SWACHH BHARAT
MISSION-URBAN 2.0
JAMMU & KASHMIR

MD SBM-U, 2.0
Housing & Urban Development
Department, J&K

स्वच्छ भारत
एक कदम स्वच्छता की ओर

IEC
NEWSLETTER

DECEMBER 2025

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KEY ACHIEVEMENTS

450+ — Major GVP point identification & elimination

Identification of Swachhata Champions — **900+**

280 — Identification of Commercial areas for night sweeping and night collection

Green Campus Declaration — **750+**

500+ — Updation of CTs/PTs/ Standalone Urinals on Swachhatam Portal

ACCOUNTABILITY IN ACTION

The Wall of Shame & Street Play

Turning Garbage Hotspots into Public Lessons Through Art and Action

This past month, we took a bold step in addressing urban cleanliness by launching the "Wall of Shame." This initiative was designed to spotlight the negligence that leads to Garbage Vulnerable Points across our city. To drive the message home, our team performed an original street play right at the site. While the Wall provided a stark visual of the problem, the play—written and developed entirely by our own team—brought the human element to life, satirizing the habits and excuses that lead to littering. Together, these two elements served as a powerful wake-up call for civic responsibility.

SWACHH SURVEKSHAN 2026

Acceleration Drive
for Swachh Survekhshan-2025

Strengthening Readiness through Focused Action

Safai se Survekshan Tak was a focused 30-day acceleration drive implemented across all ULBs of Jammu and Kashmir aimed at bridging the gap between service benchmarks and on-ground cleanliness practices while strengthening universal waste collection coverage and addressing long-pending sanitation gaps with special emphasis on eliminating garbage vulnerable points improving neglected city spaces and using technology-based monitoring along with community participation to enhance accountability sustainability and long-term impact. This month-long mission mobilized the entire administrative and field machinery to transition from routine cleaning to a rigorous, survey-ready sanitation framework that prioritizes visual cleanliness and service-level excellence.

Key Highlights

- Expansion of door-to-door waste collection to previously uncovered urban pockets through systematic gap mapping and route extension.

- Transformation of chronic garbage vulnerable points (GVPs) into clean stable spaces with continuous monitoring to prevent re-dumping.

- Introduction of structured night sanitation shifts in high-footfall commercial zones to ensure markets are pristine before business hours.

- Intensive deep cleaning and revival of neglected back lanes and secondary arteries to ensure a 360-degree cleanliness approach across wards.

- Active citizen engagement through Swachhata Champions for real-time ward vigilance and immediate reporting of sanitation grievances via dedicated WhatsApp groups.

- Technology-based monitoring of collection fleets through the verification and tracking of GPS devices on all D2D vehicles.

- Operationalization of RRR (Reduce, Reuse, Recycle) Centres across all ULBs to institutionalize resource recovery and circular economy practices.

- Door-to-door awareness campaigns tailored to specific gap areas to educate citizens on source segregation and responsible waste disposal.
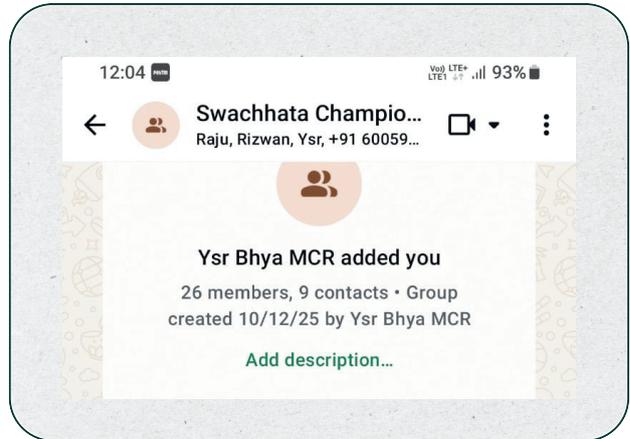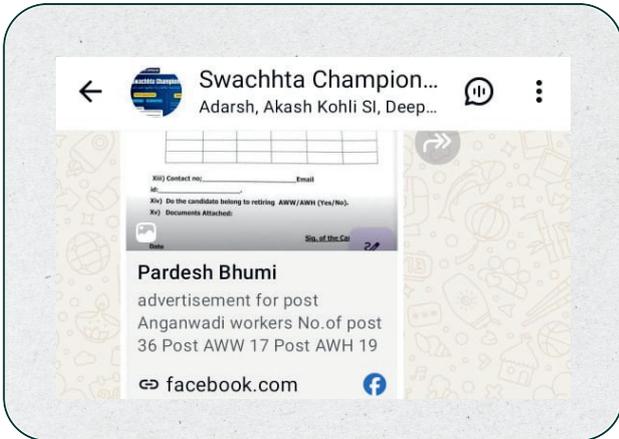
DOOR TO DOOR AWARENESS

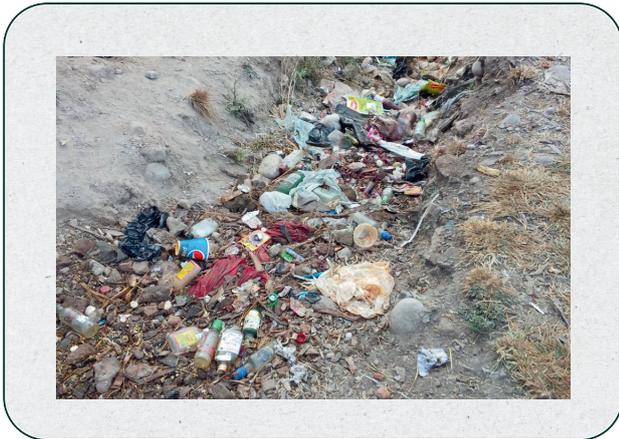

IDENTIFICATION OF COMMERCIAL AREA FOR NIGHT SWEEPING

IDENTIFICATION OF AREAS WITHOUT DOOR TO DOOR COLLECTION

IDENTIFICATION OF VOLUNTEERS (SWACHHATA CHAMPIONS)

MAJOR GVP POINTS IDENTIFICATION & ELIMINATION

RRR CENTERS ESTABLISHMENT

CT, PT & URINAL UPDATES ON SWACHHATAM PORTAL

Mapping the Sanitation Footprint

Real-Time Asset Integration on Swachhatam Portal

This initiative involved a comprehensive digital audit and verification of the Union Territory's entire urban sanitation infrastructure to ensure a transparent and updated representation of assets in strict alignment with the Swachh Survekshan 2025 evaluation framework. By documenting the physical status and seat counts of every facility, the mission has ensured that J&K's sanitation progress is accurately reflected on the national stage. This digital migration allows for real-time monitoring of facility health and provides a reliable database for future infrastructure planning and resource allocation.

Key Highlights

- Comprehensive mapping and status reporting of all Community Toilets (CTs), Public Toilets (PTs), and Standalone Urinals across 80 ULBs, ensuring no facility is left unrecorded.

- Systematic synchronization of seat counts and operational status to ensure 100% data integrity on the national Swachhatam Portal, facilitating accurate performance scoring.

- Ground-level quality checks conducted by field teams to verify essential hygiene parameters, including continuous water availability, functional electricity, and regular cleaning mechanisms.

- Strengthening the digital evidence base through high-definition geo-tagged photography and localized reporting to ensure high scoring during national-level sanitation audits and surprise inspections.

- Asset Accessibility Review to ensure that facilities are correctly tagged for specialized features like ramps and dedicated seats for the differently-abled and children.
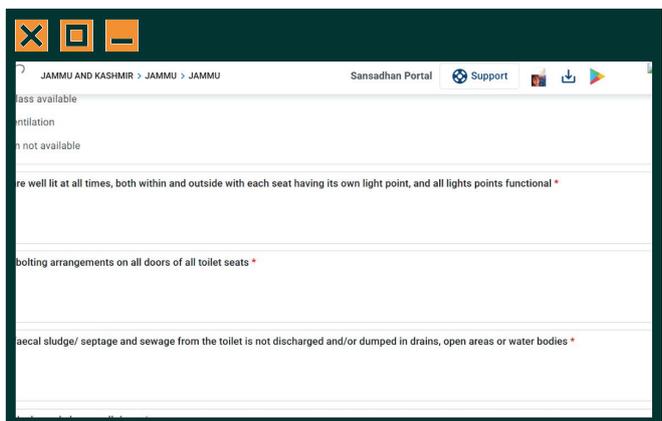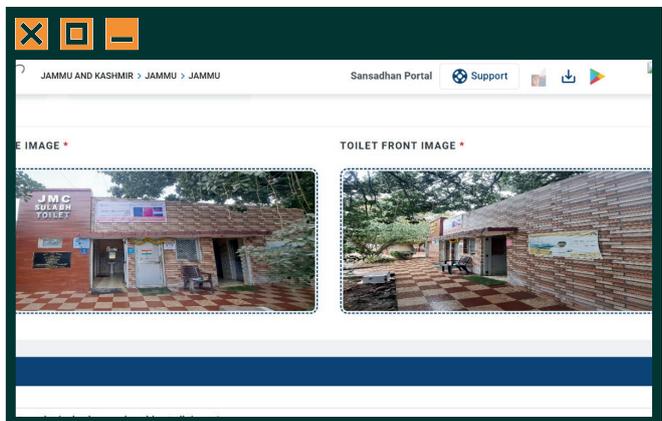
CT/PT INFRASTRUCTURE VALIDATION STATUS

500+ Community & Public Toilet Units Validated

Comprehensive Verification Completed

Seat Capacity Mapping

Water Supply Status

Functional Condition Assessment

User Accessibility & Cleanliness

100% Asset Synchronization Achieved

Swachhatam Portal Fully Synced for SS 2025

Feedback sorted out from Public/Citizens and rectified accordingly as per service level agreement.

GREEN CAMPUS INITIATIVE FINAL PHASE

The Green Campus Milestone

Leading the Way in Eco-Friendly Institutional Transformation

Eco-Institutional Excellence: Pioneering Sustainability in Public Spaces The Green Campus initiative reached its definitive phase this month, focusing on the systemic transformation of institutional premises into high-performing eco-friendly zones. These campuses now serve as local beacons for sustainable waste management and environmental stewardship, demonstrating that large-scale institutions can transition to a circular economy model. This final push was designed to ensure that Bulk Waste Generators (BWGs)—including educational centers, government complexes, and hospitals—lead by example, providing the necessary momentum to achieve the national "Garbage Free City" vision.

Key Highlights

- On-site wet waste processing made mandatory with composting and bio-methanization

- Complete ban on single-use plastics across all institutional premises

- 100% source segregation ensured through color-coded bins and monitoring

- Green infrastructure strengthened with plantations LED lighting and rainwater harvesting

- Sustainability audits completed with photographic records uploaded on Swachhatam Portal
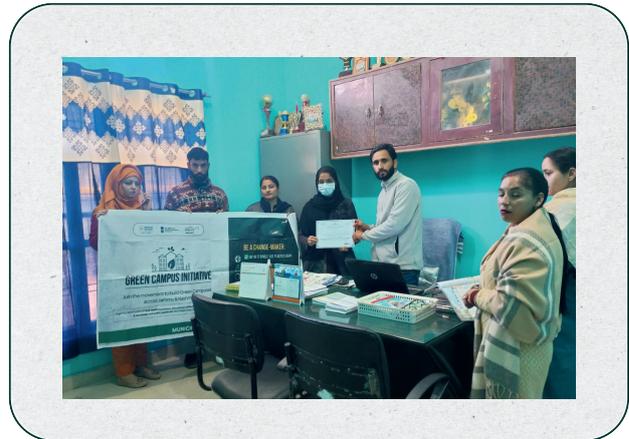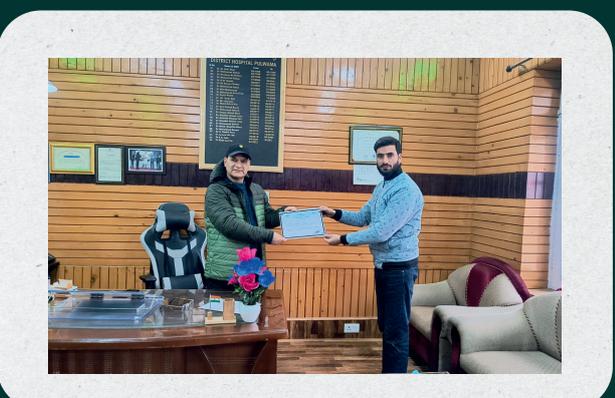
800+

Over **800 green campuses** have been institutionalized, reflecting a strong commitment to sustainable practices across educational institutions in the region.

Geographic Spread: Across all ULBs of Jammu & Kashmir

Implementation: 100% Adoption of Green Protocols

Operational Success: Successful decentralized waste processing UT-wide

TRAINING FOR ULB OFFICIALS AND SANITATION STAFF

Guardians of the Mission

Building skilled safe and future-ready sanitation teams for urban J&K

Advanced Capacity Building for Our Sanitation Heroes This intensive training program focused on empowering the frontline workforce and ULB officials with the technical expertise and safety standards required to lead the transition into the next phase of SBM-U 2.0. The curriculum was specifically designed to address the unique topographical challenges of Jammu and Kashmir while prioritizing the dignity and safety of Safaimitras. By moving beyond traditional cleaning methods, this initiative has equipped our "Guardians" with the skills to manage modern sanitation infrastructure, ensuring that urban governance in J&K is both technologically advanced and socially responsible. The training serves as a paradigm shift, transforming sanitation work from a manual task into a professional, mechanized, and safety-first operation.

Key Highlights

- Advanced training on used water management including FSTPs and DEWATS to protect local water bodies

- Safaimitra Suraksha with zero-fatality focus through mechanized cleaning and mandatory PPE use

- Scientific legacy waste remediation using bio-mining and land reclamation for Lakshya Zero Dumpsite

- Digital empowerment via Swachhata and SBM Engineer Apps for real-time reporting and monitoring

- Sustainability audits completed with photographic records uploaded on Swachhatam Portal
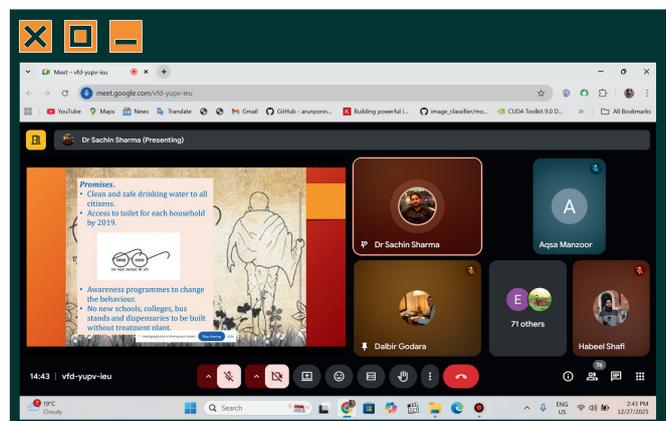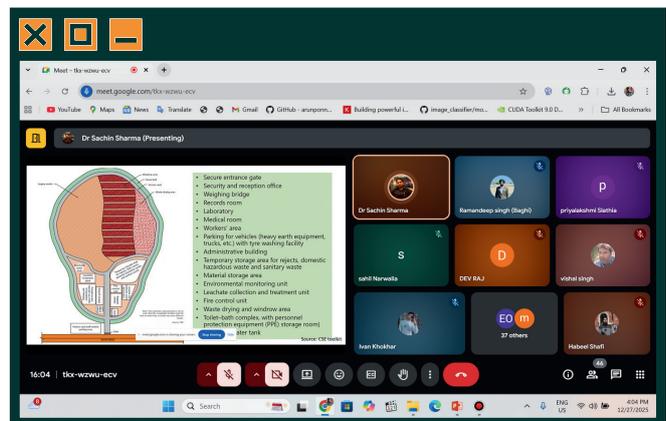
The 2026 Visionary Calendar

From Dates to Daily Action: A Calendar that Drives Jan Andolan

Designing the 'Jan Andolan' Table Top Calendar The Annual Table Top Swachhata Calendar – 2026 was finalized this month as a high-impact behavioral tool designed to embed the core values of the mission into the daily workspace and domestic life of every citizen and official across the region. Recognizing that consistency is the key to habit formation, the calendar transitions from a simple time-tracking tool into a functional piece of advocacy. Each month serves as a strategic visual prompt for a specific pillar of the mission, ensuring that the spirit of Swachhata remains a year-round priority rather than a seasonal effort. This initiative transforms every desk into a platform for environmental consciousness, fostering a culture where sustainability is integrated into every professional and personal decision.

SOCIAL MEDIA CREATIVE DEVELOPMENT

The Digital Swachhata Pulse

Localized Voices, Unified Impact

Dominating the Digital Landscape with Local Resonance By leveraging a multi-platform communication strategy, the mission successfully expanded its digital reach through customized content that speaks directly to the diverse cultural and linguistic fabric of Jammu and Kashmir. The focus remained on high-frequency posting and localized messaging to maximize public engagement, ensuring that the mission's objectives are not just seen, but understood and adopted by every household. This digital transformation has turned social media into a two-way communication channel, fostering a sense of pride and accountability among citizens while providing 24/7 visibility into the Union Territory's sanitation progress.

Organic waste is not trash.
It is tomorrow's compost.

MISSION DIRECTOR, SBM-U, 2.0

Turn waste into wealth
Start Composting at home.

MISSION DIRECTOR, SBM-U, 2.0

RECYCLE TODAY FOR A CLEANER TOMORROW.

Nothing goes to waste.

MISSION DIRECTOR, SBM-U, 2.0

From Home to City - Cleanliness Begins With Us

MISSION DIRECTOR, SBM-U, 2.0

Thousands of cups and bottles are discarded at weddings and functions.
Let's change the trend.
Bring back the elegance of traditional serving.

MISSION DIRECTOR, SBM-U, 2.0

Plastic Free Choices Start With You

MISSION DIRECTOR, SBM-U, 2.0

Cultural & Media Impact

Blending storytelling and media to connect with every community

Theater of Change & Transparent Governance Harnessing both traditional folk theater and mainstream media, the department ensured the mission reached the grassroots level while maintaining absolute transparency. By blending ancient storytelling with modern journalistic standards, the mission has successfully created a bridge between government policy and public consciousness. This dual approach ensures that even populations with limited digital access are informed, engaged, and empowered to take ownership of their local environment, while the general public is kept updated on every major milestone through credible media channels.
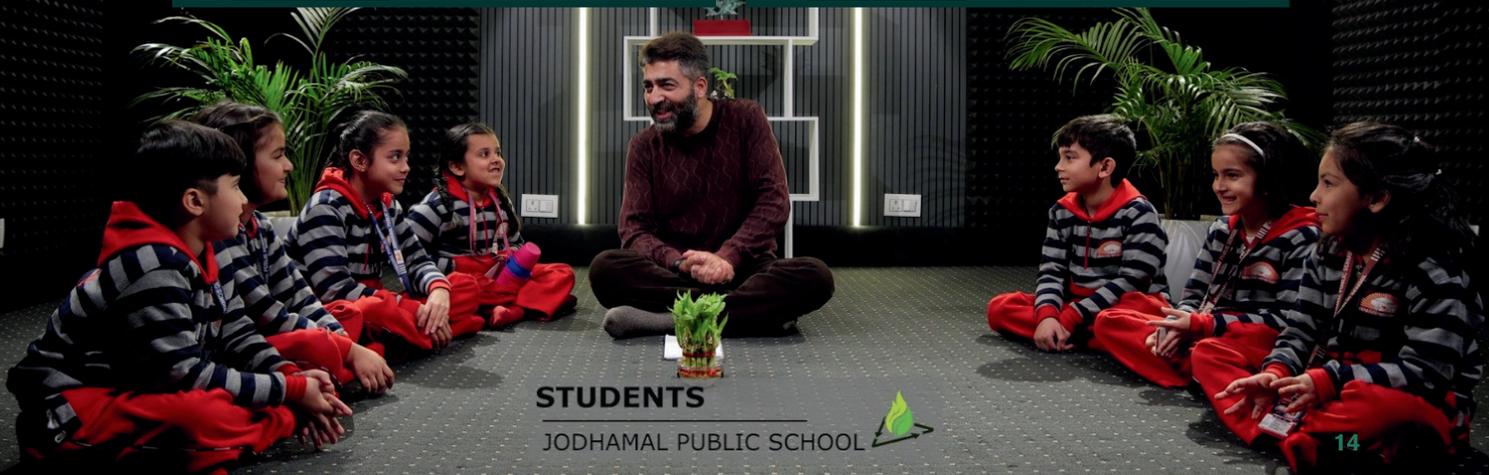
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