organized for newly appointed Community Mobilizers to strengthen their understanding of Swachh Bharat Mission – Urban 2.0 and the Swachh Survekshan Field Assessment framework. The training shall focus on mission components, roles and responsibilities of Community Mobilizers, citizen engagement strategies, documentation requirements, field-level monitoring and preparedness for Swachh Survekshan assessments. The session shall include presentations, toolkit orientation and interactive discussions to equip mobilizers with the necessary skills for effective implementation at the Urban Local Body (ULB) level.	**CB Expert and SEs of Swaaha:** • Training Calendar • Training Material. **ULBs:** • Arrangement of online medium for participation of Community Mobilizers in the CB sessions.

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				Objectives: • To orient Community Mobilizers on the objectives, components and implementation strategy of SBM-U 2.0. • To build capacity for effective field-level execution and documentation related to Swachh Survekshan. • To strengthen community engagement, IEC activities, and citizen participation for achieving Garbage Free City targets. The Capacity Building Training Module and Calendar is attached as **Annexure – C**.	
5	**Identification of Master Trainers**	1	All 80 ULBs	Identification of **02 Master Trainers/ Resource Persons from each ULB** who shall attend all Capacity Building Programmes organized by Swaaha on a monthly basis. These Master Trainers will be equipped with comprehensive training materials and resource support to enable them to effectively conduct subsequent capacity building sessions for ULB staff at the local level. The Reporting Format is attached as **Annexure – D**.	**ULBs:** • Identification of Master Trainers and Resource Person from ULB Staff **Swaaha:** • Handholding in Identification of Master Trainers and Resource Person • Reporting
6	**Monthly News Letter**	01	--	The main objectives of publishing the monthly newsletter is to: • *Showcase and Disseminate Best Practices*: Highlight innovative IEC initiatives, success stories and impactful community engagement activities from various ULBs. • *Promote Awareness and Behavioral*	**Swaaha:** • Preparation, designing and submission of the Newsletter.

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				Change: Strengthen public understanding and participation in sanitation, waste management and Swachhata-related campaigns. • _Encourage Coordination and Motivation_: 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	• 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 and 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.	**Swaaha:** • Design and dev. of Creatives for the handles. • Uploading of posts on the Social Media Handles of MD SBM-U2.0 **ULBs:** • Posting of creatives on their social media handles (Facebook, X & Instagram).
8	**Creative Material related to IEC-Monthly Campaign**	06 Creatives	All citizens	• 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.	**Swaaha:** • Design and development of Creatives. **ULBs:** • 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	• 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.	**Swaaha:** • Content creation & recording of podcasts • Handholding of ULBs in uploading on ULB social media handles **ULBs:** • Uploading on ULB social media handles
10	**Script Writing of Street Plays, entertainment performances or dramas etc.**	02 scripts (Each script customized for 80 ULBs)	--	• 02 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.	**Swaaha:** • Finalization of theme • Script Writing **ULBs:** • Execution of Street Plays

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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 prepared and shared with the media to ensure wider outreach, visibility and public engagement.	**Swaaha:** • Creation and sharing of Press Release with the Media

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.

Prepared by Swaaha