



**IEC Project, Jammu and Kashmir
Monthly Action Plan - *(February, 2025)***

S. No	Key themes/ Activities	No. of activities proposed	Target Audience	Expected outcomes/ desired behavior change	Responsibility
1.	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 - 'A'	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
2.	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 - 'B'	Core Team: <ul style="list-style-type: none"> • Preparation of format • Consolidation of data ULBs & SEs: <ul style="list-style-type: none"> • Data Compilation & Reporting



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3.	Gap analysis for obtaining different certifications/ rankings of MoHUA	80	---	Conducting a Gap Analysis for factors leading to low Swachh Survekshan (SS) rankings and barriers for achieving higher rankings . This will help to improve on the critical parameters where the ULBs can score better so that the rankings are improved. The format for the gap analysis is attached as Annexure - 'C'	Core Team: • Preparation of format • Consolidation of data ULBs & SEs: • Field assessment • Data Compilation & Reporting
4.	Formulation of UT-Level IEC/BCC Strategy	01	---	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 communication strategy will be developed including an intensive citizen engagement plan to fill the gaps in IEC & BCC interventions.	Swaaha
5.	Formulation of Annual Implementation Plan	01	---	An Annual Implementation Plan for all 80 ULBs will be prepared. The implementation plan will have detailed list of IEC and BCC activities with specific timelines that will be implemented by the ULBs to bring a behavior change among the citizens. The plan will cover all the components of SBM-U 2.0 viz. Toilets, SWM, Used Water Management and CB&SD. The plan will also help the ULBs to focus on such IEC/BCC initiatives by which the expected outcomes of SBM-U 2.0 are achieved which include	Swaaha



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				making all the ULBs Garbage Free, making people understand the harmful effects of usage of single use plastic and triggered efforts to reduce its usage (RRR), sensitizing the citizens about necessity to get septic tanks periodically de-sludged and ensuring ODF sustainability.	
6.	IEC Campaign “Teen Bin ki Aadat, Swachhta ki Zarurat”	80	All citizens, students and stakeholders	<p>“Teen Bin ki Aadat, Swachhta ki Zarurat” campaign 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 and refraining from littering. • Making citizens to understand their role as waste generators in segregation of waste at source. • Reaching out (Door-to-Door) to 20% of Households & Commercial establishments during the campaign. <p>Action Plan is attached as Annexure ‘D’.</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
7.	Capacity Building programme	02	Sanitation officials, DEOs, SWM incharge	<p>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 such as source segregation, home composting, ODF sustainability, banning SUP, the 3Rs, etc., as well as ensuring the accurate entry of details on the MIS portal within the stipulated timelines.</p> <p>Training Module is annexed as Annexure ‘E’</p>	<p>Swaaha:</p> <ul style="list-style-type: none"> • Tr. Schedule • Tr. Material <p>ULBs:</p> <p>Identification of Officers/ Official/ Stakeholders</p>



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8.	Development of a Dedicated Website for SBM-U 2.0 – Final phase	01	All citizens, students and stakeholders	Comprehensive information on SBM-U 2.0 objectives, guidelines and achievements. Access to campaign materials, event updates and resources for ULBs and citizens. Interactive sections such as FAQs, feedback forms and citizen engagement forums. Information on different aspects e.g. SWM rules, responsibilities of waste generators, provision for fines, guidance for home composting, highlights of ongoing campaigns and citizen engagement programmes, workshops, training sessions for stakeholders, milestones achieved, real-time updates, success stories, best practices, inter-ward Swachhata competition results, list of awardees, sanitation helpline numbers, D2D collection schedules, ban on SUP etc. The development of the website will ensure transparency and provide a feedback mechanism for citizens and will strength community involvement. The URL will be https://swachhjk.in	<p>Swaaha:</p> <ul style="list-style-type: none"> • Designing & Developing <p>HUDD:</p> <ul style="list-style-type: none"> • Providing of material/ information • Approval
9.	Designing of Annual Table Top Swachhata Calendar	01	All citizens	To promote the objectives and principles of the Swachh Bharat Mission (SBM-U) through creative themes. It will serve as an awareness tool, motivating individuals, organizations, and communities to actively participate in the Swachhata initiatives undertaken/to be undertaken for a cleaner and healthier J&K. Every month will have a different theme (e.g. Source Segregation, Best Sanitation Practices, Citizen Engagement, Waste to wealth, Used Water Management, Special Campaigns etc.)	<p>Swaaha:</p> <ul style="list-style-type: none"> • Design <p>H&UDD:</p> <ul style="list-style-type: none"> • Approval <p>ULBs:</p> <ul style="list-style-type: none"> • Printing & distribution



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10.	Production of Audio Jingles	05	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 20 to 30 seconds with different themes like source segregation, home composting, litter free wards, waste water management, ODF sustainability, pollution free water bodies etc. 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
11.	Swachhta Messages from influencers	80	All citizens	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.	ULBs & SEs: <ul style="list-style-type: none"> • Identification • Recording • Uploading on Social Media
12.	Preparation of Creatives & Podcasts for Social Media Handles	1230 Creatives 02 podcasts	All citizens	15 Swachhta Creatives will be developed and customized for each ULB, MD SBM and H&UDD for uploading on social media handles. The creatives will be on different themes like Source Segregation, Ban on SUP, Swachh Survekshan 2024 and RRR. The posts will be ensured to be uploaded on the Social Media handles of ULBs, MD SBM and H&UDD.	Swaaha: <ul style="list-style-type: none"> • Design and development of Creatives and podcasts for the handles ULBs & SEs: <ul style="list-style-type: none"> • Daily uploading & Monitoring of ULB social media handles



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13.	Multi-Media Recording Studio – Complete & functional	01	---	<p>Establishing a fully-equipped press room/studio with modern audio-visual equipment, lighting, and screens include the creation of a professional environment for media briefings, press conferences, recording of podcast, recording of messages and public announcements.</p> <p>This will ensure high-quality video and audio production, improving the overall presentation and clarity of information shared with the public and stakeholders.</p> <p>This infrastructure will support the efficient dissemination of SBM initiatives and updates, ensuring greater media reach and visibility.</p>	Swaaha