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NEWSLETTER

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From the Desk of

Mandeep Kaur, IAS

Commissioner/Secretary

Housing & Urban Development Department
Government of Jammu & Kashmir



It is a pleasure to share our journey through February 2026, a month that has seen the Housing and Urban Development Department reach new milestones in our collective mission for a cleaner Jammu & Kashmir. As we continue the momentum from the "Swachhtantra 2.0" campaign, it is heartening to see how the spirit of civic responsibility is becoming a natural part of our daily lives across the Union Territory. This month was particularly special as we demonstrated that even our most traditional celebrations can be led with environmental consciousness, such as the zero-plastic and zero-landfill Mahashivratri organized at the Nagrota Gaushala. By choosing biodegradable alternatives and focusing on cattle welfare, we showed that faith and sustainability can go hand in hand.

Our efforts on the ground remain intensive as we prepare for the upcoming Swachh Survekshan 2025-26. We have launched a comprehensive readiness campaign across all 80 Urban Local Bodies to ensure our field-level services meet the highest national standards. This includes a thorough second survey of all community and public toilets to ensure they are fully functional, safe, and well-maintained for our citizens. From desilting drains and clearing construction debris to the rejuvenation of our precious water bodies like the Tawi, our teams are working tirelessly to improve the visible cleanliness of every town and city.

What truly defines our progress is the active participation of the people of Jammu & Kashmir. Whether it was the hundreds of riders who joined the "Jammu Swachhata Pahal" intercity bike ride to spread awareness or the thousands who continue to support our RRR centres through donation drives, the message is clear: a cleaner future is a shared goal. As we strengthen our urban infrastructure and promote responsible sanitation behavior in our markets and public hubs, I invite every resident to continue being an active partner in this transformation. Together, we are not just cleaning our streets; we are building a healthier, more sustainable home for generations to come.

From the Desk of

Dr. Devansh Yadav, IAS

Mission Director, SBM-U 2.0

Housing & Urban Development Department
Government of Jammu & Kashmir



As we progress through 2026, the mission to transform the urban landscape of Jammu & Kashmir has reached a pivotal stage, fueled by the energy of the "Swachhtra 2.0" campaign. This month, we demonstrated that our most cherished traditions can be led with environmental responsibility, highlighted by the zero-plastic and zero-landfill Mahashivratri celebration at the Nagrota Gushala. By eliminating single-use plastics and embracing biodegradable alternatives, we showed that the spirit of faith and the duty of cleanliness are deeply intertwined. This collective momentum was further echoed by the "Jammu Swachhata Pahal" intercity bike ride, which brought citizens together to ensure the message of a cleaner future resonates across every street of our Union Territory.

While we celebrate these strides, we must also address the challenges of urban discipline. During our recent 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 these violations, and strict fines are being imposed on those who disregard public space for private gain. Reclaiming our streets and public hubs is not just about aesthetics; it is a necessity for a functional and dignified city. We are committed to ensuring that our public spaces reflect the order and beauty that the people of Jammu & Kashmir deserve, and we will continue to act decisively against any actions that hinder this progress.

Every sanitation drive and cleared garbage point is a vital stepping stone toward the upcoming Swachh Survekshan 2025-26. We have launched a coordinated readiness campaign across all 80 Urban Local Bodies, focusing on strengthening field-level service delivery and conducting a comprehensive second survey of all community and public toilets to ensure they are safe, functional, and well-maintained. I urge every resident to move beyond being a spectator and become an active partner in this journey. 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 and sustainable Jammu & Kashmir.



Eco-Friendly Mahashivratri at JMC Gaushala Nagrota

ZERO-PLASTIC CELEBRATION PROMOTES SUSTAINABLE DEVOTION AND COMMUNITY PARTICIPATION

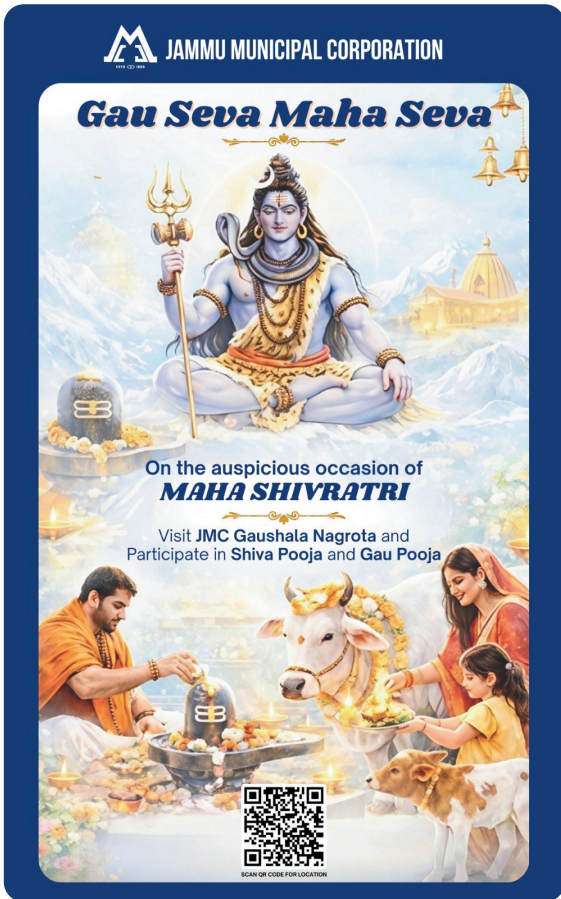
Devotion and environmental responsibility came together at JMC Gaushala Nagrota where the Jammu Municipal Corporation organised a Zero-Plastic Zero-Landfill Mahashivratri celebration. The initiative aimed to promote eco-friendly practices and encourage citizens to adopt sustainable habits during religious and community gatherings.

The event was graced by Ms. Mandeep Kaur, IAS, Commissioner Secretary, Housing and Urban Development Department J&K, who reviewed the Gaushala facilities and interacted with citizens. She also encouraged public participation in supporting cattle welfare through contributions to the Gau Shalaya Punya Karaya Account.

The program was attended by Joint Commissioners JMC, officials, prominent citizens led by Priya Sethi, and local representatives including former Lambardars, Sarpanches, and Panches, highlighting strong community engagement in the initiative.

Carrying the message "Gau Seva Maha Seva," the celebration showcased sustainable practices by eliminating single-use plastic, serving food on biodegradable plates, and distributing cloth bags to encourage responsible behavior.

The initiative demonstrated how faith-based events can promote environmental protection while contributing to the broader vision of Swachh Bharat and sustainable urban communities.



KEY HIGHLIGHTS



Zero-plastic, zero-landfill Mahashivratri celebration organized at JMC Gaushala Nagrota, promoting eco-friendly religious practices.



Ms. Mandeep Kaur, IAS Commissioner Secretary of H&UDD J&K, visited the Gaushala, reviewed facilities, and interacted with citizens.



Citizens are encouraged to support cattle welfare through the Gau Shalaya Punya Karaya Account.



The celebration promoted "Gau Seva Maha Seva" with biodegradable plates and distribution of cloth bags.



The initiative highlighted how faith-based events can support sustainability and the vision of Swachh Bharat.



The Roar of Change in Jammu

JAMMU SWACHHATA PAHAL INTERCITY BIKE RIDE PROMOTES CLEANLINESS AND CIVIC RESPONSIBILITY

The streets of Jammu came alive with enthusiasm and purpose as the Jammu Swachhata Pahal Intercity Bike Ride was organized by the Jammu Municipal Corporation in collaboration with One Ride One Nation. The initiative combined the city’s passion for biking with a strong message of cleanliness, civic responsibility, and community participation. The event was flagged off by Dr. Devansh Yadav, IAS Commissioner of Jammu Municipal Corporation, marking the beginning of the awareness ride.

The ride began from the iconic Balidan Stambh and travelled through major city routes, including Sidhra, Panjtirthi, Jewel, BC Road, Satwari, Vikram Chowk, and Kunjwani, before concluding at FTV Salon, Channi Himmat. Riders from across the city joined the initiative enthusiastically, using the journey to spread awareness about maintaining a clean and sustainable urban environment.

The event highlighted the power of collective action and community engagement, reinforcing that active citizen participation plays a vital role in building a cleaner greener and more responsible Jammu.



KEY HIGHLIGHTS



Jammu Swachhata Pahal Intercity Bike Ride organized by Jammu Municipal Corporation in collaboration with One Ride One Nation.



The ride commenced from Balidan Stambh, covering major city routes before concluding at FTV Salon Channi Himmat.



Large participation of riders who promoted the message of cleanliness and civic responsibility.



Initiative encouraged community engagement and citizen participation for a cleaner city.



The event reinforced the vision of sustainable urban living and a Swachh Jammu.



Strengthening Field Preparedness for Swachh Survekshan 2025–26

COORDINATED SANITATION READINESS ACROSS 80 ULBS OF JAMMU & KASHMIR

In preparation for Swachh Survekshan 2025–26, a structured and outcome-oriented campaign has been initiated across all 80 Urban Local Bodies of Jammu & Kashmir under the aegis of the Housing and Urban Development Department. The initiative focuses on strengthening field-level service delivery, improving visible cleanliness, and enhancing citizen engagement to support assessment readiness.

As part of the preparedness activities, a comprehensive second survey of community toilets, public toilets, and standalone urinals is being undertaken. The survey assesses functionality, cleanliness, availability of water and electricity, accessibility, and user safety helping identify gaps and prioritise repair and retrofitting works in line with Swachh Survekshan guidelines. Alongside the assessment, intensive cleanliness drives will ensure hygienic maintenance of sanitation facilities with adequate lighting, ventilation, and gender-sensitive amenities. Donation drives at RRR (Reduce, Reuse, Recycle) centers will also be organized in every ULB, encouraging citizens to donate reusable items and promote circular economy practices.

Focused sanitation drives will also cover markets, transport hubs, and other public spaces, while community awareness programs will promote responsible sanitation behavior. Through coordinated action across all 80 ULBs, the initiative aims to strengthen sanitation outcomes and enhance Jammu & Kashmir's readiness for the upcoming national assessment.



KEY HIGHLIGHTS

Statewide preparedness campaign launched across 80 ULBs of Jammu & Kashmir for Swachh Survekshan 2025–26.

Second survey of CTs, PTs, and urinals to assess functionality, cleanliness, safety, and availability of essential services.

Repair retrofitting and improved operation and maintenance systems are planned based on survey findings.

Donation drives at RRR centers to promote reuse, resource recovery, and circular economy practices.

Focused cleanliness drives and awareness programs in markets, transport hubs, and public spaces to strengthen sanitation outcomes.



AWARENESS ON OPEN DEFECATION / OPEN URINATION



CLEAN PUBLIC PLACES



CT PT SURVEY



DONATION DRIVE RRR



Promoting Responsible Disposal of Religious Offerings to Protect the Ranbir Canal

SURVEY AND AWARENESS INITIATIVE TO PREVENT WASTE DUMPING IN JAMMU CITY

To protect the Ranbir Canal in Jammu City from pollution caused by the dumping of religious and other solid waste, a focused initiative has been proposed to promote environmentally responsible practices among temple management and devotees. The effort aims to strengthen sustainable waste collection and disposal systems while improving water quality and maintaining the ecological health of the canal. As part of the initiative, a detailed survey of temples located along the Ranbir Canal will be conducted to assess the extent of waste dumping, including flowers, religious offerings, plastic bags, and other materials. The survey will help identify pollution hotspots and support targeted interventions

to prevent waste from entering the canal. Awareness sessions will also be organized with temple management committees and priests to highlight the environmental impact of disposing of religious waste into the canal and encourage responsible waste management practices. Temple authorities will be encouraged to install dedicated bins for flowers and puja waste to ensure proper segregation and safe disposal. The Jammu Municipal Corporation will oversee the implementation of the initiative, emphasizing the importance of community participation in protecting water bodies and strengthening the environmental sustainability of Jammu’s urban ecosystem.



KEY HIGHLIGHTS



This initiative focuses on preventing the dumping of religious waste into the Ranbir Canal in Jammu City.



A survey of temples along the canal identifies pollution hotspots and assesses current waste disposal practices.



Awareness sessions are held with temple committees and priests to promote environmentally responsible practices.



Temples are encouraged to install dedicated bins for the segregation of flowers and puja waste.



The Jammu Municipal Corporation leads the initiative to protect water bodies and strengthen urban environmental sustainability.



Capacity Building Programme for Swachh Survekshan 2025–26

STRENGTHENING FIELD PREPAREDNESS AND ASSESSMENT READINESS ACROSS 80 ULBS

A capacity-building program on field preparedness and assessment readiness for Swachh Survekshan 2025–26 was conducted in online mode, covering all 80 urban local bodies of Jammu & Kashmir under the Housing and Urban Development Department. The initiative aimed to strengthen institutional preparedness and support effective implementation of sanitation activities ahead of the national assessment.

The session focused on preparing urban local bodies for field verification through systematic planning, coordination, and execution of sanitation activities. Officials and field staff were also familiarized with key assessment protocols, important indicators, and essential dos and don'ts during Swachh Survekshan field visits.

Participants were guided on aligning ground-level implementation with MIS submissions on the Swachhatam Portal ensuring accuracy in documentation and avoiding discrepancies during third-party

KEY HIGHLIGHTS

Online capacity building programme conducted for all 80 ULBs of Jammu & Kashmir under Housing and Urban Development Department.

Focus on field preparedness assessment protocols and sanitation activity planning for Swachh Survekshan 2025–26.

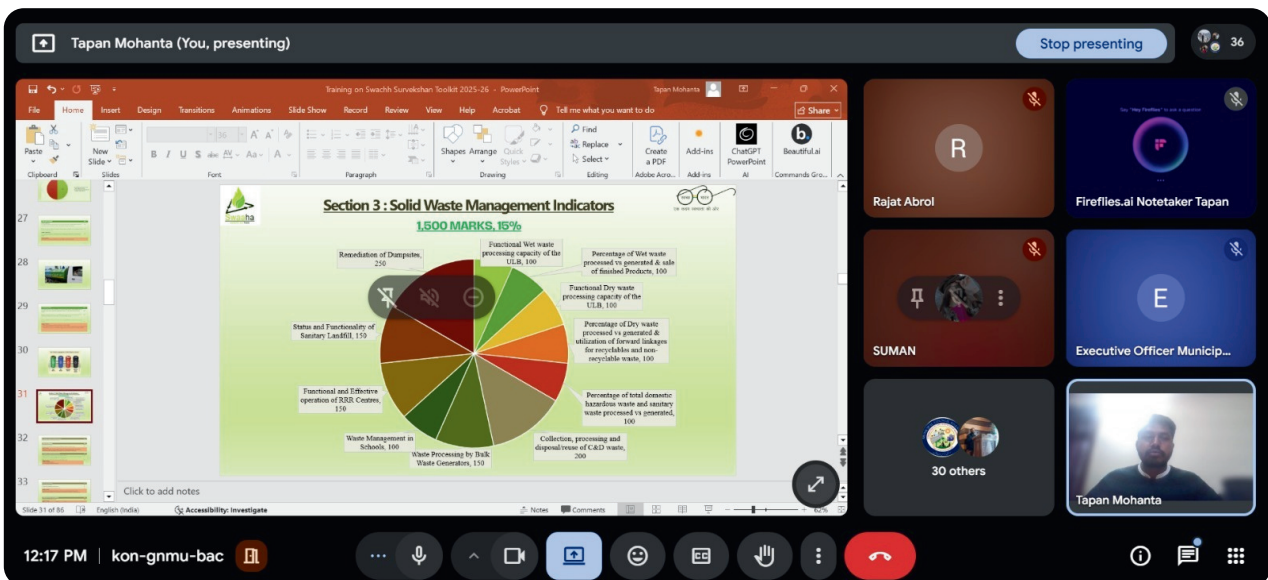
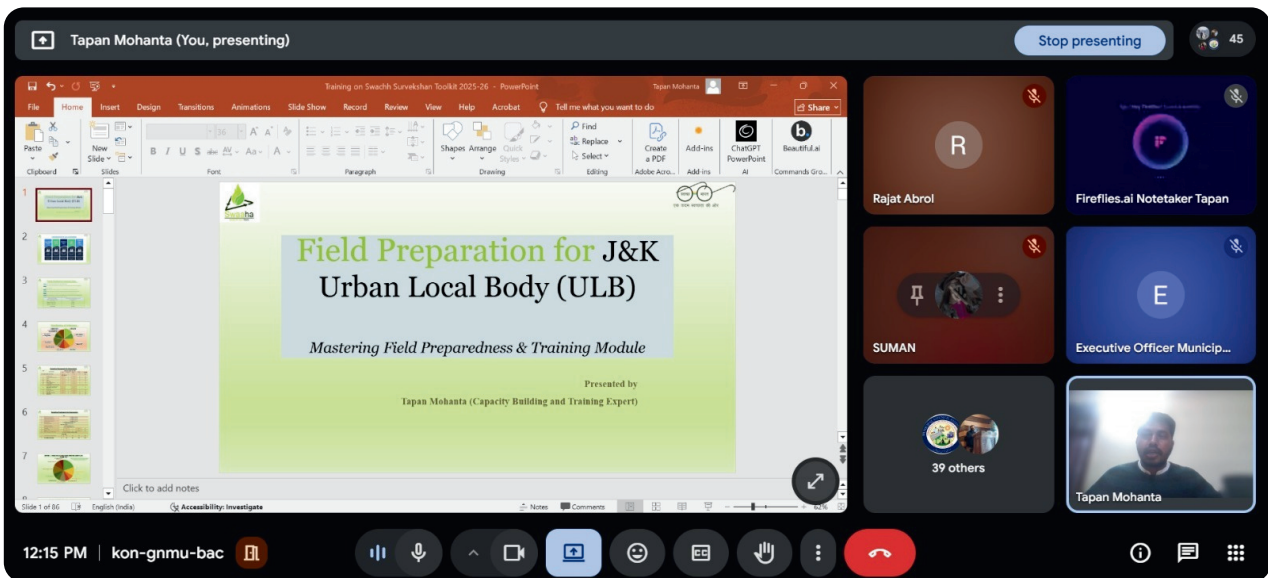
Officials trained on dos and don'ts during field verification and maintaining visible cleanliness standards.

Guidance provided on accurate MIS documentation through the Swachhatam Portal.

Training covered key sanitation domains including waste management sanitation access citizen feedback and sanitation worker welfare.

field assessments. The training also covered major sanitation domains, including visible cleanliness, solid waste management, access to sanitation, used water management, citizen feedback mechanisms, and sanitation worker welfare.

The program served as an important step toward building a coordinated and well-informed sanitation framework across all 80 ULBs, strengthening Jammu & Kashmir's readiness for the upcoming Swachh Survekshan 2025–26 assessment.



Swachh Ward Competition Across 80 ULBs of Jammu & Kashmir

STRENGTHENING FIELD PREPAREDNESS AND ASSESSMENT READINESS ACROSS 80 ULBS



To strengthen grassroots sanitation outcomes and encourage healthy competition among wards the Swachh Ward Competition Ranking initiative has been implemented across all 80 Urban Local Bodies of Jammu & Kashmir under the Housing and Urban Development Department as part of Swachh Bharat Mission Urban 2.0. The initiative aims to motivate wards to maintain high standards of cleanliness sanitation service delivery and active community participation.

As part of the competition designated jury members conduct on-field verification and evaluation of wards based on defined assessment parameters. The evaluation focuses on key sanitation indicators including segregated door-to-door waste collection home and community composting

enforcement of single-use plastic restrictions visible cleanliness in public spaces proper maintenance of community and public toilets and citizen engagement activities. The initiative also promotes community-driven actions such as zero-waste events Swachhata awareness programmes and ward-level cleanliness campaigns encouraging citizens institutions and local stakeholders to actively contribute toward maintaining hygienic surroundings.

Through regular assessments and recognition of performing wards the initiative seeks to build a culture of accountability and continuous improvement across urban areas strengthening sanitation systems and supporting Jammu & Kashmir's preparedness for Swachh Survekshan 2025-26.

Voices of Swachhata

AUDIO DIALOGUES FOR A CLEANER AND RESPONSIBLE SOCIETY



Podcasts were introduced as an innovative outreach tool to expand awareness about sanitation initiatives and urban cleanliness efforts. Through engaging audio conversations, key messages on Swachhata, responsible waste management, and civic participation were shared in a simple and relatable manner, helping citizens better understand and connect with the mission.

The series featured discussions with officials, sanitation workers, and community representatives, highlighting real field experiences and local success stories. These conversations presented governance initiatives in an accessible format while inspiring citizens to actively contribute toward maintaining clean and hygienic surroundings.

KEY HIGHLIGHTS



Podcast series launched as an innovative outreach tool to promote Swachhata awareness.



Audio dialogues shared key messages on responsible waste management and civic participation.



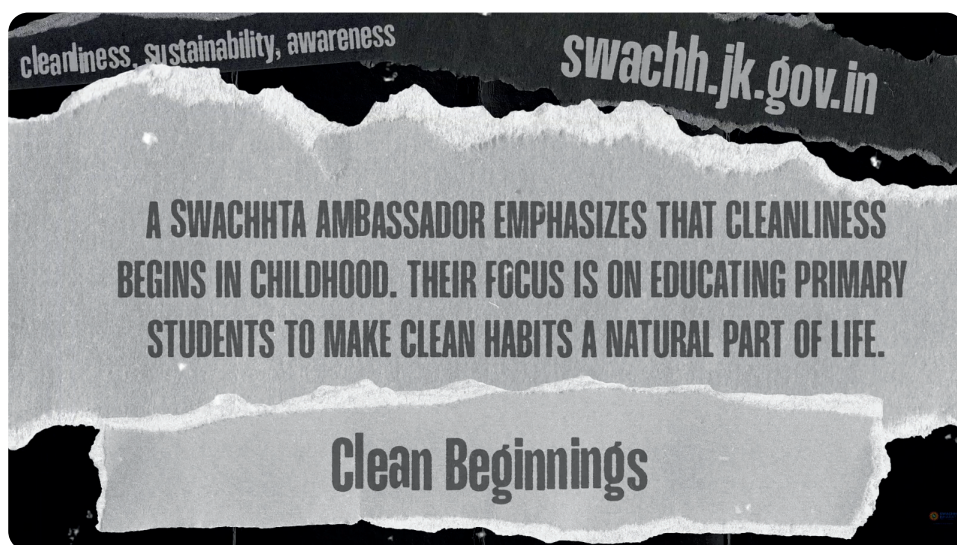
Conversations featured officials sanitation workers and community representatives sharing real field experiences.



Format helped make governance initiatives more accessible and relatable for citizens.



By adopting the podcast format, the initiative ensured that sanitation awareness reached a broader and more diverse audience, including those with limited access to visual platforms. The approach strengthened public engagement and promoted collective responsibility for building cleaner healthier and more sustainable urban spaces.



Swachhta Messages

PROMOTING CLEANLINESS THROUGH PUBLIC AWARENESS

Swachhta messages were shared to spread awareness about cleanliness, proper waste disposal, and responsible sanitation practices among citizens. Through simple and impactful communication the initiative encouraged behavioural change and active public participation in maintaining clean

surroundings.

The campaign highlighted the importance of waste segregation, reducing single-use plastics, and adopting sustainable habits, reinforcing the collective responsibility of citizens in building cleaner, healthier, and more sustainable urban spaces.



Pushpinder Singh from Gurudwara, Gandhi Nagar, Jammu recalls the sacred teaching of Guru Nanak Dev Ji – “Jeo nirmal ta sabh kichh nirmal” meaning when the soul is pure everything around becomes pure.

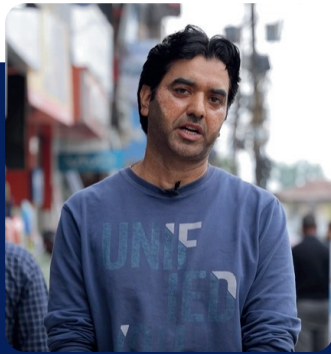
He connects this message with cleanliness in daily life, emphasizing that Swachhata begins with pure thoughts, responsibility and respect for our surroundings. By keeping our homes, neighbourhoods and public spaces clean, we honour both our spiritual values and our civic duty.



Misbah Amir, a student, shares a simple yet powerful message – say no to plastic. She reminds us that plastic takes years to decompose and continues to harm the environment when carelessly discarded.

She encourages everyone to carry reusable water bottles and choose cloth or jute bags instead of plastic. Small habits can create a big impact and help protect our environment for a sustainable future.





Shabir Ahmad Wani from Anantnag shares a simple message – the cleaner we keep our town, the better it is for everyone. He reminds citizens to avoid using polythene and to dispose of waste responsibly.

He encourages people to switch to cloth bags while shopping to reduce plastic waste and protect the environment. Cleanliness is a shared responsibility, and together we can keep Anantnag clean and green.



Ruchi Chabra, Principal, DPS Jammu, highlights that cleanliness is not a favour to our city but a responsibility we owe to ourselves. She appreciates the efforts of Jammu Municipal Corporation and its allied teams for promoting the message of a clean and hygienic Jammu under Swachh Bharat Mission–Urban 2.0.

She emphasizes that cleanliness is a way of life that builds discipline and responsibility. By adopting cleanliness as a daily habit, we can move together towards a healthier and greener Jammu.



Social Media Creatives

DIGITAL CAMPAIGN TO PROMOTE CLEANLINES
AWARENESS AND CITIZEN PARTICIPATION

KEEP ANIMALS SAFE THIS HOLI
Festive colors bring us joy, but they inflict severe suffering on our street animals. Understand the hidden costs of toxic colors and why true celebration requires compassion.

MISSION DIRECTOR, SBM-U, 2.0

Synthetic colors don't just stain your skin; they choke our soil and water. Choose natural colors that are safe for you and the planet.

THIS HOLI, LET THE ONLY STAINS BE OF JOY, NOT POLLUTION.

MISSION DIRECTOR, SBM-U, 2.0

I am not garbage!
You cook your vegetables first, but do you put my pees in the green dustbin?
Because I can be turned into compost!
Composting is easy! Try it and see!

MISSION DIRECTOR, SBM-U, 2.0

NEW SOLID WASTE MANAGEMENT RULES 2026
FOUR STREAM SEGREGATION OF SOLID WASTE AT SOURCE

MISSION DIRECTOR, SBM-U, 2.0

Why defecate in the open? We have public toilets, don't we?

FIND TOILET IN GOOGLE MAPS
SBM TOILET NEAR ME

MISSION DIRECTOR, SBM-U, 2.0

SWACHH SURVEKSHAN 2025-26
The World's Largest Sanitation Survey is **BACK!**
Let's Adopt 3R and Roll!
Reduce. Reuse. Recycle.

MISSION DIRECTOR, SBM-U, 2.0

WHEN YOU MIX WASTE AT HOME... YOU MAKE YOUR CITY DIRTY.

YOUR CHOICE

SEGREGATE YOUR WASTE AT HOUSEHOLD LEVEL

MISSION DIRECTOR, SBM-U, 2.0

IT'S JUST ONE WRAPPER... BUT THOUSANDS THINK THE SAME.

BE THE ONE WHO CARES. START A CLEAN HABIT TODAY.

MISSION DIRECTOR, SBM-U, 2.0

BRING YOUR OWN TIFFIN OR SKIP THE EXTRA PLASTIC
The taste you love, without the waste you hate.

MISSION DIRECTOR, SBM-U, 2.0



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