

IEC Project, H&UDD, Jammu and Kashmir

Proposed Monthly Action Plan - (August, 2026)

Theme: Swachh Nagar, Swasth Nagar

S. No	Key themes/ Activities	No. of activities proposed	Target Audience	Objectives & Description	Responsibility
1	Swachh JK Sankalp 2026 Campaign	80	All 80 ULBs	The Swachh JK Sankalp under Swachh Bharat Mission-Urban 2.0 aims to strengthen the implementation of the Solid Waste Management Rules, 2026 across all 80 Urban Local Bodies of Jammu & Kashmir by promoting 4-bin source segregation, building the capacity of ULB officials, frontline workers and political representatives, engaging students, teachers, educational institutions and local communities through awareness campaigns and Swachhata activities, eliminating Garbage Vulnerable Points (GVPs), promoting plastic-free markets, and fostering collective responsibility for cleaner, greener and garbage-free urban local bodies through sustained IEC interventions and effective monitoring. Detailed Action Plan is enclosed as Annexure 'A'	Swaaha: - Micro Planning - Creative designing (Posts/Banners) - Reporting formats - Weekly Updation of MIS Portal - Data Collection - Consolidation of campaign report ULBs & SEs: - Printing of - Creatives - Promotion & Execution
2	Har Ghar Tiranga – Har Ghar Swachhata 2026 Campaign	80	All 80 ULBs	Har Ghar Tiranga – Har Ghar Swachhata 2026 Campaign is expected to be launched in August 2026, as per the annual implementation schedule, by the MoHUA.	--
3	School Internship Programme – Phase I (Kashmir Division & Jammu)		Schools identified in SMC, JMC and ULBs of Kashmir Division	Srinagar Municipal Corporation (SMC), Jammu Municipal Corporation (JMC) and all ULBs of Kashmir Division shall implement the School Internship Programme – Phase I in identified schools to promote awareness on sanitation, source segregation and the Solid Waste Management Rules, 2026. Activities shall include cleanliness drives,	Swaaha: - Handholding of ULBs in organizing School internship programmes. - Awareness sessions in identified schools on SWM and Sanitation.

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	Municipal Corporation)			waste segregation demonstrations, home composting awareness and plastic waste reduction campaigns. Students shall be encouraged to act as Swachhata Ambassadors and promote sustainable waste management practices in their schools, households and communities. • ULBs shall coordinate with school authorities to organize structured internship activities, including cleanliness drives, waste segregation demonstrations, home composting awareness, plastic waste reduction campaigns and community outreach programmes. • Students shall be encouraged to act as Swachhata Ambassadors and disseminate key messages on sustainable waste management practices within their schools, households and communities. • The concerned ULBs shall ensure regular engagement with participating schools, maintain records of internship activities conducted.	ULBs: • Coordination with School authorities and Execution of school internship programmes
4	Celebration of 'International Youth Day' 12th August	80	All 80 ULBs	Activity: SWM Rules 2026 Quiz Competition – International Youth Day All 80 Urban Local Bodies shall organize a Quiz Competition in schools and colleges between 1st to 12th August 2026, culminating on the occasion of International Youth Day (12 August 2026), to promote awareness of the Solid Waste Management Rules, 2026. The competition shall focus on key provisions of the Rules, including 4-bin source segregation, waste processing, plastic waste management, circular economy and citizen responsibilities, with the objective of empowering youth as informed ambassadors of sustainable waste management and encouraging wider community participation.	Swaaha: • Creative designing (Posts/Banners/certificate design) • Questioners ULBs & SEs: • Printing of Creatives • Registration of Volunteers - Promotion & Execution

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5	Capacity Building Programme on the Solid Waste Management Rules, 2026	08	SEs, Master Trainers, ULB Staff	- Capacity Building Programme will be conducted through Google Meet for officials and frontline functionaries from all 80 Urban Local Bodies to strengthen their understanding of the Solid Waste Management Rules, 2026. The sessions will focus on key provisions, including 4-bin source segregation, waste processing, stakeholder roles and effective implementation to ensure uniform compliance across all ULBs. Capacity Building Sessions by Swachhata Executives: Swachhata Executives shall conduct capacity building sessions for Political representatives, ULB officials, sanitation staff and frontline workers on the Solid Waste Management Rules, 2026 to strengthen effective implementation and compliance District-Level Capacity Building Programme – Jammu: The Capacity Building Expert from Swaaha shall conduct physical training sessions on the Solid Waste Management Rules, 2026 across 9 ULBs of Jammu District—JMC, Jammu Cantonment Board, Arnia, Bishnah, Ghou Manhasan, Khour, Jourian, Akhnoor and R.S. Pura—to strengthen implementation and compliance. Kashmir: The Capacity Building Expert from Swaaha shall conduct physical training sessions on the Solid Waste Management Rules, 2026 across 8 ULBs of the Kashmir Division—Kupwara, Handwara, Langate, Bandipora, Sumbal, Hajin, Ganderbal and Shopian—to strengthen the capacity of ULB officials and	CB Expert Swaaha: - Training Calendar - Training Material. ULBs: - Arrangement of online medium for participation of SEs and Master Trainers. - ULBs shall organize the capacity building sessions, mandatorily invite political representatives for all offline sessions, designate Lead Facilitators, Political representatives participated and Lead Facilitators designated

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				frontline functionaries for effective implementation and compliance with the Rules. The date-wise schedule for the physical capacity-building sessions to be conducted for the Jammu and Kashmir Divisions is enclosed as Annexure 'B' .	
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 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.	Swaaha: • Preparation, designing and submission of the Newsletter.
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 SWM Rules 2026, 4 Bins segregation, Ban on SUP and general sanitation 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	---	All citizens	• Creative designing of Banners and IEC Material for Har Ghar Tiranga, Swachh J&K Sankalp 2026 and	Swaaha: • Design and development of

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	related to IEC-Monthly Campaign			International Youth Day. • Certificate for Winners – SWM Rules 2026 Quiz Competition • 02 posters on SUP-Free Market awareness customized for all 80 ULBs, shall be developed and disseminated. • 02 Bus/Train/Wall Panel Design • 02 Display Panel for Road Shows	Creatives. ULBs: • Printing & Installation of the creatives at required locations.
9	Preparation of Podcasts/ Videos/ Success Stories/ 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 videos • Uploading on MD social media handles ULBs: • Uploading on ULB social media handles
10	District level Video Documentaries	02 Districts	--	• Two (02) video documentaries to be developed highlighting the IEC/Behavioral Change activities executed in the districts and their outcome, in any two districts of J&K.	Swaaha: • Identification of districts. • Preparation of scripts • Recording and editing
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

Activities for Community Mobilizers:

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1	SUP-Free Market Drive	--	All Community Mobilizers shall conduct a SUP-Free Market Drive to create awareness among shopkeepers, vendors and the public on eliminating single-use plastics and promoting eco-friendly alternatives in accordance with the Solid Waste Management Rules, 2026	Swaaha: - Regular monitoring and CB sessions with Community Mobilizers regarding 4 Stream Segregation and Home Composting. Community Mobilizers: - D2D visits to cover most of the HHs in all wards.
2	01 Model Colony in each ULB with 100% Source Segregation and Home Composting	--	All Community Mobilizers to conduct intensive door-to-door IEC campaigns to promote source segregation of waste and household-level composting practices among citizens. The campaign shall focus on educating households regarding the mandatory segregation of waste into wet, dry, domestic hazardous, and sanitary waste streams as prescribed under the Solid Waste Management Rules, 2026.	Swaaha: - Regular monitoring and CB sessions with Community Mobilizers regarding 4 Stream Segregation and Home Composting. Community Mobilizers: - D2D visits to cover most of the HHs in all wards.
3	Proper functioning of RRR Centers	--	SHGs to ensure each ULBs has a proper functional RRR Centre with incoming and outgoing Logbook.	Swaaha: - Regular monitoring and CB sessions with Community Mobilizers regarding functioning of RRR. Community Mobilizers: - Full adoption of 1 RRR Center in each ULB.

Note:

- All ULBs shall arrange and provide the required Banners for conducting IEC activities at the ground level.
- Political Representatives must be invited to participate in IEC activities conducted by the ULBs.
- ULBs shall ensure proper visibility and community participation during all ground-level IEC activities.