

IEC

NEWSLETTER

JANUARY 2026



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From the Desk of

Mandeep Kaur, IAS

Commissioner/Secretary

Housing & Urban Development Department



It is with immense pride and a deep sense of shared responsibility that I present the latest edition of our SBM (U) newsletter, which beautifully captures the collective spirit of Jammu & Kashmir as we step into 2026. This month, our mission at the Housing and Urban Development Department has been fueled by "Swachhtantra 2.0," a campaign that perfectly links our national pride with our civic duties.

The achievements highlighted in these pages are not just numbers; they represent a visible transformation of our urban landscapes from the heart of the Valley to the plains of Jammu. Under the "Ekta Mein Swachhata" initiative, we have successfully cleared 256 chronic garbage vulnerable points and 208 backlanes through 160 dedicated cleanliness drives. Our commitment to a "Pure Future" was equally evident as we rejuvenated 59 water bodies across the region, ensuring our natural resources are preserved for generations to come. Perhaps most heartening is the way our citizens have embraced this movement, with over 221,000 individuals taking the Swachhata Pledge and thousands joining our 80 Plog Runs to promote a healthier, active lifestyle.

Across the Union Territory, we have successfully rectified numerous garbage vulnerable points and community toilet areas, leading to the removal of significant waste loads. Our teams have worked tirelessly to desilt nallahs and drains, manage metric tonnes of construction debris, and identify encroachments to reclaim public spaces for our citizens. As we move toward the Swachh Survekshan 2025-26, let us carry this momentum forward to make every city and town in J&K a model of sustainable living.

From the Desk of

Dr. Devansh Yadav, IAS

Mission Director, SBM-U 2.0

Housing & Urban Development Department



As we move forward into 2026, the mission to transform our urban landscape has gained a renewed sense of urgency and purpose. Across the entire Union Territory of Jammu & Kashmir, the "Swachhtantra 2.0" campaign has served as a powerful reminder that our freedom and progress are inextricably linked to our civic sense. From the bustling streets of Jammu to the quiet corners of our mountainous towns, the Housing and Urban Development Department has worked tirelessly to ensure that cleanliness becomes a permanent part of our cultural identity. Our goal is not merely to clean for a day, but to build a resilient system that upholds the dignity of every citizen across J&K.

While we celebrate the massive community participation and the spirit of volunteerism seen in our recent drives, it is equally important to address the challenges that hinder our progress. During our intensive inspections, the level of encroachments and the misuse of public land was found to be entirely unacceptable. We have taken a firm stand against such violations, and strict fines have been imposed on those who disregard public space for private gain. Urban discipline is not optional; it is a necessity. Whether it is the illegal subletting of plots or the obstruction of pedestrian paths, we are committed to reclaiming our city for the people and ensuring that our streets reflect the order and beauty that our citizens deserve.

Every sanitation drive, every desilted drain, and every cleared garbage point we have tackled this month is a stepping stone toward the upcoming Swachh Survekshan. We are not just preparing for a ranking; we are strengthening the backbone of our urban management. By establishing functional compost pits and focusing on the thorough cleaning of our water bodies, we are laying the groundwork for a sustainable future. I urge every resident to move beyond being a spectator and become an active partner in this transformation. Our success in the national rankings will be a direct reflection of our collective discipline and our refusal to settle for anything less than a pristine Jammu & Kashmir.



KEY ACHIEVEMENTS

Ekta Mein Swachhata
Celebrating Unity in Cleanliness

Ekta Mein Swachhata

Garbage Vulnerable Points (GVPs) Cleared: **256**
Cleanliness Drives Conducted: **160**
Backlanes Cleared: **208**

SWACHHATA
PLEDGE

Swachhata Pledges

Total Pledges Undertaken: **221,563**

PURE WATERS
PURE FUTURE

Pure Water, Pure Future

Water Bodies Cleaned: **59**

 **RUN FOR
CLEANER
TOMORROW**

Run for a Cleaner Tomorrow

Plog Runs Conducted: **80**



SWACHH REPUBLIC DAY

SWACHH GANTANTRA PARV SANITATION DRIVES

Cleaning the City, Honouring the Constitution

On the eve of Republic Day 2026, Jammu city witnessed a large-scale sanitation and civic action under the banner of “Swachh Gantantra Parv,” organized by Jammu Municipal Corporation. The initiative symbolized a powerful blend of patriotism and cleanliness, reinforcing the idea that a clean city is the foundation of a strong democracy.

Moving beyond routine sanitation, the campaign focused on visible transformation, disciplined urban management, and citizen-centric cleanliness in alignment with Swachh Bharat Mission (Urban) 2.0 and the upcoming Swachh Survekshan.



**CELEBRATING
CLEANLINESS
WITH THE
SPIRIT OF THE
REPUBLIC**



ENFORCEMENT DRIVE CONDUCTED BY JMC ACROSS ALL THREE ZONES



305 COURT CHALLANS ISSUED DURING THE DRIVE FOR NON-COMPLIANCE



127 NOTICES ISSUED TO BANKS UNDER SWM RULES



ACTION TAKEN AGAINST C&D WASTE VIOLATIONS WITH PENALTIES IMPOSED AS PER RULES



105 DAMAGE TREE GUARD REMOVED

KEY HIGHLIGHTS

Visible Cleanliness Drive:

Large-scale removal of legacy and accumulated waste from identified hotspots, garbage vulnerable points, and vacant plots, resulting in cleaner surroundings and prevention of re-accumulation.

Drain & Nallah Restoration:

Intensive cleaning and desilting of drains and nallahs were undertaken to improve wastewater flow, prevent waterlogging, and enhance public hygiene.

Encroachment Identification & Action:

Ward-level inspections led to the identification of unauthorized encroachments, including rehris, khokhas, and illegal extensions, with on-the-spot directions issued for corrective action.

C&D Waste Removal:

Construction and Demolition waste was lifted from multiple locations and disposed of at designated sites, improving roadside cleanliness and urban aesthetics.

Green & Safe Public Spaces:

Tree pruning and bush cutting were carried out at key locations to improve visibility, safety, and accessibility along roads and public areas.

Sustainable Waste Practices:

Operational compost pits were made functional in city parks, promoting in-situ processing of horticulture waste and supporting sustainable solid waste management.

Compassionate Urban Management:

Designated dog feeding points were established in selected areas, ensuring humane animal care while maintaining cleanliness and order in residential neighborhoods.

26 JANUARY

Swachhtantra 2.0

PRIDE IN DEMOCRACY

PRIDE IN CLEANLINESS

LINKING NATIONAL HONOR WITH CIVIC DUTY FOR REPUBLIC DAY

In January 2026, a series of citywide cleanliness activities were conducted across all Urban Local Bodies under the Swachhtantra 2.0 – Pride in Democracy, Pride in Cleanliness campaign, in the run-up to Republic Day celebrations. The initiative aimed to link national pride with collective responsibility for cleanliness, encouraging active citizen participation in building cleaner and healthier urban spaces.



KEY HIGHLIGHTS

Mega Cleanliness Drives:

ULBs transitioned from planning to intensive field operations, conducting massive cleanup drives to eliminate chronic Garbage Vulnerable Points (GVPs) in preparation for Republic Day.

Beautification & Reclamation:

Reclaimed spaces were transformed into clean public landmarks through wall paintings, signage, and rigorous maintenance to prevent further littering.

River Protection & Water Body Cleaning:

Focused attention was given to the sacred waters of rivers such as the Jhelum, Tawi, Devika, and Banganga, where cleanup efforts included hotspot beautification and scientific waste disposal.

Plog Runs & Fitness: To unite the community, Plog Runs were organized in all ULBs, bringing together students, officials, and volunteers to collect litter while promoting a healthy lifestyle.



VIDEO
MESSAGES

KEY HIGHLIGHTS



Influencer & Digital Outreach: A strong digital presence featured video messages from Swachhata Ambassadors and local influencers, alongside a specialized web portal for citizens to take an online Swachhata Pledge and receive digital certificates.



Deep Cleaning of Backlanes: Manpower was deployed to often-overlooked residential backlanes to clear layers of accumulated debris and ensure that high hygiene standards reached every neighborhood.



Public Awareness & Anti-Defacement: Specialized drives, such as JMC's anti-defacement campaign, involved removing unauthorized posters from public walls and freshly painting them to restore the aesthetic appeal of city centers.



ROAD TO SWACHH SURVEKSHAN 2025-26

The 173-Indicator Comprehensive Pre-Assessment In a proactive move to ensure the Union Territory’s readiness for the national rankings, a massive data-driven pre-assessment exercise has been launched across all 80 Urban Local Bodies (ULBs). This initiative involves a rigorous evaluation against 173 specific indicators prescribed under the New Swachh Survekshan Toolkit, serving as a critical roadmap for identifying implementation gaps and strengthening ground-level execution.

Scope and Objectives of the Survey:

The survey, is designed to assess the compliance and operational performance of each ULB, ensuring they are fully aligned with the revised national benchmarks. It acts as a baseline to monitor progress and foster a spirit of healthy competition among cities.



KEY HIGHLIGHTS

Visible Cleanliness (1,500 Marks):

Rigorous monitoring of daily sweeping frequencies, the cleaning and beautification of backlanes, and the elimination of Garbage Vulnerable Points (GVPs).

Segregation & Collection (1,000 Marks):

Evaluating 100% door-to-door waste collection coverage and the effectiveness of source segregation into Dry, Wet, and Domestic Hazardous Waste (DHW).

Solid Waste Management (1,500 Marks):

Auditing the functional processing capacities for various waste streams, including the remediation status of legacy dumpsites and scientific disposal in sanitary landfills.

Access to Sanitation (1,000 Marks):

Field verification of the cleanliness and inclusivity of Public/Community Toilets, ensuring features like dedicated seats for the differently-abled and regular maintenance rosters are in place.

Used Water Management (1,000 Marks):

Assessing the connectivity of households to closed sewerage systems and the scientific treatment of fecal sludge and sewage.

Advocacy for Swachhata (1,500 Marks):

To assess whether the ULB is effectively implementing IEC Action Plans to drive appropriate behavioural change among citizens.



NIRMAL TAWI ABHIYAN

SAFEGUARDING THE "SURYA PUTRI"

A Human Wall of Protection for Jammu's Lifeline. The Tawi River Front recently transformed into a hub of environmental advocacy with the launch of the "Nirmal Tawi Abhiyan." This Tawi River Protection and Anti-Littering Awareness Drive sparked a massive Jan Andolan, marking a strategic shift from routine cleaning to a collective mission for a truly "Garbage Free City."

The Human Chain of Solidarity In a powerful display of unity, hundreds of citizens, students, and sanitation warriors formed a Human Chain along the riverfront. Standing shoulder-to-shoulder, they created a symbolic "human wall" to protect the Tawi, the lifeline of Jammu. Youngsters led the charge, holding banners and slogans to voice their commitment to saving Jammu's natural heritage and ensuring the "Surya Putri" remains pristine.





KEY HIGHLIGHTS



Anti-Littering Advocacy: The drive focused on educating residents about the hazards of plastic pollution, urging a complete shift to eco-friendly habits to stop waste at the source.



Preserving Sanctity: Citizens were encouraged to use designated Visarjan Patras on the Tawi Bridge for Pooja Samagri, ensuring that religious offerings are handled with dignity without polluting the water.



Why Water Bodies Matter: The campaign highlighted that protecting the Tawi is vital for Water Security, maintaining Ecological Balance, and preserving the Cultural Identity of Jammu for future generations.



Leadership in Action: The event was graced by Hon'ble MLA Sh. Yudhvir Sethi, Div Com Sh. Ramesh Kumar (IAS), DC Dr. Rakesh Minhas (IAS), Commissioner JMC Dr. Devansh Yadav (IAS), and SSP Sh. Joginder Singh.





CAPACITY BUILDING SESSIONS

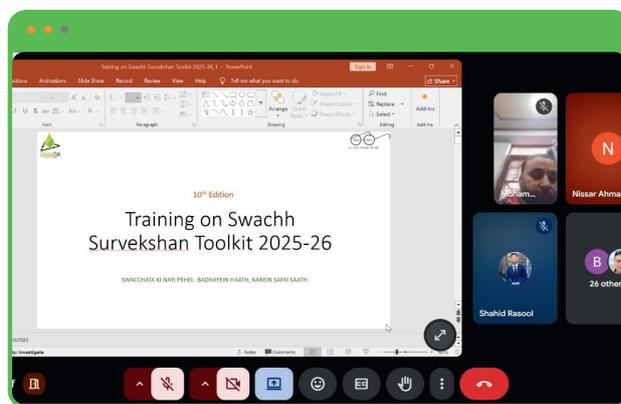
Strengthening Urban Sanitation for Swachh Survekshan 2025-26



EMPOWERING URBAN STAKEHOLDERS ACROSS JAMMU & KASHMIR

In a major step towards enhancing institutional readiness for Swachh Survekshan 2025-26, a comprehensive Capacity Building Session was organized for all 80 Urban Local Bodies (ULBs) of Jammu & Kashmir under the aegis of JKHUDD. The session was conducted in online mode through Google Meet by the Capacity Building Expert from the Swaha Core Team, ensuring wide participation and a uniform understanding across the Union Territory.

This virtual session marked a strategic shift from routine orientations to a focused, knowledge-driven engagement, enabling ULB officials to clearly align their on-ground actions with the Swachh Survekshan assessment framework and performance indicators.



Training on Swachh Survekshan Toolkit:

Knowledge in Action: Building a Unified Swachhata Framework

Officials and sanitation stakeholders from all 80 ULBs actively participated in the session. Through structured presentations and interactive discussions, participants were oriented on the Swachh Survekshan Toolkit 2025–26, including assessment methodology, indicator-wise requirements, and documentation protocols, ensuring a common and consistent approach across Jammu & Kashmir.

KEY HIGHLIGHTS

Comprehensive Orientation on Swachh Survekshan Toolkit:

Detailed guidance was provided on the Toolkit structure, categorization of cities, indicators, sub-indicators, and marks distribution. Emphasis was laid on maintaining accuracy between MIS claims and field-level performance to avoid penalties during assessment.

Coverage of Core Sanitation Domains:

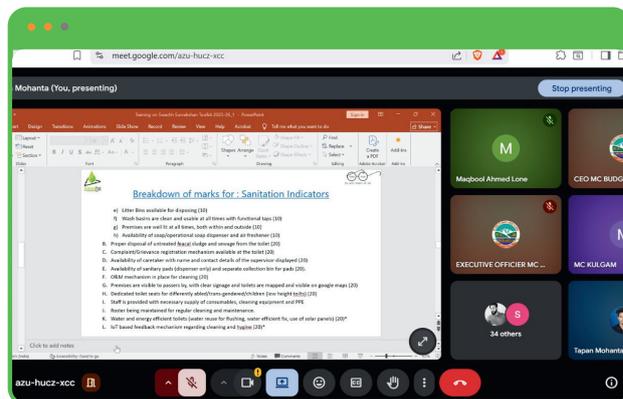
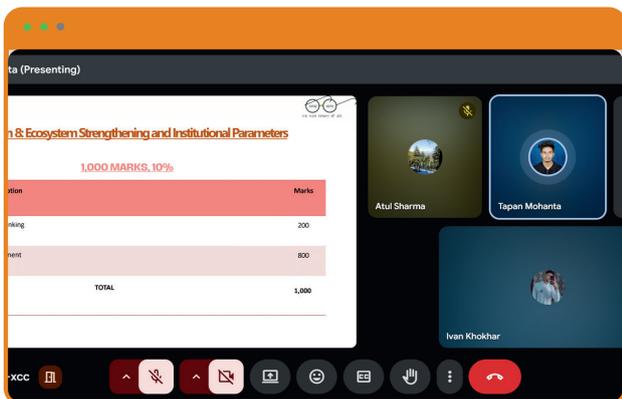
The session covered major thematic areas such as Visible Cleanliness, Solid Waste Management, Used Water Management, Advocacy for Swachhata, IEC activities, Capacity Building, and Citizen Feedback & Grievance Redressal.

Strengthening Capacity Building & Advocacy:

Special emphasis was placed on the capacity-building component under Advocacy for Swachhata, highlighting the importance of regular trainings, workshops, and skill enhancement for sanitation workers and ULB staff for sustained improvement.

Digital Platform for Wider Reach:

Conducting the session via Google Meet enabled participation from all ULBs across the Union Territory, ensuring uniform dissemination of guidelines and fostering coordinated implementation at scale





VIDEO DOCUMENTARIES ON DOGS

Network
100%



⏮
⏪
⏩
⏭



Dr. Devansh Yadav (IAS)
Commissioner, JMC & SMC, J&K



Kapil Sharma (JKAS)
Jammu & Kashmir

To promote humane and responsible management of stray dogs, the “Saathi – Video Documentaries on Dogs” initiative was undertaken as part of the IEC and awareness framework. Under this activity, 20 short video documentaries are being developed for Jammu Municipal Corporation (JMC) and Srinagar Municipal Corporation (SMC) to sensitize citizens and institutional stakeholders on safe coexistence with stray dogs. The documentaries aim to create awareness on sterilization, vaccination, designated feeding practices, and the lawful management of stray dogs in residential areas, commercial zones, and public spaces. Special emphasis is placed on preventing dog bite incidents and ensuring that sensitive areas such as schools, hospitals, and markets remain safe, while simultaneously safeguarding animal welfare. The initiative is being implemented by Swaaha, which is responsible for script preparation as well as recording and editing of the documentaries.



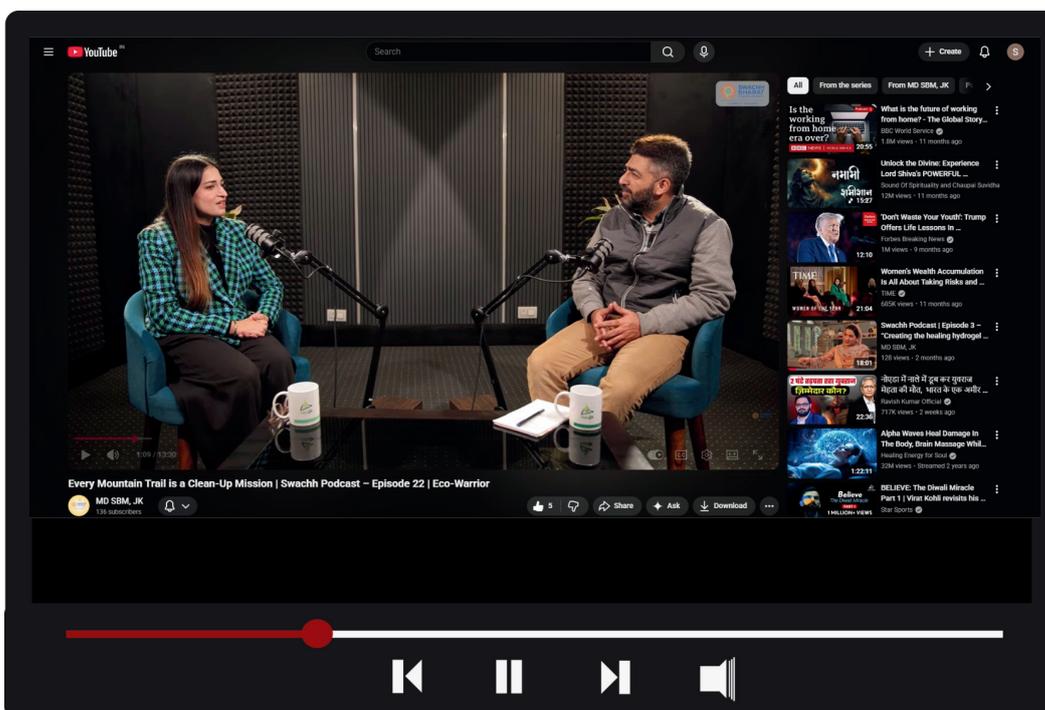
PODCASTS

VOICES OF SWACHHATA

CONVERSATIONS THAT INSPIRE CLEANLINESS AND CIVIC RESPONSIBILITY

Podcasts were used as a focused outreach tool to deepen public understanding of sanitation initiatives and urban cleanliness efforts. Through conversational and story-driven audio content, key messages on Swachhata, civic responsibility, and on-ground progress were shared in a simple and relatable manner, allowing citizens to connect with the mission at their own pace.

The podcast format enabled meaningful dialogue by featuring field experiences, insights from officials, and community perspectives, making governance more accessible and transparent. This initiative helped reach diverse audiences, including those with limited access to visual platforms, while strengthening trust, awareness, and citizen participation in building cleaner and healthier urban spaces.





Awareness of NAMASTE Scheme for SafaiMitras

To strengthen the welfare, safety, and social security of sanitation workers, an Awareness and Capacity Building Session on the NAMASTE Scheme was organized for SafaiMitras. The initiative focused on identifying SafaiMitras who had not yet enrolled under the scheme and addressing awareness gaps through structured sensitization. Participants were informed in detail about the objectives of the NAMASTE Scheme, eligibility criteria, benefits, and available support mechanisms, with special emphasis on motivating SafaiMitras to enroll by highlighting livelihood opportunities, social security coverage, skill development provisions, and enhanced safety measures.

The Capacity Building Session was conducted in two phases to ensure maximum outreach and impact. The first phase was held online through Google Meet, providing a comprehensive overview of the NAMASTE Scheme. This was followed by offline, on-ground sessions conducted directly with SafaiMitras to ensure last-mile engagement.



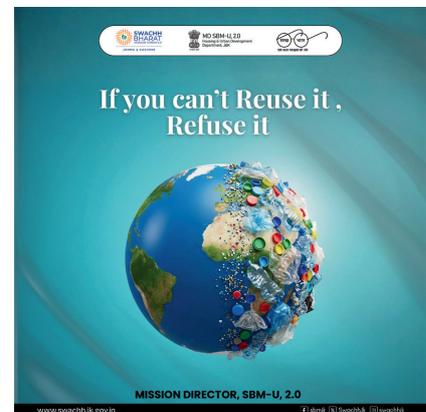
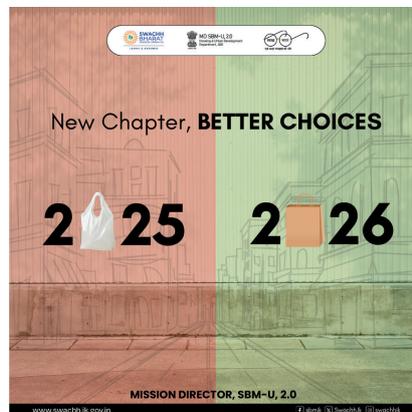
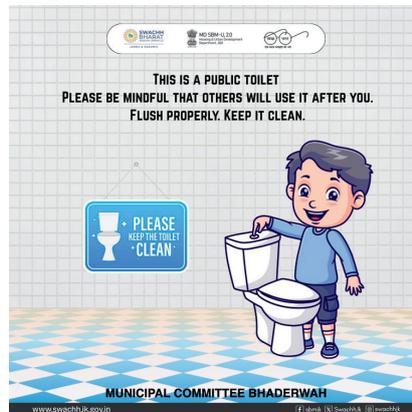
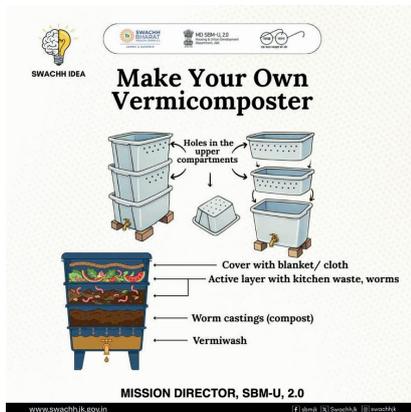
Social Media Creative Development



AMPLIFYING SWACHHATA THROUGH DIGITAL ENGAGEMENT

To strengthen public participation and awareness, a focused Social Media Creative Development strategy was implemented to enhance the digital outreach of Swachhata initiatives across Jammu and Kashmir. Through consistent and engaging content tailored to local languages, themes, and contexts, social media platforms were effectively used to connect with citizens at scale.

The approach emphasized regular posting, visual storytelling, and region-specific messaging, ensuring that Swachhata messages were relatable and easily understood by diverse communities. By transforming social media into an interactive engagement platform, citizens were encouraged to actively participate, share feedback, and take ownership of cleanliness efforts. This digital outreach not only increased visibility of sanitation activities but also reinforced transparency, accountability, and a shared sense of responsibility towards maintaining clean and healthy urban spaces.





JAMMU & KASHMIR

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