2025

Swachhata
Chronicles

6 MONTHS OF IEC INNOVATION UNDER SBM-U 2.0

JAMMU & KASHMIR

Introduction

The Information, Education and Communication (IEC) component under the Swachh Bharat Mission Urban 2.0 (SBM-U 2.0) serves as the driving force behind behavioural transformation and citizen participation in the journey towards a cleaner, greener and more sustainable India. In Jammu & Kashmir, the Housing & Urban Development Department (HUDD) has been steering this mission with a vision to not only create infrastructure but also to nurture a strong sense of ownership, responsibility and civic pride among urban residents.

To translate this vision into meaningful community action, Swaaha Resource Pvt. Ltd. was entrusted with the implementation of IEC activities across 80 Urban Local Bodies (ULBs) of Jammu & Kashmir. Over the last six months, the project has focused on creating multi-layered awareness, fostering behavioural change and amplifying the message of cleanliness through creative campaigns, events, digital outreach and on-ground citizen engagement.

This booklet is a compendium of those efforts documenting the key campaigns, activities, and success stories that shaped the IEC journey from January to June 2025. Each month reflects a unique theme aligned with the mission's objectives from promoting source segregation and plastic waste management to celebrating **"Swachhtantra" - Gantantra se Desh Mahaan, Swachhta Se Desk Ki Shaan", "Chaar Bin Apnao, Prakriti Bachao", Green Colony Campaign, "Mera Shehar, Meri Pehchaan", Har Shaniwar Swachhta Tyohaar - Every Saturday, A Cleaner J&K – Phase 1** Beyond numbers and activities, the IEC journey represents the collective spirit of collaboration among ULBs, mission officials, Safai Mitras, SHGs, school students and citizens who came together to transform the idea of cleanliness into a community culture.

Through this 6-month documentation, we aim to present not just the outcomes, but the impact of communication-led transformation how awareness, participation and creativity together have become powerful tools for sustainable urban change under SBM 2.0 in Jammu & Kashmir.

Preface

The Government of India launched the second phase of the Swachh Bharat Mission (Urban) – SBM-U 2.0 – in October 2021 under the Ministry of Housing & Urban Affairs (MoHUA). This five-year mission (2021–26) has a total outlay of 1,41,600 crore and aims to consolidate and sustain India's urban sanitation achievements. Its vision is to make every city 'Garbage Free' through 100% source segregation of waste, door-to-door collection and scientific processing of all municipal solid waste. SBM-U 2.0 also mandates comprehensive liquid waste management: no untreated sewage or faecal sludge may be discharged into the environment, as all used water (sewage, greywater and blackwater) will be safely collected, transported, treated and reused under a new Used Water Management component. Legacy waste dumpsites will be remediated and converted into green spaces to promote a cercular economy.

SBM-U 2.0 builds on the sweeping gains of Phase I (2014–2021). Under the first phase, over 70 lakh individual, community and public toilets were constructed, and Urban India was declared open-defecation free (ODF) in 2019. Many cities have since achieved higher standards under MoHUA's protocols (ODF+ and ODF++ certifications). The mission also achieved near-universal waste management: 100% door-to-door collection was achieved in 97% of urban wards with source-segregation in 85% of wards. These measures quadrupled India's waste processing rate (from 18% of waste in 2014 to over 70% today). The success of Phase I was driven by a massive jan-andolan (people's movement), in which over 20 crore urban citizens participated under intensive behavior-change campaigns. To strengthen this progress, SBM-U 2.0 has launched a National Behavior Change Communication framework focusing on source segregation, waste processing, plastic reduction and responsible sanitation practices.

In the Union Territory of Jammu & Kashmir, SBM-U 2.0 is being implemented across all 80 Urban Local Bodies (ULBs). Over the past year the Jammu & Kashmir Housing & Urban Development Department (JKHUDD) has organized a multiple IEC campaigns in these ULBs to mobilize citizens for the Swachhata mission. Activities have included community cleanup drives, street plays, open painting and quiz competitions, and digital outreach – all designed to promote waste segregation, proper disposal and civic pride. This IEC booklet has been prepared to support those efforts on the ground. It provides ULB officials, NGOs, citizens and other stakeholders with practical information on sanitation practices, waste management technologies, and communication strategies. By outlining key measures, responsibilities and best practices (including estimated costs and operation plans), the booklet aims to translate SBM-U 2.0's goals into concrete actions. It is hoped that all stakeholders will find this booklet a useful guide for making Jammu & Kashmir's cities cleaner, healthier and more sustainable.

Table of Content

NAYE BHARAT KI NAYI TASWEER, SWACHH BANEGA JAMMU KASHMIR

Our IEC Identity –
The SBM-U 2.0 J&K Logo

At the launch of the IEC project under Swachh Bharat Mission Urban 2.0, a unique logo was developed by IEC Team of Swaaha to symbolize Jammu & Kashmir's commitment to sustainable urban cleanliness.

The circular design of vibrant orange and red dots represents unity, participation and collective action for a cleaner tomorrow, while the green leaf at the center signifies sustainability and environmental harmony. Using the clean Poppins font, the logo reflects clarity, simplicity, and modern communication — the essence of IEC. Its color palette blends trust (navy blue), energy (orange), determination (red), and balance (teal), unified by white, symbolizing purity and cleanliness.

This logo serves as the visual identity of SBM-U 2.0 in J&K a reminder that Swachhata is not just a mission, but a shared responsibility and a way of life.

Logo
Branding Theme profile

SWACHH BHARAT MISSION-URBAN 2.0
JAMMU & KASHMIR

Dark Contrast

Jammu Municipal Corporation

Light Contrast

Jammu Municipal Corporation

Font
Poppins

Aa

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

A clean, modern sans-serif font known for its readability and simplicity.

Ideal for communication, as it aligns with the clarity needed for IEC (Information, Education, and Communication) materials.

232E56 F08532 B21F3A 4D9C8F FFFFFF

Primary Colors

#232E56 (Deep Navy Blue): Represents trust, reliability, and the mission's firm commitment to transforming India into a clean and hygienic nation.

#F08532 (Vibrant Orange): Symbolizes energy, enthusiasm, and the collective spirit of citizens actively participating in the mission.

#B21F3A (Bold Red): Reflects urgency and determination to address waste management, sanitation, and public health challenges.

#4D9C8F (Calming Teal): Highlights balance and sustainability, focusing on eco-friendly practices and a harmonious environment.

#FFFFFF (Pure White): Signifies cleanliness, purity, and the ultimate goal of creating a spotless and healthy living space for everyone.

Decoding
Logo

Symbol

Circular Design with Dots: The circular pattern made up of vibrant orange and red dots symbolizes unity, community involvement, and collective action for cleanliness and sanitation.

Leaf Icon in the Center: The green leaf represents sustainability, environmental protection, and eco-friendly practices—key components of the mission.

Text

SWACHH BHARAT MISSION-URBAN 2.0

JAMMU & KASHMIR

Swachh Bharat Mission-Urban 2.0: Indicates the second phase of the Swachh Bharat Mission aimed at enhancing urban sanitation and waste management systems.

**Jammu & Kashmir:** Highlights the region-specific implementation of the mission.

SWACHH BHARAT MISSION-URBAN 2.0
JAMMU & KASHMIR

SWACHH BHARAT MISSION-URBAN 2.0
JAMMU & KASHMIR

J&K's Swachhata Calendar 2025

"A Yearlong Reminder for Clean and Sustainable Living"

As part of the IEC initiatives under Swachh Bharat Mission Urban 2.0, a creative Annual Table Top Swachhata Calendar 2025 was conceptualized and designed to serve as a daily inspiration for citizens and institutions alike.

Each month of the calendar highlights a distinct theme of Swachhata and sustainability — including source segregation, waste reduction, sanitation best practices, used water management, citizen engagement, and national cleanliness campaigns. Through a blend of meaningful visuals, concise messages, and creative design, the calendar transforms awareness into a year-round communication tool.

Soft copy of the same is available on www.swachhjk. in across offices, institutions, and ULBs, the calendar acts as a constant visual reminder of our shared responsibility toward cleanliness and environmental stewardship. It encourages everyone to internalize the mission's principles — to think clean, act responsibly, and contribute to building Garbage-Free City, ODF+ and ODF++ cities across Jammu & Kashmir. This initiative reflects the commitment of the Housing & Urban Development Department, J&K, and the implementing agency Swaaha Resource Pvt. Ltd., to make Swachhata a consistent, creative and participatory movement throughout the year.
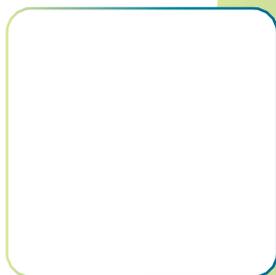
SCAN QR CODE
TO DOWNLOAD

Dedicated SBM-U 2.0 J&K
Website Unveiled

In line with the vision of Swachh Bharat Mission–Urban 2.0 to integrate technology, transparency, and public participation, a dedicated website — www.swachhjk.in — has been developed as the official digital platform for all Swachhata-related initiatives in the Union Territory of Jammu & Kashmir.

The portal serves as a comprehensive information and engagement hub, connecting citizens, Urban Local Bodies (ULBs), and mission stakeholders on a single, accessible digital interface. It showcases the key objectives, guidelines, and achievements of SBM-U 2.0, while also featuring updates on campaigns, events, and creative IEC materials developed across 80 ULBs.

Structured around the mission's thematic priorities, the website includes sections on Solid Waste Management, ODF, ODF+ and ODF++ Sustainability, Garbage Free City, Plastic Waste Management, Used Water Management, and Citizen Responsibility. These segments make it easier for users to explore the mission's progress and access practical resources for implementation and awareness. To promote participatory governance, the website also features interactive tools such as feedback forms, awareness resources, media galleries, and citizen engagement modules — fostering a stronger connection between the public and urban local bodies.

The SwachhJK portal stands as a digital symbol of transparency, accessibility, and collaboration, reinforcing Jammu & Kashmir's commitment to creating cleaner, smarter, and more sustainable cities under SBM-U 2.0.

> **"**
> One Click for Cleanliness
> **www.swachhjk.in** brings every citizen closer to Swachhata.
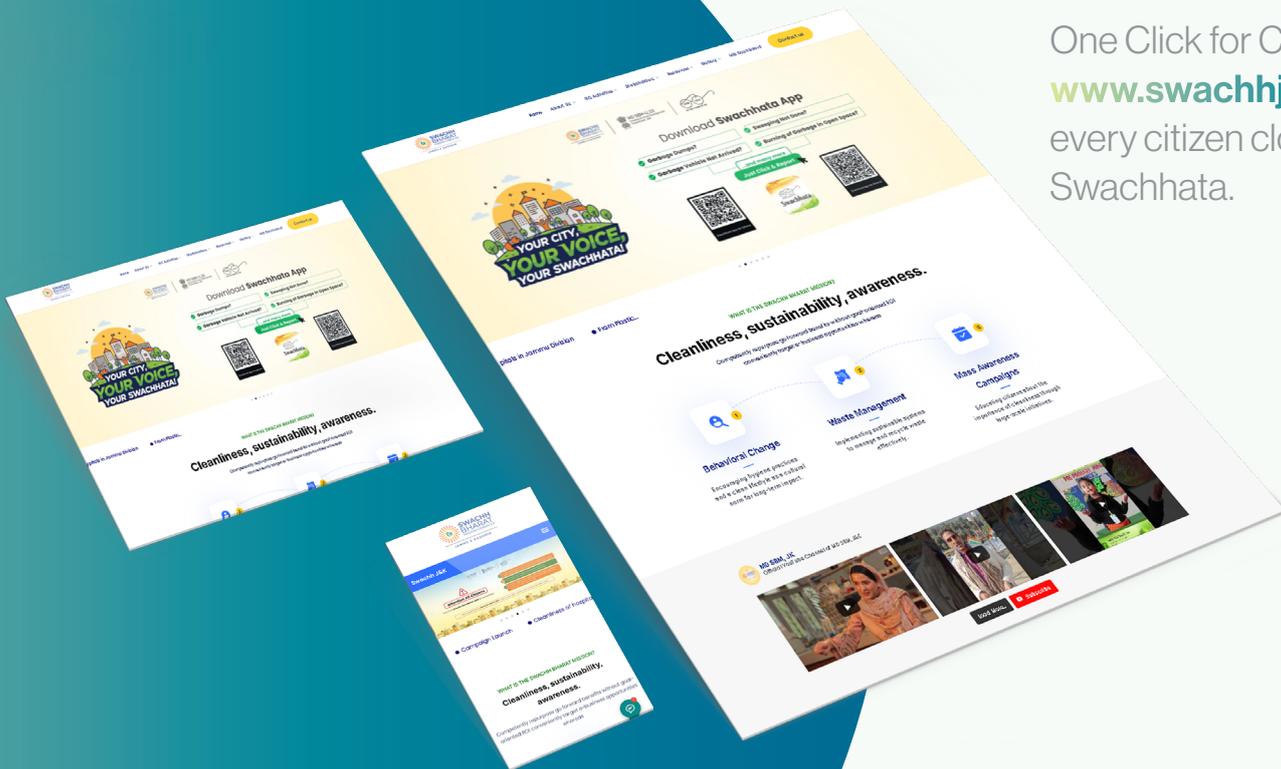
Bridging the Gaps, **Boosting the Rankings**

"

A Comprehensive **Gap Analysis under SBM-U 2.0** across Jammu & Kashmir

Strengthening the Road to Clean & Sustainable Urban Futures

As Jammu & Kashmir strides forward under the Swachh Bharat Mission–Urban 2.0, the focus has shifted from just building infrastructure to sustaining it — ensuring that every ULB not only achieves but maintains national standards of cleanliness and sanitation.

To accelerate this progress, a detailed Gap Analysis Exercise was undertaken across all 80 Urban Local Bodies (ULBs) under the guidance of the Jammu & Kashmir Housing & Urban Development Department (JKHUDD).

The exercise aimed to benchmark each ULB's performance against the key certification and ranking frameworks of the Ministry of Housing & Urban Affairs (MoHUA) — including:

Open Defecation Free (ODF +) , ODF++, and Garbage-Free City (GFC) certifications, along with preparedness for Swachh Survekshan 2024.

This initiative formed a vital part of the Information, Education and Communication (IEC) project implemented by Swaaha Resource Pvt. Ltd., designed to transform insights from the ground into actionable improvements for each ULB.

Purpose: Setting the Foundation for Smarter Cities

The Gap Analysis was more than an assessment it was a performance improvement journey. The key objectives were:

1. To evaluate each ULB's compliance with the Swachh Survekshan 2024 Toolkit and MoHUA's certification standards.

2. To assess the functionality, maintenance, and usability of Community Toilets (CTs) and Public Toilets (PTs).

3. To identify gaps in solid and liquid waste management, citizen feedback systems, and documentation processes.

4. To provide each ULB with technical guidance, checklists, and an actionable roadmap for improvement before national-level field assessments.

5. To help cities attain sustainable sanitation practices, leading to ODF+, ODF++ and GFC compliance.

This exercise served as a crucial diagnostic tool — ensuring that Jammu & Kashmir's urban local bodies are not only clean, but ready, verified, and ranked on par with India's leading smart and sustainable cities.

The Three-Phase Journey of Analysis and Improvement

The entire Gap Analysis was meticulously structured into three progressive phases, ensuring that every insight translated into measurable improvement.

Phase 1: Baseline Gap Identification — The Ground Reality Check

The first phase began at the very grassroots — doorstep assessments and toilet inspections across every ward and ULB. Dedicated teams of Swachhata Executives and field staff conducted extensive field surveys of all Community Toilets (CTs) and Public Toilets (PTs).

Each facility was evaluated for:

• Infrastructure quality and functionality,
• Cleanliness and hygiene standards,
• Accessibility and user comfort,
• Availability of water and handwashing facilities,
• Signage, lighting, and maintenance mechanisms.
• The aim was to identify small but critical gaps that could directly affect ODF and ODF++ certification scores.

Following this baseline survey, ULB-specific corrective action plans were prepared, enabling quick interventions such as repairing non-functional toilets, improving cleanliness contracts, and standardizing monitoring protocols before the Swachh Survekshan 2024 evaluation began.

Phase 2: Comprehensive Evaluation under the Swachh Survekshan Toolkit

Building on the baseline data, Phase 2 aligned directly with the Swachh Survekshan 2024 Toolkit — India's most comprehensive urban cleanliness framework, consisting of 10 indicators and 166 sub-indicators worth 10,000 marks.

This phase assessed each ULB across:

• **Service-Level Progress:** Solid and liquid waste management infrastructure,
• **Citizen Feedback:** Mechanisms for public participation and complaint resolution,
• **Innovation and Digital Initiatives:** Use of tech-based monitoring,
• **IEC Activities:** Behavior change campaigns and community engagement.

Teams used standardized formats and geo-tagged checklists to ensure data accuracy and comparability across districts.
ULBs received detailed advisory reports highlighting strengths and improvement areas — from achieving 100% door-to-door collection and segregation at source, to maintaining clean public spaces and efficient waste processing facilities.
These findings became the foundation for each ULB's internal "Swachhata Readiness Plan", ensuring preparedness well before the MoHUA field assessments.

Phase 3: Follow-Up and Verification — From Plans to Performance

The final phase was dedicated to verification and validation. After corrective measures were implemented, re-assessment surveys were conducted across all ULBs.
Each public and community toilet was revisited to evaluate the effectiveness of interventions — from infrastructure upgrades to improved maintenance contracts.
The teams collected geo-tagged photographic evidence of improvements, mapped facility-level updates, and cross-referenced data with MoHUA's Section 4 parameters.

"

Verification made the invisible visible showing the tangible progress made by every city.

This phase ensured transparency, accountability, and measurable progress tracking — hallmarks of SBM-U 2.0's evidence-based governance model.

Key Observations and Learnings

The Gap Analysis uncovered not just gaps — but opportunities for growth:

- ULBs demonstrated strong progress in door-to-door collection and plastic waste segregation.
- Several cities developed innovative citizen feedback models, leveraging digital surveys and social media.
- Consistent IEC campaigns resulted in higher citizen awareness and Swachhata participation.
- Field-level data helped prioritize investments for public toilet maintenance and waste processing units.

Overall, the exercise helped convert data into actionable insight, ensuring that cleanliness is not a one-time drive but a continuous improvement process.

Outcomes

Preparing J&K for the National Stage

By the end of this period, all 80 ULBs had completed structured improvement cycles a first-of-its-kind coordinated initiative under SBM-U 2.0 in Jammu & Kashmir.

The outcome was multi-dimensional:

- Enhanced certification readiness for ODF+, ODF++, GFC, and Swachh Survekshan 2024.
- Improved infrastructure maintenance and sanitation service delivery.
- Greater data transparency and reporting accuracy through geo-tagged documentation.
- Strengthened collaboration between ULBs and citizens, making Swachhata a shared civic culture.
- This Gap Analysis not only prepared Jammu & Kashmir's cities for national ranking but also set a new standard for evidence-based governance and performance improvement under SBM-U 2.0.

Conclusion
From Evaluation to Evolution

The Gap Analysis was more than a technical assessment it was a transformative exercise that bridged the distance between policy and practice. It helped local bodies understand their strengths, address shortcomings, and evolve into citizen-centric, clean, and sustainable cities.

As Jammu & Kashmir continues its journey under Swachh Bharat Mission Urban 2.0, this exercise stands as a blueprint for continuous progress, proving that with data, dedication, and participation, every city can move closer to becoming a Garbage-Free, ODF++ certified, and nationally recognized model of Swachhata.

Driving Urban Excellence
through Capacity Building

"Empowering Urban Local Bodies through Knowledge and Action"

Recognizing that strong systems are built on skilled hands and informed minds, multiple intensive Capacity-Building Sessions were organized under the guidance of the Mission Director, Swachh Bharat Mission–Urban 2.0, by Swaaha IEC Team for officials and field teams of the Jammu & Kashmir Housing & Urban Development Department (JKHUDD), Jammu & Kashmir.

Spanning six months and covering both Jammu and Kashmir divisions, these sessions served as dynamic platforms to equip Urban Local Bodies (ULBs) with the knowledge, confidence, and practical tools needed to plan, execute and document IEC initiatives effectively.

Focusing on real-world application, the trainings emphasized 3R principles (Reduce, Reuse, Recycle), Source Segregation, and Mobile-based Multimedia Production, aligning every learning outcome with MoHUA's Swachh Survekshan 2024 parameters. Participants learned to transform local challenges into success stories using creativity, community engagement and data-backed monitoring.

More than workshops, these sessions became incubators of leadership and innovation. They empowered all stakeholders across 80 ULBs to turn awareness into sustained action driving Jammu & Kashmir closer to its vision of becoming a cleaner, smarter and nationally competitive region under SBM-U 2.0.

Capacity-Building Sessions

S. No.	Month	ULB / Districts Covered	Location / Venue	Topic Covered
1	January	76 ULBs (DULBJ & DULBK)	JDA Conference Hall (DULBJ) and Conference Hall of DULBK	Introduction to SBM-U 2.0, its objectives and operational framework
2	February	SMC	Conference Hall, SMC	Swachh Survekshan 2024 – Assessment parameters and documentation requirements
3	April	76 ULBs	Conference Hall of DULBK and Online Session for DULBJ	Source Segregation of Waste and best implementation practices
4	May	JMC	Conference Hall, JMC	RRR (Reduce, Reuse, Recycle) and Source Segregation of Waste
5	June	Doda, Kishtwar, Ramban, Kulgam and Pulwama Districts	District Offices and Community Halls	Source Segregation of Waste and field-level execution strategies

Strengthening Readiness for
Swachh Survekshan 2024

Preparations and Field Support for Swachh Survekshan 2024, ODF+ & ODF++ & GFC Certifications

From February to April 2025, the focus of the IEC Team under the Mission Directorate, SBM–Urban 2.0, shifted from campaigns to strategic groundwork and certification preparedness.

During this crucial period, intensive efforts were undertaken to strengthen the capacity, coordination, and readiness of 80 Urban Local Bodies (ULBs) of Jammu & Kashmir for the upcoming Swachh Survekshan 2024, ODF+ / ODF++ and Garbage-Free City (GFC) certifications.

The months were marked by rigorous planning, data validation, on-ground assistance, and performance enhancement sessions all aimed at ensuring that each ULB was well-prepared, well-documented, and confident ahead of national-level assessments.

Part I: Preparation for Swachh Survekshan, ODF+, ODF++ and GFC Certifications

To build clarity and consistency in performance, a series of exclusive preparatory sessions were organized for Chief Executive Officers (CEOs), District Executive Officers (DEOs), and Field Functionaries of all ULBs.

These sessions, conducted under the guidance of the Mission Director, SBM-U 2.0, emphasized technical learning, evidence-based reporting, and alignment with MoHUA's national evaluation parameters.

Key Focus Areas:

- Understanding Swachh Survekshan 2024 Toolkit and certification benchmarks.

- Strengthening documentation processes, data accuracy, and evidence collection.

- Ensuring sustainability of ODF practices and community toilet maintenance.

- Improving source segregation, door-to-door waste collection, and scientific processing.

- Promoting citizen engagement mechanisms and transparent communication.

Through a mix of interactive presentations, mock assessments, and on-ground demonstrations, the sessions empowered officials to confidently navigate MoHUA's evaluation process from uploading data on the Swachhata portal to conducting self-assessment audits.

Outcome: A More Prepared Urban Force

By the end of the preparatory phase, officials across all ULBs were equipped with clear roadmaps for improvement and technical know-how to meet certification requirements.

This phase built a strong foundation for achieving higher benchmarks under ODF+, ODF++ and GFC categories, aligning Jammu & Kashmir's cities with the national goals of SBM-U 2.0 sustainability, accountability and citizen-centric sanitation.

Part II: On-Ground Support for ODF & GFC Field Assessments 2024

As the ODF and GFC Field Assessments 2024 commenced across Jammu & Kashmir, the IEC Team Swaaha played a pivotal role in ensuring smooth facilitation, coordination, and real-time support at every stage.

Key Interventions:

- Conducted pre-assessment site inspections in coordination with ULBs to identify focus locations — including schools, water bodies, parks, markets, and tourist areas.

- Ensured documentation readiness by organizing MoUs, notifications, logbooks, and registers at Material Recovery Facilities (MRFs), composting units, and Public/Community Toilets (CTs/PTs).

- Assisted ULBs in creating visual evidence banks through geo-tagged photographs and digital reports.

- Facilitated citizen feedback interactions and awareness sessions to help assessors directly engage with residents.

- Supported real-time communication between field teams, assessors, and local officials for smoother evaluation.

The approach ensured that assessors not only witnessed the physical transformation of cities but also experienced the active participation and ownership of citizens — a true reflection of SBM-U 2.0's spirit.

Outcome: Smooth Assessments, Stronger Performance

The coordinated efforts resulted in:

- Seamless assessment facilitation across all 80 ULBs.

- Enhanced documentation and transparency at every level.

- Improved feedback and satisfaction scores from citizens during assessor visits.

- Positive visibility and preparedness that reflected in better Swachh Survekshan outcomes.

Conclusion: From Preparation to Progress

The February–April period showcased how capacity building and coordination can be as impactful as public campaigns. By strengthening the knowledge base, improving documentation, and fostering collaboration between ULBs and citizens, the IEC Project under SBM-U 2.0 transformed readiness into performance.

With these structured efforts, Jammu & Kashmir emerged more confident, better equipped, and strategically positioned to achieve ODF+, ODF++, GFC and improved national rankings reaffirming its commitment to a clean, sustainable and well-governed urban future.

A New Era of
Swachhata Storytelling

"A Creative Hub Empowering Swachhata Communication in J&K"

To strengthen creative content production and digital communication under the Swachh Bharat Mission–Urban 2.0, a dedicated Multi-Media Recording Studio was established at the Swaaha Resource Management Office, Gandhi Nagar, Jammu.

Developed under the IEC Project of the Mission Director, SBM-U 2.0, this modern facility serves as the central creative hub for producing professional Information, Education, and Communication (IEC) materials for all 80 Urban Local Bodies (ULBs) across Jammu & Kashmir.

The studio is fully equipped with advanced audio-visual systems, soundproof recording infrastructure, and digital editing suites—enabling high-quality, in-house production of awareness videos, jingles, documentaries, podcasts, voiceovers, and social media content. Its establishment has significantly enhanced the capacity to conceptualize, record, and deliver impactful campaigns quickly, efficiently, and with professional finesse.

Since its inception, the Swaaha studio has become the creative nerve centre of the Mission's outreach efforts. It has produced compelling awareness content, citizen-centric campaigns, Swachhata success story videos, and thematic podcasts each amplifying the visibility of SBM-U 2.0 in Jammu & Kashmir.

Beyond production, the studio also serves as a collaborative learning space, where IEC professionals, Swachhata Ambassadors, and field officers brainstorm innovative ideas, experiment with digital storytelling formats, and curate impactful narratives that connect citizens emotionally to the Swachhata movement.

Outcome:

The establishment of the Multi-Media Recording Studio at Swaaha Resource Management, Gandhi Nagar, Jammu, marks a major milestone in the communication framework of SBM-U 2.0. By integrating technology, creativity, and mission-driven storytelling, the facility ensures faster, cost-effective, and high-quality content creation—strengthening visibility, outreach, and citizen engagement across the Union Territory of Jammu & Kashmir.
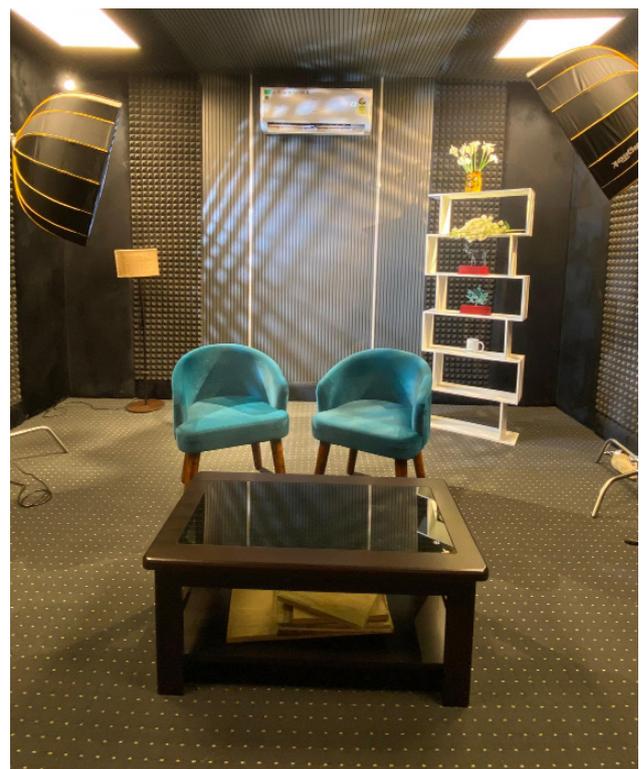
Feature	Details
Location	Swaaha Resource Management Office, Gandhi Nagar, Jammu
Facility Type	Multi-Media Recording & Editing Studio
Core Equipment	Audio Booth, Video Recording Setup, Editing Suite, Lighting System
Content Produced	Jingles, Podcasts, Documentaries, Reels, Voiceovers, IEC Creatives
Users	SBM-U 2.0 IEC Team, ULB Officials, Swachhata Ambassadors
Purpose	In-house content creation, digital awareness, campaign documentation
Impact	Enhanced creative independence, faster production, stronger Swachhata branding

Swachhata Studio

Where Swachhata meets creativity - the voice of a cleaner Jammu & Kashmir is produced here.
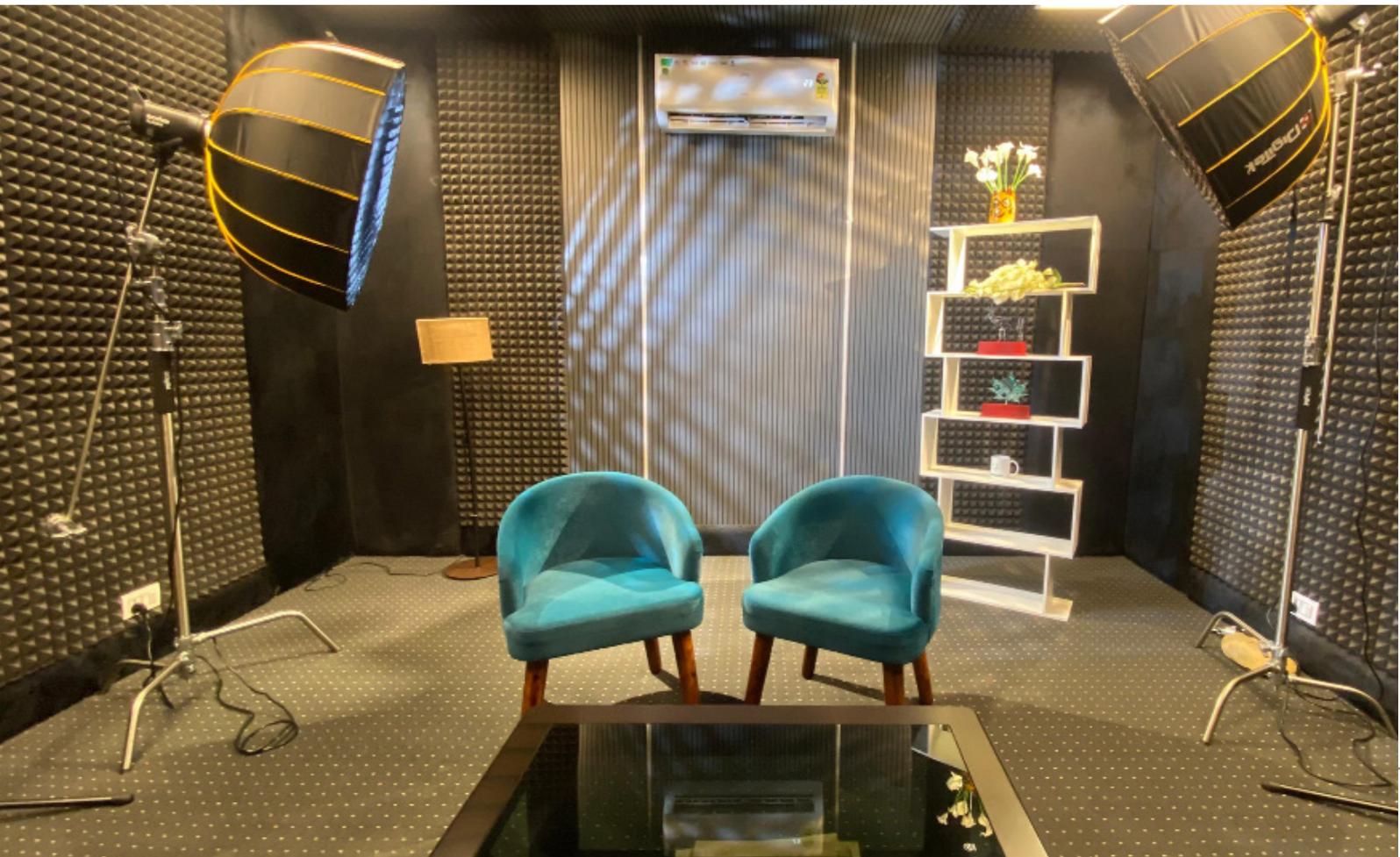
JANUARY REPUBLIC DAY 26

Swachhtantra

GANTANTRA SE DESH MAHAAN
SWACHHTA SE DESH KI SHAAN

When Cleanliness
Became Patriotism

Launch of Jammu & Kashmir's Pre–Republic Day Swachhta Campaign

As the tricolor prepared to rise high across the nation, the Housing & Urban Development Department (HUDD), Government of Jammu & Kashmir, launched a one-of-its-kind cleanliness campaign that blended national pride with civic responsibility.

Under the banner of Swachh Bharat Mission–Urban 2.0, the campaign titled **"Swachhtantra: Gantantra Ki Shaan, Swachhta Se Bane Mahaan"** turned the pre–Republic Day period of January 2025 into a state-wide celebration of collective action, cleanliness, and sustainability.

Formally launched by Ms. Mandeep Kaur (IAS), Commissioner/Secretary, HUDD, the initiative inspired citizens across all 80 Urban Local Bodies (ULBs) to take ownership of their surroundings and honor the Republic through action, not just celebration.

The campaign became a vibrant expression of **"Jan Bhagidari se Jan Andolan",** engaging every segment of society from students and Safai Mitras to social media influencers in creative acts of cleanliness, awareness and beautification.

Campaign Essence:
Republic Day with a Purpose

Swachhtantra 2025 reflected the idea that true patriotism is rooted in civic pride and cleanliness.
By merging the ideals of Gantantra (Republic) with Swachhta (Cleanliness), the campaign reignited the spirit of national duty at the community level.

Key Achievements at a Glance

Activity Component	Initiative / Theme	Outcome & Reach
Overall Participation	–	**1032** activities conducted across all 80 ULBs with enthusiastic community participation
Cleanliness Drives	"Ekta Mein Swachhata"	**175** drives clearing 58 Garbage Vulnerable Points (GVPs) and safely disposing 281.5 tons of waste
Street Plays (Nukkad Nataks)	"Chhote Kadam, Bade Parivartan"	**50** performances spreading awareness on source segregation and waste management
Digital Outreach	#SwachhJK & #CleanRepublicDay	**8960** social media posts and 60 influencer videos, reaching lakhs of citizens online
Water Body Clean-ups	"Pure Waters, Pure Future"	**78** water bodies cleaned and rejuvenated across various ULBs
Sanitation in Health Institutions	–	**57** targeted drives in hospitals and health centers promoting hygiene and safe sanitation
Public Engagement	Plog Runs, Painting, Quizzes, Plantation Drives	Thousands of students and citizens participated, fostering creativity and environmental awareness
Citizen Innovation	"My Place, My Responsibility"	Local groups adopted public areas for beautification and long-term maintenance

Voices of Participation

"

Swachhtantra turned Republic Day into a festival of cleanliness. It wasn't just about hoisting the flag- it was about upholding what the flag stands for.

— Municipal Council Member, Anantnag

"

The energy was contagious from schools to markets, everyone wanted to be part of something bigger.

— Swachhata Ambassador, Reasi

Impact & Legacy

The Swachhtantra Campaign 2025 transformed Republic Day celebrations into a citizen-led movement for Swachhata.

By merging patriotism with cleanliness, it created a powerful narrative of national dignity and progress one where every broom, pledge, and planted sapling became a symbol of pride.

Through 1032 activities, digital engagement, and visible environmental transformation, Jammu & Kashmir demonstrated that cleanliness is the truest expression of freedom and responsibility.

The campaign set a strong precedent for future IEC interventions under SBM-U 2.0, proving that when communities unite under a shared purpose, Swachhta truly becomes the new definition of Deshbhakti.

Highlight Box

1032 Activities ➤➤➤ 80 ULBs ➤➤➤ 281.5 Tons Waste Cleared

8960 Digital Posts ➤➤➤ 1 United Jammu & Kashmir for Swachhta

Ekta Mein Swachhata

Cleanliness Drive

Transformation of GVP

Nukkad Natak

Pledge

Go Green Breathe Clean

Painting Quiz Competition

Pure Water Pure Future

Run for Cleaner Tomorrow

Sanitation for Safe Healing

Video Messages from Social Media Influncers

Samridhi Sen
Gold Medallist in Classis Singing, Kishtwar

Imran Khan
Bollywood Actor
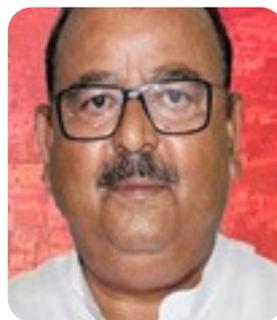
Sh. Chandar Prakash
Hon'ble MLA, Vijaypur
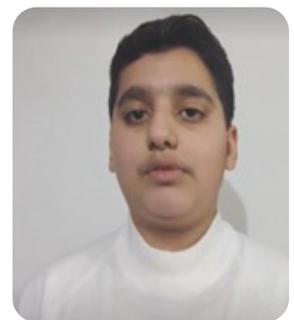
Asjad Jaffar
Represented J&K UT at 68th National School Games in Riffle Shooting

Naresh Chander
Ex. Councillor, MC Poonch

Dharun Kesar
Artist & Anchor, Katra

Adnan Farooq
Gold Medallist, Doda

Advocate Mohd Majid Mallik
Bhadarwah, Advocate & Social Activist

Survey of **4 Best Schools**

"Recognizing Champions of Clean and Creative Learning Spaces"

As part of the Swachh Survekshan 2024 preparations under the Swachh Bharat Mission–Urban 2.0, a comprehensive survey was conducted across all 80 Urban Local Bodies (ULBs) of Jammu & Kashmir to identify the four best-performing schools in each area. The initiative aimed to acknowledge institutions that have successfully embedded the principles of cleanliness, hygiene, and environmental stewardship into their daily learning environments.

The evaluation followed the official Swachh Survekshan Toolkit parameters, ensuring a standardized and transparent selection process. Each school was assessed on its overall cleanliness, solid and liquid waste management practices, availability and maintenance of separate toilets for boys and girls, and the level of student engagement in Swachhata activities. Beyond infrastructure and maintenance, schools were also recognized for their innovative IEC interventions including wall art, morning assembly awareness sessions, waste segregation corners, student-led cleanliness drives and creative competitions. These initiatives not only enhanced the school environment but also nurtured a generation of young "Swachhata Ambassadors" who take pride in leading by example.

Key Evaluation Parameters:

- Clean and well-maintained premises with active student participation.

- Effective waste segregation and disposal mechanisms within the school campus.

- Gender-sensitive sanitation facilities, ensuring dignity and comfort for all.

- Integration of Swachhata themes into school activities, assemblies and art projects.

- Community outreach efforts promoting hygiene and cleanliness awareness beyond school boundaries.

Outcome:

The Survey of 4 Best Schools successfully recognized and celebrated educational institutions that embody the spirit of "Clean Campus, Green Campus." By integrating cleanliness with creativity and student leadership, these schools have emerged as model learning environments under SBM–U 2.0 proving that when young minds embrace Swachhata, a sustainable and cleaner future is within reach.

The identified schools have become beacons of behavioural change, demonstrating how disciplined hygiene habits, teamwork, and creativity can transform educational spaces into models of Swachhata. Their efforts have directly contributed to improved community awareness and inspired replication in neighbouring institutions.

Ulb Name	School Name And Address	School Name And Address	School Name And Address	School Name And Address
Municipal Council Doda	Shaheen Public Hss Near Nursing Home	Green Model Hss Nagri	Govt Girls Hss Near New Bus Stand	Govt Boys Higher Secondary School Near Police Station
Municipal Committee Ghou	Govt Middle School Ghou Manhasan Ward No.7	Govt Girls High School Ghou Manhasan Ward No.7	Govt.Hr. Sec. School Ghou Namhasan Word No 7	S S Public High School Word No Ghou Manhasan
Municipal Committee Basholi	Govt Model Higher Sec. School Ward No.13 Basholi	Veer Swarkar Higher Sec. School At Ward No 8	New Era Model High School At Ward No.12	Govt. Girl High School At Ward No 1
Municipal Committee Billawar	Satya Model High School Billawar Ward No 9 Billawar	Billawar Public School Ward No 6 Billawar	Govt. Model Hr. Sec School Billawar Ward No 11 Billawar	Girls High School Billawar Ward No 9 Billawar
Municipal Committee Hiranagar	Govt. Model Higher Secondary School, Ward No.10 Hiranagar	Govt Girl High School, Ward No. 10 Hiranagar	Infant Jesus High Secondary School, Ward No. 5 Hiranagar	Bhartiya Vidya Mandir High School Word No 10 Hiranagar
Municipal Committee Lakhanpur	Govt. High School Ward No. 4 Lakhanpur	Govt. Girls Middle School Ward No. 4 Lakhanpur	D. A. V School Ramilla Club Building Ward No. 4 Lakhanpur	First Step Playway School Ward No. 1 Lakhanpur
Municipal Committee Awantipora	Hajahad Public School Awantipora	Mantaqui Memorial High School Awantipora	Govt High School Ghot Mohalla Awantipora	Govt. Model School Booh Awantipora
Municipal Committee Pampore	Hamdaniya Mission School	Muslim Educational Institute Pampore	Istamia Higher Secondary School Pampore	Govt Girls Hr Sec School Pampore
Municipal Committee Tral	Govt Girls Higher Secondary School Court Road Tral Bala	Govt Boys Higher Secondary School Bajwani Tral Payeen	Guru Nanak Public School Near Police Station Tral	Little Angels Public School Kandiasta Tral Payeen
Municipal Council Pulwama	Mmet School Prichoo Pulwama	Al Habib School Dolipora Pulwama	Mehjoor Memorial Boys Higher Secondary, Wasthbugh Pulwoma.	Girls Higher Secondary, Dangerpora Pulwama.
Jammu Municipal Corporation	St. Peter'S High School , Bc Road Jewel Chowk Jammu	Heritage School , Jammu Kunjwani Byapss Road , Sector--C, Sainik Colony , Jammu	Presentation Convent Sr. Secondary School , Jaboh , Gandhi Nagar , Jammu , City	Model Academy, Resham Ghar Colony , Jammu , 180001
Municipal Committee Achabal	Govt.Higher Secondary Boys Achabal	Govt. Girls High School Shoksaz Mohalla Achabal	Tabasum Convent High School Magray Mohalla Achabal	Govt. Middle School Magray Mohalla Achabal
Municipal Committee Akhnoor	Shubh International School , Ward No. 11 Akhnoor	Kids Planet Public School , Ward No. 13 Akhnoor	Maharaja Hari Singh Dav Cent. Public School, Ward No.9 Akhnoor	Chander Bhaga High School, Akhnorr
Municipal Committee Arnia	St. Joseph Convent High School Arnia Ward No -6 Arnia		Govt. Girls Hr. Sec. School Arnia Ward No-1 Arnia	R.L Public School Arnia Ward No - 5 Arnia
Municipal Committee Ashmuqam	Govt.Girls Middle School Aishmuqam	Govt. Girls Higher Secondary School Aishmuqam		Govt Boys Middle School Grend
Municipal Committee Banihal	Govt Girls Hhs Banihal	Govt Higher Secondary Boys Banihal	Adnan Model School Banihal	Al Huda School Banihal
Municipal Committee Bari	Govt. Boys High School, Ward No.2 Bari Brahmana	Govt. Girls Middle School, Ward No.2 Bari Brahmana	Humanity Public School, Ward No.7 Bassi Kalan	Rich Harvest School, Ward No.6 Bari Brahmana
Municipal Committee Basholi	Govt. Modren Higher Secondary School At Ward No. 13 Basohli	Veer Swarkar Higher Secondary School At Ward No. 13 Basohli	New Era High School At Ward No. 12 Basohli	Govt. Girls High School At Ward No. 01 Basohli
Municipal Committee Batote	Govt. Model Higher Secondary School Batote	Govt.. Pm Shree Girl High School Batote	Sanatan Dharam Sabha School Batote	Degree College Batote
Municipal Committee Beerwah	Govt. Boys Hs School Beerwah Ward No. 01	Govt. Girls Hs School Beerwah Ward No. 06	Govt. Boys Middle School Beerwah Ward No. 06	S.A.M College Of Education Beerwah Ward No. 05
Municipal Committee Bhaderwah	Government Girls Higher Secondary School Bhadarwah	Government Boys Higher Secondary School Bhadarwah	Kendriya Vidyalaya Bhadarwah	Radiant Academy High School Bhadarwah
Municipal Committee Bijbehara	Public English Medium School Vaid Mohalla Bijbehara	Govt. Girls Model Higher Sec. School	Top- In Town School Sicop Bijbehara	Cambridge School Zirpora Bijbhara
Municipal Committee Billawar	Billawar Public School At Kutt	Govt.Girls High School Billawar Old Hospital	Satya Model High School Billawar Old Hospital	Govt.Higher Secondary School Billawar Bus Stand
Municipal Committee Bishnah	Government Boys Hr Sec School	Government Girls Hr Sec School	Fatima Convent High School	Rajesh Public School
Municipal Committee Chadoora	Govt. Model Higher Secondary School Chadoora		Star Public School Chadoora	Khyber Public School Chadoora
Municipal Committee	Life School Rozabal Chararisharief	The Cardiff School Chararisharief	Government Boys' Higher Secondary School Chararishanef	Government Girls Higher Secondary School Chararishanef
Municipal Committee Chenani	Govt.City Middle School Chenani	Govt Higher Secondary Chenani	National Public High Secondary School Chenani	Govt.Girls High School Chenani
Municipal Committee Devsar	Govt. Girls Middle School Devsar, Arastaan Bazar Bona Devsar Ward No. 06	Sunshine Public School Bona Devsar, Arastaan Bazar Bona Devsar Ward No. 06	Govt. Leap Middle School Devsar, Near Masjid Abu Bakr Bona Devsar Ward No. 10	Govt. Higher Secondary School Devsar, Near Sports Stadium Devsar Ward No.
Municipal Committee Dooru	Govt Model Higher Secondary School Dooru	Iqbal Memorial Educational Institute Dooru	Govt. Middle Secondary School Verinag	Sheikh-Ul-Alam Memorial School
Municipal Committee Frisal	Candid Public School, Ward No-12, Karewar-A, Frisal	Iqbal Memorial Institute Trust, Ward No-12, Karewar-A, Frisal	Govt. Higher Secondary School, Ward No-13, Karewar-B, Frisal	Hanfiya High School Frisal, Ward No-13, Karewr-B, Frisal
Municipal Committee Hajin	Md Memorial Public Secondary School Hajin	Mf Hr Secondary School Hajin	Rana Army Goodwill Secondary School Hajin	Govt Girls Secondary School Hajin
Municipal Committee Handwara	Govt Girls Higher Secondary School Handwara	Govt. Boys School Handwara	Hill Grange High School Handwara Kulangam Road	Gd Goenka School Handwara
Municipal Committee Jourian	Shivalik Public High School Ward No 6 Jourian	Tiny Aspirant Public Higher Sec.,School	Govt Hr Sec Jourian Ward No 4 Jourian	Govt Girls High School Jourian
Municipal Committee Kalakote	Gain Public School Kalakote Ward.No.2 Kalakote	Govt.Higher Sec School Ward.No.2 Kalakote	Govt.Girl High School Kalakote Ward.No.2	Manorama Public School Ward No 6 Chainpur
Municipal Committee Katra	Pm Shri Govt. Higher Secondary School Katra	Pm Shri Govt.Girls High School Katra	Trikuta Public Higher Secondary School Katra	Govt. Middle School Hansali
Municipal Committee Khansahib	Govt.Higher Secondary School Khansahib	Govt. Middle School Khansahib	Ipts School Khansahib	Govt. Girls High School Khansahib
Municipal Committee Khour	Govt. Hr. Sec. School Khour	Govt. Girls High School Kalllon Khour	Govt. Middle School Bania Basti Khour Camp	Jagriti Hr. Sec. School Khour
Municipal Committee Khrew	Govt Boys Higher Secondary School Khrew	Govt Girls Higher Secondary School Khrew	Seer Public School Khrew	Islamia Public School Khrew
Municipal Committee Kokernag	Sheikhul Alam Memorial Institute Hangagund	Iqbal Mem0Rial Institute Bidder	Govt Middle School Bidder (Near Eidgah)	Govt. Model Higher Secondary School Kokernag
Municipal Committee Kunzer	Govt Higher Secondary School Kunzer	Govt.Girls High School Kunzer	Govt.Middle School Pandithpora Payeen Kunzer	Govt Primary School Chandibough
Municipal Committee Langate	Boys Higher Secondary Langate Bonpora Ward No. 02	Girls Higher Secondary Langate Chan Mohalla Ward No. 6	Degree College Langate Ward No. 06 Chan Mohalla	Govt. Boys Middle School Langate Ward No. 08 Bogat Colony
Municipal Committee Magam	Govt.Girls Hr Sec School Magam Kuchaypora Magam	Govt Boys Hr School Magam Babapora	Green View Public School Magam Haffchinar Magam	Govt. Boys Middle School Magam Yarjpora
Municipal Committee Mattan	Ace International School Ganaipora Mattan	Government Hr. Sec. School Batpora Mattan	Rural Public School Ganaipora Mattan	Maple Vally School Ganaipora Mattan Mattan
Municipal Committee Nowshera	Christ High School	Girls Higher Secondary School	New National Public High School	Ambica Public High School
Municipal Committee Pahalgam	Govt Middle School Mamal Pahalgam	Govt Higher Secondary School Pahalgam	Hanfia Islamia Middle School Pahalgam	Kendra Vidayala Lariporo Pahalgam
Municipal Committee Parole	Govt. Girls High School At Ward No. 4 Parole	Dav Krishna Play Way School At Ward No. 2 Parole	Govt. Boys Middle School Parole At Ward No. 7 Parole	New Millenium High School At Ward No. 5 Parole
Municipal Committee Pattan	Govt Boys Secondary School Pattan	Girls Secondary School Sumbal	New Era Islamic Public School Pattan	Alhuda Public School Pattan
Municipal Committee Qazigund	Shemstar International School Qazigund	Govt. Girls Higher Secondary School Qazigund	Kashmir Public School Qazigund	Gousia Public School Qazigund
Municipal Committee R.S. Pura	Govt.Girls Hr. Sec. School Rspura	Govt.City Middle School Rspura	Holy Cross Convent Hr. Sec. School Rspura	Govt Degree College Rspura
Municipal Committee Ramgarh	Govt. Hr. Sec. School Ramgarh, Ward No. 01	Govt. Girls High School, Ward No. 07 Ramgarh	International Delhi Public School, Ward No. 1 Near Keso Morh Ramgarh	The Pathseekers School Near Petrol Pump Ward No. 01 Ramgarh
Municipal Committee Ramnagar	Rising Pillars Public High School	Bhartiya Vidya Mandir High School	National Public High School	Emmanuel Mission High School
Municipal Committee Seer	Ili Seer Hamdan School Colony	Govt Boys Higher Secondary School Seer Hamdan School Colony	Govt Girls High School Seer Hamdan School Colony	Hanafiya Islamia Middle School
Cantonment Board, Jammu	Govt.Boys High School Satwari,Jammu Cant	Govt.Girls Higher Secondary School Satwari,Jammu Cant	Govt. Model Middle School Satwari Jammu Cantt	Govt.Middle School Chapri Mohalla Jammu Cant
Municipal Committee Sumbal	New Greedland Higher Secondary Inderkoot Sumbal	Higher Secondary School Sumbal	Babies Land Secondary School Sumbal	Govt. Middle School Bhat Mohalla Sumbal
Municipal Committee Sunderbani	Harsh Niketon School Ward No 07 Sunderbani	Bp World School Ward No 01 Sunderbani	Bharat Public School Sunderbani	Govt Girls Higher Secondary School Ward No 05 Sunderbani
Municipal Committee Surankote	Ilahia Public School Surankote At W. No. 07 Surankote	Baba Nizami Public Higher Secondary School Surankote At W. No. 08 Surankote	S.S. Sadan Public School Surankote At W. No. 04 Surankote	Govt. Girls Model Higher Secondary School Surankote At W. No. 05 Surankote
Municipal Committee	Govt Boys Hr.Sec.School Thannamandi	Govt.Girl Hr.Sec.School Thannamandi	Yaseen English Public . School Thannamandi	Met Muslim Education Trust Thannamandi
Municipal Committee Thathri	Govt. Hr. Sec School Thathri	Ex Service Man Public Hr. Sec School Thathri	Govt.High School Boys	National Academy Higher Secondary School Thathri
Municipal Committee Uri	Govt.Girls High School Logama	Govt.Girls Higher Secondary School Uri	Govt Boys Higher Secondary School Uri	Mm Memorial English Medium School Uri
Municipal Committee Vijaypur	Govt. Hr Sec School Vijaypur Ward No.1, Vijaypur	Neta Ji Academy Ward No 09, Vijaypur	Vaid Hr Sec. School Ward No 05,Vijaypur	Jyoti Public Hr. Sec School Ward No 10, Vijaypur
Municipal Committee Watergam	Govt.Girls High School Watergam	Govt.Middle School Rehmatabad	Govt Middle School Gundmulraj	Govt Middle School Marazigund
Municipal Committee Yaripora	Govt. Girls Hr Sec School, Ward No.01 Tawheedabod Yaripora	Govt. Boys Hr Sec School , Ward No.01 Tawheedabad Yaripora	Taileem Ul Islam Ahamdiya Institute Ward No.02 Khan Mohalla Yaripora	Saffia High School, Ward No.03 Muqdam Mohalla Yaripora
Municipal Council Anantnag	Eden Park School Nai Basti Kp Road Anantnag	Oxford Presentation School Kp Road Anantnag	Saint Lukes Convent School Gulshanabad Anantnag	Govt Girls Higher Secondary School Lalchowk Anantnag
Municipal Council Bandipora	Drm Public School Plan	Govt.Boys Hr. Secondary School Kaloosa		Govt Girls Higher Secondary School Plan Bpr
Municipal Council Baramulla	Saint Josephs Higher Secondary School Baramulla	Baramulla Public School	Istamia High School Baramulla	Beacon House Public School

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Municipal Council Baramulla	Saint Josephs Higher Secondary School Baramulla	Baramulla Public School	Islamia High School Baramulla	Beacon House Public School
Municipal Council Budgam	Boys High School Ompora	Girls High School Ompora	Spring Buds School Ompora	Girls Higher Secondary School Budgam
Municipal Council Kathua	Xt Xavier Convent School Hatli Morh Near Gurudwara	Little Angel Higher Secondary School Wno, Ikathua College Road	Dav School Kathua Arya Samaj Gali	Learning Temple School Nagri Adda Kathua
Municipal Council Ganderbal	Govt. Boys Higher Secondary School Ganderbal, Duderhama Ganderbal	Govt. Girls Higher Secondary School Ganderbal, Wanipora Ganderbal	Dream Land Educational Institute, Beehama Ganderbal	New Tiny Hearts School Ganderbal, Duderhama Ganderbal
Municipal Council Kishtwar	Govt.Girls High Secondary School Kishtwar	Govt. Boys High Secondary School Kishtwar	Islamia Fardia High Secondary School Kishtwar	Asraria Valley High School Kishtwar
Municipal Council Kulgam	Imperial Convent School Kulgam	Crescent Public School Kulgam Near Pdd Office	Opinawaz Universal Public School Kulgam Near Snow Scape	Girls Hr. Sec School Kulgam Near Police Station Kulgam
Municipal Council Kupwara	Boys Higher Secondary School Kupwara	Boys Middle School Kupwara	Girls Higher School Kupwara	Kupwara Public School Kupwara
Municipal Council Poonch	Christ School Poonch , W.No-3	Nanak Academy W.No.16	Sai School W.No.08	Jamia Zia Ul Uloom W.No.04
Municipal Council Rajouri	Govt. Boys Model Higher Secondary School Wrad No 02	Govt. Girls Higher Secondary School Ward No 02	National Public School Wrad No 07	H.E.M School Wrad No 08
Municipal Council Ramban	Govt.Model Hr.Sec.School,Ramban	Govt.Girls High School, Ramban	B.V.M.High School, Ramban	National Academy High School, Ramban
Municipal Council Reasi	Govt. Boys Hr.Sec School Reasi (Near Bus Stand Reasi)	Govt.Girls Hr. Sec.School Reasi (Near District Court Reasi)	Presentation Convent High School Reasi (Near Bsnl Exchange Office)	Gurukul Hr.Sec.School Reasi (Nearby Exchange Road Reasi)
Municipal Council Samba	Govt.Girls Hr Sec School Samba	Govt.Boys Hr Sec School Samba	Khushan Public Hr Sec School Samba	Lord Krishna High School
Municipal Council Shopian	Mohammadiya Institution Shopian Near Old Dc Office Shopian (Ward No. 12	Greenland Educational Institute Shopian Near Fire Services Shopian (Ward No. 02 Alyalpora	Govt. Boys Higher Secondary School Shopian Near Dc Residence (Ward No. 04 Khair	Govt. Girls Higher Secondary School Shopian Near Old Dc Office
Municipal Council Sopore	Srm Welkin School Sopore	Valley Public School Sopore	Met Higher Secondary Sopore	Boys Higher Secondary School
Municipal Council Udhampur	Shaheed Inspector Kamal Singh Govt Model Higher Secondary School Boys,Udhampur	Shaheed Captain Tushar Mahajan Govt.Model Girls Higher Secondary School	Happy Model Higher Secondary School	Brahishti Shanti Vidya Peeth Bramishti Bawra School Udhampur
Srinagar Municipal Corporation	Burn Hall School (Dalgate Srinagar)	Presentation Convent Higher Secondary School (Raj Bagh Srinagar)	Tyndale Biscoe School (Lal Chowk Srinagar)	Delhi Public School (Dps), Srinagar

Walls That Speak Swachhata

"Recognizing Champions of Clean and Creative Learning Spaces"

Under the Swachh Bharat Mission–Urban 2.0, the cities and towns of Jammu & Kashmir witnessed an artistic transformation through the creation of more than 1,200 thematic wall paintings across 80 Urban Local Bodies (ULBs).

Each wall became a canvas of awareness, turning blank city corners into vibrant storytelling spaces that inspired citizens to rethink waste, cleanliness, and responsibility. The initiative beautifully merged art, awareness, and action, using creativity as a powerful medium to communicate the values of Swachhata.

Local artists, school students, and community volunteers came together to paint themes reflecting Reduce, Reuse, Recycle (RRR), source segregation, plastic waste management, sanitation, and citizen participation. Every mural carried a unique message some called for action, others celebrated progress but all echoed one united voice: Cleanliness is a shared responsibility.

Beyond their aesthetic appeal, these wall paintings became living IEC tools easily accessible, visually memorable, and emotionally engaging. They enhanced the beauty of public spaces, attracted citizen curiosity, and fostered a sense of belonging in communities. From market walls and school boundaries to parks and municipal buildings, every painted message stood as a symbol of civic pride and participation. The initiative also provided a platform for local talent and youth expression, bridging creativity with social purpose. The walls, once dull and unnoticed, are now colorful ambassadors of change, reflecting the aspirations of a clean, aware, and united Jammu & Kashmir.

Outcome:

Beautified public spaces, enhanced citizen pride, strengthened IEC outreach.

The Thematic Wall Painting Campaign under SBM-U 2.0 transformed art into advocacy. By turning every brushstroke into a message and every wall into a teacher, Jammu & Kashmir's ULBs have proven that Swachhata is not just implemented it is imagined, illustrated, and inspired.

> "
> Every wall tells a story of cleanliness, creativity, and collective pride.

Quick Facts at a Glance

Parameter	Details
Total Paintings Created	1,200+ across 80 ULBs, Jammu & Kashmir
Themes Covered	RRR, Waste Segregation, Plastic Waste, Sanitation, Citizen Participation
Participants	Local Artists, Students, Volunteers, Municipal Staff
Purpose	Promote awareness through art and community engagement

From **Dumpsites** to **Dignified Spaces**

Transformation of Garbage Vulnerable Points (GVPs)

Under the Swachh Bharat Mission–Urban 2.0, Jammu & Kashmir has witnessed one of the most visible and inspiring urban cleanliness transformations the revival of over **650 Garbage Vulnerable Points (GVPs)** across 80 Urban Local Bodies (ULBs).

Once unsightly and unhygienic corners marred by open dumping, these locations have now been completely reimagined into clean, vibrant, and functional community spaces. The transformation reflects a remarkable synergy between municipal teams, sanitation workers, local citizens, and volunteers, all united by one mission to reclaim their surroundings from waste.

Each transformation drive began with extensive cleaning, waste removal, and segregation efforts, during which over **4,800 metric tonnes** of mixed waste were collected and scientifically processed through authorized systems. The cleaned spaces were then beautified through creative interventions wall murals with Swachhata messages, colorful planters, seating arrangements, and awareness signage that remind citizens to keep their surroundings clean.

The initiative has gone beyond beautification it has fundamentally changed public behaviour and perception. Citizens who once walked past heaps of garbage now take ownership of these spaces, ensuring they remain clean and functional. Regular monitoring by ULB teams, coupled with local community engagement, has helped sustain these achievements and prevent re-accumulation of waste. The transformed GVPs today stand as living symbols of change proof that collective effort and civic awareness can turn even the most neglected corners into models of cleanliness and sustainability.

Key Outcome

Cleaner neighborhoods, improved waste behaviour, enhanced civic pride

The GVP Transformation Campaign under SBM-U 2.0 has redefined what community-led cleanliness can achieve. By turning neglected waste spots into symbols of pride and public ownership, Jammu & Kashmir has demonstrated that Swachhata is not merely a program it is a movement powered by people and sustained by purpose.

Impact at a Glance

| Parameter	Details
Total GVPs Transformed	650+ across 80 ULBs, Jammu & Kashmir
Waste Collected & Processed	4,800+ metric tonnes of mixed waste
Beautification Features	Murals, Planters, Signage, Seating Spaces
Community Involvement	Sanitation Workers, Local Volunteers, Resident Groups
Sustainability Measures	Regular Monitoring, Awareness Boards, Local Maintenance Teams
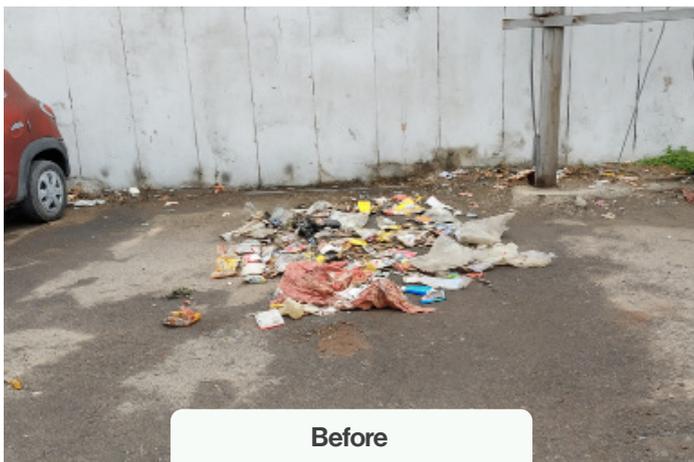
Before

After

> "
>
> From training to transformation ULBs across J&K gear up for Swachh Survekshan 2024 with renewed confidence.
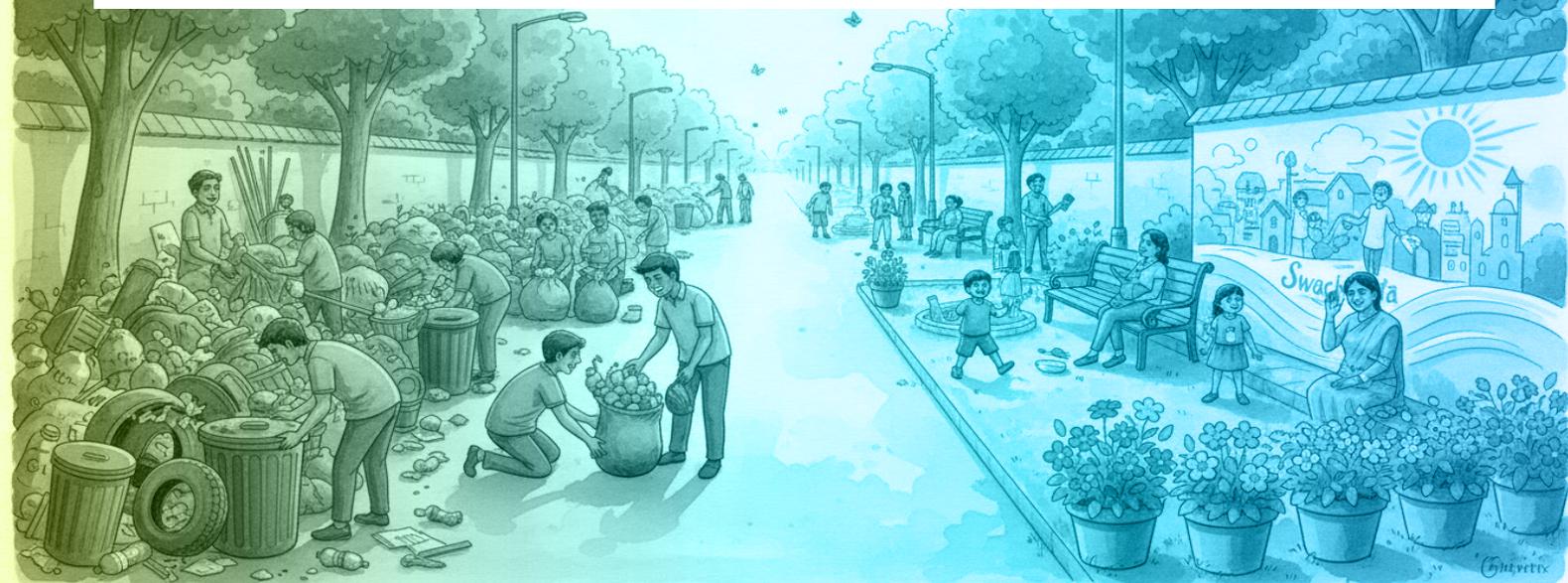
Building Brilliance Before the Survey:
Empowering ULBs for Swachh Survekshan 2024

Online Capacity Building Sessions and Trainings

Recognizing that knowledge and preparedness are key drivers of success, a series of Online Capacity Building Sessions and Training Programs were organized under the Swachh Bharat Mission–Urban 2.0 to equip Urban Local Bodies (ULBs) across Jammu & Kashmir with the skills and understanding required to excel in Swachh Survekshan 2024.

The initiative, conducted under the guidance of the Mission Director, SBM-U 2.0, focused on strengthening institutional capacity through structured online learning, practical insights, and hands-on familiarization with the latest Swachh Survekshan Toolkit and its evaluation parameters.

Through a blend of virtual trainings, interactive presentations, and experience-sharing sessions, participants gained clarity on new assessment indicators, data management protocols, and evidence-based documentation processes required for improved performance in the national rankings.

Key Online Sessions Conducted

Date / Duration	Session Focus	Coverage
Five-Day Intensive Training	In-depth familiarization with the Swachh Survekshan 2024 Toolkit and MoHUA guidelines.	76 ULBs (JMC Meeting Hall)
04 February 2025	Orientation on newly introduced indicators on the Swachhatam Portal.	76 ULBs
12 February 2025	4-Point Formula" for improved Swachh Survekshan performance – data accuracy, citizen feedback, visual documentation, and innovation.	Conducted via Google Meet
Kashmir Division Session	Strengthening readiness, digital documentation, and data uploading on the Swachhatam Portal.	40 ULBs of Kashmir Division

Each session was designed to be interactive and outcome-oriented, allowing city teams to discuss challenges, clarify toolkit interpretations, and adopt best practices from across the country. Special emphasis was placed on data-driven governance, real-time monitoring, and evidence collection to align local performance with national-level evaluation criteria. These online trainings bridged geographical barriers, bringing together officials from both Jammu and Kashmir divisions into a shared learning ecosystem. The initiative also reinforced collaboration among municipal executives, sanitation teams, and IEC professionals building a unified front for Swachhata success.

Outcome:

The Online Capacity Building Program under SBM-U 2.0 has played a pivotal role in creating a technically sound, confident, and proactive urban workforce.

By enhancing understanding of assessment parameters and promoting data transparency, these sessions have empowered Urban Local Bodies (ULBs) to not only improve their Swachh Survekshan 2024 rankings but also to embed sustainable sanitation practices within their governance frameworks. Crucially, the MIS (Management Information System) team Swaaha was intricately involved in the design and delivery of this capacity building program. Their essential contribution ensured that the program effectively leveraged data transparency and robust information management. The team's expertise was key in training the urban workforce on the precise use of MIS tools, which are fundamental for accurate data reporting, real-time performance tracking, and the comprehensive understanding of the Swachh Survekshan assessment parameters. This direct involvement of the MIS team Swaaha significantly augmented the technical capacity of the ULBs, helping them to transition from basic compliance to data-driven, sustainable sanitation governance.

Establishment of **RRR Centers**

## "Turning Waste into Resources for a Sustainable Future"

Under the visionary guidance of the Mission Director, Swachh Bharat Mission–Urban 2.0, a remarkable step toward sustainability was achieved with the establishment of **92 RRR** (Reduce, Reuse, Recycle) Centers across 80 Urban Local Bodies (ULBs) in the Union Territory of Jammu & Kashmir. These centers have emerged as vibrant community hubs, redefining how citizens view and handle waste. By encouraging people to donate, exchange and repurpose usable household items such as clothes, books, toys, furniture, and plastic goods, RRR Centers transform what was once considered waste into a resource of value and purpose. Notably, among these centers, "The Kindness Exchange" was established in the Jammu Municipal Corporation, serving as a prime example of this community-driven initiative.

More than mere collection points, these centers are symbols of shared responsibility and circular economy in action. They empower citizens to contribute meaningfully to waste reduction and resource conservation, while also nurturing a culture of mindful consumption and environmental stewardship. Through awareness drives, donation camps, and creative IEC interventions, communities across Jammu & Kashmir have embraced the message that sustainability begins with small, everyday choices. The initiative has not only diverted significant quantities of reusable materials away from landfills but has also created livelihood opportunities for informal waste workers and self-help groups engaged in sorting, refurbishing, and recycling.

Outcome:

The establishment of RRR Centers under SBM-U 2.0 marks a transformative milestone in Jammu & Kashmir's journey toward a circular economy. By linking environmental awareness with social impact, the initiative embodies the spirit of "Waste to Wealth" — reducing landfill dependency, inspiring community participation and shaping a cleaner, greener, and more sustainable future for all.
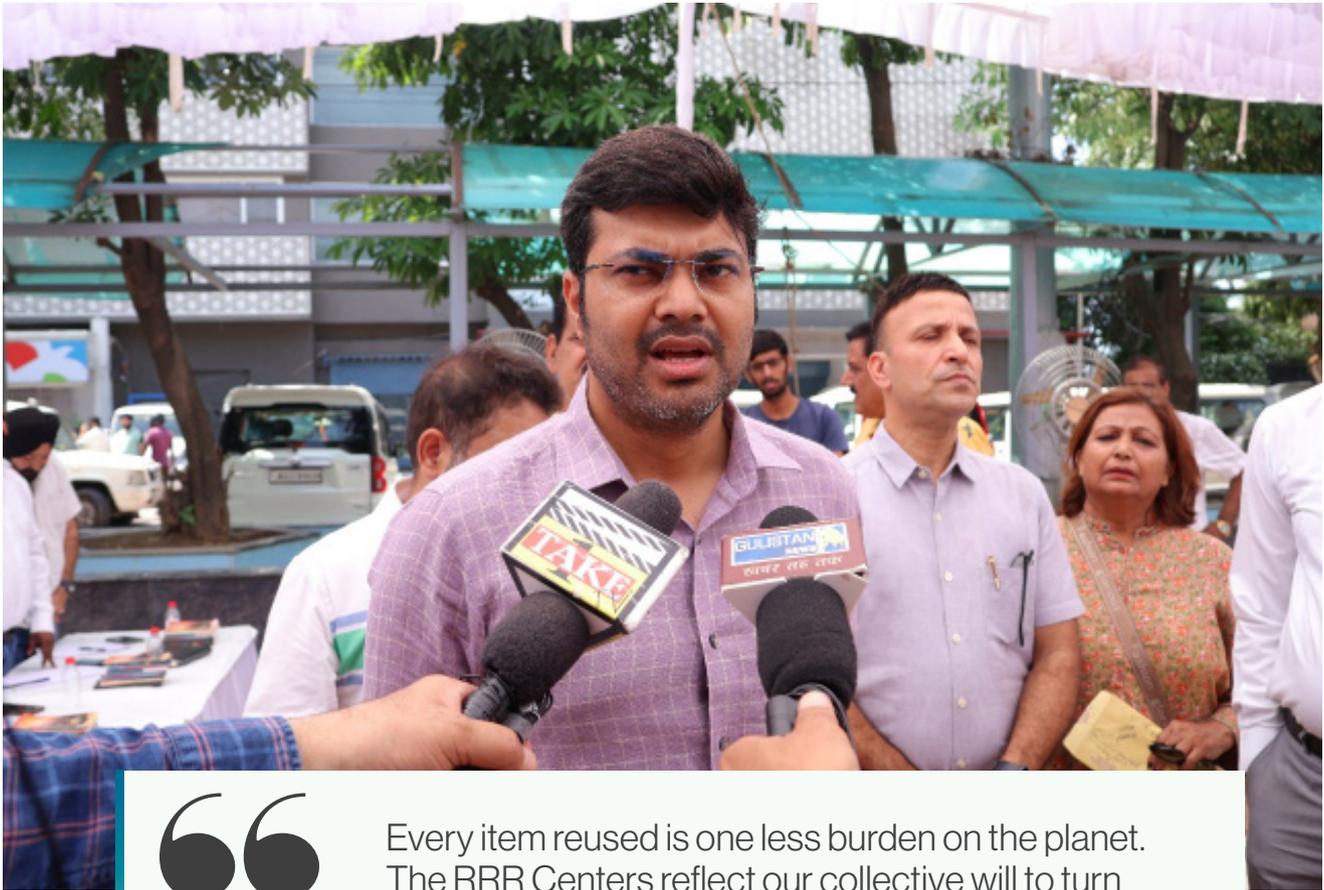
> ❝ Every item reused is one less burden on the planet. The RRR Centers reflect our collective will to turn Swachhata into a sustainable way of life.
>
> — Mission Director, SBM-U 2.0, J&K

RRR at a Glance

Parameter	Details
Total Centers Established	92 across 80 ULBs, Jammu & Kashmir
Purpose	Promote waste reduction, reuse, and recycling
Core Activities	Donation drives, exchange programs, repair & repurpose initiatives
Accepted Items	Clothes, books, toys, furniture, plastics, e-waste
Beneficiaries	Local communities, SHGs, waste workers, and schools
Impact	Reduced landfill waste, increased public participation and enhanced resource recovery

Voices that **Made Swachhata Trend**

"Voices of Swachhata: Influencers Inspiring Change"

The message of Swachhata grows stronger when it is carried by voices that inspire. Under the Swachh Bharat Mission–Urban 2.0, Jammu & Kashmir witnessed an extraordinary wave of citizen-led communication, as influencers, community leaders, and everyday heroes came together to spread the message of cleanliness, responsibility, and collective pride.

Over the past six months, 848 influencers from diverse backgrounds including educators, artists, sportspersons, content creators, and social activists used their platforms to amplify key messages on waste segregation, plastic reduction, sanitation and sustainable living.

Through heartfelt videos, creative social media reels, podcasts and live awareness sessions, these influencers transformed awareness into a movement, connecting emotionally with citizens and motivating them to take action at the grassroots level. Their participation gave the mission a human face — one of aspiration, empathy, and empowerment. Each message carried online resonated offline, sparking conversations, community drives, and a sense of ownership among people of all ages.

This collaborative effort under SBM-U 2.0 turned influencers into "Voices of Change", bridging the gap between policy and participation, and making Swachhata a shared social identity across Jammu & Kashmir.

Outcome:

The Influencer Outreach Initiative under SBM-U 2.0 has redefined communication shifting it from government-led messaging to citizen-driven advocacy. By uniting digital voices for a cleaner tomorrow, Jammu & Kashmir has proven that true transformation begins when people speak, act, and inspire others to follow.

> "
> From digital feeds to city streets influencers turned Swachhata into a movement powered by people.

Impact Highlights

Parameter	Details
Total Influencers Engaged	1,136 across Jammu & Kashmir
Platforms Used	Instagram, Facebook, X (Twitter), YouTube, Local FM, Community
Core Messages	Waste Segregation, Clean Neighborhoods, Ban on Single-Use Plastic, Citizen Participation
Campaign Outcome	Strengthened citizen engagement and digital visibility for SBM-U
Language	All the regional languages
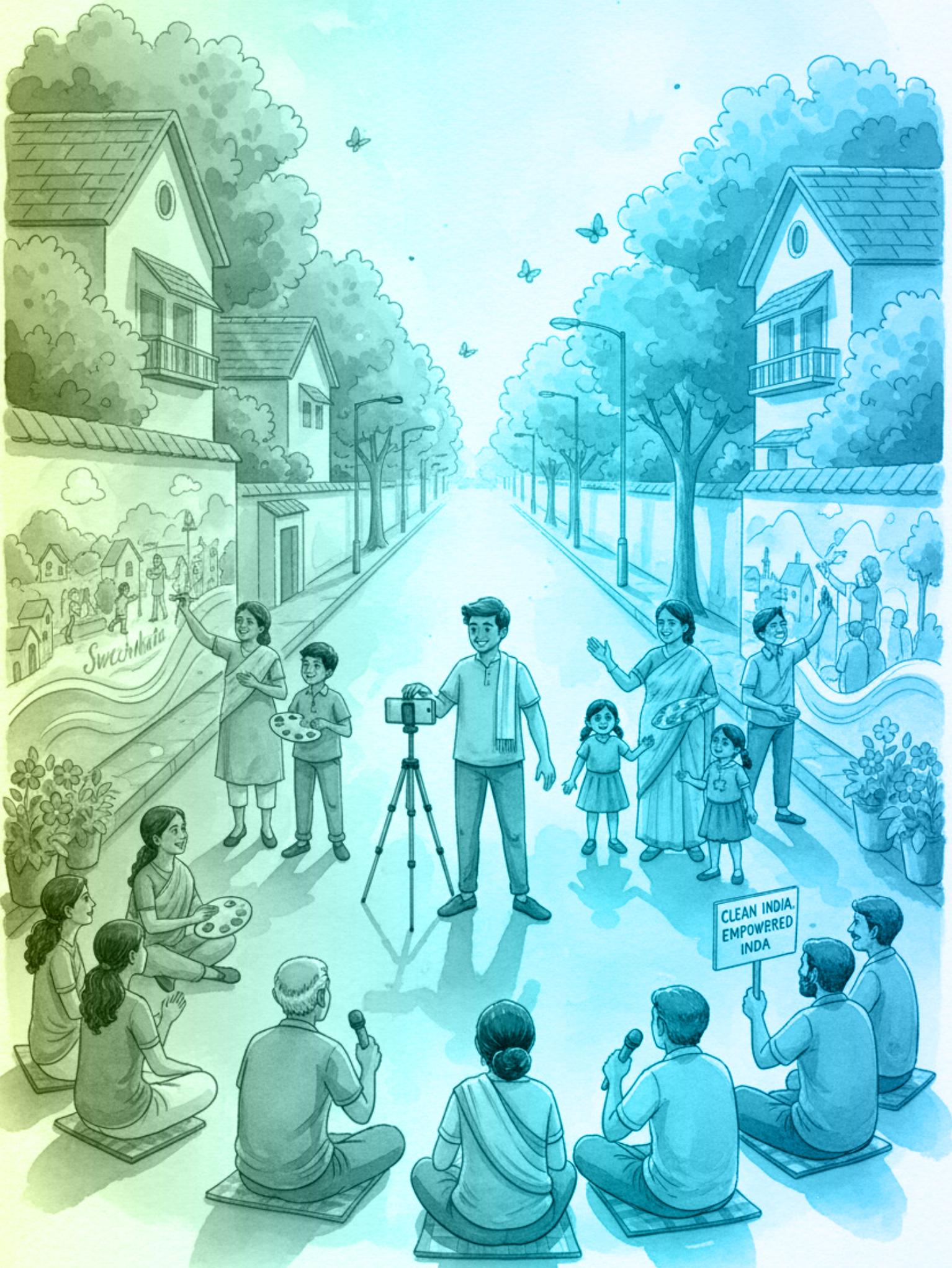
Citizens **Speak for Swachhata**

"Voices of Change – Citizens Leading the Swachhata Dialogue"

In the journey toward cleaner and more livable cities, the voices of citizens have emerged as the most powerful drivers of change. Under Swachh Survekshan 2024, citizen feedback became a cornerstone of performance evaluation bridging the gap between policy and people, and ensuring that every resident's experience contributed to shaping better urban services.

Across 80 Urban Local Bodies (ULBs) of Jammu & Kashmir, residents actively participated by sharing their views, experiences, and suggestions on various aspects of cleanliness, waste management, and sanitation services. This real-time feedback enabled city authorities to gain direct insights into on-ground realities, identify gaps, and implement swift corrective actions. The initiative strengthened the Citizen Voice & Engagement component of Swachh Survekshan 2024, encouraging people to see themselves not just as beneficiaries but as active partners in governance. The collected feedback became an invaluable tool for enhancing transparency, accountability, and trust between citizens and municipal authorities. This open communication loop also helped improve service delivery, with ULBs using citizen suggestions to enhance door-to-door collection, public toilet maintenance, and waste segregation systems. Against a target of 123091 citizen responses, a total of 167889 feedback entries were successfully recorded across all participating ULBs achieving a 100% participation rate and reflecting the growing civic pride and awareness among the people of Jammu & Kashmir.

Parameter	Details
Coverage	80 Urban Local Bodies, Jammu & Kashmir
Objective	Strengthen Citizen Engagement under Swachh Survekshan 2024
Key Focus Areas	Cleanliness, Waste Management, Sanitation, Service Delivery
Outcome	100% Achievement in Citizen Feedback Responses
Impact	Enhanced transparency, improved rankings, stronger citizen-government collaboration

> Every response counts, every citizen matters. Together, we build cleaner cities.

Har Gali Mein Goonje
Swachhata Ki Dhun

"Audio Jingles that Sing the Spirit of Swachhata"

Music has the power to move hearts and minds and under the Swachh Bharat Mission–Urban 2.0, it became a melody for change. To strengthen citizen awareness and participation, a series of creative audio jingles were produced and disseminated across 80 Urban Local Bodies (ULBs) of Jammu & Kashmir under the guidance of the Housing & Urban Development Department (HU&DD). Designed in local languages and dialects, these jingles carried simple yet powerful messages on waste segregation, cleanliness, hygiene and civic responsibility. Their lively tunes, relatable lyrics, and regional flavor made them instantly memorable turning Swachhata awareness into an everyday rhythm for citizens. A total of seven high-quality audio jingles were produced under the IEC Project, each focusing on a different aspect of urban sanitation and responsible behavior. The initiative successfully merged creativity with communication, using sound as a bridge between awareness and action.

The Swachhata Audio Jingles initiative turned public communication into a cultural movement. By blending creativity, community, and communication, it gave Swachh Bharat Mission–Urban 2.0 a voice that sings, inspires, and unites reminding every listener that cleanliness begins with me, and harmony begins with us.

- Cleanliness of Water Bodies - Kashmiri
- Citizen Responsibility - Kashmiri
- Har Gao Har Shehar - Hindi
- Usage of Dustbin - Kashmiri
- Clean and Bright J&K - English
- Stop Littering - Kashmiri
- Ban on SUP - Kashmiri

- Swachh Survekshan-Urdu
- Swachh Survekshan-Hindi
- Clean and Green Jammu & Kashmir - English
- Jammu & Kashmir Nikharein - Hindi
- Swachh Bana Ga Jammu & Kashmir - Hindi

> ❝ When words inspire and tunes connect Swachhata becomes a song that every city sings.

Swachh Talks for a **Swachh Tomorrow**

"Voices of Swachhata: Inspiring Change through Podcasts"

In the digital era, stories travel faster when they are heard and under the Swachh Bharat Mission–Urban 2.0, those stories have found their voice. To engage citizens in a modern, interactive way, a series of Swachhta-themed podcasts were conceptualized and produced for all 80 Urban Local Bodies (ULBs) under the Housing & Urban Development Department (HU&DD), Jammu & Kashmir.

Each episode offered an authentic glimpse into the ongoing transformation across the Union Territory, featuring city officials, sanitation workers, waste managers, and local changemakers who shared their journeys, challenges, and achievements under SBM-U 2.0.

With themes ranging from waste segregation and lake conservation to citizen-led initiatives and circular economy practices, the podcasts became a digital platform for dialogue and inspiration. Designed for easy listening and wide reach, they were shared across official social media handles, YouTube channels, and online platforms, reaching thousands of listeners across age groups.

The conversational format of these podcasts helped humanize the Mission bringing to life the experiences of those working tirelessly on the ground, while motivating citizens to join the movement for cleaner, greener cities.

A total of seven Swachhata Podcasts were produced, each representing a unique voice and perspective, yet united by one purpose to make Swachhata a shared habit, not just a campaign.

The "Voices of Swachhata" Podcast Series has given the Mission a powerful new medium to connect with people. By combining storytelling with social purpose, these podcasts amplify the human side of Swachh Bharat where every voice counts, every story inspires, and every conversation leads to a cleaner tomorrow.

SCAN QR CODE
TO WATCH

HUDD J&K

Swaaha

#Episode 001

Dr. Sameena Lone

SCAN QR CODE
TO WATCH

HUDD J&K

Swaaha

#Episode 002

Mudasir Rashid

SCAN QR CODE TO WATCH

HUDD J&K

Swaaha

#Episode 003

Dr. Nafiaah Naqash

SCAN QR CODE TO WATCH

HUDD J&K

Swaaha

#Episode 004

Dr. Syed Masarat Parveen

From Scrap to Splendor:
Turning Waste into Wonder

"Where Waste Finds Its Worth and Nature Shines Brighter"

Blending creativity with environmental responsibility, the Housing & Urban Development Department (HU&DD) under the Swachh Bharat Mission–Urban 2.0 launched an innovative campaign titled "From Scrap to Splendor" across Urban Local Bodies (ULBs) of Jammu & Kashmir. This imaginative initiative redefines the concept of waste by transforming discarded materials into artistic, eco-friendly installations within public parks and open spaces. The campaign stands as a vibrant example of how art and sustainability can work hand in hand to create beauty from what was once considered useless.

Through this initiative, students, youth groups, and communities came together to upcycle waste into functional and aesthetic creations including planters made from old tires, sculptures fashioned from scrap metal, murals crafted with e-waste, and decorative installations using painted bottles and reused materials. Each piece tells a story of innovation, responsibility, and collective commitment to a cleaner, greener future.

To foster wider participation, ULBs organized inter-school competitions, awareness workshops, and park beautification drives, where communities not only contributed ideas but also helped bring them to life. These efforts transformed ordinary spaces into living symbols of the circular economy—reminding everyone that waste can have a second life when seen through the lens of creativity.

The initiative beautifully merged learning, participation, and sustainability, making citizens co-creators of change rather than mere observers. What emerged was not just a series of installations but a movement of imagination, turning waste into art and public parks into open-air galleries of Swachhata.

The "From Scrap to Splendor" campaign turned the idea of waste on its head—proving that sustainability can be beautiful and creativity can be transformative. What began as discarded scrap now stands proudly in parks and public spaces, symbolizing Jammu & Kashmir's commitment to innovation, environmental stewardship, and community-driven Swachhata.

Chaar Bin Apnao, **Prakriti Bachao!**

"Har Kachre ka Bin Apna, Kachra Mukt Shehar Apna!"

To promote responsible waste management and reinforce the principles of source segregation, the Jammu & Kashmir Housing & Urban Development Department (JKHUDD) under the Swachh Bharat Mission–Urban 2.0 launched the impactful campaign **"Chaar Bin Apnao, Prakriti Bachao!"** across all 80 Urban Local Bodies (ULBs) of Jammu & Kashmir.

The campaign encouraged citizens to adopt a four-bin waste segregation system, empowering households and institutions to manage waste efficiently at the source. Each bin was assigned a distinct color and purpose: Blue Bin – Dry Recyclable, Green Bin – Wet/Biodegradable Waste, Red Bin – Sanitary Waste, Black Bin – Domestic Hazardous Waste.

Through continuous IEC interventions such as awareness rallies, school workshops, street plays, and door-to-door campaigns, the initiative motivated communities to rethink their waste habits and become active partners in the Swachhata movement.

The campaign also focused on improving waste collection efficiency and reducing landfill pressure by ensuring proper segregation at the household level. Local bodies worked closely with sanitation teams to distribute color-coded bins, conduct demonstration drives, and display visual guides on proper disposal practices. By connecting environmental consciousness with everyday action, "Chaar Bin Apnao, Prakriti Bachao" has become a symbol of behavioral change and a step forward in achieving the vision of Kachra Mukt Shehar (Garbage-Free Cities) across Jammu & Kashmir.

The "Chaar Bin Apnao, Prakriti Bachao" campaign redefined how citizens interact with waste turning segregation from a routine task into a collective environmental responsibility. It not only enhanced cleanliness and waste efficiency but also inspired a shared commitment to protect Prakriti (Nature), ensuring that every home becomes a partner in building a cleaner and greener Jammu & Kashmir.

> "
> Four bins, one mission cleaner homes, cleaner cities, cleaner planet.

MISSION DIRECTOR SWACHH BHARAT MISSION URBAN JAMMU & KASHMIR

Building a Responsible **Green Colony**

"Transforming Communities, Nurturing a Greener Tomorrow"

In line with the vision of Swachh Bharat Mission (Urban) 2.0, the Housing & Urban Development Department (HU&DD), Government of Jammu & Kashmir, launched the Green Colony Campaign an inspiring movement designed to promote sustainable, eco-friendly, and self-reliant neighbourhoods across all 80 Urban Local Bodies (ULBs) of the Union Territory.

The campaign focuses on transforming residential colonies into models of sustainable living by encouraging citizens to actively participate in source segregation of waste, home composting, recycling and the elimination of single-use plastics (SUP). It seeks to nurture a culture of shared responsibility where cleanliness, greenery and sustainability become integral parts of everyday life.

To drive the initiative at the grassroots level, Citizen Sanitation Committees (CSCs) were formed across ULBs to lead localized cleanliness, awareness, and monitoring efforts. These committees played a vital role in mobilizing communities, organizing neighbourhood drives, and ensuring consistent upkeep of waste-free surroundings.

ULBs across J&K conducted a series of activities under the banner of "My Green Colony", including door-to-door awareness campaigns, plantation drives and beautification of Garbage Vulnerable Points (GVPs). Neglected open dumping spots were creatively transformed into clean, green, and vibrant public spaces adorned with murals and native plants serving as symbols of community ownership and pride. The campaign has not only beautified urban spaces but also instilled a sense of environmental consciousness and civic duty among citizens. Through collective effort, innovation, and participation, the Green Colony Campaign has emerged as a cornerstone of sustainable urban development proving that when communities unite for Swachhata, they pave the way for a cleaner, greener and more responsible Jammu & Kashmir.

Saluting the Unsung **Heroes of Swachhata**

"Dignity in Every Duty, Pride in Every Effort"

On 1st May 2025, the Housing & Urban Development Department (HU&DD), Government of Jammu & Kashmir, under the banner of Swachh Bharat Mission (Urban) 2.0, celebrated International Workers' Day across all 80 Urban Local Bodies (ULBs) a heartfelt tribute to the sanitation workers whose tireless efforts keep our cities clean, livable and healthy.

Sanitation workers are the invisible force behind every clean street, every functional waste collection system, and every hygienic community space. Recognizing their invaluable contribution, the day's celebration sought to honour their relentless service and reinforce the message that Swachhata begins with respect for those who uphold it every single day. The initiative emphasized dignity of labour, health and well-being of workers, and community appreciation for those who form the foundation of the urban cleanliness ecosystem. It also aimed to inspire citizens to take collective ownership of maintaining Swachhta, transforming the spirit of cleanliness into a shared civic responsibility.

Key Campaign Activities & Highlights

- "Plant a Tree for Every Sanitation Worker" A symbolic and heartfelt gesture — each plantation drive represented gratitude and respect toward the workers. Thousands of saplings were planted across ULBs, symbolizing growth, life, and the nurturing spirit of those who clean our cities daily.

- Health & Wellness Camps -Dedicated medical check-up camps were organized across all ULBs to ensure the health, safety, and hygiene of sanitation staff. Doctors and paramedical teams conducted routine screenings, provided essential medicines, and spread awareness on occupational safety and personal hygiene.

- Recognition & Appreciation Ceremonies Local ULBs hosted small felicitation events where sanitation workers were recognized for their outstanding service. Certificates, mementos, and token of appreciation were distributed to celebrate their contribution to Swachh Bharat Mission (Urban) 2.0.

A Celebration Beyond One Day

The International Workers' Day celebrations went beyond symbolic gestures it became a movement of gratitude, compassion, and shared responsibility. By recognizing sanitation workers as "Swachhata Warriors," the campaign strengthened their morale and positioned them as central figures in the success of SBM-U 2.0.

The initiative reaffirmed that clean cities are built on teamwork between citizens who care, authorities who plan, and workers who execute with unwavering dedication. It reminded everyone that "Swachhata is not just about clean streets, but about respect, empathy, and dignity for those who make cleanliness possible."

The celebration united communities, inspired civic pride, and elevated the social status of sanitation workers across Jammu & Kashmir. It showcased how compassion and collaboration can transform Swachhata from a mission into a movement of humanity and dignity.

HOUSING AND URBAN DEVELOPMENT DEPARTMENT JAMMU & KASHMIR
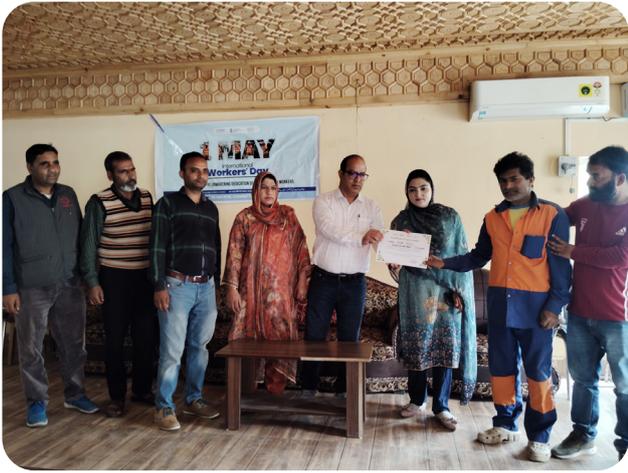
Mera Shehar, Meri Pehchaan:
Citizens Redefining Urban Pride

"Dignity in Every Duty, Pride in Every Effort"

Under the Swachh Bharat Mission (Urban) 2.0, the Housing & Urban Development Department (HU&DD), Government of Jammu & Kashmir, launched a transformative citizen-led campaign titled "Mera Shehar, Meri Pehchaan" across all 80 Urban Local Bodies (ULBs). The campaign aimed to rekindle civic pride, strengthen public participation, and foster a sense of shared ownership in building cleaner, greener and more sustainable cities.

At its core, this initiative celebrates the idea that every citizen is a stakeholder in their city's cleanliness and identity. Through creative engagement, competitions, and on-ground activities, "Mera Shehar, Meri Pehchaan" transformed Swachhata from a government programme into a Jan Andolan a people's movement rooted in collective responsibility and pride.

Citizen Leadership at the Heart of Change

The campaign's driving force has been the Swachhata Ambassadors community champions drawn from diverse walks of life including teachers, youth leaders, NGOs, influencers and Resident Welfare Associations (RWAs). Acting as role models and motivators, these ambassadors inspired citizens to embrace waste segregation, reduce plastic use and contribute to the upkeep of their surroundings.

Through their leadership, the campaign cultivated a network of changemakers committed to sustaining Swachhata efforts beyond short-term drives creating a ripple effect of responsibility, awareness and civic pride across Jammu & Kashmir.

Key Campaign Activities & Highlights

"My Clean Street" Challenge – A friendly competition among city zones to identify and maintain the cleanest streets, led by Swachhata Ambassadors as "Cleanliness Captains."

Community Clean-up & Beautification Drives – Large-scale cleanliness drives followed by wall art, mural painting, tree plantation, and landscaping to beautify public spaces.

"Waste to Wonder" Competitions – Creative art and craft events that turned recyclable waste into artistic installations, promoting the idea of Waste to Wealth.

"Bin It & Win It" School Challenges – Fun-filled quiz and treasure hunt activities teaching students the importance of four-bin waste segregation.

"Swachhta Darshan" Cleanliness Walks – Awareness rallies and walks with banners and slogans promoting unity and shared responsibility for clean neighbourhoods.

Digital Outreach & Citizen Connect

The campaign harnessed the power of digital media to expand its reach, using hashtags like #MeraShehar-MeriPehchaan, #SwachhataAmbassador, #CleanJK and #SwachhBharat. Thousands of citizens engaged online through photo challenges, pledge videos and awareness reels, amplifying the message of cleanliness far beyond physical boundaries.

"Mera Shehar, Meri Pehchaan" has emerged as a beacon of participatory urban transformation. It has strengthened the bond between citizens and their cities, turning neighbourhoods into communities of care and action. From clean streets to creative corners, from volunteers to vocal citizens, the campaign embodies the spirit of 'My City, My Responsibility.'

Through this initiative, the Housing & Urban Development Department and Mission Directorate SBM-U 2.0 have successfully redefined Swachhata as not merely an act of cleaning but an expression of pride, belonging and progress for Jammu & Kashmir's cities of tomorrow.

Anantnag, Leads the Way with 'My Clean Street Challenge'

As part of the vibrant "Mera Sheher Meri Pehchaan" campaign, the Municipal Council Anantnag launched the "My Clean Street Challenge" in Wards 12, 13, and 14—transforming everyday lanes into symbols of civic pride and cleanliness. Adding to the significance of the event was the presence of Shri Bashir Ahmad Najar, a celebrated businessman and former councillor, who has contributed lot to Swachh Bharat Mission - Urban.

The challenge aimed to foster a strong sense of ownership among residents for the cleanliness and care of their own streets. With brooms in hand and a shared spirit of determination, citizens, municipal staff, and volunteers joined forces to clean, sweep, and beautify the area—proving that small, local efforts can drive meaningful transformation.

Municipal Council Anantnag is committed to ensuring a cleaner and greener town. Our teams are working to strengthen waste management and sanitation, but lasting change is possible only when citizens join hands with us.

— Executive Officer, MC Anantnag

Community Clean up drive & beautification under Swachhata Ambassador's Campaign

Vijaypur Comes Together for a Greener Tomorrow: Plantation Drive Marks a Community Milestone

A refreshing wave of green swept through Vijaypur in Samba as the community came together for a heartfelt Plantation Drive, focused on restoring ecological balance and nurturing a spirit of collective responsibility. The event was graced by Shri Chandra Prakash Ganga, Hon'ble MLA of Vijaypur, who highlighted the vital role of community-driven efforts in protecting the environment. Also lending their support were Swachhata Ambassador Shri Deeraj Sharma and the Mandal President of Vijaypur, whose dedication to local development brought added strength and inspiration to the initiative.

The plantation drive, held in partnership with the Vijaypur Municipal Committee, is part of a larger effort to make public spaces more beautiful, improve the air we breathe, and encourage a deeper sense of civic responsibility among locals. With active support from the Municipal Corporation, the committee has been steadily working on everything from better sanitation and expanding green belts to smarter waste management and awareness drives. All of these steps are helping shape a future where neighborhoods are not just cleaner and greener, but truly better places to live.

Jhelum River Cleanup Drive Held Under "Mera Sheher Meri Pehchaan" Campaign

In a significant step toward promoting environmental responsibility, the Municipal Council Baramulla, in collaboration with IEC experts of Swaaha from District Baramulla and Swachhata Brand Ambassador, Mr. Musharaf Qayoom, Gold medallist athlete from Baramulla organized a community cleanup drive along the banks of the Jhelum River under the ongoing "Mera Sheher Meri Pehchaan" campaign.

The event saw enthusiastic participation from local residents and municipal officials, all united by a common goal—advocating for a cleaner and healthier environment. Armed with cleaning tools and a shared sense of purpose, volunteers worked together to clear waste, beautify the riverbank, and raise awareness about the importance of keeping public spaces clean. To complement the hands-on efforts, the IEC team led an engaging capacity-building session, equipping participants with practical strategies for maintaining hygiene and promoting environmental stewardship. Topics included waste segregation, community-led sanitation practices, and

Basantar River Cleanliness Drive Inspires Collective Action in Samba

In a heartfelt effort to revive and protect one of Samba's beloved natural treasures, a spirited Cleanliness Drive took place along the banks of the Basantar River, capturing the attention and admiration of the local community. The event was made even more special by the presence of renowned singer and State Awardee Shri Chajju Singh Kattal, whose soulful voice has long been a source of pride and inspiration for the region. Joining him was dedicated social activist Shri Lucky Sambyal, whose tireless work at the grassroots level continues to make a real difference in people's lives. More than just a cleanup, the event became a powerful reminder of the community's deepening bond with its environment—a celebration of how rivers are much more than water sources; they are lifelines, heritage, and a source of pride. Volunteers, youth groups, and local residents came together with gloves, tools, and determination, working side by side to clear away waste and bring new life and dignity back to the riverbanks. Backed by the Municipal Committee of Samba, this initiative is part of a broader effort to improve urban hygiene, restore water bodies, and encourage everyone to take part in the Swachhata mission. From cleaning drains and planting trees to placing waste bins and running awareness campaigns, the committee continues to lead with passion and commitment toward a cleaner, greener future.

Maintaining cleanliness isn't just the job of municipal bodies; it's a shared duty of every individual. Proper disposal of waste, especially segregated waste, is essential. Municipal Corporations, Municipal Committees and Swaaha Resource Management can manage waste effectively only when citizens cooperate. Improper disposal, particularly of plastic waste, harms aquatic life and triggers eutrophication that disturbs the river's ecosystem. Let's act together to keep our neighbourhoods clean and build a healthier environment for everyone.

- Rajesh Sharma (JKAS), Deputy Commissioner of Samba

WASTE TO WONDER

Turning Trash into Treasure **Seerat Tariq's Art of Transformation**

In the serene town of Ajar, Bandipora, creativity and conscience come together in the hands of Seerat Tariq, a B.Sc. graduate with a passion for sustainability. With imagination as her brush, Seerat has turned discarded plastic, cardboard and broken odds and ends into a breathtaking "Waste to Wonder" installation—a piece that redefines what we call waste.

> **People often overlook the potential of what they throw away,"**

Seerat reflects.

> **Even waste can speak volumes."**

Her artwork, celebrated by the Urban Local Body of Bandipora, stands as both inspiration and invitation—to look closer, think deeper and act responsibly. Through her vision, Seerat reminds us that change doesn't always begin in grand gestures—it begins at home, fueled by passion, purpose and the courage to start.

Waste to Wonder at Katra

There are days that leave you feeling hopeful like something beautiful is quietly taking root in the hearts of our younger generation. 27th May 2025 one such day, when an event titled 'Waste to Wonder' brought together creativity, purpose and youthful energy under one roof at Municipal Council Reasi.

Held under the theme "Scrap to Splendor," this IEC activity was no ordinary competition. Students from various schools walked in with bags full of what most of us would call "trash" used bottles, broken bangles, newspaper rolls, cardboard, old CDs. But what they created out of it? Pure magic.

From intricately designed Taj Mahal to automatic Water Dispenser and Rain Water Harvesting mechanism made entirely from waste the imagination on display was mind-blowing. You could feel the joy in the air. The kids weren't just making crafts they were telling stories. Stories of a greener tomorrow, where nothing is truly wasted only reimagined.

What made the event even more special was the presence of Mr. Raj Kumar, a former serviceman, known for his inspiring work in creating handmade flower vases from recycled plastic waste, he brought a spirit of creativity and purpose to the occasion. His heartfelt gesture of awarding each participant a certificate of recognition wasn't just a pat on the back — it was a powerful moment of validation for every student who dared to dream differently.

More than a competition, Waste to Wonder turned into a celebration of innovation, of awareness and of a collective desire to protect the planet. It was proof that when we place trust in the younger generation and give them the tools, they will surprise us with heart, hands and hope.

WORLD
ENVIRONMENT DAY
0 5   J U N E   2 0 2 5

Combating Plastic Pollution

"Reduce Plastic, Restore the Planet"

Observed every year on 5th June, World Environment Day stands as a global call to action for protecting the planet and preserving its natural balance. This year, under the banner of Swachh Bharat Mission (Urban) 2.0, the Housing & Urban Development Department (HU&DD), Government of Jammu & Kashmir, celebrated the day with a powerful theme "Combating Plastic Pollution." The celebrations spanned across all 80 Urban Local Bodies (ULBs) of Jammu & Kashmir, transforming the observance into a vibrant public movement that united citizens, schools, communities, and officials in the fight against single-use plastic. The campaign highlighted the urgent need to curb plastic pollution one of the most pressing environmental challenges of our time by promoting mindful consumption, sustainable alternatives, and community-driven waste reduction. Through art, action, and awareness, World Environment Day 2025 inspired citizens to rethink their relationship with plastic and commit to a cleaner, greener tomorrow.

Ek Ped Maa Ke Naam

"Reduce Plastic, Restore the Planet"

In a heartfelt celebration of World Environment Day on 5 June 2025, the Housing & Urban Development Department (H&UDD), J&K, launched the "Ek Ped Maa Ke Naam" campaign across all 80 Urban Local Bodies (ULBs) in the Union Territory. Rooted in the touching sentiment of planting a tree in one's mother's name, the initiative beautifully combines emotional connection with ecological responsibility. In Srinagar, the flagship event was organized at Eco Park, led by Mrs. Mandeep Kaur, Commissioner Secretary to the Government, H&UDD, along with Mr. Owais Ahmed Rana, Commissioner, Srinagar Municipal Corporation (SMC). At the same time, the Jammu Municipal Corporation (JMC) launched its drive under the "Clean Jammu, Green Jammu" campaign, where Commissioner Mr. Devansh Yadav planted the inaugural sapling.

Going beyond symbolic plantation, the campaign emphasizes sustained stewardship. Each sapling is tagged with a QR code for digital tracking and public monitoring, ensuring transparency and long-term care. ULBs were assigned tiered plantation targets — 500 trees for Committees, 5,000 for Councils, and an ambitious 20,000 trees each for JMC and SMC. Plantation sites were carefully identified in collaboration with the Forest Department, covering residential colonies, office campuses, public parks, riverbanks like the Tawi front, and roadside green belts. ULBs that surpass their targets will be recognized and felicitated for their contribution to environmental protection. The plantation drive will continue till the end of June, reinforcing the department's commitment to a greener, cleaner, and more sustainable Jammu & Kashmir.

"PLASTIC OUT – FABRIC IN" Campaign

Championing Local Alternatives for Everyday Sustainability

To curb the widespread use of single-use plastic, the "Plastic Out – Fabric In" campaign was launched to promote sustainable alternatives across high-footfall areas such as marketplaces, spiritual sites and popular tourist destinations.

Under this initiative, eco-friendly fabric bag kiosks were strategically installed to make sustainable choices convenient and accessible. These fabric bags were locally crafted by women-led Self Help Groups (SHGs) and microenterprises—turning the campaign into a dual-purpose mission of environmental protection and economic empowerment.

The response from the public was overwhelmingly positive. Citizens welcomed the affordability and practicality of these alternatives, with many eagerly switching to fabric bags. By providing accessible, attractive options, the campaign effectively reduced dependence on plastic and fostered a culture of mindful consumption. Beyond its immediate impact, "Plastic Out – Fabric In" delivered a powerful message: lasting change emerges from the synergy of policy, participation, and community empowerment. By enabling local producers and engaging the public, the initiative became a model of inclusive sustainability, showing how environmental stewardship and social upliftment can thrive together when supported by thoughtful interventions.

MISSION DIRECTOR SWACHH BHARAT MISSION URBAN JAMMU & KASHMIR

"Dubara Istemaal, Behtareen Kamaal"
– Waste to Art Competition

A Celebration of Creativity and Sustainability

As part of the World Environment Day celebrations, the "Dubara Istemaal, Behtareen Kamaal" Waste to Art Competition brought together communities across Jammu and Srinagar Municipal Corporations in a vibrant display of creativity and environmental consciousness.

This unique initiative inspired citizens to see plastic waste not as trash but as a canvas for imagination — transforming discarded materials into art that tells a story of renewal and responsibility. Participants were encouraged to craft sculptures, wall hangings, decorative pieces, and functional household items using repurposed plastic, turning waste into works of beauty and purpose.

The response was overwhelming — with more than 200 entries from students, budding artists, homemakers, and eco-conscious individuals. Each creation reflected an inspiring blend of innovation, aesthetic sensibility, and a shared commitment to sustainability.
Beyond showcasing artistic talent, the competition sparked meaningful dialogue on reducing plastic waste and rethinking our everyday consumption habits.
Winning artworks received special recognition and were widely featured through official campaigns, amplifying the message that with creativity and care, even waste can be transformed into wonder — proving that reuse truly leads to brilliance.

Swachhata Doots –
Door-to-Door Awareness Drives

Inspiring Responsible Waste Management, One Household at a Time

A s part of the World Environment Day celebrations from 2nd to 5th June, dedicated Swachhata Doots in Jammu conducted intensive door-to-door awareness drives to inspire behavioral change in urban waste management. These trained sanitation ambassadors reached households that were not properly segregating waste or defaulting on user charge payments — two major challenges in achieving cleaner, more sustainable cities.

Armed with pamphlets, visual aids, and real-life examples, the Swachhata Doots engaged residents in meaningful conversations about the environmental and health impacts of poor waste practices. They explained how uncollected or mixed waste leads to pollution, clogged drains, and disease — while also emphasizing the community-wide benefits of clean streets, healthy surroundings, and civic pride.

Beyond spreading awareness, the initiative focused on real-time documentation of citizen feedback and behavioral indicators. Doots recorded data on waste segregation compliance, interest in composting and recycling, willingness to pay user charges, and challenges faced by households.

Through their commitment and grassroots engagement, these Swachhata Doots became true changemakers — bridging the gap between policy and people, and reinforcing the idea that sustainable cities begin with responsible citizens.

Creation of Social Media Handles & Development of Creatives

"Connecting Online, Inspiring On-Ground Action"

In today's digital era, communication drives connection — and connection drives change. Recognizing this, the Mission Directorate, Swachh Bharat Mission–Urban 2.0 (SBM-U 2.0), under the Housing & Urban Development Department (HU&DD), Jammu & Kashmir, established a strong and unified digital presence to amplify Swachhta messages and engage citizens more effectively across the Union Territory.

Four official social media handles — X (Twitter), Facebook, Instagram, and YouTube — were created as dedicated platforms for sharing progress, inspiration, and real-time updates from the 80 Urban Local Bodies (ULBs) working under SBM-U 2.0. These platforms have since evolved into dynamic digital spaces that showcase cleanliness campaigns, citizen-led initiatives, innovative IEC activities, and success stories from every corner of Jammu & Kashmir.

Social Media insight January to June
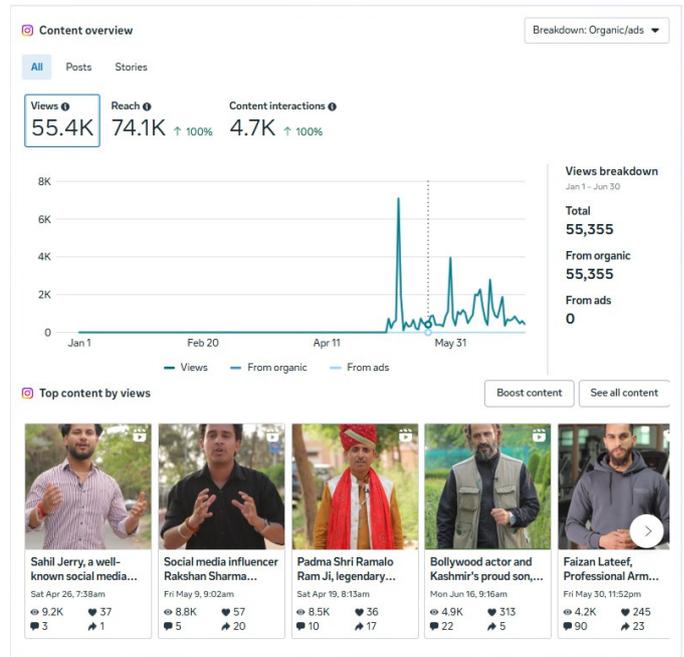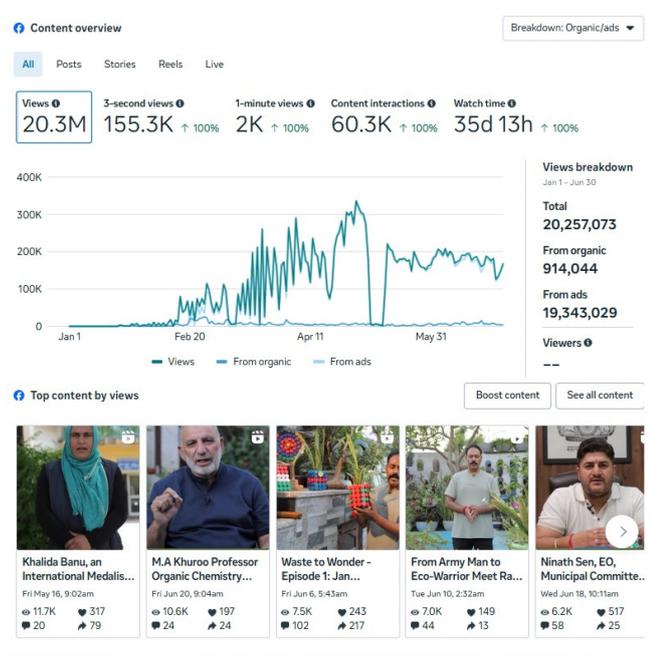
Creative Strategies for Awareness Campaigns

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To ensure that the mission's voice remained consistent and impactful, a series of customized digital creatives, videos, and IEC materials were developed and published regularly.

Each creative was designed with purpose — combining simplicity, clarity, and visual appeal — to encourage citizens to take pride in their surroundings and actively participate in cleanliness drives.

The content themes included:

*   **Source Segregation and Waste Reduction**

    – Promoting the four-bin system and household-level waste management.

*   **Plastic-Free Cities** – Spreading awareness on the elimination of single-use plastics and sustainable lifestyle choices.

*   **Reduce, Reuse, Recycle (RRR)** – Advocating circular economy practices and reuse culture.

*   **Swachhata Awareness and Citizen Responsibility** – Motivating community participation and behaviour change.

*   **Every post, tweet, and video was designed not just to inform but to inspire** — translating digital impressions into real-world impact.

SOCIAL MEDIA POSTS

Banners

Mera Shehar, Meri Pehchaan

My City, My Identity - Let's Keep It Clean!

Join the Movement for a Cleaner, Healthier Tomorrow!

Be the Change – Participate in Daily Cleanliness Drives

Champion Cleanliness with Our Swachhata Ambassadors

Let's Promote Waste Segregation & Sustainable Living collectivly

Ekta Mein Swachhata

Celebrating Unity in Cleanliness

Let's unite our communities and work together to clean up our surroundings!

Go Green Breathe Clean

Let's Come Together to Plant Trees and Create a Cleaner, Greener Future for All!

Bas Ek Minute:
One Minute for a Cleaner Tomorrow

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In an era of constant rush, where every minute feels fleeting, the Housing & Urban Development Department (HU&DD) under the Swachh Bharat Mission–Urban 2.0 introduced a beautifully simple yet deeply impactful campaign **"Bas Ek Minute."** This innovative initiative reminded citizens that transformation doesn't always demand grand gestures; sometimes, all it takes is one mindful minute. A single act of responsibility picking up a piece of litter, segregating household waste, or guiding someone to use the right bin can ripple into a larger wave of cleanliness and civic pride. A Movement Born from a Minute The campaign turned the idea of Swachhata into a personal habit. Every Urban Local Body (ULB) across Jammu & Kashmir was encouraged to creatively capture the spirit of this initiative by producing short one-minute videos that demonstrated small yet powerful acts of cleanliness in daily life. From bustling markets and schools to scenic parks and busy bus stands, citizens were seen taking a minute to clean, educate and inspire others. These videos not only showcased civic discipline but also became mirrors reflecting the collective conscience of a responsible community. Digital Storytelling Meets Civic Action The "Bas Ek Minute" campaign thrived on participation and creativity. Citizens young and old alike were invited to join an open video challenge, recording and sharing their own one-minute actions for Swachhta. The best entries from each ULB were featured on official social media pages of Mission Directorate SBM-U 2.0, transforming local efforts into digital inspiration. The initiative merged storytelling with social responsibility, using short videos as a medium to spread awareness, inspire imitation and normalize cleanliness as a natural part of everyday life. Through these vibrant clips, people saw familiar faces shopkeepers, students, sweepers, and homemakers becoming changemakers, proving that one minute of care is worth far more than hours of neglect. From Awareness to Habit What began as a creative campaign soon became a behavioural nudge. "Bas Ek Minute" reshaped public perception of cleanliness not as an obligation, but as an act of daily mindfulness. It encouraged everyone to pause, reflect, and act to take that one minute that could prevent a drain from clogging, a park from littering, or a plastic bag from entering a water stream. This initiative also empowered Urban Local Bodies to communicate effectively through digital media, fostering positive competition among cities to lead by example in both creativity and cleanliness. A Minute That Moved a Movement In its essence, **"Bas Ek Minute"** captured the soul of the Swachh Bharat Mission collective change through individual action. It was a campaign that required no massive budgets or banners, only a willingness to act. And in every one-minute clip shared, a story of transformation unfolded stories of students cleaning playgrounds, shopkeepers maintaining spotless storefronts and citizens choosing responsibility over convenience. Because sometimes, it doesn't take a revolution to create change it just takes a minute.

MISSION DIRECTOR SWACHH BHARAT MISSION URBAN JAMMU & KASHMIR

Swachhata
Chronicles

6 MONTHS OF IEC
INNOVATION UNDER SBM-U 2.0