

# IEC

## NEWSLETTER

MARCH 2026



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# From the Desk of

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## Mandeep Kaur, IAS

**Commissioner/Secretary**

Housing & Urban Development Department  
Government of Jammu & Kashmir



It gives me immense pleasure to extend my greetings to all citizens and stakeholders associated with the Housing & Urban Development Department, Government of Jammu & Kashmir.

Urban development today is not only about creating infrastructure but also about building sustainable, inclusive and citizen friendly cities. Our focus remains on strengthening urban services, promoting scientific waste management, improving sanitation standards and enhancing the overall quality of life for every resident.

Through dedicated initiatives and active public participation, we continue to move towards cleaner surroundings, better urban governance and responsible civic behaviour. The success of these efforts depends greatly on the collective support of communities, institutions and individuals who contribute towards maintaining cleanliness and environmental responsibility.

I encourage every citizen to take pride in their surroundings and actively participate in initiatives that promote hygiene, sustainability and urban well being. Together, we can build cities that reflect discipline, dignity and a shared commitment to progress.

With best wishes for continued cooperation and positive transformation.

# From the Desk of

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## Dr. Devansh Yadav, IAS

**Mission Director, SBM-U 2.0**

Housing & Urban Development Department  
Government of Jammu & Kashmir



It is a matter of great pride to witness the continued commitment of our Urban Local Bodies and citizens towards building cleaner and healthier cities across Jammu & Kashmir.

Under the Swachh Bharat Mission Urban 2.0, our efforts are focused on strengthening scientific waste management, promoting source segregation, improving sanitation infrastructure and encouraging responsible civic behaviour. Cleanliness is not only a government initiative but a shared responsibility that requires active participation from every household and community.

Through innovative IEC activities, community engagement programmes and technology driven solutions, we are working to create sustainable systems that ensure efficient waste collection, recycling and safe disposal. The enthusiasm shown by citizens, Safai Mitras and stakeholders has been instrumental in transforming our cities into cleaner and greener spaces.

I encourage every citizen to actively participate in segregation of waste at source, reduce the use of single use plastics and support cleanliness initiatives in their neighbourhoods. Together, we can achieve the vision of Swachh Jammu & Kashmir and contribute to a healthier environment for future generations.

Let us continue this journey with dedication, responsibility and collective pride in keeping our cities clean and beautiful.

# Shaheedi Diwas Online Poetry Competition

Inspiring Patriotism through Creative Expression



In a heartfelt tribute to the courage and sacrifice of our nation's heroes, Jammu Municipal Corporation organized an Online Poetry Competition on the occasion of Shaheedi Diwas (23rd March). The initiative aimed to engage citizens, especially youth, in expressing patriotism and gratitude through creative writing.

The competition, themed "Patriotism and Gratitude through Poetry", encouraged participants to reflect on the legacy of martyrs like Shaheed Bhagat Singh, Sukhdev, and Rajguru. Through powerful words and emotions, participants showcased their respect and admiration for the brave souls who shaped the nation's history.

Participants submitted short poetry videos in multiple languages including Hindi, English, Dogri, and Urdu. The entries were evaluated on parameters such as creativity, relevance to theme, language quality, presentation, and public engagement.

## KEY HIGHLIGHTS

- 1 Promoted creative expression through poetry across multiple languages
- 2 Strengthened awareness about the sacrifices of national heroes
- 3 Ensured wide community engagement under Swachh Survekshan 2026
- 4 Successfully integrated cultural initiatives with IEC outreach efforts



THE INITIATIVE WITNESSED ENTHUSIASTIC PARTICIPATION  
ACROSS ALL AGE GROUPS, CATEGORIZED AS:



**Bal Veer Category**

**1st Prize – Manraj Kour**

**2nd Prize – Manya Sharma**

**Yuva Josh Category**

**1st Prize – Pankhuri Malhotra**

**2nd Prize – Vaishnavi**

**Rashtra Prerna Category**

**1st Prize – Ankush Sharma**

**2nd Prize – Akash Katoch**

#### Key Achievements:

- Encouraged youth participation in patriotic and cultural activities
- Promoted creative expression through poetry across multiple languages
- Strengthened awareness about the sacrifices of national heroes
- Ensured wide community engagement under Swachh Survekshan 2026
- Successfully integrated cultural initiatives with IEC outreach efforts



# Plantation Drive across ULBs in Kashmir

Greening Urban Spaces for a Sustainable Tomorrow



A Plantation Drive was successfully conducted across all Urban Local Bodies (ULBs) under the Directorate of Urban Local Bodies Kashmir, JKHUDD to enhance urban green cover and promote environmental sustainability. The initiative covered all ULBs functioning under JKHUDD, ensuring a coordinated and impactful implementation across the Kashmir region.

Under this drive:

- 50 saplings were planted by each Municipal Committee
- 100 saplings were planted by each Municipal Council

The plantation activities were carried out at identified locations such as parks, roadsides, school premises, government institutions, and other suitable public spaces. The initiative was implemented in collaboration with the Forest Department, ensuring proper planning and technical support.

Special emphasis was given to geo-tagging, monitoring, and maintenance of saplings to ensure their survival and healthy growth. The drive witnessed active participation from ULB officials, staff, students, civil society members, and local residents, making it a truly community-driven effort.

## KEY HIGHLIGHTS

- 1 **Plantation drive successfully conducted across all ULBs under JKHUDD, Directorate of Urban Local Bodies Kashmir**
- 2 **Plantation carried out at key public locations for maximum impact**
- 3 **Effective collaboration with Forest Department ensured quality implementation**
- 4 **Geo-tagging and monitoring ensured accountability and sustainability**
- 5 **Strong community engagement including students and local stakeholders**





# Kaari

## Leads Swachhata

### *International Women's Day*



The International Women's Day Campaign 2026 was successfully conducted across all Urban Local Bodies (ULBs) to recognize and celebrate the contribution of women in sanitation, waste management, and community leadership. The campaign focused on promoting women-led initiatives and strengthening their role in achieving sustainable urban cleanliness.

A series of impactful IEC activities were carried out across ULBs, ensuring widespread awareness, participation, and engagement at the community level.

## Key Activities Conducted

### Digital Spotlight Stories:

Inspiring women including sanitation workers, community leaders, entrepreneurs, and citizens were highlighted through short video stories shared across social media platforms, showcasing their contribution towards Swachhata.

### SafaiMitra Suraksha Shivirs:

Health camps were organized for women sanitation workers in

## KEY HIGHLIGHTS

- 1 Campaign successfully implemented across all ULBs
- 2 Strong participation from women, sanitation workers, students, and community members
- 3 Effective outreach through digital platforms and social media
- 4 Successful organization of health camps and awareness activities
- 5 Strengthened collaboration with stakeholders for effective implementation



collaboration with healthcare institutions, focusing on preventive health check-ups and awareness on occupational safety and hygiene.

### Knowledge Building Sessions:

Capacity-building sessions were conducted for women groups engaged in sanitation and waste management, covering topics such as digital literacy, financial literacy, health and hygiene, and awareness of government welfare schemes.

### Awareness Rallies:

Women-led rallies were organized across ULBs promoting messages of source segregation, sanitation dignity, and community cleanliness. Participation was witnessed from sanitation workers, students, and local residents.

### Objectives Achieved

- Strengthened the role of women in sanitation and urban development
- Promoted awareness on health, hygiene, and safety among sanitation workers
- Encouraged community participation through women-led initiatives
- Enhanced visibility of women contributing to Swachh Bharat Mission

### Key Achievements

- Campaign successfully implemented across all ULBs
- Strong participation from women, sanitation workers, students, and community members
- Effective outreach through digital platforms and social media
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# SWACHHATA EXCELLENCE

## Campaign 2026

Transforming ULBs through Innovation and Community Participation



The Swachhata Excellence Campaign 2026 was successfully implemented across all 80 Urban Local Bodies (ULBs) under JKHUDD, with a clear focus on strengthening source segregation, promoting a circular economy, and enhancing citizen participation. The campaign was designed to bring visible and sustainable improvements in urban cleanliness through well-structured IEC interventions and consistent field-level activities, ensuring both awareness and action at the grassroots level.

A wide range of impactful IEC initiatives were carried out across all ULBs, driving behavioral change and encouraging active community engagement. Model wards and colonies were developed in each ULB to demonstrate 100% source segregation, setting practical benchmarks by ensuring that only segregated waste was collected. Creative “Waste to Wonder” installations transformed recycled materials into public sculptures, reinforcing the importance of sustainability and resource reuse. Door-to-door awareness campaigns played a key role in educating households about segregation using color-coded bins and promoting responsible waste management practices in daily life.

### KEY HIGHLIGHTS

- 1 Campaign successfully completed across all 80 ULBs under JKHUDD
- 2 Increased adoption of segregation practices at household level
- 3 Active participation from citizens, SHGs and sanitation workers
- 4 Effective IEC outreach and community engagement
- 5 Visible transformation in public spaces and sanitation systems



Focused efforts were also made to strengthen citizen feedback and participation under Swachh Survekshan through dedicated awareness activities. Women-led initiatives, including rallies and community mobilization drives, saw strong participation from SHGs and sanitation workers, further deepening grassroots involvement. At the same time, targeted cleaning drives improved the condition of roadside areas and storm water drains, contributing to immediate and visible cleanliness improvements in urban spaces.

Overall, the campaign significantly strengthened the implementation of source segregation across ULBs, promoted innovative waste utilization aligned with circular economy principles, and enhanced community participation. It led to increased adoption of segregation practices at the household level, strong engagement from citizens and sanitation workers, and a noticeable transformation in public spaces and sanitation systems across the region.





# Digital IEC Campaign – Short Videos & Stories

As part of the IEC initiatives, a series of short videos and digital stories were developed and shared across social media platforms to educate and sensitize citizens on key aspects of sanitation and waste management. These engaging and relatable stories highlighted real-life voices, simple practices like source segregation and responsible waste disposal.

The campaign helped in spreading awareness in a creative and impactful manner, encouraging citizens to adopt better habits and actively participate in keeping their surroundings clean and sustainable.

## *Promoting Cleanliness through Public Awareness*



**Aima Tariq**  
STUDENT

Waste segregation is a simple yet effective way to keep our environment clean. By dividing waste into wet, dry, sanitary and hazardous categories, we ensure proper recycling and disposal. Adopting segregation at home makes waste management more efficient and contributes to a cleaner, healthier future.



**Divya Kapoor**  
TATTOO ARTIST

Cleanliness and hygiene should be maintained both at home and outside. Simple habits like keeping a waste bag in the car while travelling instead of littering can make a big difference. Small responsible actions lead to a cleaner and healthier environment for everyone.



**Mansha Manzoor**  
STUDENT

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*Careless littering is harming our environment, including areas like Dal Lake. Improper waste disposal not only spoils natural beauty but also endangers animals. Let's avoid plastic, use dustbins, and take responsibility to keep Kashmir clean and preserve its beauty.*



**Sonali Bhan**  
STUDENT

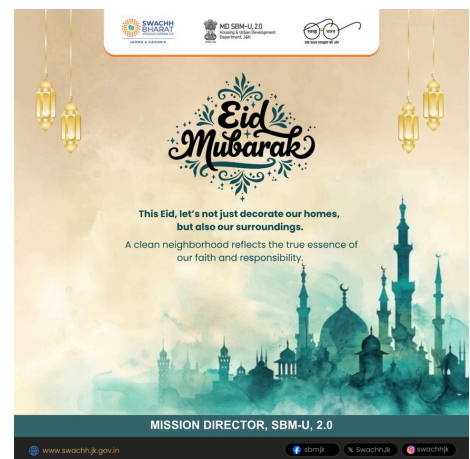
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*A clean environment begins with treating it like our own home. Just as we keep our homes neat, we should extend the same care to our surroundings. Simple habits like using dustbins, avoiding littering, and keeping separate bins for wet and dry waste can make a big difference.*



# Social Media Creatives & Campaign Design

A range of engaging social media creatives were developed to support IEC campaigns and promote key Swachhata messages. These included posters, infographics and digital creatives focusing on source segregation, cleanliness and responsible waste management.

The creatives were designed to be simple, visually appealing and easy to understand, ensuring effective communication with a wider audience. Regular dissemination across platforms helped boost awareness, strengthen citizen engagement and promote positive behavioral change.





JAMMU & KASHMIR

[www.swachh.jk.gov.in](http://www.swachh.jk.gov.in)

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**MISSION DIRECTOR, SWACHH BHARAT MISSION-URBAN 2.0**  
HOUSING AND URBAN DEVELOPMENT DEPARTMENT  
GOVERNMENT OF JAMMU & KASHMIR

DESIGNED AND DEVELOPED BY

