



Swachhata Chronicles-2.0

JUNE-DECEMBER 2025

**SWACHH BHARAT MISSION-URBAN-2.0
JAMMU & KASHMIR**



**HOUSING AND URBAN DEVELOPMENT DEPARTMENT
GOVERNMENT OF JAMMU & KASHMIR**

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MAJOR HIGHLIGHTS

Door-to-Door Campaigns:

90,000+

Citizens Participants:

3 Lakh+

Cloth Bags Distributed:

10,000+

Cleanliness Drives:

2000+

Swachhata Pledges:

2 Lakh +

Total Event:

1200 +

Plantation Drive:

20,000+

Capacity Building sessions:

80+



INTRODUCTION

The Information, Education and Communication (IEC) component under the Swachh Bharat Mission Urban 2.0 (SBM-U 2.0) plays a vital role in advancing the vision of a cleaner, greener and more sustainable India. In Jammu & Kashmir, the Housing & Urban Development Department (HUDD) has been guiding this mission with a clear focus not only on developing infrastructure but also on nurturing 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. From July to December 2025, the project concentrated on building multi layered awareness, encouraging behavioral change and strengthening the message of cleanliness through creative campaigns, public events, digital outreach and on the ground citizen engagement.

This booklet presents a compilation of these efforts, documenting the major campaign activities and success stories that shaped the IEC journey during this six month period. Each month carried a distinct theme aligned with the objectives of the mission, ranging from source segregation and plastic waste management to campaigns and initiatives such as SANJY (Shri Amarnath Ji Yatra), Bin It Win It, Har Ghar Tiranga, Poshan Maah, Sewa Parv and Swachhata Hi Sewa.

Beyond numbers and activities, the IEC journey reflects the collective spirit of collaboration among ULB mission officials, Safai Mitras, SHGs, school students and citizens who came together to transform the idea of cleanliness into a shared community culture. Through this six month documentation, we aim to present not only the outcomes but also the impact of communication led transformation, where awareness, participation and creativity 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 and Urban Affairs (MoHUA). This five-year mission (2021–2026) aims to consolidate and sustain the progress achieved in urban sanitation across the country. Its vision is to make every city “Garbage Free” by ensuring 100% source segregation of waste, door-to-door collection and scientific processing of municipal solid waste.

SBM-U 2.0 also places strong emphasis on comprehensive liquid waste management. Under this approach, untreated sewage or faecal sludge is not to be discharged into the environment. Instead, used water, including sewage, greywater and blackwater, is to be safely collected, transported, treated and reused under the Used Water Management component. Another important focus of the mission is the remediation of legacy waste dumpsites and their conversion into green spaces, promoting environmental restoration and a circular economy.

The mission builds on the significant achievements of Phase I (2014–2021). During the first phase, millions of individual, community and public toilets were constructed and Urban India was declared open-defecation free in 2019. Many cities have since progressed to higher standards such as ODF+ and ODF++ under MoHUA protocols. Waste management systems also improved considerably, with widespread door-to-door collection, expansion of source segregation and a major increase in waste processing capacity. A key driver behind this success was the large-scale jan-andolan (people’s movement), where citizens actively participated in behaviour-change campaigns and community initiatives. To strengthen these gains, SBM-U 2.0 continues to promote a national Behaviour Change Communication framework focusing on segregation, waste processing, plastic reduction and responsible sanitation practices.

In the Union Territory of Jammu and Kashmir, SBM-U 2.0 is being implemented across all 80 Urban Local Bodies (ULBs). Over the past year, the Housing and Urban Development Department has organized multiple IEC campaigns to mobilize citizens and strengthen public participation in the Swachhata mission. These activities have included community cleanliness drives, street plays, painting and quiz competitions, awareness rallies and digital outreach, all designed to promote waste segregation, proper disposal and civic responsibility.

This IEC booklet has been prepared to support these efforts at the field level. It serves as a practical reference for ULB officials, NGOs, citizens and other stakeholders by providing guidance on sanitation practices, waste management approaches and effective communication strategies. By outlining key measures, responsibilities and best practices, the booklet aims to translate the goals of SBM-U 2.0 into actionable steps. It is hoped that this resource will help all stakeholders work together to make the cities of Jammu and Kashmir cleaner, healthier and more sustainable.



SANJY-2025

Swachh Yatra, Safal Yatra

Ensuring a Zero-Waste Pilgrimage

स्वच्छ श्रद्धा, पावन पथ: अमरनाथ यात्रा, स्वच्छता के साथ

The Spiritual Mandate The Shri Amarnath Ji Yatra (SANJY) 2025 stood as a testament to the fact that divinity and cleanliness are inseparable. For the Housing & Urban Development Department (HUDD) and SBM-U 2.0 J&K, the challenge was monumental: managing the sanitation needs of lakhs of pilgrims across some of the world's most fragile ecological zones. This year, the mission moved beyond mere cleaning—it aimed for a "Zero-Waste" pilgrimage, ensuring that the footprints left behind by devotees were purely spiritual, not environmental.

The Geography of Swachhata The campaign was a synchronized symphony involving 9 critical districts. From the entry point at Lakhanpur in Kathua, through the transit corridors of Samba and Jammu, the winding climbs of Udhampur and Ramban, and finally into the Kashmir Valley through Anantnag, Srinagar, Ganderbal, and Bandipora, every ULB acted as a guardian of the trail. This 400km+ stretch was mapped with precision, ensuring that from the first base camp to the holy cave, the message of Swachh Bharat was omnipresent.



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THE GRAND VISION
& THE SACRED ROUTE

A Warm Welcome to Sustainability From the moment the first batch of Yattris arrived, they were greeted by the vibrant "Responsible Yatri" Kiosks. These were not just help-desks; they were centers of behavioral transformation. Staffed by dedicated Swachhata Executives, these kiosks served as the first point of contact for educating pilgrims on:



The SUP Ban: Distribution of thousands of jute and cloth bags as alternatives to plastic.



The 3R Principle: Guidance on how to Reduce, Reuse, and Recycle during the journey.



Source Segregation: Practical demonstrations of the Twin-Bin system.

The Selfie Revolution To make cleanliness "socially trending," specialized "Happy Faces" and "Responsible Yatri" Selfie Stands were installed at every lodgement center. This was the masterstroke of the IEC campaign. It turned a civic duty into a moment of pride. Pilgrims from across India—families, monks, and solo travelers—

paused to capture their commitment to the mission. These kiosks became the most photographed spots of the Yatra, flooding social media with #SwachhAmarnathJiYatra, and proving that a "Happy Face" is the best indicator of a successful sanitation mission.



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THE EVENING GLOW
TAWI RIVER FRONT
& RITUAL PURITY





Where Faith Meets the Flow of Cleanliness

A Soulful Symphony The Jammu Tawi River Front emerged as the cultural soul of SANJY 2025. This year marked a historic integration of ritual and responsibility with the commencement of the Daily Tawi Aarti. As the evening sky turned crimson, the rhythmic chanting and the glow of hundreds of lamps reflected off the pristine waters of the Tawi. For the Yatris, it was a moment of profound connection. The Aarti served as a powerful IEC tool, reminding every devotee that the water bodies we worship must be kept free of waste.

"Bin It to Win It" – The Month-Long Celebration Running parallel to the spiritual evening was the high-

energy "Bin It to Win It" activity. For 30 days, the River Front was transformed into a gamified arena of cleanliness.

The Activity: Yatris participated in fun challenges—identifying dry vs. wet waste or taking the "One Minute Swachhata Challenge."

The Reward: Winners were celebrated as "Swachh Ambassadors" with eco-friendly mementos. This initiative ensured that the River Front, despite seeing thousands of visitors daily, remained a model of urban cleanliness. It proved that when you gamify a civic habit, the community doesn't just follow—they lead.



Precision in Practice: Technology & Stakeholder Synergy

Digital Accountability The 2025 Yatra was the smartest yet. QR Codes were prominently displayed at every Community and Public Toilet (CT/PT). Yatris were encouraged to give "Star Ratings" for cleanliness. This real-time feedback loop allowed ULBs to deploy cleaning crews instantly where needed, maintaining

ODF++ standards even under high-pressure usage.

Langar-wallas: The Unsung Heroes of Zero-Waste The mission extended deep into the kitchens of the Yatra. Over 100 orientation sessions were held for Langar-wallas and Service Providers.



A pilgrim scans the QR code displayed on a portable toilet unit to share instant feedback. This digital feedback system enables real-time monitoring and helps ensure better cleanliness and sanitation services for yatris.



Swachhata Hi Seva 2025

A Jan Andolan for a Cleaner J&K

A collective movement redefining urban responsibility through participation, sustainability, and civic ownership.



KEY HIGHLIGHTS

City-wide launch with rallies and Swachhata pledges

Transformation of garbage vulnerable points

Cleanliness drives at markets, parks, transport hubs and institutions

Campaign Rollout

The initiative commenced with cleanliness drives, awareness rallies, and Swachhata pledges at prominent public locations. Public representatives, municipal officials, sanitation workers, and citizens came together in a unified call for action. This marked not merely the launch of a campaign, but the renewal of a shared civic commitment.

CTU Transformation

Garbage vulnerable points and neglected areas were systematically identified and restored. Waste was cleared, sites were rehabilitated, and preventive awareness activities were conducted to discourage re-dumping.

Citizens were encouraged to report vulnerable spots and adopt waste segregation at source, ensuring sustained improvements.

Clean Public Places

Markets, institutions, parks, transport hubs, tourist destinations, and residential areas witnessed coordinated cleanliness drives. Students, volunteers, and community groups participated enthusiastically, strengthening civic ownership and accountability.

Safai Mitra Suraksha Shivirs

Health camps and welfare awareness programmes were organized for sanitation workers and their families. Distribution of safety gear and dissemination of information on government welfare schemes underscored the commitment to dignity, safety, and social security. Medical consultations, routine health check-ups, and diagnostic screenings were conducted to address occupational health concerns.

Clean and Green Festivities

Eco-conscious celebrations were promoted through reduction of single-use plastics and responsible waste disposal practices. Cloth bags were distributed, rangoli activities encouraged public engagement, and special arrangements ensured proper collection of biodegradable floral waste.

Advocacy and Awareness

Outreach initiatives were amplified through social media campaigns, wall paintings, public announcements, school competitions, and market-level drives. Key messages on segregation, recycling, and responsible behavior were disseminated widely to create lasting behavioural change. The sustained communication efforts helped deepen public engagement.





Celebration of Sewa Parv-2025

Strengthening Collective Responsibility for a Cleaner and Greener City

The observance of Sewa Parv was marked by a series of impactful cleanliness and environmental initiatives aimed at deepening citizen engagement and reinforcing sustainable urban practices. The initiative brought together communities, sanitation workers, volunteers, institutions, and local stakeholders under a shared commitment to service and responsibility. Through coordinated action and public participation, the campaign focused on improving sanitation standards, promoting environmental stewardship, and fostering long-term behavioural change.

Cleanliness Drives in Public Spaces

Comprehensive cleanliness drives were organized across key public locations including schools, hospitals, markets, and religious institutions. These drives focused on:

- ▶ Clearance of garbage vulnerable points
- ▶ Plogging activities combining fitness with waste collection
- ▶ Sanitation awareness programmes

Students, traders, community leaders, volunteers, and sanitation teams actively participated, reinforcing the importance of shared responsibility in maintaining hygienic surroundings.

Community Tree Plantation

Drives
To enhance urban green cover and environmental balance, plantation drives were conducted in identified open spaces and community areas. Citizens and students participated enthusiastically by planting and adopting saplings, ensuring continued care and monitoring. This initiative contributed not only to beautification but also to long-term environmental sustainability and improved air quality.

Awareness on Waste Segregation at Source

Door-to-door outreach campaigns were conducted to educate households about:

- ▶ Segregation of wet and dry waste at source
- ▶ Responsible disposal practices
- ▶ Importance of reducing landfill burden

Citizens were also encouraged to use digital platforms such as the Swachhata App to report sanitation concerns and actively support municipal cleanliness efforts.

Reduction of Single-Use Plastic

Special awareness drives including Plastic Biksha campaign were carried out in residential and commercial areas. These initiatives:

- ▶ Promoted reduction of single-use plastic

- ▶ Encouraged adoption of eco-friendly alternatives
- ▶ Sensitized shopkeepers and consumers about sustainable practices

The campaign strengthened awareness about the environmental impact of plastic waste and the role of responsible consumption.



OUTCOMES

The Sewa Parv initiative resulted in measurable improvements in public cleanliness and environmental awareness across the city. Garbage vulnerable points were cleared, public spaces were visibly cleaner, and citizen participation significantly increased.

Tree plantation activities contributed to enhanced green cover and encouraged long-term environmental responsibility. Door-to-door awareness strengthened behavioural change regarding waste segregation at source, while plastic reduction campaigns promoted sustainable alternatives in daily use.

Most importantly, the initiative fostered a strong sense of collective ownership among citizens, sanitation workers, institutions, and community stakeholders, reinforcing the foundation for sustained cleanliness and environmental stewardship.



KEY HIGHLIGHTS

Cleanliness drives conducted across major public spaces including schools, hospitals, markets, and religious places

Garbage vulnerable points identified and cleared, improving sanitation conditions

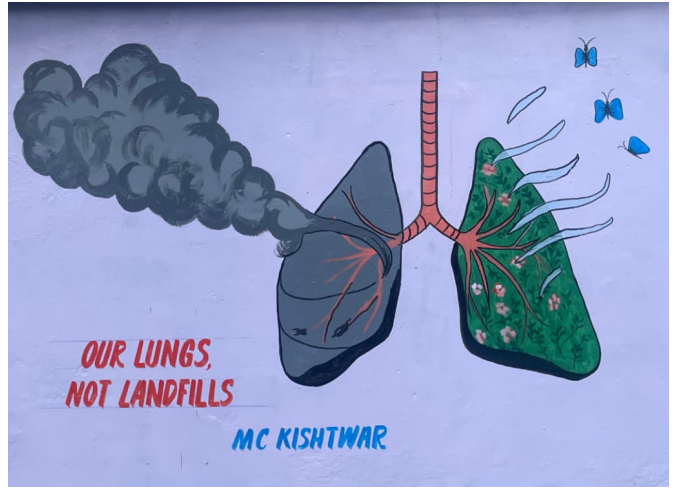
Tree plantation drives increased green cover with active community participation

Door-to-door campaigns strengthened adoption of waste segregation at source

Plastic reduction awareness encouraged eco-friendly alternatives

Strong participation from citizens, students, volunteers, and sanitation workers enhanced community ownership







HAR GHAR TIRANGA – HAR GHAR SWACHHATA

Commitment to Cleanliness, Respect for the Nation

A Campaign of Pride and Responsibility

The *Har Ghar Tiranga – Har Ghar Swachhata* Campaign was organized to integrate the spirit of patriotism with civic responsibility and environmental consciousness. The initiative encouraged citizens to celebrate Independence Day in a manner that reflects both national pride and commitment to cleanliness.

By promoting sanitation, waste segregation, and sustainable practices, the campaign aimed to create a meaningful connection between national celebrations and responsible behaviour. Citizens, Self Help Groups, students, sanitation workers, and community members actively participated in awareness activities and cleanliness initiatives, reinforcing collective ownership of public spaces.

Awareness and Community Engagement

Awareness drives were conducted at high-footfall locations including markets, public spaces, institutions, and residential areas to educate citizens about maintaining clean surroundings during celebrations.

Cleanliness drives were organized across neighborhoods and key public areas, leading to visible improvements in sanitation conditions and encouraging responsible civic conduct.

Creative engagement activities further enhanced participation. Women Self Help Groups prepared



eco-friendly Tiranga installations using reusable and sustainable materials. These initiatives highlighted the importance of environmentally conscious celebrations while strengthening community involvement in Swachhata efforts.

Celebration, Participation and Impact

Door-to-door awareness campaigns were conducted to promote:

- ▶ Waste segregation at source
- ▶ Non-littering practices
- ▶ Clean and hygienic neighborhood environments

Garbage Vulnerable Points were identified and addressed through focused cleanliness drives. RRR Centres were mobilized to encourage reuse, recycling, and

responsible waste management practices.

These sustained efforts contributed to improved sanitation standards and strengthened citizen participation in urban cleanliness initiatives.

Responsible Celebrations and Recognition

Flag hoisting ceremonies were organized at Swachhata sites with emphasis on environmentally responsible celebrations and reduced usage of single-use plastic. Sanitation workers were invited as special guests and honored for their invaluable contribution, recognizing their essential role in maintaining clean and healthy cities. Their participation reinforced the message that respect for the nation also means respect for those who work tirelessly to keep it clean.



OUTCOMES

The campaign led to increased awareness regarding sustainable celebrations and strengthened community participation in cleanliness drives. Public spaces witnessed improved sanitation conditions, and responsible waste management practices gained wider acceptance among residents.

Active involvement of citizens, Self Help Groups, students, and sanitation workers fostered a strong sense of shared responsibility.

The Har Ghar Tiranga – Har Ghar Swachhata initiative successfully reinforced the message that true patriotism extends beyond celebration — it includes protecting the environment, maintaining public hygiene, and contributing to a cleaner and greener nation.



KEY HIGHLIGHTS

Awareness drives conducted at high-footfall areas including markets, institutions and public spaces

Cleanliness drives organized across neighborhoods improving sanitation conditions

Door-to-door campaigns promoted waste segregation at source and non-littering practices

Garbage Vulnerable Points identified and improved through focused interventions

RRR Centres mobilized to strengthen reuse and recycling practices

Women Self-Help Groups created eco-friendly Tiranga installations using reusable materials

Emphasis on responsible celebrations with reduced use of single-use plastic



Women from a Self-Help Group are seen stitching tricolour fabric using traditional sewing machines under the Har Ghar Tiranga – Har Ghar Swachhata campaign. Seated together on a mat outside a community building, they carefully assemble saffron, white, and green cloth pieces to create eco-friendly Tiranga installations.





Preventive Cleanliness: Driving Healthier Communities

A Campaign of Pride and Responsibility

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PREVENTIVE
CLEANLINESS IS THE
FIRST LINE OF DEFENSE
AGAINST SEASONAL
DISEASES. WHEN
COMMUNITIES ADOPT
SAFE SANITATION
PRACTICES AND
MAINTAIN HYGIENIC
SURROUNDINGS
TOGETHER, WE NOT
ONLY REDUCE HEALTH
RISKS BUT ALSO BUILD
RESILIENT AND
HEALTHIER CITIES

The *Safai Apnao, Bimaari Bhagao* campaign was conducted to strengthen preventive cleanliness measures and safeguard communities from water-borne and vector-borne diseases during the monsoon season. The initiative brought together municipal teams, health workers, volunteers, and citizens with a shared objective of improving sanitation standards, promoting hygiene practices, and minimizing seasonal health risks through sustained awareness and field-level interventions.

Promoting Hygiene and Preventive Practices

Interactive handwashing sessions were organized in schools, Anganwadi centres, and public spaces to promote proper hygiene practices, especially among children and youth. These activities emphasized the importance of regular handwashing in preventing disease transmission.

Door-to-door awareness drives were conducted in vulnerable areas to educate households about:

- ▶ Preventing mosquito breeding
- ▶ Maintaining clean surroundings
- ▶ Adopting safe sanitation and waste disposal practices

These efforts encouraged behavioural change at the household level and strengthened community participation in preventive health measures.

Improving Sanitation Infrastructure and Public Hygiene

Regular cleaning and maintenance of Community Toilets and Public Toilets were undertaken to ensure improved hygiene standards and responsible usage.

Cleanliness drives were organized

across neighbourhoods, markets, food streets, and other high-footfall locations. Garbage hotspots were identified and cleared, resulting in visibly improved sanitation conditions. Special focus was placed on cleaning drains and nearby water bodies to prevent waterlogging, clogging, and mosquito breeding. These preventive actions significantly reduced the risk of vector-borne diseases during the monsoon period. Water quality sampling and preventive sanitation measures were also implemented to ensure safe drinking water and minimize the spread of seasonal illnesses.

Community Outreach and Behavioural Change

Awareness rallies, street plays, and community outreach activities were conducted to strengthen citizen engagement. These initiatives helped disseminate key health messages and encouraged residents to actively participate in cleanliness and hygiene efforts. The campaign highlighted that preventive action, when combined with strong community involvement, plays a crucial role in creating healthier and safer urban environments.



OUTCOMES

The Safai Apnao, Bimaari Bhagao campaign resulted in improved hygiene awareness strengthened sanitation practices and reduced environmental health risks during the monsoon season.

Preventive cleaning of drains and water bodies helped mitigate mosquito breeding and water stagnation. Regular maintenance of public sanitation facilities enhanced hygiene standards and user behaviour.

Increased citizen participation through outreach activities fostered collective responsibility and reinforced the importance of preventive cleanliness in building healthier communities.



KEY HIGHLIGHTS

Handwashing and hygiene awareness sessions conducted in schools and public places

Door-to-door campaigns improved household sanitation and mosquito control practices

Regular cleaning and maintenance of Community and Public Toilets ensured better hygiene

Drains, water bodies and garbage vulnerable points cleaned to prevent disease spread

Cleanliness drives organized in neighbourhoods markets and high-footfall areas

Water quality monitoring and preventive sanitation measures implemented

Enhanced citizen participation through rallies outreach activities and community engagement



POSHAN MAAH

Healthy Women, Empowered Families, Stronger Communities

A Campaign of Pride and Responsibility



Poshan Maah was observed through a series of focused activities aimed at promoting health, hygiene, nutrition awareness, and sanitation practices, with special emphasis on the well-being of women and families. The initiative encouraged active community participation while highlighting the importance of preventive healthcare, balanced nutrition, and hygienic living habits in building stronger and healthier communities.

Promoting Fitness and Active Lifestyles

Fitness drives including walkathons and fitness marches were organized with enthusiastic participation from citizens, women, Self Help Groups, and youth volunteers. These activities spread awareness about the importance of physical activity, balanced lifestyles, and preventive

health practices. The collective participation strengthened the message that regular exercise plays a vital role in overall well-being.

Encouraging Wellness Practices

Yoga and meditation sessions were conducted in public parks and open spaces, encouraging women and community members to incorporate daily wellness practices into their routines. These sessions emphasized physical fitness, stress management, and mental well-being, reinforcing the connection between holistic health and community development.

Hygiene and Nutrition Awareness

Awareness drives were carried out in schools and communities to demonstrate proper handwashing techniques and promote safe

drinking water practices. These initiatives helped prevent common illnesses and improved overall hygiene awareness among children and families. The campaign also highlighted the importance of nutrition in strengthening immunity and supporting healthy growth.

Cleanliness and Sanitation Initiatives

Clean-up drives and sanitation awareness sessions were organized in schools and community areas focusing on:

- ▶ Proper toilet usage
- ▶ Waste segregation at source
- ▶ Personal hygiene practices

These activities reinforced the critical link between cleanliness, nutrition, and overall health outcomes.



OUTCOMES

The activities conducted under Poshan Maah strengthened awareness about the interconnection between hygiene, nutrition, and preventive healthcare.

Increased participation in fitness activities and wellness sessions encouraged healthier lifestyles among women and youth. Hygiene awareness drives improved knowledge of handwashing and safe water practices, contributing to disease prevention.

The initiative fostered greater community ownership and reinforced the importance of sustained health and sanitation practices in building healthier neighbourhoods.



KEY HIGHLIGHTS

Fitness marches and walkathons organized to promote healthy lifestyles and community participation

Yoga and meditation sessions conducted encouraging preventive wellness practices

Awareness campaigns improved knowledge on handwashing and safe drinking water

Clean-up drives and sanitation sessions strengthened hygiene and waste management practices

Increased participation of women, students, volunteers, and community groups in health initiatives



Impact

The initiative created structured sustainable ecosystems within institutional environments, strengthened environmental governance at the ULB level, and established scalable models for future green infrastructure development across Jammu & Kashmir.



OUTCOMES

The Green Campus Initiative significantly strengthened sustainability practices within institutional spaces across the 80 ULBs. Waste segregation systems were institutionalized, sanitation standards improved, and eco-friendly measures were integrated into campus operations.

The creation of certified Green Campuses established model institutions that inspire neighbouring communities to adopt cleaner and greener habits. The initiative reinforced the importance of structured monitoring, stakeholder engagement, and sustained behavioural change in achieving environmental goals.

KEY HIGHLIGHTS

Green Campus campaign implemented across 80 ULBs over a three-month period

1,026 campuses identified and sensitized on Green Campus parameters

829 campuses successfully declared as Green Campuses after meeting required criteria

Awareness mobilization and stakeholder engagement strengthened institutional participation

Adoption of waste segregation, sanitation improvements and eco-friendly practices

Promotion of green spaces and reduction of single-use plastic within campus premises

Field inspections and verification ensured compliance with established standards



Bin It Win It Activity – Shri Amarnath Ji Yatra

Promoting Source Segregation and Plastic Reduction Among Pilgrims

A “Bin It Win It” IEC activity was organized by JMC under JKHUDD at the bank of the Tawi River during the Shri Amarnath Ji Yatra to promote responsible waste management practices among pilgrims. The initiative aimed to create awareness about proper waste segregation and environmentally responsible behaviour during the pilgrimage, ensuring that large gatherings do not adversely impact the surrounding environment.

Interactive Awareness Through Engagement

The activity was designed as an interactive question-and-answer session focusing on the four-bin system of waste segregation:

- ▶ Blue Bin for dry waste
- ▶ Green Bin for wet waste

- ▶ Red Bin for sanitary waste

- ▶ Black Bin for hazardous waste

Pilgrims were actively engaged in identifying the correct waste categories, transforming awareness into participatory learning. This interactive format made the IEC initiative informative, engaging, and easy to understand.

Encouraging Eco-Friendly Alternatives

Participants who answered correctly were rewarded with cotton bags, reinforcing the importance of reducing single-use plastic and promoting sustainable alternatives.

The distribution of reusable cotton bags served as both an incentive and a practical step toward minimizing plastic waste during the Yatra.



OUTCOMES

The Bin it Win it activity successfully enhanced awareness among pilgrims regarding source segregation and proper waste disposal practices. The interactive engagement encouraged immediate behavioural change and strengthened compliance with the four-bin system.

The distribution of reusable cotton bags supported plastic reduction efforts and promoted eco-friendly practices during the Yatra. The initiative demonstrated that simple, engaging awareness models can effectively influence responsible environmental behaviour even during large-scale religious gatherings.



KEY HIGHLIGHTS

IEC activity conducted by JMC under JKHUDD at the bank of the Tawi River during Shri Amarnath Ji Yatra

Awareness generated among Yatis on source segregation using the four-bin system

More than 500 cotton bags distributed promoting reduction of single-use plastic

Strong participation of pilgrims making the activity educational and engaging

Encouraged environmentally responsible behaviour during the pilgrimage





CLEAN PILGRIMAGES REFLECT RESPECT
NOT ONLY FOR FAITH BUT ALSO FOR
NATURE. RESPONSIBLE WASTE
SEGREGATION AND REDUCED PLASTIC
USAGE ENSURE THAT SACRED JOURNEYS
REMAIN ENVIRONMENTALLY SUSTAINABLE





EK PED MA A KE NAAM

How 60,000 Saplings Redefined Jammu's Landscape

Promoting Source Segregation and Plastic Reduction Among Pilgrims

Last summer, as the heat settled over the Tawi, a different kind of energy began to stir within the Jammu Municipal Corporation. It wasn't just about meeting administrative targets or filling quotas; it was about changing the very DNA of how our city interacts with nature. The "Clean Jammu, Green Jammu" campaign, which reached its triumphant milestone this past August 15th, stands today as a testament to what happens when government vision meets the heartbeat of the people.

The mission was steep: 60,000 saplings across 30 different locations in just two months. But Commissioner Dr. Devansh Yadav and the dedicated teams at the JMC knew that for these trees to survive the unforgiving Jammu sun, they needed more than just water; they needed a soul. By anchoring the drive to the "Ek Ped Maa Ke Naam" (One Tree in the Name of Mother) initiative, the project moved from the ledger books to the heart. Suddenly, planting a Gulmohar along the canal bank wasn't a civic chore; it was a living tribute to the women who raised us.

This success was a true symphony of collaboration. While the Urban Forest Division provided the technical expertise to select resilient species, the JMC's field staff worked around the clock to prep sites that had sat vacant for years. From senior officials to ground-level workers, every department moved in sync. We saw former councillors standing shoulder-to-

shoulder with students, and retired veterans guiding young children on how to firm the soil all united by a shared pledge to protect what they planted.

What truly set this drive apart was the introduction of "Digital Guardianship." In a forward-thinking move, each of the 60,000 saplings was tagged with a unique QR code. This wasn't just a tech gimmick; it was a bridge of accountability.

By scanning the tag, an adopter could see the plant's details and, more importantly, their own name linked to its survival.

This turned every citizen into a stakeholder. It solved the age-old problem of "plant and forget," ensuring that the nurturing continued long after the cameras were gone.

By the time the Independence Day flags were raised, the city had been transformed. Those 60,000 saplings are no longer just numbers in a report; they are the lungs of a future Jammu. This campaign succeeded because it recognized that a greener city isn't built by a department alone; it is grown by a community that plants with love, tracks with technology, and honors its roots.







GREEN COLONY INITIATIVE

Green Colony for sustainable lifestyle

Creating Model Neighborhoods for Sustainable and Eco-Friendly Living

“
SUSTAINABLE
NEIGHBOURHOODS
BEGIN WITH
RESPONSIBLE
HOUSEHOLDS. WHEN
COMMUNITIES ADOPT
SEGREGATION,
COMPOSTING, AND
GREEN PRACTICES
COLLECTIVELY, THEY
CREATE LIVING MODELS
OF ENVIRONMENTAL
RESPONSIBILITY

Under Swachh Bharat Mission–Urban 2.0, selected colonies of Jammu Municipal Corporation and Srinagar Municipal Corporation are being developed as Green Colonies to promote sustainable lifestyles and responsible waste management through active community participation.

The initiative aims to create model neighbourhoods that demonstrate 100 percent source segregation, adoption of Reduce Reuse Recycle principles, elimination of single-use plastic, composting of organic waste, and enhancement of green spaces. These efforts collectively contribute to reducing carbon footprints and improving overall quality of life.

Planned Interventions for Sustainable Transformation

As per the structured action plan, a series of focused interventions are being implemented, including:

- ▶ Baseline surveys to assess sanitation gaps and existing practices
- ▶ Door-to-door awareness campaigns promoting segregation at source
- ▶ Cleanliness drives and transformation of garbage-vulnerable points
- ▶ Formation of Citizen Sanitation Committees and Green Brigades



- ▶ Capacity-building workshops for residents and stakeholders
- ▶ Promotion of home composting systems
- ▶ Community engagement and behavioural change activities

These measures are designed to institutionalize responsible waste management and ensure long-term sustainability at the colony level.

Community-Led Environmental Stewardship

The Green Colony model emphasizes citizen ownership as the foundation of sustainability. Residents, schools, and local stakeholders are encouraged to actively participate in Swachhata activities and environmental initiatives.

By integrating composting, plastic reduction, and plantation drives within neighbourhood systems, the initiative fosters environmentally conscious living habits that extend beyond individual households.





Celebration of International Youth Day

Youth Leading the Way Towards Swachhata and Sustainability

On the occasion of International Youth Day (12 August), Urban Local Bodies organized a series of engaging IEC activities to recognize and strengthen the role of young citizens in promoting cleanliness, sustainability, and responsible waste management.

The programme focused on empowering youth volunteers to actively participate in Swachhata initiatives while encouraging innovative thinking for sustainable urban development.

Youth Mobilization for Swachhata

Youth volunteers were registered from 1st to 10th August to support cleanliness and sustainability activities across various ULBs. Their involvement enhanced the outreach and effectiveness of field-level Swachhata drives, awareness campaigns, and community engagement programmes.

The initiative fostered a sense of leadership and ownership among young participants, positioning them as change-makers within their communities.

Swachhata and Sustainability Innovation Challenge

To encourage creativity and solution-oriented thinking, a Swachhata and Sustainability Innovation Challenge was organized inviting ideas from youth on improving sanitation systems and environmental practices. Innovative



YOUTH ARE NOT JUST PARTICIPANTS IN CHANGE; THEY ARE ITS DRIVING FORCE. WHEN YOUNG MINDS LEAD WITH INNOVATION AND RESPONSIBILITY, CITIES MOVE CLOSER TO BECOMING CLEANER, GREENER, AND MORE SUSTAINABLE

suggestions were acknowledged and shortlisted for further consideration and potential implementation, reinforcing the value of youth-driven solutions in urban governance.

Special IEC Event at SKICC

A dedicated Swachhata IEC event was organized at Sher-i-Kashmir International Conference Centre (SKICC) highlighting the pivotal role of youth in building cleaner and greener cities. The event featured interactive sessions, inspirational talks, and Swachhata pledges designed to motivate young leaders to actively engage in sanitation and sustainability initiatives. Extensive media and social media outreach amplified the campaign message, encouraging broader participation and strengthening public awareness.



OUTCOMES

The observance of International Youth Day significantly strengthened youth participation in Swachhata activities across ULBs.

The Innovation Challenge generated creative ideas for improving sanitation and environmental systems, while motivational sessions inspired long-term commitment among participants. Enhanced outreach through media platforms ensured that the message of youth-led sustainability reached a wider audience.



KEY HIGHLIGHTS

Registration of youth volunteers for active participation in Swachhata activities

Organization of Swachhata and Sustainability Innovation Challenge

Interactive sessions and motivational talks promoting youth leadership

Swachhata pledge and awareness activities encouraging responsible waste management

Media and social media outreach strengthening engagement and awareness





BAN ON SUP

Ban on Single-Use Plastic Campaign

Towards Plastic-Free and Sustainable Towns

Aligned with the objectives of Swachh Bharat Mission–Urban 2.0, Municipal Council Kulgam and Municipal Committee Yaripora conducted an intensive cleanliness and awareness campaign to eliminate Single-Use Plastic and promote sustainable waste management practices. The initiative focused on sensitizing citizens, shopkeepers, and stakeholders about eco-friendly alternatives and responsible consumption patterns to reduce plastic pollution at the source.

Comprehensive Awareness and Outreach

The campaign included structured door-to-door sensitization in market areas, ensuring direct engagement with commercial establishments. Social media outreach further amplified the message of plastic reduction and responsible waste disposal. Cloth and jute bags were distributed to encourage a shift from single-use plastic to reusable alternatives, reinforcing practical behavioural change. A half-day stakeholder workshop was organized to discuss implementation strategies and responsibilities under Plastic Waste Management Rules. Awareness rallies and a mass pledge strengthened collective commitment toward a plastic-free environment.

Leadership and Collective Commitment



The programme witnessed the presence of M.Y. Tarigami, who led the pledge and emphasized the importance of coordinated community action in reducing plastic pollution and protecting the environment.

Participation from market associations, students, volunteers, and civil society organizations enhanced the outreach and impact of the campaign.

Enforcement and Compliance

To ensure long-term sustainability, enforcement drives were carried out across market areas. These included:

- ▶ Inspection of shops and commercial establishments
- ▶ Seizure of banned plastic items
- ▶ Imposition of penalties for non-compliance

These measures strengthened adherence to regulations and reinforced the seriousness of the plastic ban.



OUTCOMES

The campaign significantly strengthened awareness regarding the environmental hazards of single-use plastic and encouraged widespread adoption of eco-friendly alternatives.

Enhanced enforcement mechanisms ensured better compliance with Plastic Waste Management Rules. Through sustained outreach and stakeholder engagement, the initiative laid the foundation for long-term plastic-free practices within the towns.





SWACHH.CITY

Swachh.City Grievance Redressal Campaign

Strengthening Citizen Participation through Digital Swachhata



A focused one-month Swachh.City Grievance Redressal Campaign was conducted across Urban Local Bodies to promote active citizen use of the Swachhata App for registering sanitation-related complaints and feedback. The initiative aimed to enhance real-time monitoring of sanitation services, improve service delivery efficiency, and increase citizen participation. Strengthening grievance redressal mechanisms also contributed to improved performance in Swachh Survekshan, where citizen feedback and complaint resolution carry significant evaluation weightage.

Capacity Building and Digital Enablement

The campaign emphasized structured training and deployment of ULB staff and Swachh Executives to ensure effective digital grievance management.

Capacity-building sessions were conducted on the Swachh.City platform and SBM Engineer App to strengthen technical proficiency and streamline reporting systems.

Door-to-door IEC outreach encouraged residents to download and use the Swachhata App, ensuring broader public engagement.

Real-Time Monitoring and Accountability

Continuous monitoring mechanisms were established to ensure timely resolution of complaints within prescribed Service Level Agreements. Digital reporting and live tracking systems enhanced transparency, accountability, and responsiveness of sanitation services. This structured approach enabled efficient grievance handling and improved service standards across participating ULBs.



OUTCOMES

The campaign recorded a strong public response with approximately 8,000 Swachhata App installations and more than 600 citizen complaints successfully resolved.

Increased digital engagement strengthened real-time monitoring systems and improved responsiveness of sanitation services. The initiative reinforced the role of technology in enhancing transparency, accountability, and citizen-driven Swachhata governance.



KEY HIGHLIGHTS

Large-scale IEC outreach promoting the use of the Swachhata App

Training of ULB staff and field teams for effective digital grievance management

Real-time monitoring and timely resolution of sanitation complaints

Strengthened citizen participation contributing to Swachh Survekshan performance

Thousands of app downloads and successful grievance redressal across ULBs



CT/PT SURVEY

CT/PT Survey and Capacity Building on ODF FACES

Strengthening Public Sanitation Standards across ULBs

Under the guidance of JKHUDD, a comprehensive assessment of Community Toilets and Public Toilets was conducted across 80 Urban Local Bodies in alignment with ODF FACES parameters under Swachh Bharat Mission–Urban 2.0.

The survey focused on evaluating functionality, cleanliness, accessibility, service delivery standards, and user satisfaction to ensure sustained Open Defecation Free (ODF) outcomes. Emphasis was placed on infrastructure condition, availability of water, hygiene practices, maintenance systems, and structured citizen feedback.

Structured Assessment and Monitoring

The CT/PT assessment involved detailed on-ground inspections across ULBs, with scoring based on mandatory and desirable service-level indicators defined under ODF FACES guidelines.

Digital tools were utilized for data collection and public feedback to ensure transparency, accuracy, and real-time monitoring. This data-driven approach strengthened accountability and facilitated continuous improvement in sanitation infrastructure.

Capacity Building for Sustainable ODF Outcomes

Parallel to the survey exercise, capacity-building sessions were

organized for ULB officials, sanitary staff, and field teams.

These sessions focused on:

- ▶ Understanding ODF FACES indicators
- ▶ Strengthening monitoring and reporting procedures
- ▶ Improving maintenance and operational practices
- ▶ Enhancing service delivery standards

The training reinforced institutional preparedness and enabled ULBs to systematically address identified gaps.



STRONG SANITATION SYSTEMS REQUIRE CONSISTENT ASSESSMENT AND INFORMED ACTION. CAPACITY BUILDING COMBINED WITH TRANSPARENT EVALUATION ENSURES THAT PUBLIC FACILITIES MEET THE HIGHEST STANDARDS OF HYGIENE AND ACCESSIBILITY.



OUTCOMES

The initiative enabled comprehensive identification of infrastructure and service delivery gaps in Community and Public Toilets across 80 ULBs.

Enhanced monitoring mechanisms and improved maintenance practices strengthened progress toward sustainable ODF outcomes. The exercise supported ULBs in advancing toward ODF+, ODF++, and improved performance benchmarks under Swachh Survekshan.



KEY HIGHLIGHTS

CT/PT assessment conducted across 80 ULBs using ODF FACES evaluation parameters

Capacity building of ULB officials sanitary staff and field teams

Digital data collection and public feedback ensuring transparent monitoring

Identification of infrastructure and service gaps for targeted improvements

Strengthened efforts toward sustainable ODF outcomes and improved sanitation rankings



Run for Cleanliness, Devotion, and Unity
AT THE CULMINATION OF SHRI AMARNATH JI YATRA 2025

Swachh Jammu Run 2025

Running for Cleanliness, Fitness and Patriotism



The Swachh Jammu Run 2025 was organized by Jammu Municipal Corporation on 10 August 2025 to promote cleanliness, public health, and civic responsibility under the spirit of Har Ghar Tiranga Abhiyaan and the Fit India Challenge. The early morning event witnessed enthusiastic participation from more than 2,000 citizens, including youth, women, and senior citizens, reflecting strong community commitment toward Swachhata and healthy living.

Route and Participation

The run commenced from JDA Park Bahu Plaza and covered key city corridors including Railway Station, Panama Chowk, University Road, Gujjar Nagar, Hari Singh Park, and Jewel Chowk before concluding at Bahu Plaza. Participants competed

in 5 km and 10 km categories, carrying banners and messages advocating for a cleaner, greener, and healthier Jammu. The route symbolically connected prominent public spaces, reinforcing the message of city-wide responsibility.

Leadership and Collaboration

The event was flagged off by Ramesh Kumar in the presence of Dr. Devansh Yadav, underscoring administrative commitment toward sustained sanitation efforts and citizen engagement.

Organized in collaboration with Red FM, the initiative amplified outreach and strengthened public participation. The run also aimed to maintain sanitation momentum following the Amarnath Yatra and build enthusiasm ahead of the 79th Independence Day celebrations.

OUTCOMES

The Swachh Jammu Run 2025 successfully integrated cleanliness, fitness, and patriotism into a unified public movement.

The large-scale participation demonstrated growing citizen ownership of Swachhata initiatives. The event strengthened awareness regarding sustained sanitation efforts, promoted healthy lifestyles, and reinforced the administration's commitment to community-driven urban development.

KEY HIGHLIGHTS

Participation of more than 2,000 citizens across diverse age groups

5 km and 10 km run routes covering major city corridors

Promotion of cleanliness fitness and patriotic spirit

Strong media visibility and public engagement

Reinforced commitment toward sustained Swachhata efforts in Jammu

“



CLEANLINESS BEGINS WITH INDIVIDUAL RESPONSIBILITY. CITIZENS ARE ENCOURAGED TO AVOID LITTERING, ADOPT WASTE SEGREGATION AND ACTIVELY PARTICIPATE IN SWACHHATA INITIATIVES TO BUILD CLEANER AND HEALTHIER CITIES. THROUGH COLLECTIVE ACTION, RESPONSIBLE BEHAVIOR, AND COMMUNITY PARTICIPATION, JAMMU CAN MOVE TOWARDS SUSTAINABLE SANITATION AND IMPROVED SWACHH SURVEKSHAN PERFORMANCE.

DR. DEVANSH YADAV (IAS)
MISSION DIRECTOR, SBM-U 2.0





Swachh Sankalp, Swachh Nagar

Har Nagrik Ka Yogdaan, Swachh Nagar Hai Muqam

Under Swachh Bharat Mission–Urban 2.0, the Swachh Sankalp, Swachh Nagar IEC campaign was implemented to drive behavioural change and institutionalize sustainable sanitation practices across Urban Local Bodies.

The initiative focused on promoting source segregation, eliminating Garbage Vulnerable Points, and strengthening citizen participation to ensure long-term Swachhata outcomes and improved urban living standards.

Driving Behavioural Change at the Grassroots

Structured door-to-door awareness campaigns were conducted to educate households and commercial establishments about segregation at source and responsible waste disposal.

Community engagement activities including rallies, Swachhata pledges, competitions, and Nukkad Nataks helped disseminate key messages in an interactive and culturally relatable format. These

efforts reinforced the idea that cleanliness begins with individual responsibility.

Transforming Public Spaces

Special drives were undertaken to identify litter-prone areas and convert Garbage Vulnerable Points into clean and green spaces.

These targeted interventions not only improved sanitation conditions but also instilled a sense of community ownership and accountability toward maintaining public spaces.

Strengthening Circular Economy Practices

RRR Centres were strengthened and activated to promote reuse, recycling, and donation of materials. Citizens were encouraged to contribute reusable items, reducing waste generation and supporting circular economy practices within urban neighbourhoods.

Mobilization of Resident Welfare Associations, schools, youth groups, and NGOs ensured sustained community involvement and monitoring.



OUTCOMES

The campaign significantly strengthened adoption of source segregation practices and reduced instances of open littering across participating ULBs.

Transformation of Garbage Vulnerable Points improved environmental aesthetics and sanitation standards. Community-driven engagement enhanced long-term ownership and ensured that Swachhata became a shared civic responsibility rather than a one-time effort.



KEY HIGHLIGHTS

Door-to-door sensitization promoting source segregation at households and commercial establishments

Identification and transformation of Garbage Vulnerable Points to reduce littering

Community engagement through rallies pledges competitions and Nukkad Nataks

Strengthening and activation of RRR Centres encouraging reuse and donation

Mobilization of RWAs schools youth groups and NGOs for sustained participation

Promotion of citizen ownership and responsible waste disposal practices



“

A CLEAN CITY IS NOT ACHIEVED BY EFFORT ALONE, BUT BY COLLECTIVE RESOLVE. WHEN EVERY CITIZEN TAKES A SWACHH SANKALP, THE ENTIRE NAGAR MOVES CLOSER TO LASTING CLEANLINESS

”



SUCCESS STORY: HAR GHAR TIRANGA

A Citizen Movement for Swachhata and Unity

Large-Scale Participation Driving Behaviour Change across J&K

The Har Ghar Tiranga Campaign 2025 emerged as a dynamic citizen-driven movement across Jammu & Kashmir, seamlessly integrating patriotism with cleanliness, sustainability, and community ownership. Urban Local Bodies spearheaded extensive awareness and outreach initiatives that encouraged households, institutions, youth groups, and community organizations to actively participate in Swachhata activities alongside national celebrations. The campaign transformed Independence Day observance into a collective commitment toward responsible urban living.

Community-Led Engagement Across Districts



From Tiranga rallies and creative competitions to structured door-to-door awareness drives and public recognition of sanitation workers, the campaign amplified the message of



Har Ghar Tiranga, Har Ghar Swachhata. Districts such as Pulwama demonstrated strong digital participation, while large-scale rallies and engagement drives across multiple districts reflected growing public ownership of civic responsibilities. The coordinated efforts of municipal teams, Self Help Groups, volunteers, and citizens ensured that Swachhata messaging reached every section of society.

Promoting Sustainable and Eco-Friendly Practices

Eco-friendly celebration practices were actively promoted, including reduction of single-use plastic and encouragement of reusable alternatives. Cloth bag distribution, plastic collection drives, and digital engagement initiatives further strengthened behavioural change.

The campaign reinforced the idea that national pride and environmental responsibility go hand in hand.

CAMPAIGN IMPACT

195,000
Sanitation campaigns conducted across urban areas.

220,000+
Citizen participation across campaign activities

12,000
Door-to-door awareness campaigns conducted.

1,500+
Cleanliness drives improving sanitation across ULBs

8,500
Cloth bags distributed promoting alternatives to single-use plastic

885
SHG members engaged in community mobilisation



SUCCESS STORY - SEWA PARV 2025

A Movement of Service and Urban Transformation

People-Centric Outreach Catalyzing Sustainable Behavioural Shifts in J&K

Sewa Parv 2025 marked a significant milestone in citizen engagement and urban development across Jammu and Kashmir. Conducted across 80 Urban Local Bodies, the campaign brought together communities, municipal teams, Self Help Groups and government departments to promote cleanliness, sustainability and inclusive service delivery. Through mass Swachhata drives, plantation initiatives, awareness campaigns and outreach under flagship schemes, the campaign strengthened community ownership and behavioural change. The initiative connected citizens directly with urban programmes, encouraged environmental responsibility and highlighted the role of Safai Mitras, volunteers and beneficiaries in shaping cleaner and more resilient cities. Environmental restoration efforts such as waterbody rejuvenation, plastic reduction drives and plantation activities complemented sanitation initiatives, demonstrating an integrated approach to sustainable urban development. By the end of the campaign, Sewa Parv evolved into a participatory movement reinforcing civic responsibility and long-term urban transformation.



CAMPAIGN IMPACT

4,500+

Sanitation campaigns conducted across urban areas.

21,000

Plantation drives strengthening urban green cover.

1.43 LAKH

Swachhata pledges promoting behavioural change.

97,000

Households reached through door-to-door awareness.

4,100

PMAY applications verified supporting housing access.

2,200

Beneficiaries enrolled under PM Surya Yojna.

Large-scale waterbody restoration, including desilting of Dal Lake and Khushalsir-Gilsar Lake.

22,300 household verifications enhancing scheme outreach.



SUCCESS STORY: ZERO LANDFILL SNAJY-2025

Zero Landfill Shri Amarnath Ji Yatra 2025

Faith Meets Sustainability through Integrated Waste Management

Shri Amarnath Ji Yatra 2025 emerged as a landmark example of how large-scale religious gatherings can be managed sustainably through strong planning, technology and community participation. With over 2.5 lakh pilgrims visiting Jammu as the gateway to the Yatra, the Housing and Urban Development Department implemented a comprehensive sanitation and waste management model aligned with the vision of a Zero Landfill Yatra. A structured system ensured source segregation, scientific processing of wet waste and efficient recycling of dry waste across lodgement centres, langar sites and public spaces. At the

Narwal Mandi Composting Facility, the majority of wet waste generated daily was converted into nutrient-rich compost using Organic Waste Composters, supporting urban green spaces and reducing environmental burden. Simultaneously, dry waste such as plastic bottles and packaging was processed at the Material Recovery Facility, where materials were sorted, recycled and repurposed into useful products, demonstrating circular economy practices in action.

Complementing this system, Bandhurakh pit composting, Swachh Langar zones, eco-friendly Yatra kits and extensive Swachhata

IEC activities encouraged pilgrims and stakeholders to adopt sustainable behaviour. Technology-driven interventions such as QR-based toilet feedback mechanisms strengthened accountability and enabled real-time monitoring of sanitation services, ensuring clean and accessible facilities across the Yatra route. Behind this transformation stood thousands of sanitation workers, volunteers and field teams who maintained round-the-clock cleanliness in challenging conditions. Their coordinated efforts ensured efficient waste collection, hygienic public spaces and a dignified pilgrimage experience for all.



CAMPAIGN IMPACT

- Successful implementation of Zero Landfill approach during a high-footfall pilgrimage.
- Conversion of wet waste into compost and recycling of dry waste through MRF.
- Promotion of Swachh Langars and eco-friendly alternatives to single-use plastic.
- Technology-enabled sanitation monitoring through QR feedback systems.
- Creation of a scalable model for sustainable management of mass gatherings.



SWACHH VOICES

Swachhata Through Citizen Voices

Everyday Actions Inspiring Sustainable Urban Change



Fitness coach Gundeep Singh Gonny reminds us that a healthy body needs a healthy environment. He urges everyone to avoid plastic bottles and bags, as they pollute our surroundings and harm our health. Instead, choose steel or glass bottles for drinking water and cloth bags for daily use. Small changes in our daily habits can help keep our environment clean and keep us healthy.



Father Arul Nirmal beautifully reminds us of a truth from the Bible: 'Blessed are the pure in heart, for they shall see God. A pure heart reflects in pure thoughts and in the cleanliness we maintain around us. Whenever you see garbage, don't ignore it. Put it in the dustbin. These small actions show how responsible we are as citizens and how deeply we care for our country. Let's honour his message by choosing cleanliness, responsibility and respect in our daily lives.



Little Minds, Big Messages! Meet Mahira Tandon, a bright Class 1 student from DPS Jammu, who reminds us that clean hands and clean surroundings are the first steps toward a healthy and happy life! In her sweet message, Mahira encourages everyone to carry paper soaps and handkerchiefs, avoid sharing them and always use dustbins to keep our city clean. Her thoughtful words show how even our youngest citizens are becoming true Swachhata Champions inspiring us all to make Jammu cleaner, healthier and prouder!





Youth are the hope for Swachh Jammu Kashmir Mehraj ud Din Wadu, International Football Player, reminds us that cleanliness isn't just about personal hygiene but about keeping our environment clean. He urges sportsmen and citizens alike to say no to plastic bottles and adopt steel or glass ones for a healthier lifestyle.



Poonam Vaid, Sr. Lecturer, GGHSS Satwari Jammu says that Segregation of waste, reduction and recycling are not just good habits they are the need of the hour for building a cleaner Bharat and ensuring a sustainable future. Keeping this in mind, the talented girls of our school have created a beautiful 'Wonder Park' using waste materials, proving that creativity can turn waste into wonder. I urge everyone to adopt such practices at your homes and workplaces you too can be the change.



Nahida, a dedicated Swachhata Karmi of JMC from Ward No. 69, Sainik Colony, begins her day by cleaning Sector C with utmost dedication. Yet, her efforts are often undone when residents throw mixed garbage in drains and outside their homes.

With sincerity, Nahida appeals: "Please segregate your waste, put it in the right bins, and hand it over to door-to-door vehicles on time. This small step from you will make my work easier and your surroundings cleaner."

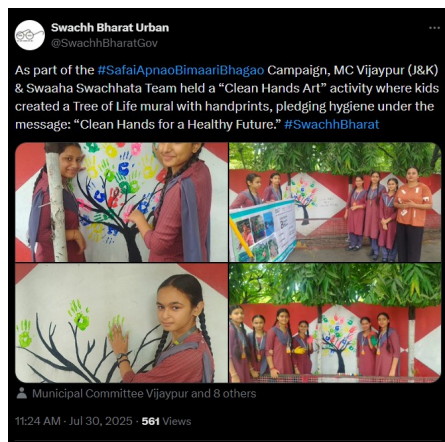
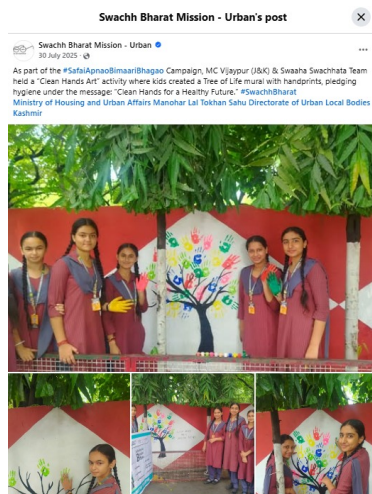
Let's honor Nahida's hard work by supporting her mission. Segregate waste, respect the dignity of labor and be a true partner in Swachh Bharat.





J&K ULBs on the National Swachhata Stage

Local Initiatives Showcased on SBM-Urban 2.0 Official Platforms





Blending Storytelling and Media to Reach Every Community

Local Initiatives Showcased on SBM-Urban 2.0 Official Platforms

To strengthen public engagement under Swachh Bharat Mission–Urban 2.0, the department adopted a dynamic mix of podcasts, videos, success stories, live sessions, and cultural performances to communicate key messages and highlight on-ground achievements.

By integrating traditional storytelling formats such as folk theatre and community interactions with modern digital media platforms, the initiative ensured that Swachhata messaging reached communities at the grassroots while maintaining transparency and continuous public communication.

Storytelling as a Tool for Behavioural Change

Traditional formats including folk performances, Nukkad Natak, and community gatherings were

leveraged to deliver sanitation messages in culturally relatable ways. These approaches ensured that citizens across diverse demographics could connect with Swachhata initiatives in an engaging and meaningful manner.

The blend of culture and communication strengthened emotional connection with cleanliness campaigns and encouraged community-led participation.

Digital Media for Wider Outreach

Monthly podcast series featuring influencers, brand ambassadors, local citizens, sanitation workers, and field functionaries created an interactive platform for sharing real experiences and best practices.

On average, two podcasts were produced each month, amplifying

awareness and showcasing innovations across Urban Local Bodies. Video stories and live digital sessions further enhanced transparency and strengthened citizen trust in ongoing sanitation initiatives.

Bridging Policy and People

This integrated cultural and media approach helped bridge the gap between policy frameworks and public participation. By combining on-ground storytelling with digital amplification, the department ensured that even communities with limited digital access remained informed and engaged.

The strategy empowered citizens to contribute actively toward cleaner and more sustainable urban environments while reinforcing the collective spirit of Swachhata.







CAPACITY BUILDING

Capacity Building Sessions for Field Staff

Local Initiatives Showcased on SBM-Urban 2.0 Official Platforms

To minimize urban waste generation and reduce its environmental impact, monthly Capacity Building Sessions were organized across 80 Urban Local Bodies under JKHUDD. These structured trainings aimed to strengthen sustainable consumption habits, promote reuse of materials, reduce dependency on single-use products, and improve recycling systems within communities.

The initiative aligned with the objectives of Swachh Bharat Mission–Urban 2.0, reinforcing the importance of systematic behavioural change and institutional capacity at the grassroots level.

Strengthening Technical and Field Preparedness

Field staff were oriented on:

- ▶ The role and

responsibility of waste generators

- ▶ Importance of 100 percent source segregation
- ▶ Effective implementation of the ban on single-use plastic
- ▶ Monitoring and reporting mechanisms for sanitation activities

Practical sessions equipped participants with communication strategies necessary for impactful door-to-door IEC outreach and citizen engagement.

By combining technical knowledge with field communication skills, the sessions enhanced the effectiveness of Swachhata campaigns across neighbourhoods.

Building Change Leaders at the Grassroots

The continuous nature of the training ensured that field teams remained updated, motivated, and aligned with sanitation goals.

Staff members were empowered to act as local change agents—leading awareness drives, supporting compliance with segregation norms, and encouraging eco-friendly practices within their jurisdictions.

This sustained engagement strengthened institutional accountability and improved consistency in messaging across all 80 ULBs.



OUTCOMES

Regular capacity building significantly strengthened implementation of Swachhata initiatives at the grassroots level.

Consistent training ensured uniform messaging, improved monitoring, and stronger citizen engagement across Urban Local Bodies. The initiative reinforced sustainable waste management practices and supported long-term environmental responsibility within communities.



KEY HIGHLIGHTS

Monthly Capacity Building Sessions conducted across 80 ULBs under JKHUDD

Enhanced understanding among field staff on waste segregation responsible waste management and SUP ban

Strengthened door-to-door IEC outreach promoting source segregation

Field teams enabled to act as change agents for sustainable consumption and plastic reduction

Improved citizen participation and compliance through continuous sensitization







SOCIAL MEDIA POSTS

Blending Storytelling and Media to Reach Every Community

The Digital Swachhata Pulse – Local Voices, Unified Impact

A robust digital communication strategy was implemented to expand the reach of Swachhata messaging across Jammu & Kashmir under Swachh Bharat Mission–Urban 2.0. Through localized, culturally relevant social media creatives, the mission ensured consistent visibility of activities, citizen participation, and best practices emerging from Urban Local Bodies.

Localized Content with Wider Reach

The strategy emphasized high-frequency posting across multiple digital platforms, ensuring continuous engagement with diverse audience groups. Content was developed in regional languages and customized to reflect local culture, festivals, and community narratives. This

approach made Swachhata messaging more relatable and easier to adopt at the grassroots level. Creative formats included:

- ▶ Infographics and awareness posters
- ▶ Short videos and reels showcasing on-ground activities
- ▶ Success stories from citizens and sanitation workers
- ▶ Interactive posts encouraging public participation

Two-Way Digital Engagement

Social media evolved into a participatory communication channel rather than a one-directional broadcast tool. Citizens actively engaged through comments, feedback, and sharing of

local success stories. Real-time responses to queries and public feedback strengthened transparency and accountability of sanitation initiatives.

The digital platforms also supported quick dissemination of updates, campaign announcements, and live coverage of Swachhata events.

Strengthening Transparency and Community Pride

Regular showcasing of on-ground achievements helped build community pride and fostered healthy competition among Urban Local Bodies.

By maintaining consistent digital visibility, the initiative ensured that sanitation progress remained in the public domain, reinforcing accountability and encouraging sustained behavioural change.



Our city is calling for kindness and courage.
The waste on our streets is not just a problem it is a reminder that our home needs us.

We are reaching out to **creators** and **influencers** who believe their voice can uplift a community.

If you feel connected to this cause we invite you to stand with us — **voluntarily** — to spread awareness on waste segregation and responsible living.

MISSION DIRECTOR, SBM-U, 2.0

www.swachhjk.gov.in

Recycling fact:
Glass and aluminum retain 100% quality through endless recycling.
Use them to support a true circular economy!

MISSION DIRECTOR, SBM-U, 2.0

www.swachhjk.gov.in

RECYCLE TODAY FOR A CLEANER TOMORROW.

Nothing goes to waste.

MISSION DIRECTOR, SBM-U, 2.0

www.swachhjk.gov.in

Don't let plastic eat your tomorrow
Use sustainable alternatives

MISSION DIRECTOR, SBM-U, 2.0

NAVE BHARAT KI NAI TASWEER, SWACHH BANEGA JAMMU KASHMIR

Plastic Pits: A Slow, Silent Suffering

ANIMALS LIKE STRAY COWS AND DOGS RUMMAGE IN DUMPS, SWALLOWING PLASTIC, WRAPPERS, EVEN METAL CLOGGING THEIR STOMACHS, DAMAGING DIGESTION AND REPRODUCTION AND OFTEN LEADING TO A PAINFUL DEATH. THEREFORE, AVOID USING SINGLE-USE PLASTIC BAGS.

HUDD, J&K

NAVE BHARAT KI NAI TASWEER, SWACHH BANEGA JAMMU KASHMIR

SAFAI APNAO BIMARI BHAGAO (SABB) CAMPAIGN- 2025

5 Times to Wash Your Hands
Keep Germs Away!

- After toilet
- Before eating
- After cleaning
- After coughing /sneezing
- After touching animals

HUDD, J&K

NAVE BHARAT KI NAI TASWEER, SWACHH BANEGA JAMMU KASHMIR

swachh.jk.gov.in

Swachhata Chronicles-2.0

JUNE-DECEMBER 2025

FOLLOW SWACHHATA ON

