



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

S. No	Key themes/ Activities	No. of activities proposed	Target Audience	Expected outcomes/ desired behavior change	Responsibility	Timeline
1.	ULB Profiling/Gap Analysis/Training Needs Assessment					
1.1	Updation of ULB Profile	80	---	To have a baseline survey of population, household, ward details, sanitation infrastructure details, waste generation etc. of ULBs before undertaking different IEC/BCC activities as per Annexure- 7 of SBM-U 2.0 guidelines. Format for the ULB profile is placed as Annexure - A.	Core Team: <ul style="list-style-type: none"> Format & Consolidation of data ULBs & SEs: <ul style="list-style-type: none"> Data validation Compilation 	1st to 5th January
1.2	Gap analysis for obtaining different certifications/ rankings of MoHUA	80	---	Conducting a Gap Analysis for factors leading to failure in achieving ODF+ and ODF++ . This will help to improve on the critical parameters where the ULBs fail to score even the minimum marks required. A survey of all CTs/PTs and adjoining areas will be conducted jointly by the SEs & ULBs to identify the gaps so that ULBs act immediately upon these gaps and fill these before the field assessment by a 3 rd Party. Format is placed as Annexure - B.	Core Team: <ul style="list-style-type: none"> Formats, Checklists & Consolidation of data SEs & ULBs: <ul style="list-style-type: none"> Field Assessment Data Compilation & Reporting Action to fill the gaps 	6th to 15th January



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2.	IEC Campaign “Swachhtantra” - Gantantra se Desh Mahaan, Swachhta Se Desk Ki Shaan”	01 (in all 80 ULBs)	All citizens, students and stakeholders	<p>“Swachhta activities from 21st to 24th January, 2025 for pre-Republic Day celebrations” campaign shall be launched under the theme “Swachhtantra” - Gantantra se Desh Mahaan, Swachhta Se Desk Ki Shaan with the objective to:</p> <ul style="list-style-type: none"> 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. <p>Detailed Action Plan for the Campaign is placed as Annexure - C.</p>	<p>Swaaha:</p> <ul style="list-style-type: none"> • Micro Planning • Creative designing • Reporting formats • Monitoring • Daily reporting • Consolidation of reports from ULBs <p>ULBs & SEs:</p> <ul style="list-style-type: none"> • Promotion • Execution 	21st to 26th January
3.	Introductory Session & Capacity Building of ULBs under IEC/BCC	02 (01 in each division for 78 ULBs)	ULB Officers/ Officials/ Sanitation staff/ Swachhata Executives	To make the ULBs and Swachhata Executives understand their roles and responsibilities during implementation of the IEC project. The capacity building will help the ULBs to understand the SBM-U 2.0 objectives and guidelines on different components of SBM-U 2.0. It will also help the ULBs to develop master trainers and resource persons, after continued sessions on CB, who can	<p>Swaaha:</p> <ul style="list-style-type: none"> • Tr. Schedule • Tr. Material <p>ULBs:</p> <ul style="list-style-type: none"> • Identification of Officers/ Official/ Stakeholders 	10th to 15th January



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				effectively lead IEC/BCC initiatives within Urban Local Bodies (ULBs) in future viz. Source Segregation, Home composting, ODF sustainability, Ban on SUP, 3Rs, Swachh Survekshan etc. and filling of accurate details on the MIS portal within the stipulated timelines. Training Module and Schedule is placed as Annexure D.		
4.	Development of a Dedicated Website for SBM-U 2.0 – Phase I	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	<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 	15th to 31st January



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				website will ensure transparency and provide a feedback mechanism for citizens and will strength community involvement. The URL will be https://swachhjk.in/ . The front end of the website (home page and other informative pages) will be developed in the first phase.		
5.	Creative Content Development:					
5.1	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, Used Water Management, Special Campaigns etc.)	Swaaha Core Team: Design ULBs: Printing & distribution	1st to 31st January
5.2	Creation of Central Theme and Logo for IEC/BC campaign for all 80 ULBs	01	---	Creating a Central Theme & Swachhata Logo for IEC initiatives at the UT level is crucial for ensuring uniformity in messaging across all ULBs. This will help establish a strong brand identity, sanitation and cleanliness efforts and enhance the	Swaaha: • Designing HUDD: • Approval	1st to 31st January



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				impact of behavior change communication and public awareness. The theme will be reflected in all creative designs, social media posts, banners, posters, training/IEC material etc.		
5.3	Production of Audio Jingles	02	All citizens, students and stakeholders	02 Jingles (01 each in Dogri & Kashmiri) 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/ telecast of these jingles/messages (on radio, social media, or D2D vehicles) 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/ message will end with a call to action, encouraging people to participate in different sanitation initiatives of ULBs, thus creating Jan Andolan. Engaging famous personalities, administrative officials, influencers and community leaders to share Swachhata messages under SBM 2.0 can have significant impacts.	Swaaha: Production ULBs: Dissemination	1st to 31st January



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6.	Creation of Social Media handles & Preparation of Creatives for these Handles	04 Social Media handles (X, Facebook, YouTube & Instagram) 10 Creatives (for all 80 ULBs) & MD SBM-U, 2.0	All citizens	10 Creatives will be developed and customized for all the 80 ULBs. The posts will be ensured to be uploaded on the Social Media handles of ULBs. Manage the official social media handles of MD SBM-U, 2.0 across platforms like X, Facebook, Instagram, and YouTube.	Swaaha: • Creation of new Social Media handles @Swachhjk & designing of Creatives for the handles ULBs & SEs: Daily uploading & Monitoring of ULB social media handles	1st to 31st January
7.	Multi-Media Recording Studio – Civil Work	01	---	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. This will ensure high-quality video and audio production, improving the overall presentation and clarity of information shared with the public and stakeholders. This infrastructure will support the efficient dissemination of SBM initiatives and updates, ensuring greater media reach and visibility.	Swaaha	1st to 31st January



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8.	Production of 5 - minute video film	01	General Public	The film will serve as a powerful medium to help the Department reach the masses, effectively showcasing its initiatives and efforts towards achieving a Swachh Jammu and Kashmir. It will engage the public, create awareness and foster understanding of the Department's commitment to cleanliness and sustainability in the UT. The video will include shots of waste collection, segregation, MRF & Composting facilities developed, C&D Waste facilities being created, legacy waste bio-remediation, city beautification & Public participation.	Swaaha: Production ULBs: Dissemination	1st to 31st January