

IEC NEWSLETTER

OCTOBER 2025



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MAJOR HIGHLIGHTS

Poshan Maah

Number of activities held under Poshan Maah

207

Swachhata Complaints

Total number of Swachhata complaints received across 80 ULBs

490

Swachhata App installed

Number of Swachhata App installations

8025

SHGs identified

Number of SHGs identified

50+

Green Campuses identified

Number of Green Campuses identified

1000+

POSHAN MAAH

Poshan for Progress: Celebrating Women's Health and Family Well-being

CELEBRATING **"SWASTH NAARI SASHAKT PARIVAR ABHIYAAN"** THROUGH AWARENESS, HEALTH AND COMMUNITY ACTION ACROSS URBAN J&K.

The Poshan Maah campaign observed from 17th September to 16th October 2025 was celebrated under the theme "Swasth Naari Sashakt Parivar Abhiyaan" as part of the national initiative launched by the Hon'ble Prime Minister. The campaign aimed to promote nutrition health hygiene and empowerment among women and families through focused activities guided by the Ministry of Housing and Urban Affairs (MoHUA).

Urban Local Bodies (ULBs) organized fitness drives, yoga and meditation sessions, awareness campaigns on handwashing and safe drinking water and sanitation drives to encourage community participation and behavioral change. The key focus areas included reducing obesity through controlled use of sugar salt and oil, promoting Vocal for Local for self-reliance, strengthening early childhood care and education under Poshan Bhi Padhai Bhi and enhancing convergent actions and digitalisation.



Yoga Session Planned for JMC & SMC

02



Walkathon Fitness March

67



Sanitation & Hygiene Cleanliness Drives

69



Awareness on Hand washing

69



JAMMU MUNICIPAL CORPORATION



Jammu Municipal Corporation (JMC) organized an awareness program at DPS School as part of the ongoing Poshan Maah initiative. The session focused on educating students about hygiene and healthy living practices. The Swaaha IEC team demonstrated proper handwashing techniques and emphasized the importance of hand hygiene in preventing diseases. Students participated enthusiastically and learned the correct steps for effective handwashing.

A group of approximately 15 women, mostly wearing headscarves in various colors like pink, blue, and white, are sitting on a grassy lawn. They are looking towards the camera. In the background, two men stand behind a large white banner that reads 'ROBIAN MAHA 2025'. The banner also features logos for 'KEMENTERIAN KEMAJLIHAN BANGSA DAN KEMENTERIAN KEMAHAKILAHUTAN' and 'KEMENTERIAN KEMAHAKILAHUTAN'. The setting is outdoors with trees and a building in the background.

 MUNICIPAL COUNCIL SHOPAIN 

03

SWACHH CITY GRIEVANCE

SWACHH.CITY GRIEVANCE REDRESSAL CAMPAIGN

Ensuring Responsive Urban Cleanliness Systems

A MONTH-LONG CAMPAIGN BY THE IEC TEAM, MISSION DIRECTORATE SBM-U 2.0, J&K UNDER THE HOUSING AND URBAN DEVELOPMENT DEPARTMENT (HU&DD)

The Swachh.City Grievance Redressal Campaign, initiated by the IEC Team of Mission Directorate SBM-U 2.0, Jammu and Kashmir, under the Housing and Urban Development Department (HU&DD), aimed to strengthen grievance management and citizen participation across all Urban Local Bodies (ULBs).

The month-long campaign promoted the Swachhata App as a simple and accessible digital platform for citizens to register sanitation-related complaints and ensured their timely resolution within the Service Level Agreement (SLA) set by the Ministry of Housing and Urban Affairs (MoHUA).

Implemented in four structured phases Preparation and Platform Onboarding, Capacity Building and System Setup, IEC and Citizen Outreach, and Live Tracking, Support and Reporting the campaign focused on training ULB staff and Swaaha Executives in app usage and effective grievance redressal.

SWACHHATA APP INSTALLATION AT

SRINAGAR MUNICIPAL CORPORATION



SWACHHATA APP INSTALLATION AT

JAMMU MUNICIPAL CORPORATION



SWACHHATA APP INSTALLATION AT

MUNICIPAL COUNCIL KASHTWAR



SWACHHATA APP INSTALLATION AT

BB CANTONMENT, SRINAGAR



SWACHHATA APP INSTALLATION AT

📍 CANTONMENT BOARD, JAMMU >>>



SWACHHATA APP INSTALLATION AT

📍 MUNICIPAL COUNCIL BANDIPORA >>>



SWACHHATA APP INSTALLATION AT

📍 MUNICIPAL COUNCIL PULWAMA >>>



SWACHHATA APP INSTALLATION AT

📍 MUNICIPAL COMMITTEE HANDWARA >>>



SWACHHATA APP INSTALLATION AT

📍 MUNICIPAL COUNCIL GANDERBAL >>>



SWACHHATA APP INSTALLATION AT

📍 MUNICIPAL COMMITTEE SURANKOTE >>>



SWACHHATA APP INSTALLATION AT

📍 MUNICIPAL COUNCIL RAMBAN >>>



SWACHHATA APP INSTALLATION AT

📍 MUNICIPAL COMMITTEE KATRA >>>



IDENTIFICATION OF SHGS

Identification of Self-Help Groups (SHGs) under SBM-U 2.0

STRENGTHENING GRASSROOTS PARTICIPATION FOR A CLEANER URBAN JAMMU AND KASHMIR

The identification of Self-Help Groups (SHGs) is one of the main components of the Swachh Bharat Mission Urban (SBM-U) 2.0, implemented under the Ministry of Housing and Urban Affairs (MoHUA) for Jammu and Kashmir.

Under this initiative, SHGs are being identified across all Urban Local Bodies (ULBs) of the Union Territory to serve as local change agents in promoting waste segregation, home composting, reduction of single-use plastic, and improved sanitation practices.

The identified SHGs will be uploaded on the Swachhatam Portal as per MoHUA guidelines and will contribute significantly towards solid waste management, sanitation services, and community advocacy.

This initiative aims to empower communities, enhance livelihood opportunities, and ensure active citizen participation in achieving the mission's vision of a "Garbage-Free Urban Jammu and Kashmir."



GREEN CAMPUS INITIATIVE

‘Green Campus Initiative’ Campaign under SBM-U 2.0

BUILDING CLEANER, GREENER AND
SUSTAINABLE URBAN SPACES

The ‘Green Colony’ Campaign under the Swachh Bharat Mission Urban (SBM-U) 2.0, implemented by the Ministry of Housing and Urban Affairs (MoHUA), aims to promote environmentally responsible practices across all 80 Urban Local Bodies (ULBs) of Jammu and Kashmir.

The campaign focuses on raising awareness about individual and collective roles in waste management and sustainability, transforming citizens from passive consumers to proactive environmental stewards. It encourages the adoption of green practices, waste segregation, composting, reduction of single-use plastics, energy efficiency, and the creation of green spaces to reduce carbon footprints and improve quality of life.

As per the given target, 80% of Green Campuses have already been identified across the ULBs, marking significant progress towards the vision of building cleaner, greener, and more sustainable urban environments.

MUNICIPAL COUNCIL KISHTWAR



CANTONMENT BOARD, JAMMU



MUNICIPAL COMMITTEE BEERWAH



SRINAGAR MUNICIPAL CORPORATION



CAPACITY BUILDING PROGRAMS

CAPACITY BUILDING ON SUSTAINABLE WASTE MANAGEMENT UNDER SBM-U 2.0

STRENGTHENING SKILLS AND DIGITAL EFFICIENCY FOR A CLEANER URBAN FUTURE

To minimize urban waste generation and promote sustainable practices, a Capacity Building Programme under SBM-U 2.0 is being conducted across Urban Local Bodies (ULBs) of the Jammu Division. The initiative focuses on waste segregation, reuse, recycling, and door-to-door waste collection, encouraging responsible consumption and reduction of single-use plastics.

As part of the program, seven sessions are being organized across five districts—Jammu, Kathua, Udhampur, Reasi, and Samba—to train field staff as change agents who will lead awareness and outreach activities in their respective ULBs.

Additionally, online training sessions are being conducted on the Swachh City and SBM Engineer Apps for CEOs, EOs, DEOs, COs, SBM Cells, and Swaaha Executives by the MIS Team of Swaaha. Physical training sessions are also being held for SI/SS and DEOs/COs of ULBs and SEs of Swaaha on Swachhata App/SBM Engineer App functionality (Open > Assign > On Job > Resolve/Reject) with live demonstrations.

In total, the Swaaha IEC Team has successfully conducted 99 Capacity Building Sessions, which include 19 sessions on Waste Management and 80 sessions on the Swachh City App, significantly strengthening the capacity of field and administrative staff.

These initiatives aim to enhance operational efficiency, build technical capacity, and ensure effective on-ground execution of Swachh Bharat Mission Urban 2.0 activities across Jammu and Kashmir



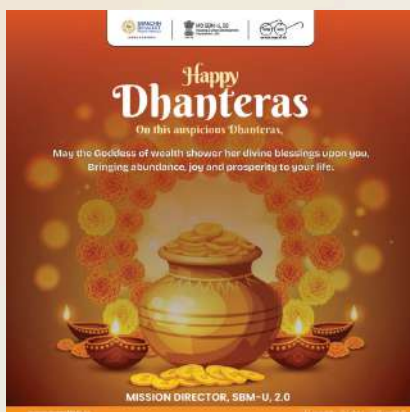
REASI DISTRICT



DISTRICT JAMMU



CREATIVES



CREATIVES

Attention All Citizens

Your City's **Swachh Survekshan 2025** is Approaching!

- Swachh Survekshan is India's annual survey that assesses the cleanliness and sanitation level of cities, towns, and urban local bodies.
- It evaluates waste management, sanitation services, and citizen feedback to determine a city's cleanliness ranking.
- This is a great opportunity to help your city move forward in cleanliness, maintain a clean environment around you, and make a meaningful contribution to the nation's progress.

Let's actively participate in **Swachh Survekshan 2025** to make our city cleaner and help it achieve a higher cleanliness ranking!

MISSION DIRECTOR, SBM-U, 2.0

Happy DIWALI

Celebrate a Green Diwali!

Choose an eco-friendly way to celebrate, reduce pollution, protect nature and spread happiness to everyone.

MISSION DIRECTOR, SBM-U, 2.0

THINK GREEN

RECYCLE YOUR E-WASTE RESPONSIBLY!

Benefits of Recycling E-Waste:

- Save landfill space
- Increase affordability
- Save natural resources
- Appropriately remove data
- Save the environment

MISSION DIRECTOR, SBM-U, 2.0

Download Swachhata App

YOUR CITY, YOUR VOICE, YOUR SWACHHATA!

- Garbage Dumps?
- Sweeping Not Done?
- Garbage Vehicle Not Arrived?
- Burning of Garbage in Open Space?
- ...and many more

Just Click & Report

Swachhata App for iPhone

Swachhata App for Android

MISSION DIRECTOR, SBM - 2.0

GREEN CAMPUS INITIATIVE

GREEN CAMPUS DECLARATION

THIS CAMPUS IS COMMITTED TO SUSTAINABILITY AND ECO-FRIENDLY PRACTICES.

CAMPUS NAME: _____

WE PLEDGE TO:

- SAY NO TO SINGLE-USE PLASTICS (SUP).
- SEGREGATE WASTE AT SOURCE.
- EMBRACE COMPOSTING AND RECYCLING.
- PROMOTE ENERGY EFFICIENCY.
- EXPAND GREEN SPACES.

HUDD, J&K

JINGLES & PODCASTS

Voices of Swachhata: Audio and Media Connect under SBM 2.0

SPREADING SWACHHATA AWARENESS THROUGH PODCASTS AND JINGLE MESSAGES

To enhance citizen engagement and awareness on cleanliness and sanitation, the Swaaha IEC Team has initiated a comprehensive digital and audio outreach campaign under Swachh Bharat Mission Urban (SBM-U) 2.0.


As part of this initiative, eight (08) podcasts have been recorded in the Swaaha Studio, highlighting government initiatives, success stories, and discussions on Swachhata-related themes. Additionally, five (05) audio jingles, each of 20–30 seconds duration, are being developed on key topics such as source segregation, home composting, litter-free wards, wastewater management, ODF sustainability, and pollution-free water bodies.

These jingles will be regularly broadcast and telecast through radio, social media platforms (Instagram, Facebook, Twitter), and door-to-door (D2D) vehicles across ULBs to reinforce the core messages of SBM-U 2.0. Each jingle concludes with a call to action, motivating citizens to actively participate in sanitation initiatives and contribute to building a Jan Andolan for Swachhata.

This initiative aims to strengthen behavioral change communication and create a sustained impact towards cleaner and healthier urban environments in Jammu and Kashmir.

PODCASTS

 Samast Eco Alternatives...

 Leading by example.....

 Turning cleanliness into....

 Where waste finds a new....

TOTAL JINGLES - 05
TOTAL PODCAST - 04

JINGLES

 Swachhata do tawhaar...

 Saaf Saffai Rakho Bhai...

 Kish te loko hosh karo...

 Apne qasbe apne shaher...

 Clean J&K our pride...



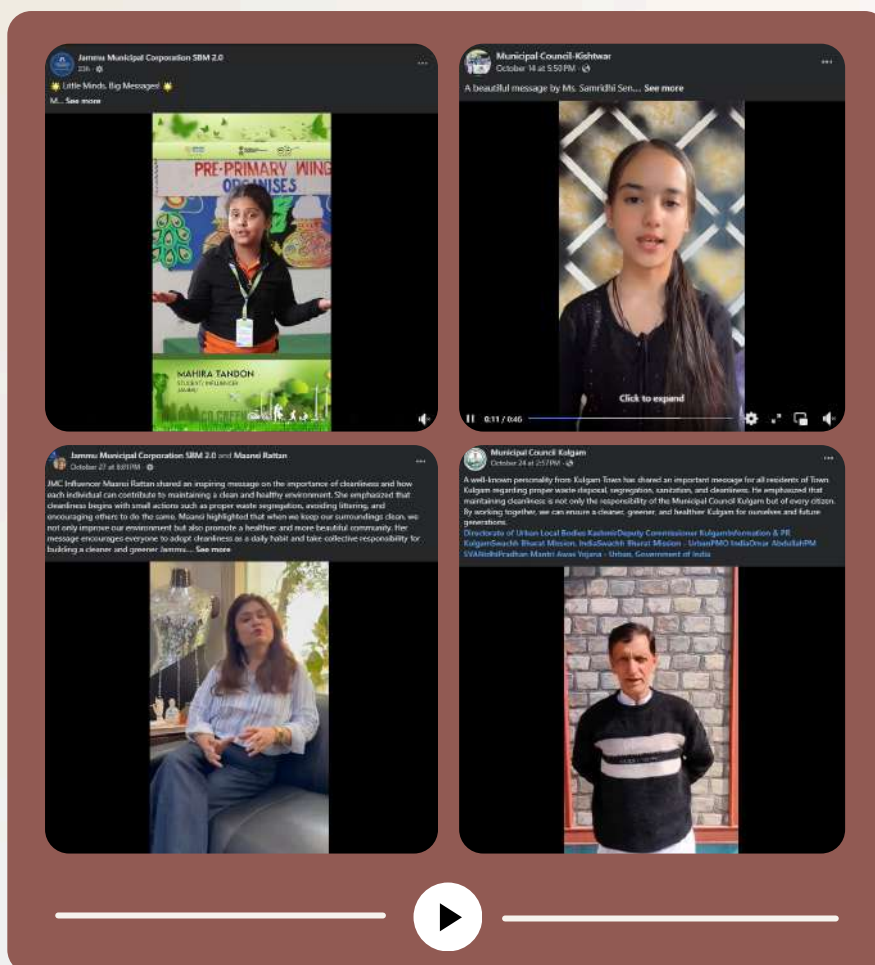
SWACHHATA INFLUENCERS

Spreading Swachh Messages for Social Impact

DRIVING BEHAVIOURAL CHANGE THROUGH SOCIAL MEDIA INFLUENCERS OUTREACH

As part of continuous citizen engagement under SBM-U 2.0, all Urban Local Bodies (ULBs) are actively sharing two Swachhata messages each month on their official social media handles, tagging MD, SBM to amplify outreach.

To further enhance visibility, the 10 best messages from across all ULBs will be featured on the official MD SBM platforms. Additionally, renowned personalities, administrative officials, influencers, and community leaders are being encouraged to share Swachhata messages to inspire public participation and promote sustained behavioural change towards cleanliness and hygiene.



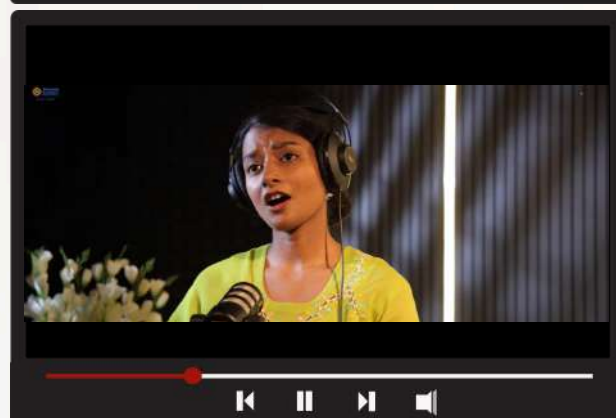
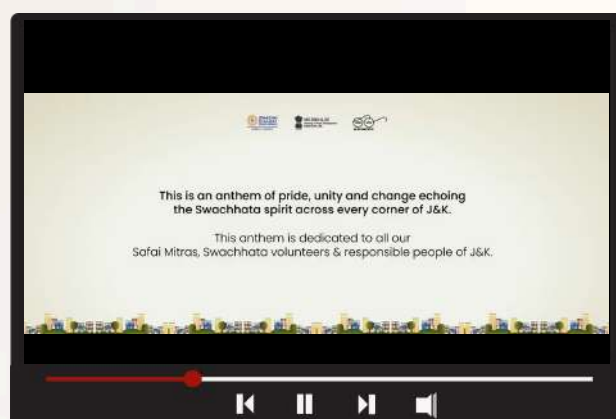
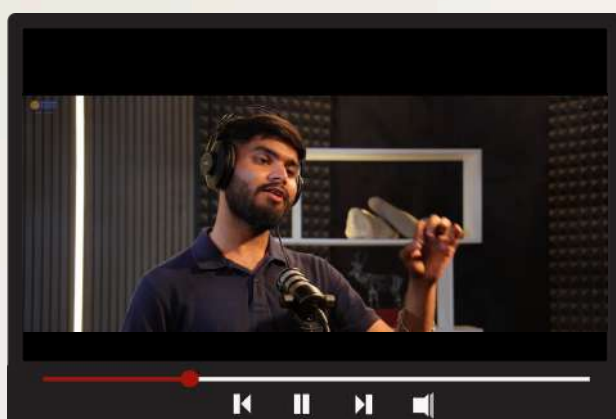
SWACHHATA INFLUENCERS

IEC Anthem – The Rhythm of Swachhata

AN ANTHEM OF CHANGE AND PRIDE

The Rhythm of Swachhata” serves as a unified and inspiring communication tool that promotes the core message of cleanliness, sanitation, and citizen participation under the Swachh Bharat Mission – Urban 2.0.

The anthem aims to inspire behavioral change towards cleanliness and responsible waste management while celebrating collective action and community spirit across Jammu & Kashmir. It symbolizes pride, awareness, and progress—echoing the nation’s call for a cleaner, greener future.



DOCUMENTARIES

District-Wise Video Documentaries

SHOWCASING ACHIEVEMENTS AND IMPACT UNDER SBM-U 2.0 J&K

As part of the IEC initiatives, one documentary video was developed to showcase Jammu Municipal Corporation's achievement of securing a 3-Star rating in Garbage Free City (GFC) certification and its recognition as a Promising Swachh Sheher in Swachh Survekshan 2024.

In addition, two district-level video documentaries are being developed to highlight the impactful IEC activities carried out across J&K. These films will capture the vibrant community participation, awareness campaigns and visible on-ground outcomes under the Swachh Bharat Mission (Urban). The selected ULBs for these documentaries are Bandipora from the Kashmir Region and Shopian from the Jammu Region, showcasing their sustained efforts in promoting cleanliness, citizen engagement and behavioral transformation.



SOCIAL MEDIA COVERAGE





JAMMU & KASHMIR

www.swachhjk.in

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MISSION DIRECTOR, SWACHH BHARAT MISSION-URBAN 2.0
HOUSING AND URBAN DEVELOPMENT DEPARTMENT,
GOVERNMENT OF JAMMU & KASHMIR

DESIGNED AND DEVELOPED BY

