

IEC

NEWSLETTER

MAY 2026



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From the Desk of

Mandeep Kaur, IAS

Commissioner/Secretary

Housing & Urban Development Department
Government of Jammu & Kashmir



In May 2026, the Housing and Urban Development Department advanced several targeted, high-impact campaigns across all 80 Urban Local Bodies to drive permanent behavioral change and encourage sustainable urban living. A core highlight of the month was the formal rollout and reinforcement of our statewide Single-Use Plastic Free Market Initiative. Through this campaign, our field teams conducted extensive on-ground enforcement, organized merchant sensitization programs, and distributed reusable cloth and jute bags to actively curb plastic dependency in major commercial zones. Alongside policy implementation, we executed an intensive door-to-door waste segregation awareness campaign. Backed by the active participation of Self-Help Groups and sanitation workers, this initiative brought instructional materials directly to households to educate families on separating wet, dry, sanitary, and domestic hazardous waste streams.

Furthermore, May gave us the distinct privilege of celebrating International Workers' Day across the region. We hosted formal recognition ceremonies to publically honor our frontline Safai Mitras, presenting them with certificates of appreciation for their irreplaceable contributions to public health and urban sanitation. Real progress relies entirely on recognizing the dignity of labor and cultivating structured civic habits across all layers of society. Let us continue to manage our urban spaces with the discipline, care, and collective responsibility they deserve.

From the Desk of

Dr. Devansh Yadav, IAS

Mission Director, SBM-U 2.0

Housing & Urban Development Department
Government of Jammu & Kashmir



The month of May has witnessed an extraordinary surge of public energy, community leadership, and landmark public participation across the length and breadth of the Union Territory. A truly historic milestone in our journey was achieved during this period as we successfully mobilized and facilitated over 1.43 lakh distinct citizen responses for the Swachh Survekshan 2025-26 feedback campaign. This massive response stands as clear proof of genuine community ownership and highlights a collective public desire to actively shape the future of urban sanitation. Parallel to this, our youth engagement initiatives received a massive boost with the official launch of Phase-II of the Swachhta Internship Programme across schools. By conducting interactive workshops on plastic waste management, waste segregation, and composting, we are actively preparing young students to serve as effective environmental ambassadors within their families and neighborhoods.

Simultaneously, we focused heavily on building long-term administrative capacity by hosting specialized training sessions for our newly appointed Community Mobilizers, master trainers, and Swachhata Executives. These sessions focused on decentralized plastic waste management, efficient Material Recovery Facility operations, and household-level organic composting techniques. We are successfully laying the foundation for a sustainable urban ecosystem, and I urge all citizens to continue their active cooperation in source segregation and waste-minimization practices to ensure a cleaner tomorrow.

From the Desk of

Faz Lul Haseeb, IAS

Commissioner

Srinagar Municipal Corporation



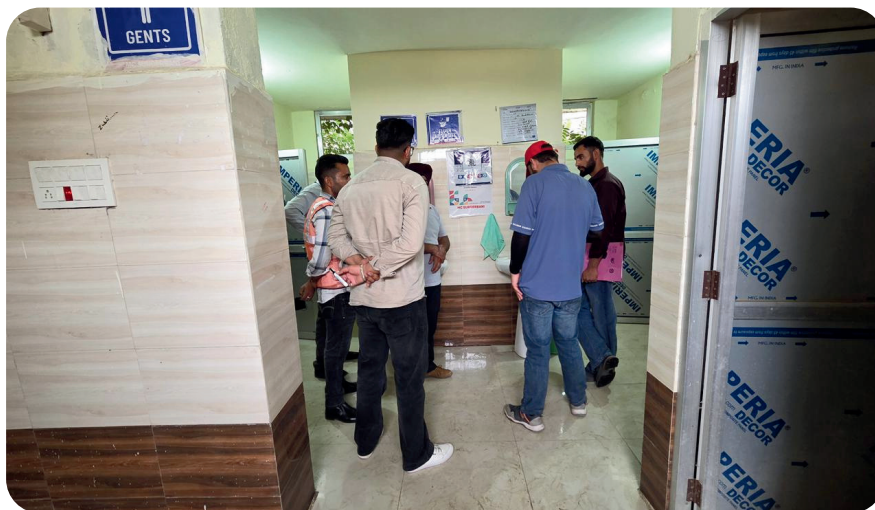
The month of May has been characterized by a strong focus on community compliance, institutional appreciation, and localized waste management solutions across Srinagar. Moving deeper into our long-term sanitation roadmap, we have prioritized direct citizen engagement to encourage neighborhoods to take complete charge of their local waste streams. Our field functionaries have been on the ground, guiding residents on the practical execution of home composting for organic waste and working with commercial traders to ensure our city markets remain free from the menace of single-use plastics. This month, we also used the meaningful occasion of International Workers' Day to pay tribute to the true backbones of our corporation—our sanitation workers. By organizing city-wide felicitation events and presentation ceremonies, we sought to reinforce the dignity of labor and express our deepest gratitude for their tireless service in keeping Srinagar healthy and clean.

Achieving a clean, green, and self-sustaining urban environment is a goal that begins right at the household doorstep. The long-term beauty and environmental stability of Srinagar depend heavily on the small, conscious choices made by our citizens every single day. I urge every resident to maintain strict source segregation, minimize household waste, and continue participating enthusiastically in our ongoing civic feedback initiatives.

Statewide Assessment Preparedness Across 80 ULBs

JKHUDD STRENGTHENS URBAN CLEANLINESS READINESS THROUGH COORDINATED ACTION AND FIELD-LEVEL SUPPORT

As part of the preparations for Swachh Survekshan 2025-26, the Jammu & Kashmir Housing and Urban Development Department (JKHUDD) extended comprehensive support to all 80 Urban Local Bodies (ULBs) across the Union Territory. Through proactive planning, continuous monitoring and seamless coordination, JKHUDD ensured end-to-end readiness for the on-field assessment process, reinforcing its commitment to achieving excellence in urban sanitation and cleanliness.



KEY HIGHLIGHTS

- 1 Seamless coordination and movement of assessment teams across key locations in all 80 ULBs.
- 2 Ensuring the availability of concerned officials and field functionaries for on-site verification and clarification.
- 3 Providing accurate, concise and transparent information while avoiding discrepancies and overstatements.
- 4 Deployment of dedicated support and contingency teams to address real-time requirements and last-minute gaps.





Impact

The coordinated efforts of JKHUDD and all 80 ULBs significantly strengthened urban cleanliness systems, improved operational efficiency and ensured robust preparedness for Swachh Survekshan 2025-26. This collective initiative reflects Jammu & Kashmir's continued commitment towards sustainable sanitation, scientific waste management and the vision of cleaner, greener and more citizen-centric urban spaces.

SUP-Free Market Initiative Rolled Out Across All 80 ULBs

JKHUDD LEADS STATEWIDE CAMPAIGN TO ELIMINATE SINGLE-USE PLASTIC AND PROMOTE SUSTAINABLE ALTERNATIVES



In May 2026, the Jammu & Kashmir Housing and Urban Development Department (JKHUDD), under Swachh Bharat Mission–Urban 2.0, successfully launched and strengthened the SUP-Free Market Initiative across all 80 Urban Local Bodies (ULBs). The initiative aimed to eliminate the use of Single-Use Plastic (SUP) in markets and commercial areas while promoting eco-friendly alternatives and fostering sustainable behavioural change among citizens and vendors.

KEY HIGHLIGHTS

- 1** Eliminate the use of Single-Use Plastic (SUP) in markets, commercial establishments and public spaces.
- 2** Promote sustainable alternatives such as cloth bags, jute bags and other environmentally friendly carry options.
- 3** Strengthen public awareness and encourage long-term behavioural change towards responsible consumption practices.
- 4** Enhance compliance with SUP Ban Regulations through sustained outreach and stakeholder engagement.



KEY ACTIVITIES CONDUCTED ACROSS 80 ULBS

01.

Digital awareness campaigns launched through official social media platforms highlighting the harmful impacts of SUP and the benefits of eco-friendly alternatives.

02.

Special drives conducted for collection and proper disposal of Single-Use Plastic (SUP) waste, ensuring cleaner public spaces and promoting compliance with plastic waste management regulations.

03.

Extensive on-ground awareness drives conducted for shopkeepers, street vendors, market associations and citizens on sustainable packaging practices.

04.

Distribution of reusable cloth and jute bags in markets to encourage a shift away from plastic carry bags.

05.

Awareness rallies, public interactions and IEC campaigns conducted to reinforce the message of reducing plastic dependency.

06.

Citizen engagement activities organized to promote responsible waste management and plastic-free lifestyles.

07.

Awareness rallies, public interactions and IEC campaigns conducted to reinforce the message of reducing plastic dependency.

08.

Media outreach and publicity initiatives undertaken to showcase successful implementation practices and encourage wider community participation.

Impact

The initiative witnessed active participation from vendors, market associations and citizens across all 80 ULBs, resulting in increased awareness regarding the environmental impacts of single-use plastics and greater adoption of reusable alternatives. The campaign strengthened compliance with SUP regulations while advancing JKHUDD's vision of cleaner, greener and more sustainable urban spaces across Jammu & Kashmir.



International Workers' Day Celebrated Across 80 ULBs

HONOURING SAFAI MITRAS AND REINFORCING THE DIGNITY OF LABOUR



On the occasion of International Workers' Day (1st May 2026), the Jammu & Kashmir Housing and Urban Development Department (JKHUDD) under Swachh Bharat Mission–Urban 2.0 organized a series of recognition and appreciation events across all 80 Urban Local Bodies (ULBs) to honour the invaluable contributions of Safai Mitras and sanitation workers.

The day, dedicated globally to recognizing the hard work and contributions of workers, served as an opportunity to celebrate the frontline workforce that plays a crucial role in maintaining clean, healthy and sustainable urban environments. The initiative aimed to acknowledge the dedication of sanitation workers, promote community participation in cleanliness activities, reinforce the dignity of labour and foster a shared responsibility towards urban sanitation.

Across all ULBs, special programmes were organized to recognize and appreciate the efforts of Safai Mitras and sanitation workers who work tirelessly to keep cities clean and hygienic. The celebrations highlighted their contribution to public health, environmental sustainability and the successful implementation of Swachh Bharat Mission–Urban initiatives.

KEY HIGHLIGHTS

- 1 **International Workers' Day observed across all 80 ULBs with active participation of sanitation workers, citizens, elected representatives and stakeholders.**
- 2 **Felicitation ceremonies organized to honour Safai Mitras and frontline sanitation workers for their dedicated service.**
- 3 **Certificates of Recognition presented to sanitation workers in appreciation of their commitment towards urban cleanliness and sanitation.**
- 4 **Awareness and engagement programmes conducted to promote respect for sanitation workers and reinforce the dignity of labour.**



Outcomes

✓ Enhanced morale, motivation and sense of pride among Safai Mitras and sanitation workers through public recognition and appreciation.

✓ Increased public awareness regarding the importance of sanitation workers and their contribution to urban sanitation systems.

✓ Strengthened community respect for frontline workers and promoted a culture of dignity of labour.

✓ Encouraged greater citizen participation in cleanliness and sanitation initiatives.

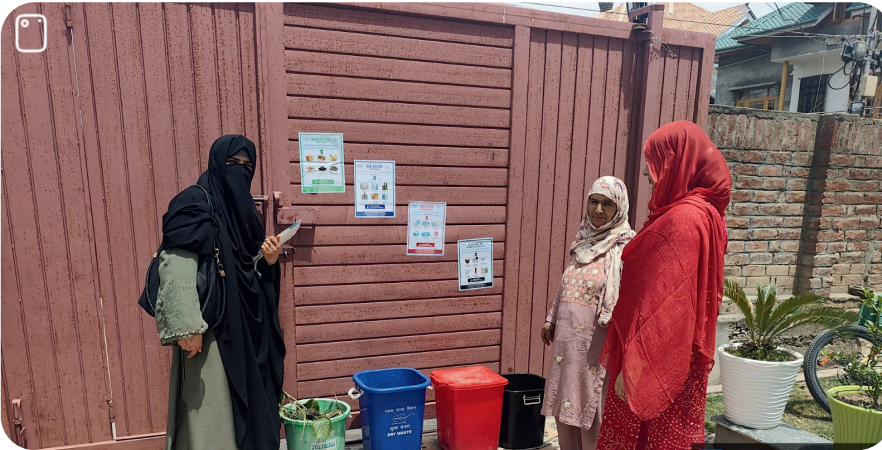
✓ Reinforced the collective responsibility of citizens and institutions towards maintaining clean, safe and sustainable urban environments.

The celebration of International Workers' Day across Jammu & Kashmir served as a meaningful tribute to the unsung heroes of urban sanitation. By recognizing the dedication and hard work of Safai Mitras, JKHUDD reaffirmed its commitment to creating inclusive, cleaner and more citizen-centric urban communities while advancing the objectives of Swachh Bharat Mission–Urban 2.0.



Statewide Door-to-Door Waste Segregation Awareness

STRENGTHENING SOURCE SEGREGATION THROUGH CITIZEN ENGAGEMENT AND COMMUNITY PARTICIPATION



As part of the preparations for Swachh Survekshan 2025-26, the Jammu & Kashmir Housing and Urban Development Department (JKHUDD), under Swachh Bharat Mission–Urban 2.0, conducted a comprehensive Door-to-Door Waste Segregation Awareness Campaign across all 80 Urban Local Bodies (ULBs). The initiative was implemented with the active participation of Self-Help Groups (SHGs), sanitation workers and field functionaries to promote scientific waste management and strengthen source segregation practices at the household level.

Under the campaign, awareness teams visited households and distributed waste segregation stickers carrying clear instructions on the segregation of wet waste, dry waste, sanitary waste and domestic hazardous waste. Citizens were educated on the use of green bins for wet waste and blue bins for dry waste, enabling them to adopt responsible waste disposal practices and contribute towards cleaner urban environments.

The campaign focused on creating awareness about the environmental, social and economic benefits of waste segregation while encouraging active citizen participation in achieving the objectives of Swachh Survekshan 2025-26.

KEY HIGHLIGHTS

- 1 **Door-to-door awareness drives conducted across all 80 ULBs covering households and residential communities.**
- 2 **Waste segregation awareness stickers distributed to educate citizens on proper segregation of wet, dry, sanitary and domestic hazardous waste.**
- 3 **Large-scale citizen outreach undertaken through interpersonal communication and community engagement activities.**
- 4 **Awareness generated regarding the importance of source segregation, recycling and sustainable waste management practices.**



Outcomes

✓ Increased awareness and understanding of waste segregation practices among urban households.

✓ Improved citizen participation in source segregation and responsible waste disposal.

✓ Enhanced potential for recycling and resource recovery through proper segregation of waste at source.

✓ Reduction in mixed waste generation and diversion of waste from landfill sites.

The statewide campaign reflects JKHUDD's commitment to fostering behavioral change, improving waste management practices, and building a culture of environmental responsibility among citizens, thereby advancing the vision of Swachh Bharat Mission–Urban 2.0.



Capacity Building on Plastic Waste Management and Home Composting Across 80 ULBs

STRENGTHENING KNOWLEDGE AND SKILLS FOR SUSTAINABLE WASTE MANAGEMENT

As part of its continuous efforts to enhance urban waste management systems, the Jammu & Kashmir Housing and Urban Development Department (JKHUDD) under Swachh Bharat Mission–Urban 2.0 organized a series of capacity-building programmes across all 80 Urban Local Bodies (ULBs) during May 2026.

The programmes were designed to equip ULB officials, Swachhata Executives, Master Trainers and newly appointed Community Mobilizers with the knowledge and skills required for effective Plastic Waste Management and efficient operation of Material Recovery Facilities (MRFs). The sessions focused on strengthening the understanding of waste segregation, plastic waste collection and recycling processes, resource recovery and scientific waste management practices.

In addition, dedicated training sessions were conducted for Community Mobilizers on Home Composting to encourage decentralized management of biodegradable waste at the household level. Participants were sensitized on the environmental benefits of composting and the role of community outreach in promoting sustainable waste management practices among citizens.

The initiative enhanced the technical capacity of urban sanitation stakeholders while strengthening the implementation of Solid Waste Management interventions across the Union Territory. Through improved knowledge sharing and skill development, the programme contributed towards promoting resource recovery, reducing landfill waste and advancing the objectives of Swachh Survekshan 2025-26 and Swachh Bharat Mission–Urban 2.0.

KEY HIGHLIGHTS

1 Capacity-building programmes conducted across 80 Urban Local Bodies (ULBs) in Jammu & Kashmir during May 2026.

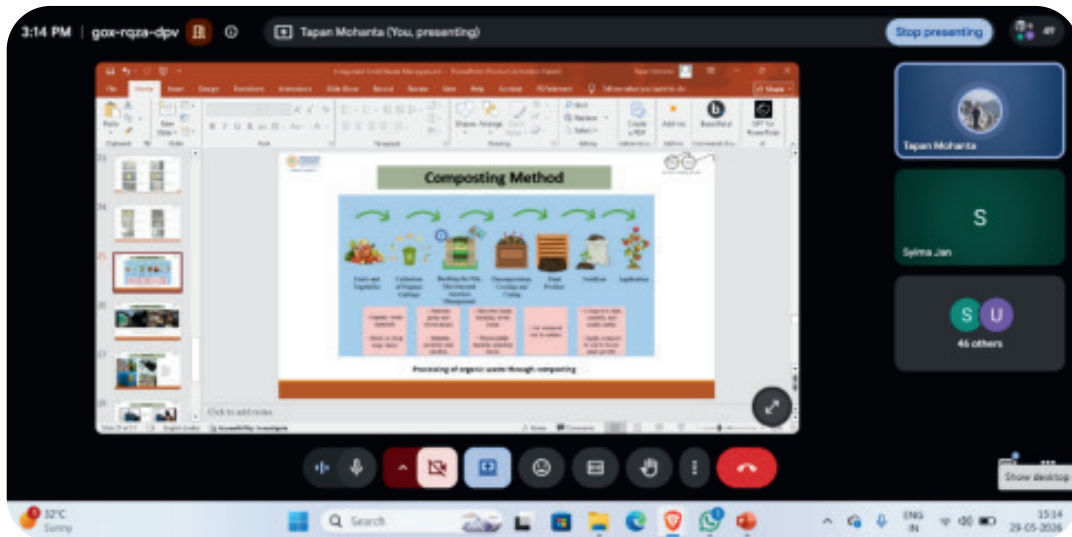
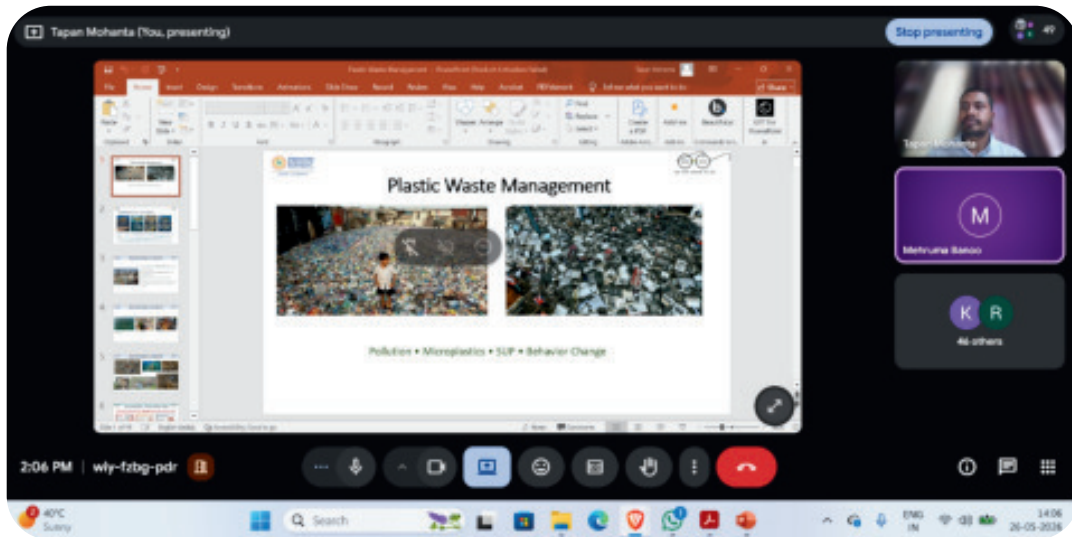
2 Training provided to ULB officials, Swachhata Executives, Master Trainers and Community Mobilizers.

Focus on Plastic Waste Management (PWM) and efficient operation of Material Recovery Facilities (MRFs).

3 Enhanced understanding of waste segregation, plastic waste collection, recycling and resource recovery.

4 Specialized training on Home Composting for Community Mobilizers to promote decentralized biodegradable waste management.





Citizen Feedback Campaign for Swachh Survekshan 2025-26

OVER 1.43 LAKH CITIZEN RESPONSES MOBILIZED ACROSS 80 ULBS

As part of the Swachh Survekshan 2025-26 assessment process, the Jammu & Kashmir Housing and Urban Development Department (JKHUDD), under Swachh Bharat Mission–Urban 2.0, successfully conducted a large-scale Citizen Feedback Campaign across all 80 Urban Local Bodies (ULBs) to encourage active public participation in the national cleanliness survey.

Through coordinated efforts involving Urban Local Bodies, Swachhata Executives, Community Mobilizers, Self-Help Groups (SHGs), market associations, Resident Welfare Associations (RWAs) and other stakeholders, extensive awareness and outreach activities were undertaken to maximize citizen engagement and participation.

The campaign utilized door-to-door interactions, community meetings, public awareness drives, social media outreach and stakeholder engagement programmes to educate citizens about the importance of providing feedback on sanitation services and urban cleanliness initiatives.

As a result of these sustained efforts, the 80 ULBs under JKHUDD collectively mobilized and facilitated 1,43,009 citizen feedback responses, demonstrating strong public participation and community ownership towards the Swachh Survekshan 2025-26 process.

KEY HIGHLIGHTS

- 1 Citizen Feedback Campaign conducted across all 80 Urban Local Bodies (ULBs) of Jammu & Kashmir.**
- 2 Implemented under Swachh Bharat Mission–Urban 2.0 to support Swachh Survekshan 2025-26.**
- 3 Extensive outreach through door-to-door campaigns, community meetings, awareness drives and social media engagement.**
- 4 Active participation of ULBs, Swachhata Executives, Community Mobilizers, SHGs, RWAs, market associations and other stakeholders.**
- 5 Citizens sensitized on the importance of sanitation, waste management and providing feedback on urban cleanliness services.**



Outcomes

- ✓ A total of 1,43,009 citizen feedback responses generated across 80 ULBs.
- ✓ Enhanced citizen participation in urban governance and cleanliness initiatives.
- ✓ Increased awareness regarding Swachh Survekshan 2025-26 and its evaluation parameters.
- ✓ Strengthened collaboration among ULBs, SHGs, Community Mobilizers and local stakeholders.
- ✓ Fostered a citizen-centric approach towards sanitation service delivery and urban cleanliness.
- ✓ Reinforced the importance of public participation in building cleaner, healthier and more sustainable cities.



CITIZEN FEEDBACK CAMPAIGN

SWACHH SURVEKSHAN 2025-26

FOR

SWACHH SURVEKSHAN 2025-26

YOUR FEEDBACK • OUR COMMITMENT • CLEANER CITIES

A large-scale citizen engagement initiative conducted across all 80 Urban Local Bodies (ULBs) of Jammu & Kashmir to encourage public participation in the Swachh Survekshan 2025-26 assessment.



★ **KEY ACHIEVEMENT** ★

1,43,009

CITIZEN FEEDBACK RESPONSES GENERATED

ACROSS 80 ULBs OF JAMMU & KASHMIR

CAMPAIGN OUTCOMES

<p>Enhanced citizen participation in urban governance and cleanliness initiatives.</p>	<p>Increased awareness regarding Swachh Survekshan 2025-26 and its evaluation parameters.</p>	<p>Strengthened collaboration among ULBs, SHGs, Community Mobilizers and local stakeholders.</p>	<p>Fostered a citizen-centric approach towards sanitation service delivery and urban cleanliness.</p>	<p>Reinforced the importance of public participation in building cleaner, healthier and more sustainable cities.</p>	<p>Valuable feedback will help ULBs improve services and create better living environments for all.</p>
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TOGETHER, LET'S MAKE OUR CITIES CLEANER, GREENER & BETTER!

80 ULBs COVERED ACROSS JAMMU & KASHMIR

YOUR FEEDBACK DRIVES CHANGE
 BETTER SERVICES BETTER CITIES
 SWACHH CITIES SUSTAINABLE FUTURE

Thank You!
For Your Participation

Swachhata Messages



“

Divya Kapoor Jamwal encouraged citizens to adopt source segregation by separating wet and dry waste at home. This simple practice supports recycling, reduces landfill waste, and contributes to a cleaner and healthier Jammu. Clean cities are built through the collective efforts of responsible citizens and communities.



“

Mr. Sudhir Anand shared an inspiring message on Swachh Sarvekshan, emphasizing that a cleaner Jammu can only be achieved through collective responsibility and active citizen participation. He highlighted that awareness, community involvement, and pride in our surroundings are the foundations of a clean and sustainable city. Every effort towards cleanliness contributes to building a better Jammu for all.



“

Mrs. Anissa Nabi, Deputy Director, Urban Local Bodies Jammu, urged citizens to actively contribute towards a cleaner Jammu by adopting responsible waste management practices. She emphasized the importance of source segregation, avoiding littering, reducing plastic usage, and supporting door-to-door waste collection. Highlighting the significance of Swachh Sarvekshan, she noted that cleanliness is a shared responsibility and a reflection of our collective commitment towards building a healthier and more sustainable city.

Swachhta Internship Programme Phase-II Launched in Jammu Schools

NURTURING YOUNG CHANGEMAKERS FOR A CLEANER AND GREENER FUTURE

The Jammu Municipal Corporation, under Swachh Bharat Mission (Urban) 2.0, launched Phase-II of the Swachhta Internship Programme at Government Girls High School, City Chowk. The initiative aims to cover 10 schools across Jammu, empowering students to become ambassadors of cleanliness and sustainability.

As part of the programme, the IEC Team, Swaaha, conducted interactive sessions on waste segregation, composting, plastic waste management, and sustainable practices. The workshops are designed to build awareness and strengthen the capacity of young students to actively contribute towards a cleaner and greener environment. More than 100 students participated in each school, demonstrating enthusiastic engagement and a strong commitment towards cleanliness and environmental conservation.

Addressing the students, Dr. Devansh Yadav (IAS), Commissioner, Jammu Municipal Corporation and Mission Director, SBM Urban 2.0, emphasized the importance of instilling cleanliness values among children. He highlighted that today's students are the future of the nation and educating them about sanitation and environmental responsibility will play a crucial role in shaping a Garbage-Free Jammu and a Cleaner India.

The programme reflects JMC's continued commitment to fostering behavioral change and promoting sustainable waste management practices among the younger generation while encouraging active student participation in creating cleaner, greener, and more sustainable communities.

KEY HIGHLIGHTS

- 1** Phase-II of the Swachhta Internship Programme launched by Jammu Municipal Corporation under Swachh Bharat Mission (Urban) 2.0.
- 2** Programme inaugurated at Government Girls High School, City Chowk, Jammu.
- 3** Initiative aims to cover 20 schools across Jammu.
- 4** Focused on empowering students as ambassadors of cleanliness, sanitation and sustainability.
- 5** Interactive awareness sessions conducted by the IEC Team, Swaaha.
- 6** Training covered waste segregation, home composting, plastic waste management and sustainable lifestyle practices.

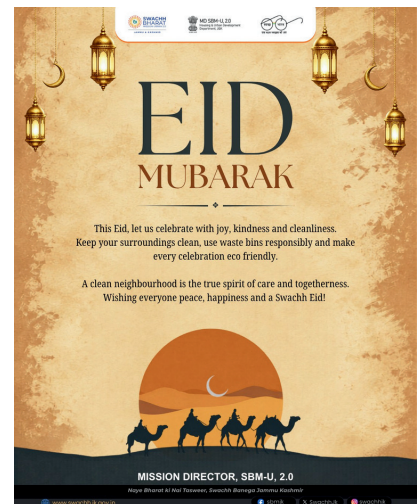


STRENGTHENING SWACHH BHARAT MISSION THROUGH YOUTH PARTICIPATION AND AWARENESS





Social Media Creatives





JAMMU & KASHMIR

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