

## IEC Project, H&UDD, Jammu and Kashmir

**Proposed Monthly Action Plan - (April, 2026)**

**Theme: Swachh Survekshan 2025-26**

S. No	Key themes/ Activities	No. of activities proposed	Target Audience	Objectives & Description	Responsibility
1	<b>Swachh Survekshan 2025-26</b>	01	80 ULBs	<p>From our side, we shall extend full support to the Urban Local Bodies (ULBs) during the on-field assessment of Swachh Survekshan 2025-26 by ensuring end-to-end coordination and facilitation. We will facilitate the smooth movement of assessment teams across all key locations, ensure the availability of concerned officials at sites for necessary explanations and verification, and support the ULBs in presenting accurate and concise information at all times, strictly avoiding any overstatements or discrepancies, so as to enable a transparent and effective assessment process.</p> <p><b><u>Pre-Assessment Preparedness:</u></b></p> <ul style="list-style-type: none"> <li>• Ensure all public and community toilets are functional, clean, well-lit and equipped with water and signage.</li> <li>• Verify door-to-door waste collection (D2D) coverage, including segregation at source (wet/dry).</li> <li>• Strengthen waste processing facilities (MRFs, composting units) with proper display boards.</li> </ul> <p><b><u>Support During Actual Assessment:</u></b></p> <ul style="list-style-type: none"> <li>• Facilitate smooth movement of assessment teams across key locations.</li> <li>• Ensure availability of concerned officials at sites for explanation and verification.</li> <li>• Provide accurate, concise information—avoid overstatements or discrepancies.</li> <li>• Keep contingency teams ready to address last-minute gaps.</li> </ul>	<p><b>Swaaha:</b></p> <ul style="list-style-type: none"> <li>• Creative designing of signages, display boards and other creative designs as and when required by the ULBs.</li> <li>• Handholding of ULBs in SS 2025-26 field assessment along with Community Mobilizers.</li> </ul> <p><b>ULBs:</b></p> <ul style="list-style-type: none"> <li>• Ensure comprehensive on-ground preparedness during the on-field assessment</li> <li>• Facilitating the smooth movement of assessment teams across all identified locations, ensuring the availability of concerned officials and staff at sites for timely explanation and verification.</li> <li>• Keep contingency teams ready to address last-minute gaps</li> </ul>

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2	<b>Citizen Feedback –</b> From 10 <sup>th</sup> April 2026	As per target	For 80 ULBs	<p>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.</p> <p>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.</p> <p>The population-wise targets allocated to each ULB are enclosed as <b>Annexure – A</b> for ready reference and strict compliance.</p>	<p><b>ULBs:</b></p> <ul style="list-style-type: none"> <li>Dissemination and ensure achievement of set target</li> </ul> <p><b>Swaaha:</b></p> <ul style="list-style-type: none"> <li>Follow up and reporting</li> </ul>
4	<b>Capacity Building Program</b>	Covering 80 ULBs Online	All 80 ULBs	<ul style="list-style-type: none"> <li>A Capacity Building Programme shall be organized for ULB Staff, Swachhata Executives and newly appointed Community Mobilizers to strengthen their understanding of the Swachh Survekshan Field Assessment framework and expected field standards.</li> <li>Sessions with Sanitation Workers deployed at MRF Plants to be conducted before Swachh Survekshan Field Assessment.</li> </ul>	<p><b>CB Expert and SEs of Swaaha:</b></p> <ul style="list-style-type: none"> <li>Training Calendar</li> <li>Training Material.</li> </ul> <p><b>ULBs:</b></p> <ul style="list-style-type: none"> <li>Arrangement of online medium for participation of ULB staff &amp; Community Mobilizers in the CB sessions.</li> <li>Arrangement of online medium for participation of Sanitation Workers deployed on MRF Facilities.</li> </ul>

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6	<b>Monthly News Letter</b>	01	--	<p>The main objectives of publishing the monthly newsletter is to:</p> <ul style="list-style-type: none"> <li>• <u>Showcase and Disseminate Best Practices</u>: Highlight innovative IEC initiatives, success stories and impactful community engagement activities from various ULBs.</li> <li>• <u>Promote Awareness and Behavioral Change</u>: Strengthen public understanding and participation in sanitation, waste management and Swachhata-related campaigns.</li> <li>• <u>Encourage Coordination and Motivation</u>: Foster knowledge sharing among ULBs and recognize stakeholders contributing to the objectives of Swachh Bharat Mission-Urban.</li> </ul>	<p><b>Swaaha:</b></p> <ul style="list-style-type: none"> <li>• Preparation, designing and submission of the Newsletter.</li> </ul>
7	<b>Social Media Creatives</b>	<b>3600 Creatives for 80 ULBs</b> 15 per month x 80 ULBs in 03 languages	Citizens of all age groups using Social Media	<ul style="list-style-type: none"> <li>• Social media posts in 3 languages for 80 ULBs will be created on alternate days.</li> <li>• 15 Swachhta Creatives will be developed and customized for each ULB and MD SBM for uploading on social media handles (Instagram, Facebook &amp; X).</li> <li>• 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.</li> <li>• The posts will be ensured to be uploaded on the Social Media handles of ULBs, MD SBM and H&amp;UDD.</li> </ul>	<p><b>Swaaha:</b></p> <ul style="list-style-type: none"> <li>• Design and dev. of Creatives for the handles.</li> <li>• Uploading of posts on the Social Media Handles of MD SBM-U2.0</li> </ul> <p><b>ULBs:</b></p> <ul style="list-style-type: none"> <li>• Posting of creatives on their social media handles (Facebook, X &amp; Instagram).</li> </ul>
8	<b>Creative Material related to IEC-Monthly Campaign</b>	---	All citizens	<ul style="list-style-type: none"> <li>• Creative designing of signages, display boards and other creative designs as and when required by the ULBs.</li> <li>• 02 Bus Shelter Designs, customized for 80 ULBs, shall be created.</li> <li>• 16 Wall Painting designs/Wall Panel Designs with the theme of Swachh Survekshan 2025-26 as directed by the office of MD, SBM-U 2.0.</li> </ul>	<p><b>Swaaha:</b></p> <ul style="list-style-type: none"> <li>• Design and development of Creatives.</li> </ul> <p><b>ULBs:</b></p> <ul style="list-style-type: none"> <li>• Printing &amp; Installation of the creatives at required locations.</li> </ul>

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9	<b>Preparation of Podcasts/ Videos/ Success Stories/ Interviews/ Live Sessions for Social Media</b>	02	All citizens using social media	<ul style="list-style-type: none"> <li>02 Selected Videos/ Podcast/ Success stories/ Interviews/Live sessions will be hosted/ recorded</li> <li>Ensuring wider reach through various social media platforms like Instagram, Facebook and Twitter.</li> <li>Spreading awareness about cleanliness, sanitation and waste management practices.</li> <li>Highlighting Government initiatives and success stories on Swachhata &amp; related themes.</li> </ul>	<p><b>Swaaha:</b></p> <ul style="list-style-type: none"> <li>Content creation &amp; recording of podcasts</li> <li>Handholding of ULBs in uploading on ULB social media handles</li> </ul> <p><b>ULBs:</b></p> <ul style="list-style-type: none"> <li>Uploading on ULB social media handles</li> </ul>
10	<b>District level Video Documentaries</b>	02 Districts	--	<ul style="list-style-type: none"> <li>Two video documentaries to be developed highlighting the IEC/Behavioral Change activities executed in the districts and their outcome, in any two districts of J&amp;K.</li> </ul>	<p><b>Swaaha:</b></p> <ul style="list-style-type: none"> <li>Finalization of Documentaries</li> <li>Identification of districts.</li> <li>Preparation of script</li> <li>Recording/editing of the documentary</li> </ul>
11	<b>Script Writing of Street Plays, entertainment performances or dramas etc.</b>	02 scripts (Each script customized for 80 ULBs)	--	<ul style="list-style-type: none"> <li>02 scripts customized for 80 ULBs, shall be submitted to the office of the MD, SBM-U 2.0.</li> <li>Community members gain better understanding of the targeted issue (e.g., cleanliness, waste segregation, health or social responsibility).</li> <li>High participation and interaction during/ after the performance, sparking discussions in the community.</li> <li>Key campaign messages are remembered and recalled easily due to the creative, entertaining and emotional presentation.</li> </ul>	<p><b>Swaaha:</b></p> <ul style="list-style-type: none"> <li>Finalization of theme</li> <li>Script Writing</li> </ul> <p><b>ULBs:</b></p> <ul style="list-style-type: none"> <li>Execution of Street Plays</li> </ul>

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11	<b>Media Coordination</b>	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.	<b>Swaaha:</b> <ul style="list-style-type: none"> <li>• Creation and sharing of Press Release with the Media</li> </ul>