



**Terms of Reference (ToR)
for
Engagement of Self-Help Group (SHG) Members
as Community Mobilizers to Support IEC
Initiatives under Swachh Bharat Mission Urban
2.0**

**Mission Director
Swachh Bharat Mission Urban 2.0 Jammu
& Kashmir (Union Territory)**

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1. Introduction

The DAY-NULM/NRLM Self-Help Group (SHG) members can serve as key community partners in advancing the goals of the Swachh Bharat Mission Urban 2.0, particularly in spreading awareness among residents about the segregation of wet and dry waste at the household level. Given their close association and regular interaction with urban communities, SHG members are well-positioned to influence positive behavioural change and encourage citizen participation in maintaining cleanliness. Jammu & Kashmir (Union Territory) already benefits from a strong network of SHGs actively collaborating with Urban Local Bodies (ULBs) under various national and state initiatives. The Mission Director, SBM Urban 2.0, aims to utilize this established SHG network by engaging its members as Community Mobilizers to support effective IEC (Information, Education, and Communication) activities across ULBs

Rationale for Engagement of Self-Help Group (SHG) members for supporting IEC Activities under Swachh Bharat Mission (Urban) 2.0 in Jammu & Kashmir (UT):

The engagement of Self-Help Group (SHG) members under the DAY-NULM/NRLM framework for undertaking IEC activities as part of Swachh Bharat Mission Urban 2.0 in the Union Territory of Jammu & Kashmir is proposed based on the following considerations:

1. Alignment with National Behaviour Change Communication Framework:

The Ministry of Housing and Urban Affairs (MoHUA) has emphasized interpersonal communication as a key approach for promoting behavioural change under the National Behaviour Change Communication Framework. This approach focuses on direct, two-way interaction and dialogue with citizens. Door-to-door communication and community-level triggering through SHGs and frontline workers have been identified as the most effective modes for information dissemination and behavioural transformation.

2. Community Connect and Credibility of SHG Members:

SHG members maintain a continuous and trusted relationship with local communities, which enables them to effectively convey key messages related to source segregation of waste and other sanitation behaviours under SBM Urban 2.0. Their existing rapport ensures greater acceptance and participation of citizens in mission activities.

3. Leveraging Existing Institutional Mechanism:

The well-established SHG network under DAY-NULM/NRLM provides an efficient institutional framework for mobilizing trained human resources at the grassroots level. Utilizing this existing system will not only expedite deployment but also ensure the selection of capable and community-oriented mobilizers, thereby optimizing time and administrative resources.

The proposal to engage Self-Help Group (SHG) members as Community Mobilizers for implementation of IEC activities under the IEC Action Plan was approved by the UT Level Technical Committee (UTLTC) of Swachh Bharat Mission (Urban) 2.0 in its meeting held on 12 December 2025, under the chairpersonship of the Commissioner Secretary to the Government, Housing & Urban Development Department, Jammu & Kashmir.

2. Qualification & Eligibility Criteria

The qualification and eligibility criteria for the selection of DAY-NULM/NRLM Self-Help Group (SHG) members to be considered for interview and engagement as Community Mobilizers under Swachh Bharat Mission Urban 2.0 are prescribed as under:

Position Name	Educational Qualification
Community Mobilizer	Minimum Educational Qualification 12th Pass or Equivalent SHG Members possessing a Graduate degree & certification in computer literacy shall be preferred

In addition to the prescribed qualification and eligibility criteria, the following desirable parameters may also be considered by the Urban Local Bodies (ULBs) during the selection process of SHG members for engagement under Swachh Bharat Mission Urban 2.0:

1. The applicant should be an active member of a Self-Help Group (SHG) formed and registered under DAY-NULM/NRLM in the Union Territory of Jammu & Kashmir.
2. Preference may be given to SHG members who have prior experience in undertaking Information, Education, and Communication (IEC) activities and/or Capacity Building initiatives in collaboration with Urban Local Bodies (ULBs), Municipal Corporations, or Gram Panchayats within Jammu & Kashmir (UT).
3. The maximum age limit for the candidate shall be **40 years** as on the last date of application submission.

3. Criteria for Estimation (Number of Community Mobilizers to be engaged)

The estimation of the number of Community Mobilizers to be engaged under Swachh Bharat Mission Urban 2.0 shall be determined based on the following parameters for Urban Local Bodies (ULBs), Jammu Municipal Corporation (JMC), and Srinagar Municipal Corporation (SMC):

Institution Name	Criteria for Estimation	Particulars	No. of Community Mobilizers
		DULBJ	196
			437

Urban Local Bodies (ULBs)	Number of primary vehicles deployed in ULBs for (Door to Door) waste collection	DULBK	241	
Municipal Corporations (JMC & SMC)	Number of Wards	JMC	75	149
		SMC	74	
Grand Total				586

Note: The number of Community Mobilizers to be engaged may be revised (increased or decreased) as per actual requirements, subject to any change in the number of door-to-door waste collection vehicles in ULBs or modification in the number of wards within JMC and SMC.

4. Scope of Work

1. Conducting IEC and Community Engagement Activities

- The Community Mobilizers shall be engaged within the Urban Local Body (ULB) and shall be responsible for covering the areas assigned to specific door-to-door waste collection vehicles and, in the case of JMC/SMC a designated ward. They shall disseminate Information, Education, and Communication (IEC) messages during daily collection rounds between **6:00 AM and 2:00 PM**, or during such hours as may be fixed by the **Executive Officer (EO)** of the concerned ULB. Their primary role shall be to:
 1. Promote segregation of waste at the household level into wet, dry, and domestic hazardous waste
 2. Encourage households and establishments to avoid open littering and illegal dumping of waste in public spaces.
 3. Sensitize citizens on sanitation, personal hygiene, and the importance of maintaining clean neighbourhoods.
- **Conduct baseline surveys** of the ULB to gather information on ward-level infrastructure, sanitation facilities, waste generation patterns, open littering points, and areas prone to open defecation. The data shall be used for planning IEC interventions and assessing their impact.
- **Identification of bulk waste generator** including RWAs, market associations, schools, religious institutions, vendors, for collaborative IEC implementation.
- Support the ULB in conducting awareness campaigns and behavior change activities on the following key themes:
 - Source segregation and home composting
 - Sanitation and personal hygiene
 - Elimination of open littering and dumping points

- Prevention of open defecation and open urination
- Elimination of garbage vulnerable points (GVPs)
- Cleanliness of public and community spaces, and
- Provide assistance to the **IEC teams (Swaaha)** by sharing local success stories, photos, and video content for awareness posts and digital outreach.
- Extend field-level operation support to **Reduce, Reuse, Recycle (RRR) Centres**, including mobilization of citizens to deposit reusable materials, segregation support, data entry and inventory management.
- Identify, document, and **share best practices, community-led initiatives, and success stories** within the ULB area.

2. Assistance in Swachh Survekshan and Swachh Certifications

- Provide field-level support to ULBs in achieving ODF+, ODF++, and Water+ certifications, by:
 1. Conducting field assessments and identifying open defecation points.
 2. Mobilizing community participation for sustained toilet use and maintenance.
- Assist ULBs in achieving Garbage-Free City (GFC) certifications (1-Star, 3-Star, or 5-Star) through:
 1. Identification and elimination of open littering points and GVPs.
 2. Engaging citizens for sustained cleanliness and providing feedback to improve operations.
- Facilitate citizen outreach and participation drives to ensure positive citizen feedback and higher rankings in Swachh Survekshan and Swachh Survekshan League.

3. Monitoring & Feedback Support

- Support ULB in regular field monitoring of Garbage Vulnerable Points (**GVPs**), Open Littering Points (**OLPs**), Cleanliness Target Units (**CTUs**), Open Defecation Points (**ODPs**), Open Urination Points (**OUPs**) and Secondary Collection Points.
- Provide regular feedback to ULBs on waste-related issues observed in their allocated areas, such as:
 - Frequency and efficiency of waste collection
 - Open littering and illegal dumping
 - Non-segregation of waste at source
 - Waste spillover or unattended waste heaps

- Malfunctioning bins, vehicles, or RRR centres
- Monitor complaints related to sanitation and solid waste through the Swachhata App or other reporting platforms and coordinate with ULB teams for timely resolution as per the defined Service Level Agreements (SLAs).
- **Monitoring and provide feedback on the water storage tanks/reservoirs and water treatment facilities established in the Urban Local Bodies (ULBs) under various projects of the Jal Shakti Department, Jammu & Kashmir.**

4. Reporting and Documentation

- Community Mobilizers shall maintain daily activity records and submit weekly and monthly progress reports to the designated ULB official in prescribed formats. Reports shall include:
 - Activities conducted (IEC sessions, drives, campaigns, etc.)
 - Details of open littering and open defecation points identified and resolved
 - Feedback on waste collection and segregation performance
 - Citizen engagement activities and outcomes
 - Operational support provided at RRR Centres
- ULBs shall compile and submit monthly consolidated progress reports to the Mission Directorate SBM Urban 2.0, along with evidence-based documentation such as photographs, testimonials, and case studies.

5. Selection Process & Appointment

The selection and engagement of Community Mobilizers under Swachh Bharat Mission Urban 2.0 in the Union Territory of Jammu & Kashmir shall be carried out through the following structured process:

Step 1.	The Mission Directorate, Swachh Bharat Mission (Urban) 2.0, Jammu & Kashmir shall issue a public advertisement inviting applications from eligible Self-Help Group (SHG) members for engagement as Community Mobilizers in the Urban Local Bodies (ULBs) of Jammu & Kashmir. The advertisement shall be published in at least three to four reputed daily newspapers in Hindi, English, and Urdu. The detailed Terms of Reference (ToR) shall be published along with the advertisement and uploaded on the official website of SBM (Urban), Jammu & Kashmir(https://swachh.jk.gov.in). The advertisement and the Terms of Reference (ToR) shall also be circulated to the State	Annexure 1: Advertisement Template
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	NULM/NRLM offices and all Urban Local Bodies (ULBs) for wider dissemination among Self-Help Groups (SHGs) and their federations through their respective communication channels.	
Step 2.	<p>Interested Self-Help Group (SHG) members registered under DAY-NULM/NRLM in Jammu & Kashmir shall submit their applications for engagement as Community Mobilizers through an online Google Application Form. The link to the Google Application Form shall be provided in the Terms of Reference (ToR) and the newspaper advertisement.</p> <p>Applications received through any mode other than the prescribed mode or after the last date of submission shall not be considered.</p>	<p>The online google application form may be accessed through the link and QR code provided below: https://forms.gle/oWJsPwy2JwEsb7PPA</p>  <p>QR Code</p>
Step 3.	<p>Interested Self-Help Group (SHG) members shall download the endorsement form from the online google application form link, get the same verified and endorsed by the authorized DAY-NULM/NRLM officer, as specified in the endorsement form, and upload the duly signed and verified endorsement form along with the application.</p> <p>Applications without duly signed and verified endorsement form by the authorized DAY-NULM/NRLM officer shall be treated as ineligible and shall not be considered.</p>	Annexure 2: Endorsement Form (To be submitted along with the google application form)
Step 4.	The applications received shall be scrutinized and shortlisted in accordance with the eligibility criteria specified in the Terms of Reference (ToR) by an Application Screening Committee constituted by the Mission Directorate, Swachh Bharat Mission (Urban) 2.0. Only the eligible shortlisted candidates shall be invited to appear for the personal interview.	
Step 5.	The shortlisted candidates shall be interviewed by the Selection Committee constituted by the Mission Directorate, Swachh Bharat Mission (Urban) 2.0. The date, time, and venue of the interview shall	Annexure 3: Application Form – Personal Interview

	be communicated separately to the shortlisted candidates. The candidates shall be required to appear for the interview with the duly filled and signed application form, as prescribed in Annexure-3, which may be downloaded from the online application link.	
Step 5.	The selected candidates shall be required to submit self-attested copies of all requisite personal, educational, and experience-related documents for verification. Upon satisfactory verification of the submitted documents, a contractual engagement letter shall be issued by the concerned Urban Local Bodies (ULBs) / Corporations, with the approval of the Mission Directorate, Swachh Bharat Mission (Urban) 2.0.	

6. Proposed Remuneration and Payment Terms

In accordance with the approved Information, Education, and Communication (IEC) Action Plan under Swachh Bharat Mission Urban 2.0, the remuneration payable to the engaged Community Mobilizers shall be as follows:

Position Name	ULB Category	Remuneration Community Mobilizer/ Month (INR)
Community Mobilizer	Urban Local Bodies (ULBs)	8000.00
	Municipal Corporations (JMC & SMC)	

Note:

- i The remuneration indicated above pertains solely to the salary component.
- ii Expenditure related to transportation within ULB limits, as well as costs associated with IEC materials, and other operational support, shall be met from the relevant IEC sub-components approved for the respective ULBs under the Mission framework.
- iii The Urban Local Bodies (ULBs) shall utilize the IEC funds available under Swachh Bharat Mission Urban 2.0 for the disbursement of monthly remuneration to the engaged Community Mobilizers.
- iv Payment of remuneration shall be made on a monthly basis, subject to satisfactory performance, verification of work reports, and certification by the concerned Sanitation Inspector and ULB Executive Officer.
- v **The monthly remuneration of the engaged SHG member shall be directly transferred to the bank account of the SHG to which the member belongs.**

- vi Performance-based evaluation shall form the basis for continued engagement and release of payment. In case of unsatisfactory performance, irregular attendance, or non-compliance with assigned IEC activities, the ULB reserves the right to withhold or deduct remuneration for the concerned period.

7. Monitoring & Evaluation of Performance

The performance of Community Mobilizers shall be jointly monitored and evaluated by the State-Level Project Management Unit (PMU) of Swachh Bharat Mission Urban 2.0, and Executive Officer of Urban Local Bodies (ULBs) and Swachhata Executive (Swaaha) through a structured system of supervision, field review, and performance assessment.

A. State-Level PMU (SBM Urban 2.0)

- The State PMU shall oversee the overall progress, coordination, and reporting of Community Mobilizer activities across ULBs.
- It shall review monthly and quarterly performance reports submitted by ULBs to assess compliance with IEC and Swachh Survekshan objectives.
- The PMU shall develop and circulate standardized reporting formats, performance indicators, and evaluation criteria for uniform monitoring.
- It shall organize periodic virtual or physical review meetings with ULBs to identify challenges, share best practices, and guide course corrections.
- The PMU may conduct random field verification visits to evaluate on-ground performance, impact of IEC activities, and adherence to SBM-U guidelines

B. ULB Level Monitoring (Chief Executive Officer/Executive Officer)

- The Executive Officer or Commissioner of the ULB shall be the nodal authority responsible for overall supervision and performance review of Community Mobilizers within the jurisdiction.
- The ULB shall conduct fortnightly and monthly review meetings to assess the implementation of IEC activities, field mobilization efforts, RRR Centre operations, and citizen feedback.

C. Swachhata Executive (Swaaha)

- The Swachhata Executive (Swaaha) shall serve as the field-level supervisor for Community Mobilizers and ensure daily operational coordination.
- Responsibilities shall include:
 - Maintaining attendance, field deployment, and route verification of mobilizers.
 - Conducting daily briefings and debriefings to allocate tasks and review field performance.
 - Providing real-time performance feedback to the ULB and recommending corrective measures for underperforming areas.
 - Ensuring that daily activity logs, photographic evidence, and IEC reports are submitted by mobilizers on time.

9. Monitoring Framework and Performance Indicators

The following **key performance indicators (KPIs)** shall be adopted for assessing the performance of Community Mobilizers at ULB level:

S. No	Category	Performance Indicators	Frequency Review	Responsible Authority
1	IEC Implementation	Number of door-to-door IEC interactions, campaigns, and awareness drives conducted	Weekly	Swachhata Executive / ULB
2	Waste Segregation	% of households practicing source segregation	Monthly	ULB / PMU
3	Open Littering	Number of open littering points identified and eliminated	Monthly	ULB
4	Open Defecation	Number of ODPs identified, resolved, and verified	Monthly	ULB / PMU
5	Feedback & Field Reporting	Timely submission of field feedback on waste-related issues (collection, transport, segregation, GVPs, RRR operations)	Weekly	Swachhata Executive
6	RRR Centre Support	Participation in sorting, data entry, citizen mobilization, and awareness at RRR Centres	Monthly	ULB / PMU
7	Documentation Reporting	Timely submission of daily logs, weekly summaries, and monthly reports with photographic evidence	Weekly / Monthly	ULB / PMU

10. Leave Policy

The engaged Community Mobilizers shall be entitled to leave in accordance with the leave rules and policy applicable to contractual staff of the respective Urban Local Bodies (ULBs) and Municipal Corporations (Jammu Municipal Corporation and Srinagar Municipal Corporation). The sanction and maintenance of leave records shall be the responsibility of the concerned ULB/Corporation.

11. Termination of Engagement

The engagement of Community Mobilizers (CMs) for support of IEC activities under SBM Urban 2.0 is purely temporary and performance based. It may be terminated by the ULB on any of the following grounds:

- Unsatisfactory performance: based on key indicators such as waste segregation, open littering and defecation control, IEC delivery, reporting, and citizen feedback.
- Misconduct or indiscipline: including absenteeism, falsification of records, misuse of resources, or behaviour damaging to the reputation of SBM/ULB.
- Completion or closure of the engagement project or period or withdrawal of the related activity by the competent authority.
- Administrative or financial reasons, or as otherwise decided by the ULB in the interest of the Mission.

- Except in cases of misconduct, a **15-day written notice or equivalent remuneration** in lieu thereof shall be provided before termination.
- The decision of the Chief Executive Officer/ Executive Officer of the ULB shall be final and binding.
- This engagement shall not confer any right to regular employment or extension beyond the approved project period.

12. Settlement of Disputes

In case of any dispute, the matter shall be placed before the Commissioner **Mission Director, SBM (Urban) 2.0, Jammu & Kashmir (UT)** for its resolution. But, If the dispute still persists, then in that case the matter shall be taken up in accordance with, the laws of India.

Jurisdiction of Courts:

In case of any claim, dispute or difference rising in respect of the contract, the case of action there of shall be deemed to have arisen in Jammu and all legal proceedings in respect of any such claim, dispute or difference shall be instituted in competent court in the city of Jammu, J&K UT only.

13. Estimated Cost for Engagement of SHG Members

The estimated financial requirement for the engagement of SHG members as Community Mobilizers under Swachh Bharat Mission Urban 2.0 in the Union Territory of Jammu & Kashmir is provided below:

S. No.	Name of Institution	No. of Community Mobilizers	Monthly Remuneration (INR)	Total Monthly Expenditure (₹ in Lakh)	Total Expenditure for 10 Months (₹ in Lakh)
1.	Urban Local Bodies (ULBs)	437	8000.00	34.96	349.60
2.	Municipal Corporations (JMC & SMC)	149	8000.00	11.92	119.20
Grand Total (1+2)					468.80

Note: The expenditure shall be met from the IEC funds allocated under Swachh Bharat Mission Urban 2.0.

14. Period of Engagement

The engagement of SHG members as Community Mobilizers under Swachh Bharat Mission Urban 2.0 shall initially be till **September 2026**. Any extension or renewal of the engagement period shall be subject to:

- The continuation and validity of the Swachh Bharat Mission Urban 2.0; and

- The approval of the **Mission Director, SBM Urban, Jammu & Kashmir (UT)**, based on performance assessment and requirement at the ULB level.

Annexure

Annexure 1 Template of Advertisement



Government of Jammu & Kashmir (UT)

Office of the Mission Director

Swachh Bharat Mission (Urban) 2.0

Jammu Municipal Corporation, Town Hall,

Jammu

NOTICE

ENGAGEMENT OF NULM/NRLM SHG MEMBERS AS COMMUNITY MOBILIZER

Mission Directorate, Swachh Bharat Mission (Urban) 2.0, Jammu & Kashmir invites applications from eligible Self-Help Group (SHG) members of the National Urban/Rural Livelihood Mission (NULM/NRLM), Jammu & Kashmir for engagement in various Urban Local Bodies (ULBs) and Municipal Corporations (MCs) across the Union Territory for the below post:

Post Name: Community Mobilizer

Number of Post: 586

Maximum Age: Maximum age limit: **40 years** (as on the last date of application submission)

Monthly Remuneration: INR 8000/-

Engagement Period: Till September 2026

The detailed Eligibility Criteria and Terms of Reference (ToR) are available on the official website of Swachh Bharat Mission (Urban) 2.0, Jammu & Kashmir (UT) at <https://swachh.jk.gov.in>, as well as through the designated Google Application Form. Eligible candidates are required to submit their applications online only through the Google Application Form. The application link may be accessed by scanning the QR code provided below. **The last date for submission of online applications is 10 January 2026.**



QR Code

Sd/-
Mission Director,
SBM (Urban) 2.0, J&K (UT)

Annexure 2 Endorsement Form

(To be submitted along with the google application form)

Endorsement Form

This is with reference to the notice inviting applications for engagement of NULM/NRLM Self-Help Group (SHG) Members as Community Mobilizers for providing support to Information, Education and Communication (IEC) activities under Swachh Bharat Mission (Urban) 2.0.

It is hereby certified that Ms. _____, Daughter/Wife of _____, resident of _____, is an active member of a Self-Help Group (SHG) registered under Deendayal Antyodaya Yojana – National Urban Livelihoods Mission / National Rural Livelihoods Mission (DAY-NULM/NRLM) in the Union Territory of Jammu & Kashmir, bearing SHG Registration No. _____. She has been associated with the said SHG for the past _____ years.

It is further certified that her participation and services in SHG activities have been found satisfactory. Based on the above, she is recommended to appear for the interview for the aforesaid position.

This certificate is issued for the purpose of submission along with her application and does not confer any right to selection or engagement.

Unit Head

(Government Officer)

City Mission Management Unit (CMMU)/
Block Mission Management Unit (BMMU)

Concerned ULB / Block
(NULM /NRLM)

Annexure 3 Application Form – Personal Interview

(To be submitted during the Personal Interview)

Please paste a latest self-attested passport size photograph

Name of the Urban Local Body (ULB) Applied For

Personal Details

Name of Candidate	
Father's / Husband's Name	
Date of Birth	
Permanent Address	
Mobile Number	
Email ID	

Educational Details

Educational Qualification	Board/ University	Year of Passing	Percentage / Grade/ Division

Computer Literacy Details

Course Name	Institute Name	Course duration	Year of Completion

Work Experience (if any)

Organization Name	
Designation	
Period of Service (From–To)	
Nature of Work	

Declaration

I hereby declare that the information furnished above is true and correct to the best of my knowledge and belief.

Place:

Date:

Signature of the Candidate

Member of SHG (Name) _____

SHG Registration No _____