

IEC NEWSLETTER

APRIL 2026



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From the Desk of

Mandeep Kaur, IAS

Commissioner/Secretary

Housing & Urban Development Department
Government of Jammu & Kashmir



Sustainable urban development is a holistic mission that extends far beyond the mere creation of physical infrastructure; it is fundamentally about cultivating resilient systems, embedding scientific waste management practices, and fostering deep civic responsibility among our people. Throughout the month of April, the Housing and Urban Development Department concentrated its administrative resources and field personnel on enhancing the operational readiness and performance standards of all 80 Urban Local Bodies across Jammu & Kashmir. By upgrading visible cleanliness across public squares, commercial markets, water bodies, and transit corridors, our teams have worked tirelessly to reflect the true progress and potential of our towns and cities. A major highlight of this month's extensive efforts was the widespread observance of Earth Day 2026 across the region. Under this initiative, our IEC teams engaged directly with local communities and stakeholders to highlight the unbreakable connection between daily household sanitation, structured waste management, and broader ecological conservation.

Achieving our vision of clean, beautiful, and citizen-centric urban spaces requires the uncompromised cooperation of every individual, institution, and local vendor. As we step into the next phase of our national assessment cycle, let us look at environmental discipline not as a temporary campaign, but as a permanent civic habit that elevates our shared quality of life and builds long-term dignity for our communities.

From the Desk of

Dr. Devansh Yadav, IAS

Mission Director, SBM-U 2.0

Housing & Urban Development Department
Government of Jammu & Kashmir



April has marked a highly critical phase in our collective urban cleanliness journey across the Union Territory as we strategically shifted into an advanced state of field readiness and operational planning. To ensure our cities emerge at the forefront of national rankings and set new benchmarks for urban sanitation, we rolled out an extensive, end-to-end preparatory support mechanism covering all 80 Urban Local Bodies for the Swachh Survekshan 2025–26 assessment. Our administrative focus throughout this entire month was directed toward rigorous ground-level verification and structural reinforcement. This comprehensive process included ensuring the absolute functionality, cleanliness, and structural maintenance of public and community toilets, closely inspecting door-to-door waste collection coverage, and optimizing the operational efficiency of our Material Recovery Facilities and composting units across every district.

Recognizing that infrastructure alone cannot bridge the gap without technical precision and human resource development, we successfully executed an intensive online capacity-building programme. This major initiative directly equipped our Swachhata Executives, Community Mobilizers, and field facility personnel with a thorough understanding of evolving assessment frameworks, MIS documentation, resource recovery processes, and site inspection protocols. Cleanliness is not a static milestone but a continuous, daily process driven by both institutional commitment and community pride. I strongly urge every household to sustain the momentum built during this month by embracing meticulous source segregation and partnering closely with local sanitation teams to transform our urban areas into truly garbage-free spaces for future generations.

From the Desk of

Faz Lul Haseeb, IAS

Commissioner

Srinagar Municipal Corporation



For the Srinagar Municipal Corporation, the month of April has been dedicated to translating overarching environmental policies into visible, neighborhood-level outcomes that directly impact our citizens. Building directly upon our spring sanitation campaigns and renewal drives, we have intensified our localized field monitoring to ensure that our public utilities, community spaces, and residential sectors strictly comply with top-tier sanitation standards. Our dedicated information, education, and communication teams have actively partnered with resident welfare groups, local associations, and morning walkers to institutionalize the daily practice of separating wet, dry, and hazardous waste right at the household level. We have also leveraged print, social, and digital media platforms to highlight regional success stories, field-level impacts, and community-led transformations, which has helped foster a healthy sense of competition and pride across different municipal wards.

The unique environmental beauty, fragile ecosystem, and cultural legacy of Srinagar represent a collective asset that demands collective protection and proactive stewardship from all of us. I call upon every single resident to take deep personal ownership of their immediate surroundings. By maintaining absolute consistency in source segregation, supporting our primary waste collection networks, and eliminating single-use plastics from our daily lives, we can ensure that Srinagar stands out as a global model of urban cleanliness and environmental preservation.

Swachh Survekshan 2025–26 Readiness & Assessment Support

Comprehensive Support Extended to 80 ULBs for Successful Swachh Survekshan Assessment



To ensure effective participation in Swachh Survekshan 2025–26, extensive technical and operational support was provided to 80 Urban Local Bodies (ULBs) across the Union Territory. The initiative focused on strengthening sanitation infrastructure, enhancing waste management systems, promoting source segregation and improving overall cleanliness standards in urban areas. Continuous guidance, regular monitoring and capacity-building support were extended to ULB officials to help them align their efforts with the assessment parameters of Swachh Survekshan. Assistance was also provided in documentation, data management, citizen engagement activities and awareness campaigns to ensure better community participation. Additionally, logistical and coordination support was facilitated throughout the on-field assessment process, enabling ULBs to effectively showcase their sanitation initiatives, best practices and achievements. These collective efforts contributed to improving urban sanitation outcomes and strengthening the overall performance of ULBs in the national cleanliness survey.

KEY HIGHLIGHTS

- 1 Supported 80 ULBs during Swachh Survekshan 2025–26 preparations and assessment.
- 2 Ensured functionality, cleanliness and proper maintenance of public and community toilets.
- 3 Verified door-to-door waste collection coverage and source segregation practices.
- 4 Strengthened waste processing facilities, including MRFs and composting units.
- 5 Facilitated smooth movement and coordination of assessment teams across all locations.
- 6 Ensured availability of concerned officials for site verification and inspections.



ACTIVITIES



WALL PAINTINGS



Outcomes

1. Enhanced preparedness of all participating ULBs for Swachh Survekshan 2025–26.
2. Improved compliance with sanitation and waste management standards.
3. Strengthened coordination between assessment teams and ULB officials.
4. Ensured transparent and accurate presentation of field-level achievements.
5. Improved operational readiness of sanitation infrastructure and services.
6. Contributed towards better performance and competitiveness of ULBs in SS 2025–26.

Awareness Session on Source Segregation & Home Composting

Empowering Residents of Gandhi Nagar to Lead the Way Towards a Model Ward



The JMC Swachh IEC Team, in collaboration with Rotary Club Jammu City, conducted an awareness and outreach session with the Morning Walkers Association in Gandhi Nagar to promote source segregation and home composting practices. The session focused on practical household waste management, emphasizing the segregation of wet, dry and hazardous waste at the source. Residents actively participated in discussions and demonstrated a strong commitment towards maintaining cleaner surroundings and adopting sustainable waste management practices. As Gandhi Nagar progresses towards becoming a Model Ward, the initiative highlighted the importance of community ownership and citizen participation in achieving long-term sanitation goals. The enthusiastic response from residents reflected a shared vision for a cleaner, greener and more sustainable neighborhood.

KEY HIGHLIGHTS

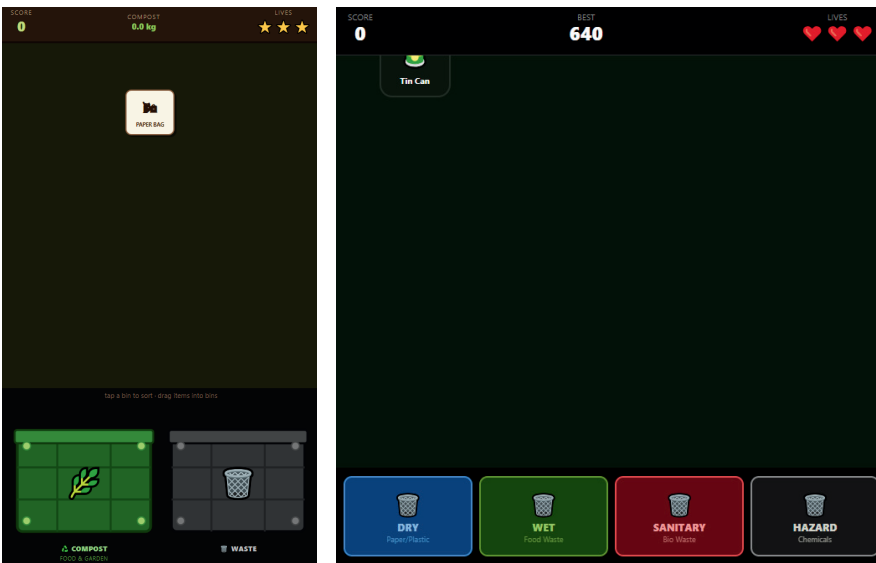
- 1 Awareness session conducted by the JMC Swachh IEC Team and Rotary Club Jammu City.
- 2 Interactive engagement with the Morning Walkers Association, Gandhi Nagar.
- 3 Demonstration and guidance on source segregation of wet, dry and hazardous waste.
- 4 Promotion of home composting as a sustainable waste management practice.
- 5 Active participation and commitment shown by local residents.
- 6 Supported the vision of developing Gandhi Nagar as a Model Ward.





SBM 2.0 IEC Awareness Stall at Tawi Mahotsav 2026

Promoting Sustainable Waste Management Through Citizen Engagement



The Tawi Riverfront witnessed enthusiastic public participation during Tawi Mahotsav 2026, held from 14th to 16th April, where the SBM 2.0 IEC Awareness Stall emerged as a key attraction. The stall served as an interactive platform for educating citizens about sustainable waste management practices and the objectives of Swachh Bharat Mission 2.0.

The dedicated IEC team engaged visitors through live demonstrations of color-coded waste bins, interactive waste segregation activities, QR-based awareness games and home composting demonstrations. A specially designed QR-based Source Segregation Game attracted remarkable participation, with more than 1,000 citizens taking part and testing their knowledge of proper waste segregation practices. Hundreds of citizens, including youth, families and community members, actively participated in the awareness activities and gained practical knowledge on source segregation and resource recovery. The overwhelming response reflected a growing commitment among residents towards environmental sustainability and responsible waste management.

The initiative successfully strengthened public awareness on waste segregation, recycling and composting while reinforcing the collective vision of keeping the Tawi River clean and promoting a greener Jammu.

KEY HIGHLIGHTS

- 1 **SBM 2.0 IEC Awareness Stall organized during Tawi Mahotsav 2026 at Tawi Riverfront.**
- 2 **Large-scale citizen engagement from 14th to 16th April.**
- 3 **Live demonstrations on the use of color-coded bins and source segregation.**
- 4 **Interactive waste-sorting games conducted to promote learning through participation.**
- 5 **Home composting demonstrations showcased sustainable management of wet waste.**
- 6 **Hundreds of citizens participated in awareness activities and resource recovery initiatives.**





Earth Day 2026 Observance Across 80 ULBs of J&K

Promoting Environmental Responsibility and Sustainable Urban Living Through Community Engagement



To mark Earth Day 2026, awareness and environmental stewardship activities were organized across all 80 Urban Local Bodies (ULBs) of Jammu & Kashmir under Swachh Bharat Mission-Urban 2.0. The initiative brought together ULB officials, Swachhata Executives, Community Mobilizers, local stakeholders and citizens to reaffirm their commitment towards environmental conservation and sustainable urban development.

The activities focused on enhancing public awareness about the importance of maintaining clean public spaces, reducing waste generation, practicing source segregation and protecting natural resources. IEC teams actively engaged citizens through outreach and sensitization efforts, emphasizing the critical link between sanitation, waste management and environmental sustainability. The initiative encouraged collective action and community ownership in creating cleaner, healthier and more environmentally responsible urban spaces.

By fostering environmental consciousness and promoting sustainable practices, the Earth Day observance reinforced the "Clean and Green" vision of Swachh Bharat Mission-Urban 2.0 and strengthened citizen participation in building resilient and sustainable cities across Jammu & Kashmir.

KEY HIGHLIGHTS

- 1 Earth Day 2026 was observed across all 80 ULBs of Jammu & Kashmir.
- 2 Active participation of ULB officials, Swachhata Executives, community mobilizers and citizens
- 3 IEC activities conducted to promote environmental awareness and sustainability
- 4 Sensitization on source segregation, waste reduction, and responsible waste management.
- 5 Public outreach on maintaining clean and healthy urban environments.
- 6 Strengthened community participation in environmental protection initiatives.





Capacity Building Programme

Capacity Building Programme for MRF Operational Centres & Swachh Survekshan 2025–26, Strengthening Field Preparedness, Waste Management Operations and Assessment Readiness Across 80 ULBs

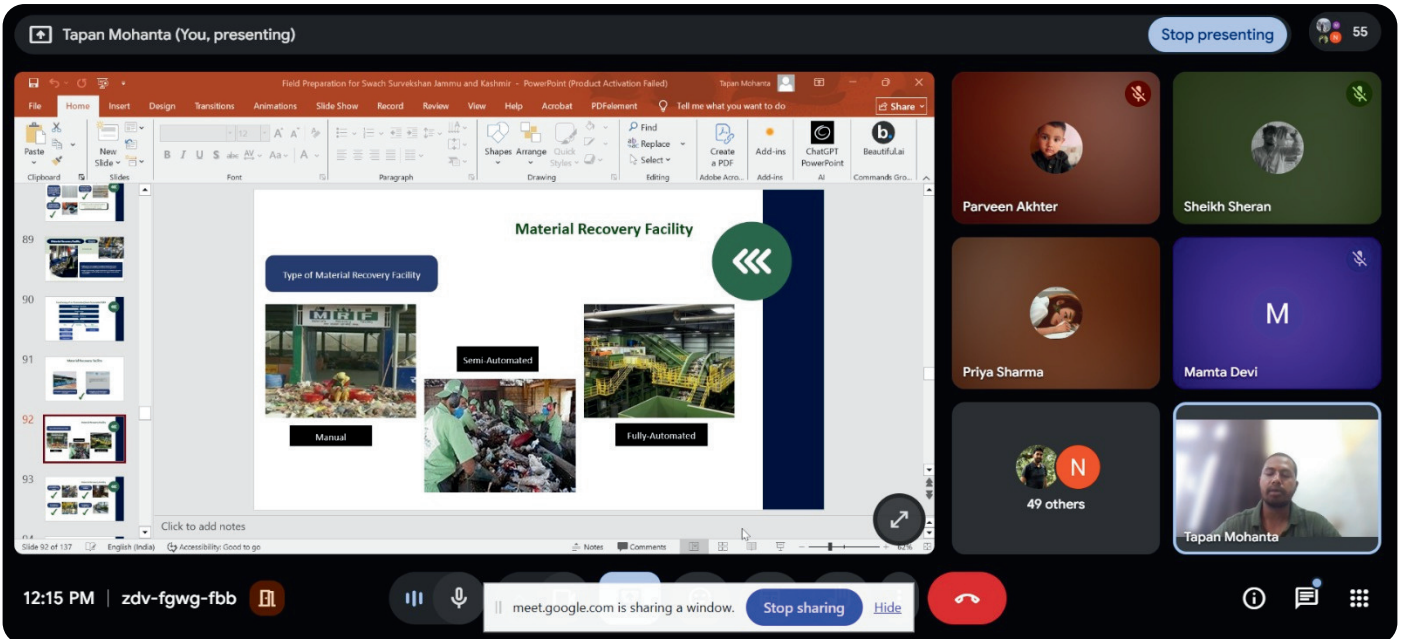


An online Capacity Building Programme was conducted for staff of all 80 Urban Local Bodies (ULBs), including Swachhata Executives, Community Mobilizers and personnel associated with Material Recovery Facility (MRF) Operational Centres. The programme focused on enhancing participants' understanding of the Swachh Survekshan 2025–26 assessment framework, field verification protocols and sanitation standards while strengthening technical capacities in waste management and MRF operations. Participants were trained on scientific waste segregation, resource recovery, MIS documentation, assessment dos and don'ts, citizen feedback mechanisms and workplace safety practices. The initiative improved institutional preparedness, strengthened field-level implementation and enhanced operational efficiency across ULBs in Jammu & Kashmir.

KEY HIGHLIGHTS

- 1 **Online capacity building programme conducted covering all 80 ULBs of Jammu & Kashmir.**
- 2 **Training imparted to ULB staff, Swachhata Executives, Community Mobilizers and MRF personnel.**
- 3 **Sessions focused on Swachh Survekshan 2025–26 assessment protocols, field verification and sanitation standards.**
- 4 **Capacity enhancement on scientific waste segregation, processing and resource recovery practices.**
- 5 **Orientation provided on MRF operations, workplace safety and operational efficiency.**





District Documentary Series

Documenting Progress Towards Sustainable and Clean Districts



Under the Swachh Bharat Mission–Urban 2.0, district documentaries were produced for Reasi and Bandipora to showcase notable achievements in sanitation, sustainable waste management and active citizen participation in building cleaner, healthier urban environments. The films highlight the transformative impact of the 3Rs—Reduce, Reuse and Recycle—demonstrating how responsible waste practices and collective community action contribute to long-term environmental sustainability.

Featuring inspiring local success stories and innovative on-ground initiatives, the documentaries promote community ownership, encourage behavioral change and reinforce the shared commitment to preserving the cleanliness, ecological balance and natural beauty of Jammu & Kashmir for future generations.

KEY HIGHLIGHTS

- 1 District documentaries produced for Reasi and Bandipora.
- 2 Showcased best practices in waste management and sanitation.
- 3 Promoted the principles of Reduce, Reuse and Recycle.
- 4 Highlighted citizen participation and community-led initiatives.
- 5 Supported awareness generation under SBM-U 2.0.
- 6 Encouraged sustainable and cleaner urban living.





Transforming Waste Management in Rajouri

Leading Rajouri's Journey Towards Sustainable Waste Management



In Rajouri, a remarkable waste management initiative led by Sanitary Inspector Riaz Ahmed has demonstrated how innovation and dedication can drive meaningful change. By introducing systematic segregation of waste into dry, wet, sanitary and hazardous categories at the dumping site, the Municipal Council transformed waste from an environmental challenge into a valuable resource. The initiative has significantly reduced the environmental impact of waste disposal, improved recovery of recyclable materials and promoted sustainable waste management practices. This success story highlights the importance of leadership, community-focused action and resource optimization in advancing the goals of Swachh Bharat Mission-U 2.0.

KEY HIGHLIGHTS

- 1 Innovative waste segregation initiative implemented in Rajouri
- 2 Waste is categorized into dry, wet, sanitary, and hazardous streams.
- 3 Improved recovery of recyclable materials and environmental protection
- 4 Reduced burden on dumping sites through scientific waste management.
- 5 Demonstrated a sustainable and replicable model for urban local bodies.
- 6 Supported the objectives of Swachh Bharat Mission-U 2.0





Media Coverage & Public Outreach

To amplify the impact and visibility of Swachh Bharat Mission–Urban 2.0, key initiatives, achievements and success stories from Urban Local Bodies (ULBs) across the UT were systematically documented and disseminated through various media and communication platforms. Innovative practices, field-level interventions and notable sanitation accomplishments were showcased to raise public awareness, inspire community participation and promote the adoption of best practices in urban sanitation and waste management. Through strategic outreach and storytelling, these efforts highlighted the transformative progress being made towards cleaner, greener and more sustainable urban communities.

KEY HIGHLIGHTS

- 1 Identified and documented noteworthy SBM-U 2.0 activities across ULBs
- 2 Prepared and disseminated media content on innovative sanitation initiatives.
- 3 Highlighted success stories, field impacts, and community engagement efforts.
- 4 Promoted public awareness and participation in cleanliness initiatives.
- 5 Facilitated wider outreach of SBM-U 2.0 activities across Jammu & Kashmir.

चिल्ड्रन पार्क में कचरे से बना दी आकर्षक कलाकृतियां

म्यूनिसिल कमेट्री विलावर ने कचरे को स्वच्छ बनाने के लिए शुरु की वेस्ट टू वॉटर की नई पहल, हर कोई प्रयास को सराह रहा

कलम शर्मा • जम्मू

जम्मू: 'वेस्ट टू वॉटर पार्क' के तहत म्यूनिसिल कमेट्री ने विलावर किया है। वहीं से विकसित करने का प्रयास कर रहे हैं। वहीं सुंदर बन दिख रहे हैं, जहां वेकेशन लेबर मारिटाज सुख-सुविधाएं और बच्चों के लिए खेल के हैं। अलग-अलग हैंडलिंग के लिए 'वेस्ट टू वॉटर' की शुरुआत की जा रही है।



विलावर में आरंभित 'वेस्ट टू वॉटर पार्क' की शुरुआत



विलावर के विलावर पार्क में कचरे से बनाया गया 'वेस्ट टू वॉटर पार्क' की शुरुआत

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— जितेंद्र शर्मा, विलावर म्यूनिसिपाल कमेट्री

म्यूनिसिल कमेट्री के साथ विलावर कचरे को उपयुक्त और आकर्षक कलाकृतियों में बदलकर स्वच्छता और सजावट में दे रहे हैं।

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Messages Inspiring Swachhta



IMRAAN MIR
RESIDENT, BANDIPORA

YOUR CLEAN SURROUNDINGS ARE EVERYONE'S RESPONSIBILITY. USE DUSTBINS FOR WASTE DISPOSAL AND AVOID LITTERING IN OPEN AREAS. SUPPORT DOOR-TO-DOOR WASTE COLLECTION SERVICES AND CONTRIBUTE TOWARDS A CLEANER, HEALTHIER, AND DISEASE-FREE COMMUNITY. TOGETHER, LET'S MAKE CLEANLINESS A HABIT AND KEEP OUR CITY BEAUTIFUL.



MALIK SAIF
STUDENT

GARBAGE POLLUTION IS A GROWING THREAT TO OUR ENVIRONMENT, WILDLIFE AND PUBLIC HEALTH. BY REDUCING WASTE, SEGREGATING IT AT SOURCE AND DISPOSING OF IT RESPONSIBLY, WE CAN PROTECT OUR PLANET AND CREATE A CLEANER, HEALTHIER FUTURE. EVERY SMALL ACTION MATTERS—LET'S WORK TOGETHER TO KEEP OUR SURROUNDINGS CLEAN AND MAKE EARTH A BETTER PLACE FOR ALL.



MIR SAJID RAMJAN
ANANTNAG

CLEANLINESS AND SANITATION ARE THE FOUNDATION OF A HEALTHY AND SUSTAINABLE SOCIETY. BY CREATING AWARENESS, ADOPTING RESPONSIBLE HABITS AND ACTIVELY PARTICIPATING IN CLEANLINESS INITIATIVES, WE CAN REDUCE POLLUTION AND IMPROVE THE QUALITY OF LIFE FOR EVERYONE. TOGETHER, LET US CONTRIBUTE TOWARDS A CLEANER, GREENER AND HEALTHIER FUTURE

Social Media Creative





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MISSION DIRECTOR, SWACHH BHARAT MISSION-URBAN 2.0
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