



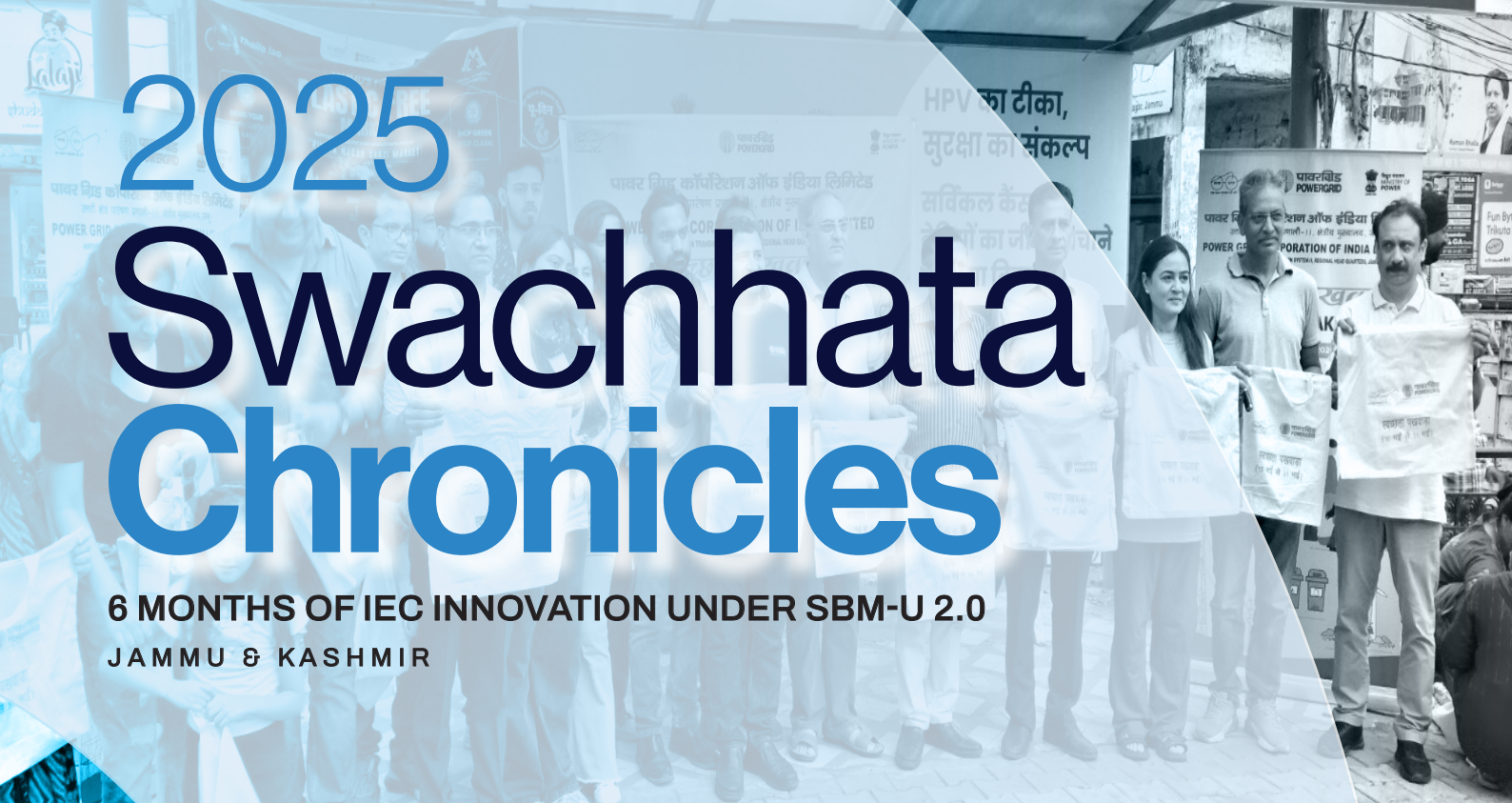
स्वच्छ कार्य और जुड़ें

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अधिक जानकारी के लिए अपने नजदीकी स्वास्थ्य कार्यकर्ता / ANM या सरकारी स्वास्थ्य केंद्र से संपर्क करें।
HPV वैक्सीन 14 साल की लड़कियों के लिए सरकारी स्वास्थ्य केंद्रों पर नि:शुल्क उपलब्ध है।

सांघिकल केंसर से बीटिया का जीवन बचाने
का नया विकल्प

2025 Swachhata Chronicles

6 MONTHS OF IEC INNOVATION UNDER SBM-U 2.0
JAMMU & KASHMIR



Introduction

The Information, Education and Communication (IEC) component of Swachh Bharat Mission–Urban 2.0 remains the driving force behind behavioural change, fostering a culture of cleanliness, responsible waste management and active citizen participation. In Jammu & Kashmir, the Housing & Urban Development Department has advanced this transformation through community engagement, innovative communication and sustained outreach, making sanitation a shared civic responsibility.

From January to June 2026, Urban Local Bodies across Jammu & Kashmir carried out a series of impactful IEC campaigns and public engagement programmes to strengthen awareness, source segregation and environmental stewardship. Major initiatives included Swachhtantra 2.0, Nirmal Tawi Abhiyan, the Swachh Survekshan 2026 Citizen Engagement Campaign, International Women’s Day, World Environment Day 2026, source segregation drives, cleanliness and plantation campaigns, school-based activities, community mobilization and capacity-building workshops.

These efforts highlight that sustainable sanitation rests on informed communities and lasting behavioural change, not infrastructure alone. By integrating innovation, citizen participation and strategic communication, the mission has reinforced public ownership of cleanliness and aligned with the Solid Waste Management Rules, 2026 and the broader vision of sustainable urban development.

This six-month journey reflects the collective commitment of Urban Local Bodies, Mission officials, Safai Mitras, Self Help Groups, educational institutions, civil society, volunteers and citizens who turned cleanliness into a people’s movement, creating cleaner public spaces and environmentally conscious communities.

This booklet documents the key IEC interventions, milestones and best practices from January to June 2026. It captures how communication-led development inspired action, transformed participation into ownership, and translated policy into meaningful change — a testament to the unwavering commitment of the Government of Jammu & Kashmir towards a cleaner, healthier and more sustainable urban future under SBM-U 2.0.

Preface

Launched in October 2021, Swachh Bharat Mission–Urban 2.0 is a five-year programme (2021–2026) that aims to create garbage-free, water-secure and environmentally sustainable cities through 100% source segregation, scientific waste processing and comprehensive used water management. Building on the first phase’s achievement of Open Defecation Free status and the nationwide Jan Andolan, SBM-U 2.0 integrates solid and liquid waste management with legacy dumpsite remediation and circular economy principles.

Information, Education and Communication remains central, driving responsible waste management and sanitation practices through sustained awareness and community engagement. In Jammu & Kashmir, the Housing & Urban Development Department is implementing the mission across all 80 Urban Local Bodies with a strong citizen-centric focus. From January to June 2026, key IEC initiatives included Swachhtantra 2.0, Nirmal Tawi Abhiyan, Swachh Survekshan 2026, International Women’s Day, World Environment Day, source segregation campaigns, school engagement programmes and capacity-building workshops.

This booklet documents these interventions and the collaborative efforts of Urban Local Bodies, Safai Mitras, Self Help Groups, educational institutions and citizens. It seeks to serve as a knowledge resource, demonstrating how communication-led transformation and community participation are advancing the vision of cleaner, healthier and garbage-free cities across Jammu & Kashmir.

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NAYE BHARAT KI NAYI TASWEER, SWACHH BANEGA JAMMU KASHMIR



Annual Swachhata Table Calendar 2026

365 Days of Swachhata, One Calendar for Every Day

The Annual Swachhata Table Calendar 2026, developed by the Housing & Urban Development Department, Government of Jammu & Kashmir under Swachh Bharat Mission–Urban 2.0, was conceptualized as a year-long reminder to inspire cleanliness, environmental responsibility, and sustainable living across the Union Territory. Designed for display in government offices, Urban Local Bodies, educational institutions, and public establishments, the calendar combines functionality with purpose. Every month features vibrant photographs showcasing Swachhata initiatives from across Jammu & Kashmir, accompanied by thoughtfully curated messages that encourage citizens to adopt cleaner habits and become active participants in building Garbage Free Cities. The calendar highlights a different aspect of Swachh Bharat Mission–Urban 2.0 each month, covering themes such as source segregation, waste reduction, recycling, home composting, responsible plastic use, citizen participation, sanitation, and environmental conservation. By integrating these messages with the annual calendar, it ensures that the spirit of Swachhata remains visible and relevant throughout the year. More than a desk accessory, the Annual Swachhata Table Calendar 2026 serves as a daily source of inspiration reinforcing the idea that small, consistent actions by every citizen can collectively create cleaner, greener, and healthier urban communities.



Pride in Democracy, Pride in Cleanliness

Linking National Honor with Civic Duty for Republic Day

From January 2026, Swachhtantra 2.0 – Pride in Democracy, Pride in Cleanliness united all 80 Urban Local Bodies (ULBs) across Jammu & Kashmir in a statewide cleanliness and citizen engagement campaign ahead of Republic Day. Organized under Swachh Bharat Mission–Urban 2.0, the initiative encouraged citizens to celebrate the spirit of democracy by actively contributing to cleaner, greener and healthier cities. The campaign combined large-scale sanitation drives with public participation activities to eliminate Garbage Vulnerable Points (GVPs), clean backlanes, restore public spaces and improve urban aesthetics. Dedicated drives were also conducted to rejuvenate rivers and water bodies, while Swachhata Pledges inspired citizens to adopt responsible waste management practices. Plog Runs further strengthened the message of environmental responsibility by promoting fitness alongside litter collection. With enthusiastic participation from citizens, students, sanitation workers, Self-Help Groups, volunteers and government officials, the campaign reinforced the shared responsibility of building cleaner cities and stronger communities.

Major Highlights

Ekta Mein Swachhata

A coordinated statewide cleanliness drive focused on eliminating 256 Garbage Vulnerable Points (GVPs) and clearing 208 backlanes, restoring public spaces and significantly improving urban sanitation before Republic Day celebrations.

Swachhata Pledge

More than 2.21 lakh citizens pledged to maintain clean surroundings, practice source segregation, reduce littering and support sustainable waste management, demonstrating strong public commitment toward a cleaner Jammu & Kashmir.

Pure Water, Pure Future

Special restoration drives cleaned 59 rivers, lakes and other water bodies, including the Jhelum, Tawi, Devika and Banganga, helping protect aquatic ecosystems while promoting environmental stewardship.

Run for a Cleaner Tomorrow

80 Plog Runs were organized across all Urban Local Bodies, bringing together students, youth, volunteers and government officials to combine physical fitness with litter collection and spread awareness about responsible waste disposal.

Campaign Impact

The Swachhtantra 2.0 campaign transformed Republic Day preparations into a powerful movement for civic responsibility and environmental stewardship. By combining citizen participation with focused sanitation initiatives, the campaign strengthened community ownership, enhanced urban cleanliness and reinforced the vision of "Pride in Democracy, Pride in Cleanliness." Through the collective efforts of 80 Urban Local Bodies, thousands of sanitation workers, volunteers and over 2.21 lakh citizens, the initiative demonstrated how public participation can create cleaner, healthier and more sustainable urban communities, further advancing the goals of Swachh Bharat Mission–Urban 2.0.

Ekta Mai Swachhata



Plog Run



Plog Run



Ekta Mein Swachhata



Swachhata Pledges



Campaign Achievements

Activity	Achievement
Garbage Vulnerable Points (GVPs) Cleared	256
Cleanliness Drives Conducted	160
Backlanes Cleared	208
Swachhata Pledges Taken	221,563
Water Bodies Cleaned	59
Plog Runs Conducted	80



NIRMAL TAWI ABHIYAN

Safeguarding the “Surya Putri”

A Human Wall of Protection for Jammu’s Lifeline

Under Swachh Bharat Mission–Urban 2.0, the Nirmal Tawi Abhiyan emerged as a landmark citizen-led initiative dedicated to conserving the River Tawi and promoting environmental stewardship through collective action. Organized at the Tawi Riverfront, the campaign transformed river conservation into a mass movement, inspiring citizens to actively participate in protecting Jammu’s lifeline, affectionately known as the “Surya Putri.” The defining moment of the campaign was the formation of a Human Chain, where hundreds of citizens, students, sanitation workers, volunteers, Self-Help Groups and government officials joined hands

to create a symbolic Human Wall of Protection for the River Tawi. The event reinforced the message that protecting rivers is a shared civic responsibility and an essential step towards achieving cleaner, healthier and Garbage Free cities. Complementing the Human Chain, the campaign featured extensive riverbank cleanliness drives, anti-littering awareness activities, Swachhata Pledges and IEC outreach programmes promoting source segregation and scientific waste management. Participants carried awareness placards, engaged with the public and spread messages encouraging responsible waste disposal and environmental conservation.

Campaign Highlights

Human Wall for the Surya Putri

Hundreds of citizens formed a symbolic Human Chain along the Tawi Riverfront, demonstrating their collective commitment to safeguarding Jammu’s most cherished river and promoting community ownership of natural resources.

Clean River, Clean Future

Large-scale riverbank cleanliness drives removed litter and improved the surrounding environment, reinforcing the importance of maintaining clean and healthy water ecosystems.

Pure Water, Pure Future

The campaign witnessed enthusiastic participation from citizens, students, volunteers, Self-Help Groups, sanitation workers and government officials, reflecting a united effort towards environmental conservation.

IEC for Behaviour Change

Awareness campaigns promoted source segregation, responsible waste disposal and scientific waste management through interactive outreach activities, awareness placards and public engagement programmes.

Campaign Impact

The Nirmal Tawi Abhiyan successfully transformed environmental awareness into meaningful community action, creating a strong sense of public ownership for the River Tawi. By combining cleanliness drives, citizen engagement and sustained IEC initiatives, the campaign promoted responsible waste management, protected the river ecosystem and strengthened the vision of cleaner, greener and more sustainable urban communities across Jammu & Kashmir under Swachh Bharat Mission–Urban 2.0.



NAMASTE Scheme for SafaiMitras

Strengthening Safety, Dignity and Social Security for Sanitation Workers



Under Swachh Bharat Mission–Urban 2.0, an Awareness and Capacity Building Programme on the NAMASTE (National Action for Mechanised Sanitation Ecosystem) Scheme was conducted across the Urban Local Bodies of Jammu & Kashmir to enhance the welfare, dignity and occupational safety of SafaiMitras. The initiative focused on identifying unregistered sanitation workers, strengthening awareness about the scheme and promoting mechanized sanitation practices through structured IEC interventions and capacity-building activities. The programme familiarized SafaiMitras and Urban Local Body officials with the objectives of the NAMASTE Scheme, eligibility criteria, registration process and the range of benefits available, including social security, skill development, livelihood support, financial assistance and safe mechanized sanitation practices. The sessions encouraged sanitation workers to register under the scheme and access the benefits aimed at improving their quality of life and working conditions.

To ensure wider outreach and effective implementation, the programme was conducted in two phases. The first phase comprised online orientation ses-

sions through Google Meet to build awareness about the scheme and its implementation framework. This was followed by offline field-based awareness and capacity-building sessions, enabling direct interaction with SafaiMitras, addressing their concerns, identifying eligible beneficiaries and facilitating last-mile enrollment support.

The second phase of the programme focused on hands-on training and practical demonstrations of mechanized sanitation equipment. This approach aimed to build confidence among SafaiMitras in using modern tools that reduce physical strain and enhance efficiency. Trainers emphasized occupational health and safety measures, educating workers on the importance of personal protective equipment (PPE) and hygienic practices. Additionally, the programme facilitated the formation of support groups for SafaiMitras, encouraging peer learning and collaboration. Urban Local Bodies were equipped with resource materials and guidelines to sustain these initiatives beyond the programme's duration. Feedback mechanisms were established to monitor progress, address challenges, and adapt strategies accordingly.

Programme Highlights

Awareness on the NAMASTE Scheme

Comprehensive awareness sessions educated SafaiMitras about the objectives, benefits, eligibility criteria and registration process of the NAMASTE Scheme, encouraging greater participation.

Unregistered SafaiMitras

Focused outreach activities helped identify unregistered sanitation workers and connect them with the scheme, ensuring wider coverage and inclusion.

Capacity Building for Empowerment

Participants received guidance on social security, financial assistance, livelihood opportunities, skill development and occupational safety, enabling them to access government support and improve their livelihoods.

Promotion of Mechanized Sanitation

The programme promoted the adoption of mechanized sanitation practices to eliminate hazardous manual interventions and ensure safer, more dignified working conditions.

Two-Phase Capacity Building

A combination of online orientation sessions and offline field-level programmes ensured effective dissemination of information, direct stakeholder engagement and enhanced implementation across Urban Local Bodies.

Strengthening Social Protection

The initiative improved awareness of welfare measures by facilitating access to social security schemes, skill enhancement programmes and sustainable livelihood opportunities for SafaiMitras.

Programme Outcome

The Awareness and Capacity Building Programme on the NAMASTE Scheme significantly enhanced awareness among SafaiMitras and encouraged greater enrollment under the scheme. By promoting mechanized sanitation, strengthening social protection and improving access to livelihood opportunities, the initiative contributed to safer working conditions, greater dignity and enhanced welfare of sanitation workers across the Urban Local Bodies of Jammu & Kashmir under Swachh Bharat Mission–Urban 2.0



INTERNATIONAL WOMEN'S DAY 2026

Nari Leads Swachhata

Celebrating Women as Champions of Cleanliness and Sustainable Urban Development

Under Swachh Bharat Mission–Urban 2.0, the Nari Leads Swachhata campaign was successfully implemented across all 80 Urban Local Bodies (ULBs) of Jammu & Kashmir to commemorate International Women's Day 2026. The campaign celebrated the leadership and contributions of women in sanitation, waste management and community development while encouraging greater participation in building cleaner, healthier and more sustainable cities.

A wide range of Information, Education and Communication (IEC) activities highlighted the role of women as agents of change. The campaign recognized the efforts of women sanitation workers, Self-Help Groups (SHGs), community leaders, entrepreneurs and citizens through impactful outreach programmes designed to promote sanitation, health, hygiene and environmental sustainability.

The initiative featured Digital Spotlight Stories showcasing inspiring women Swachhata champions, SafaiMitra Suraksha Shivirs offering preventive health check-ups and occupational safety awareness for women sanitation workers, knowledge-building sessions on digital literacy, financial inclusion, health, hygiene and government welfare schemes and women-led awareness rallies promoting source segregation, sanitation dignity and responsible waste management.

The campaign also facilitated interactive workshops, empowering women to lead local sanitation committees and innovate sustainable waste solutions.

Campaign Impact

The Nari Leads Swachhata campaign successfully strengthened the role of women as leaders of urban cleanliness and sustainable development across Jammu & Kashmir.

Through focused IEC activities, health initiatives, capacity-building programmes and community engagement, the campaign enhanced awareness on

sanitation, health, hygiene and responsible waste management while recognizing the invaluable contributions of women to Swachh Bharat Mission–Urban 2.0. It reinforced the vision of inclusive, citizen-driven urban development where women continue to play a pivotal role in building cleaner, healthier and more resilient cities.

Programme Highlights

Digital Spotlight Stories:

Honouring women sanitation workers, SHG members and community leaders through inspiring digital stories.

SafaiMitra Suraksha Shivirs:

Health camps offering preventive check-ups, safety awareness and hygiene guidance.

Knowledge Building Sessions:

Training on digital literacy, financial inclusion, hygiene, sanitation and government schemes.

Women-Led Awareness Rallies:

Promoting source segregation, responsible waste disposal and citizen participation.

Empowering Self-Help Groups:

Strengthening women-led community outreach for sustainable waste management.

Inclusive Community Participation:

Bringing together sanitation workers, students, SHGs, communities and ULBs to promote cleanliness and inclusive development.

From Legacy Waste to Urban Forest: *Reclaiming Kot Bhalwal*

Transforming Reclaimed Land into a Sustainable Green Ecosystem



The Jammu Municipal Corporation (JMC), in collaboration with the Forest Department, undertook a landmark environmental restoration initiative by transforming nearly 20 kanal of land reclaimed through bioremediation at the Kot Bhalwal Legacy Dumpsite into a future urban forest. The initiative was launched under the leadership of Dr. Devansh Yadav, Commissioner, JMC, in the presence of the Divisional Forest Officer and senior officials. The plantation of 5,000 trees marked a significant milestone in restoring degraded land

and demonstrated the successful conversion of a former legacy waste dumpsite into a thriving green ecosystem. By integrating scientific waste remediation with afforestation, the initiative contributes to enhanced urban biodiversity, improved air quality, carbon sequestration and long-term climate resilience. The transformation of the Kot Bhalwal Legacy Dumpsite demonstrates how scientifically reclaimed landfill sites can be repurposed into productive green spaces, creating lasting environmental and ecological benefits for urban communities.



Collaborative Environmental Action

The initiative reflects the successful collaboration between the Jammu Municipal Corporation and the Forest Department, demonstrating a shared commitment to sustainable urban development and environmental restoration.

Initiative Impact

The transformation of the Kot Bhalwal Legacy Dumpsite into a future urban forest represents a significant milestone in environmental restoration and sustainable urban development. By reclaiming degraded land through scientific bioremediation and developing green infrastructure, the initiative has created a model for converting legacy waste sites into valuable ecological assets. It reflects the commitment of JKHUDD, the Jammu Municipal Corporation and the Forest Department towards promoting environmental sustainability, enhancing urban resilience and creating healthier green spaces for future generations.

District-Level Bulk Waste Generators Convention

Strengthening Scientific Waste Management in Bandipora

Bandipora marked a significant milestone in sustainable waste management by hosting its first-ever District-Level Bulk Waste Generators (BWG) Convention, bringing together government departments, Urban Local Bodies, educational institutions, healthcare facilities, commercial establishments, security forces and other key stakeholders to strengthen scientific solid waste management and promote compliance with the Solid Waste Management Rules, 2026. The convention served as a platform to enhance awareness among Bulk Waste Generators regarding their responsibilities in source segregation, recycling, composting, resource recovery and environ-

mentally sound waste processing. Expert-led technical sessions highlighted best practices in sustainable waste management, circular economy principles and the importance of behavioural change in achieving long-term environmental sustainability. The programme encouraged active stakeholder participation and fostered collaborative efforts to strengthen institutional responsibility towards scientific waste management. The convention concluded with a collective pledge by participants to adopt sustainable waste management practices and contribute towards building a cleaner, greener and environmentally responsible Bandipora.

Programme Highlights

First-Ever BWG Convention:
Bandipora hosted the first District-Level Bulk Waste Generators Convention.

Regulatory Compliance:
Raised awareness of BWG responsibilities under the Solid Waste Management Rules, 2026.

Expert Knowledge Sharing: Sessions on segregation, composting, recycling and resource recovery.

Multi-Stakeholder Participation:
Brought together government departments, ULBs, institutions, businesses and security forces.

Commitment to Sustainability:
Participants pledged to adopt scientific waste management and responsible waste disposal.



Convention Impact

The District-Level Bulk Waste Generators Convention established a strong foundation for improving scientific waste management in Bandipora through awareness, knowledge sharing and stakeholder collaboration. By promoting regulatory compliance, encouraging sustainable waste management practices and strengthening the role of Bulk Waste Generators, the initiative reinforced a collective commitment towards cleaner urban environments and responsible resource management, contributing to a more sustainable and resilient Bandipora.



Eco-Friendly Mahashivratri at JMC Gaushala Nagrota

Promoting Sustainable Devotion through a Zero-Plastic, Zero-Landfill Celebration



The Jammu Municipal Corporation (JMC) organized a Zero-Plastic, Zero-Landfill Mahashivratri celebration at JMC Gaushala, Nagrota, demonstrating how religious gatherings can promote environmental sustainability alongside spiritual values. The initiative encouraged citizens to adopt eco-friendly practices and responsible waste management during festivals and community events. The event was graced by Ms. Mandeep Kaur, IAS, Commissioner Secretary, Housing & Urban Development Department, J&K, who reviewed the Gaushala facilities and interacted with citizens. She encouraged public participation in supporting cattle welfare through contributions to the Gau Shalaya Punya Karaya Account, highlighting the importance of com-

munity involvement in sustainable initiatives. The programme witnessed the participation of Joint Commissioners of JMC, senior officials, prominent citizens, local representatives, former Lambardars, Sarpanches and Panches, reflecting strong community engagement. Promoting the message of "Gau Seva Maha Seva," the celebration eliminated single-use plastics by serving food on biodegradable plates and distributing cloth bags, encouraging environmentally responsible behaviour. The initiative demonstrated how faith-based celebrations can contribute to environmental conservation by reducing plastic waste, promoting sustainable practices and inspiring collective responsibility towards cleaner and greener communities.

Programme Highlights

- First-Ever BWG Convention:** Bandipora hosted the first District-Level Bulk Waste Generators Convention.
- Regulatory Compliance:** Raised awareness of BWG responsibilities under the Solid Waste Management Rules, 2026.
- Expert Knowledge Sharing:** Sessions on segregation, composting, recycling and resource recovery.
- Multi-Stakeholder Participation:** Brought together government departments, ULBs, institutions, businesses and security forces.
- Commitment to Sustainability:** Participants pledged to adopt scientific waste management and responsible waste disposal.





Online Poetry Competition

Inspiring Patriotism through Creative Expression

To commemorate Shaheedi Diwas (23rd March) and honour the unparalleled sacrifice of India's freedom fighters, the Jammu Municipal Corporation (JMC) organized an Online Poetry Competition that encouraged citizens, particularly the youth, to express their patriotism and gratitude through creative writing. The initiative served as a meaningful platform to celebrate the legacy of the nation's martyrs while fostering civic values through literary expression. Centered around the theme "Patriotism and Gratitude through Poetry," the competition invited participants to reflect on the courage, sacrifice and ideals of Shaheed Bhagat Singh, Sukhdev and Rajguru. Through thought-provoking poems, participants paid tribute

to these national heroes while inspiring a sense of responsibility, unity and pride among the community. Participants submitted short poetry videos in Hindi, English, Dogri and Urdu, reflecting the linguistic diversity of Jammu & Kashmir. Entries were evaluated on creativity, thematic relevance, language quality, presentation and public engagement, encouraging originality and meaningful participation.

Initiative Impact

The Shaheedi Diwas Online Poetry Competition successfully combined patriotism with creative expression, encouraging citizens to honour the legacy of India's freedom fighters while strengthening community participation. Through multilingual engagement and cultural outreach, the initiative inspired youth participation, promoted national values and demonstrated how creative platforms can support meaningful public awareness and citizen engagement.

Programme Highlights

Patriotic Expression:

Encouraged patriotic expression through poetry.

Tribute to Martyrs:

Honoured Shaheed Bhagat Singh, Sukhdev and Rajguru.

Youth Engagement:

Inspired patriotism and civic values among youth.

Multilingual Participation:

Entries received in Hindi, English, Dogri and Urdu.

Creative Platform:

Promoted literary creativity and self-expression.



The Roar of *Change* in Jammu



Jammu Swachhata Pahal Intercity Bike Ride Promotes Cleanliness and Civic Responsibility



The Jammu Municipal Corporation (JMC), in collaboration with One Ride One Nation, organized the Jammu Swachhata Pahal Intercity Bike Ride to promote cleanliness, civic responsibility and active citizen participation. The initiative brought together biking enthusiasts from across the city, demonstrating how collective action can inspire positive behavioural change and contribute to a cleaner urban environment. The awareness ride was flagged off by Dr. Devansh Yadav, IAS, Commissioner, Jammu Municipal Corporation, from the iconic Balidan

Stambh. Covering major city routes including Sidhra, Panjtirthi, Jewel, BC Road, Satwari, Vikram Chowk and Kunjwani, the ride concluded at FTV Salon, Channi Himmat. Throughout the journey, participants spread the message of responsible waste disposal, environmental stewardship and the importance of maintaining clean public spaces. The initiative highlighted the role of youth, volunteers and citizens in strengthening civic responsibility while encouraging greater community engagement towards building a cleaner, greener and more sustainable Jammu.

Key Highlights

Intercity Bike Ride:

Promoted Swachhata through a city-wide awareness ride.

Citywide Outreach:

Covered major routes across Jammu, spreading the message of cleanliness.

Citizen Participation:

Brought together enthusiastic bikers in support of a cleaner city.

Civic Responsibility:

Encouraged environmental awareness and community ownership of public spaces.

Swachh Jammu Vision:

Reinforced public participation for a clean, green and sustainable Jammu.



Plantation Drive across ULBs in Kashmir

Greening Urban Spaces for a Sustainable Tomorrow

The Directorate of Urban Local Bodies Kashmir, JKHUDD, successfully organized a Plantation Drive across all Urban Local Bodies (ULBs) to enhance urban green cover, promote environmental sustainability and strengthen ecological resilience. The initiative witnessed coordinated implementation across the Kashmir region, reflecting a collective commitment towards creating greener and healthier urban spaces. Under the drive, each Municipal Committee planted 50 saplings, while each Municipal Council planted 100 saplings at strategically identified locations, including parks, roadsides, school premises, govern-

ment institutions and other public spaces. The initiative was implemented in collaboration with the Forest Department, ensuring technical guidance, appropriate species selection and systematic plantation. To ensure long-term sustainability, special emphasis was placed on geo-tagging, monitoring and maintenance of the planted saplings. The drive witnessed enthusiastic participation from Urban Local Body officials, staff, students, civil society organizations and local residents, transforming the initiative into a community-led effort for environmental conservation.



Key Highlights

- Statewide Green Drive:** Plantation conducted across all Urban Local Bodies in Kashmir.
- Large-Scale Plantation:** Municipal Committees planted 50 and Municipal Councils 100 saplings each.
- Strategic Locations:** Saplings planted in parks, roadsides, schools, government offices and public spaces.
- Forest Department Support:** Scientific planning and quality plantation ensured with technical assistance.
- Sustainability Focus:** Geo-tagging and regular monitoring improved sapling survival.
- Community Participation:** ULB officials, students and local communities actively joined the drive.



Swachhata Excellence Campaign 2026

Transforming Urban Local Bodies through Innovation and Community Participation

The Swachhata Excellence Campaign 2026 was successfully implemented across all 80 Urban Local Bodies (ULBs) under JKHUDD to strengthen source segregation, promote circular economy practices and enhance citizen participation. Through a combination of strategic IEC interventions and field-level activities, the campaign focused on achieving visible and sustainable improvements in urban cleanliness while encouraging long-term behavioural change.

A wide range of awareness and community engagement activities were conducted across all ULBs to promote responsible waste management. Model Wards and Model Colonies were established to demonstrate 100% source segregation, ensuring that only segregated waste was collected. Innovative Waste to Wonder installations transformed discarded materials into creative public artworks, showcasing the value of resource recovery and recycling. Door-to-door IEC campaigns educated households on the importance of waste segregation using colour-coded bins and encouraged responsible waste management practices.

The campaign also emphasized citizen participation by strengthening awareness on Swachh Survekshan and encouraging public feedback. Women-led initiatives, including awareness rallies and community mobilization drives, witnessed active participation from Self-Help Groups (SHGs) and sanitation workers. Simultaneously, focused cleanliness drives improved the condition of roadside areas, public spaces and storm water drains, creating visible improvements in urban sanitation.

In addition to visible cleanliness, the campaign fostered collaboration between municipal authorities and local communities to maintain sustainability. Training workshops were organized for sanitation workers to improve their skills and safety practices. The campaign also introduced digital monitoring tools to track waste management progress, enabling timely interventions and enhancing accountability among all stakeholders involved.

Key Highlights

- Implemented Across 80 ULBs:** Uniform execution throughout Jammu & Kashmir.
- Model Wards & Colonies:** Showcased 100% source segregation and best waste management practices.
- Waste to Wonder:** Recycled installations promoted reuse and the circular economy.
- Door-to-Door IEC:** Raised awareness on source segregation and colour-coded bins.
- Community Participation:** Citizens, SHGs and sanitation workers actively supported the campaign.
- Cleaner Urban Spaces:** Cleanliness drives improved roadsides, public spaces and storm water drains.



Campaign Impact

The Swachhata Excellence Campaign 2026 significantly strengthened the implementation of source segregation and circular economy practices across all 80 Urban Local Bodies. Through innovative IEC activities, community participation and sustained field-level interventions, the campaign increased household adoption of segregation practices, enhanced citizen engagement and created visible improvements in public spaces and urban sanitation.

The initiative reinforced the commitment of JKHUDD towards building cleaner, greener and more sustainable cities through collective action and responsible waste management.





WALL PAINTINGS



Transforming Public Spaces into Messages of Swachhata

Promoting Cleanliness Through Public Art Across 80 Urban Local Bodies

As part of the IEC initiatives under Swachh Bharat Mission–Urban 2.0, vibrant wall paintings were created across all 80 Urban Local Bodies (ULBs) of Jammu & Kashmir to transform public spaces into platforms for behavioural change and community awareness. The initiative aimed to communicate key messages on cleanliness, source segregation, waste management and environmental conservation through visually engaging artwork.

Strategically painted at prominent public locations including markets, schools, parks, bus stands, community spaces and major road corridors, the murals encouraged citizens to adopt responsible sanitation practices while enhancing the aesthetic appeal of urban areas. Each artwork reflected locally relevant themes and reinforced the vision of creating clean, green and sustainable cities.

By blending creativity with public messaging, the initiative strengthened citizen engagement and made Swachhata messages more accessible, visible and impactful across the Union Territory.

Key Highlights

Promoting Source Segregation

Encouraged households and businesses to segregate wet, dry, sanitary and hazardous waste at source.

Clean Public Spaces

Promoted responsible waste disposal to keep streets, markets, parks and neighbourhoods clean.

Environmental Conservation

Raised awareness about protecting natural resources and reducing plastic waste.

Citizen Participation

Inspired schools, youth, SHGs and communities to actively support cleanliness initiatives.



AWARENESS DRIVES

Awareness on Source Segregation of Waste & Home Composting

Empowering Households to Transform Waste into a Resource



Under Swachh Bharat Mission–Urban 2.0, the Jammu Municipal Corporation (JMC) launched a comprehensive awareness campaign on source segregation of waste and home composting to encourage households to adopt sustainable waste management practices. The initiative focused on promoting segregation of waste at source and converting biodegradable waste into nutrient-rich compost, reducing the burden on landfills while creating a cleaner urban environment. A series of Information, Education and Communication (IEC) activities, including door-to-door awareness drives, community meetings, demonstrations

and public interactions, were conducted across the city to educate citizens about the importance of source segregation and decentralized waste management. Residents were sensitized on the 4-bin segregation system and encouraged to practice home composting for effective management of kitchen waste. The campaign witnessed active participation from residents, Resident Welfare Associations (RWAs), Self-Help Groups (SHGs), sanitation workers and community organizations, fostering behavioural change and strengthening citizen ownership towards achieving a cleaner and more sustainable Jammu.

Key Highlights

Segregation Begins at Home

Promoted source segregation of wet, dry, sanitary and hazardous waste.

Home Composting

Encouraged households to convert kitchen waste into nutrient-rich compost.

Community Awareness

Strengthened citizen participation through IEC campaigns and awareness sessions on sustainable waste management.

Building a Model Ward Through Community Participation

The JMC Swachh IEC Team, in collaboration with the Rotary Club Jammu City, organized an awareness and outreach session with the Morning Walkers Association in Gandhi Nagar to promote source segregation and home composting. The interactive session encouraged residents to segregate wet, dry, sanitary and domestic hazardous waste while adopting home composting practices.

As Gandhi Nagar progresses towards becoming a Model Ward, the initiative reinforced the importance of community ownership, behavioural change and citizen participation in achieving long-term sanitation goals. The enthusiastic response reflected a shared commitment towards building a cleaner, greener and more sustainable neighbourhood.

Campaign Impact

The campaign significantly strengthened public awareness on source segregation and home composting across Jammu city. By encouraging households to adopt sustainable waste management practices and supporting community-led initiatives such as the Gandhi Nagar Model Ward, JMC promoted responsible citizen behaviour, reduced landfill dependency and advanced the objectives of Swachh Bharat Mission–Urban 2.0, contributing towards a cleaner, greener and more resilient city.



TAWI MAHOTSAV

SBM-U 2.0 IEC Awareness Stall at Tawi Mahotsav 2026

Inspiring Responsible Waste Management Through Interactive Public Engagement

As part of its commitment to promoting sustainable sanitation practices, the Jammu Municipal Corporation (JMC) established an SBM-U 2.0 IEC Awareness Stall at Tawi Mahotsav 2026, held from 14th to 16th April at the Tawi Riverfront. The stall emerged as one of the key attractions of the festival, serving as an interactive platform to educate citizens on scientific waste management and the objectives of Swachh Bharat Mission–Urban 2.0. Designed to engage visitors of all age groups, the awareness stall featured live demonstrations of the 4-bin waste segregation system, interactive waste segregation activities, QR-based awareness games and practical

demonstrations on home composting. The innovative QR-based Source Segregation Game received an overwhelming response, with more than 1,000 citizens participating and testing their knowledge of proper waste segregation practices. Hundreds of students, youth, families and community members actively engaged with the IEC team, gaining practical insights into source segregation, recycling, composting and resource recovery. Through interactive learning and one-to-one engagement, the initiative encouraged citizens to adopt environmentally responsible practices in their daily lives while strengthening community participation in urban cleanliness.

Key Highlights

Interactive Learning

Showcased source segregation, recycling, composting and scientific waste management through live demonstrations.

QR-Based Awareness Game

Engaged 1,000+ citizens in an interactive source segregation learning experience.

Promoting Sustainable Behaviour

Encouraged home composting, waste reduction and resource recovery.

Citizen Participation

Inspired families, students and residents to support a cleaner Tawi and cleaner public spaces.

Campaign Impact

The SBM-U 2.0 IEC Awareness Stall at Tawi Mahotsav 2026 successfully transformed a public festival into a vibrant platform for environmental education and citizen engagement. By combining innovative learning tools with interactive demonstrations, the initiative strengthened public awareness on source segregation, recycling and composting while reinforcing the collective responsibility of protecting the Tawi River and building a cleaner, greener and more sustainable Jammu under Swachh Bharat Mission–Urban 2.0.

SBM-U 2.0 Awareness at Tawi Mahotsav 2026



WORLD EARTH DAY 2026

Earth Day 2026

Promoting Environmental Stewardship for Cleaner and Greener Cities

To commemorate Earth Day 2026, a series of 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 strengthen collective action towards environmental conservation and sustainable urban development.

Through a range of Information, Education and Communication (IEC) activities, citizens were encouraged to

maintain clean public spaces, reduce waste generation, practice source segregation and protect natural resources. Awareness campaigns, public outreach programmes and community engagement initiatives highlighted the vital connection between sanitation, scientific waste management and environmental sustainability, inspiring behavioural change and responsible civic participation. The campaign witnessed enthusiastic participation from citizens, educational institutions, Self-Help Groups (SHGs), sanitation workers and local communities, reinforcing the shared responsibility of building cleaner, healthier and more sustainable urban environments.





Key Highlights

Statewide Participation:

Conducted across all 80 Urban Local Bodies (ULBs) of J&K.

Environmental Awareness:

Promoted environmental conservation and sustainable living.

Community Engagement:

Mobilized citizens, SHGs, institutions and stakeholders.

Behavioural Change: Encouraged waste reduction and source segregation.

Clean Public Spaces: Promoted cleanliness and responsible civic practices.

Campaign Impact

The Earth Day 2026 campaign strengthened environmental awareness and encouraged active citizen participation across all 80 Urban Local Bodies of Jammu & Kashmir. Through widespread IEC activities and community engagement, it promoted responsible waste management, source segregation, cleaner public spaces and sustainable practices, reinforcing collective responsibility towards building cleaner, healthier and more environmentally resilient urban communities.



CAPACITY BUILDING PROGRAMMES

Capacity Building Programmes

Strengthening Institutional Capacity for Effective Urban Sanitation

Under Swachh Bharat Mission–Urban 2.0, a series of capacity-building programmes were organized through both online and offline modes to strengthen the technical knowledge and operational capabilities of officials and field functionaries across Urban Local Bodies (ULBs) in Jammu & Kashmir. The programmes aimed to enhance institutional preparedness and support the effective implementation of mission objectives through continuous learning and knowledge sharing.

The training sessions covered key aspects of urban sanitation, including scientific solid waste management, source segregation, Swachh Survekshan,

ODF sustainability, Garbage Free City (GFC) framework, Information, Education and Communication (IEC) strategies, digital monitoring platforms and citizen engagement. Interactive discussions, practical demonstrations and experience-sharing sessions enabled participants to adopt best practices and improve service delivery at the grassroots level.

Officials, sanitary inspectors, Swachhata Executives, Community Mobilizers and other urban local body functionaries actively participated in these programmes, strengthening coordination and enhancing their capacity to deliver sustainable sanitation outcomes.



Key Highlights

Enhancing Technical Knowledge

Built capacity on scientific waste management and sanitation best practices.

Strengthening Digital Governance

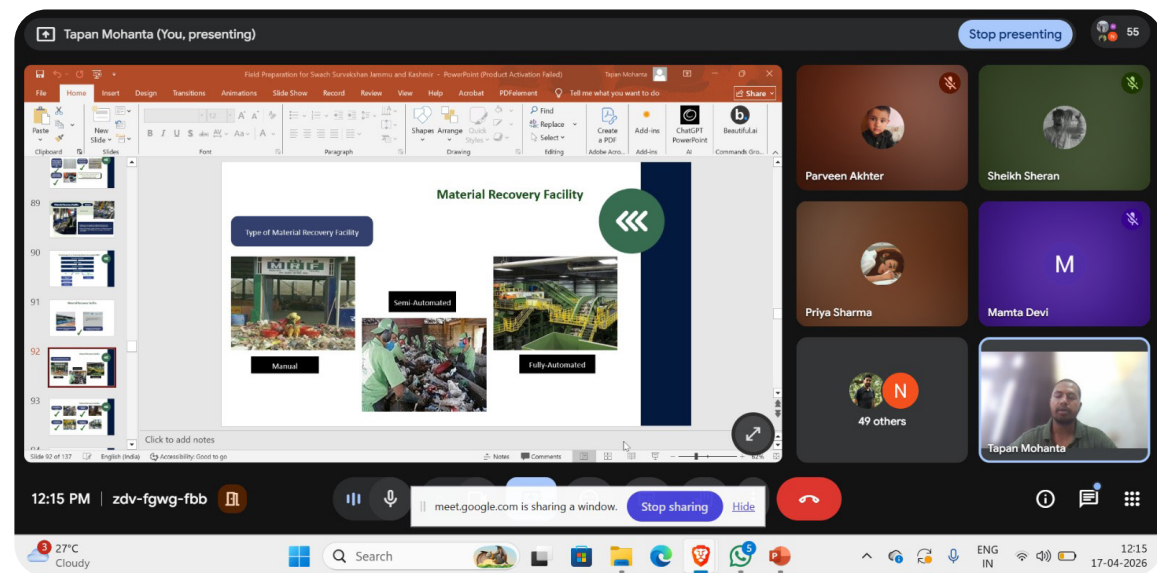
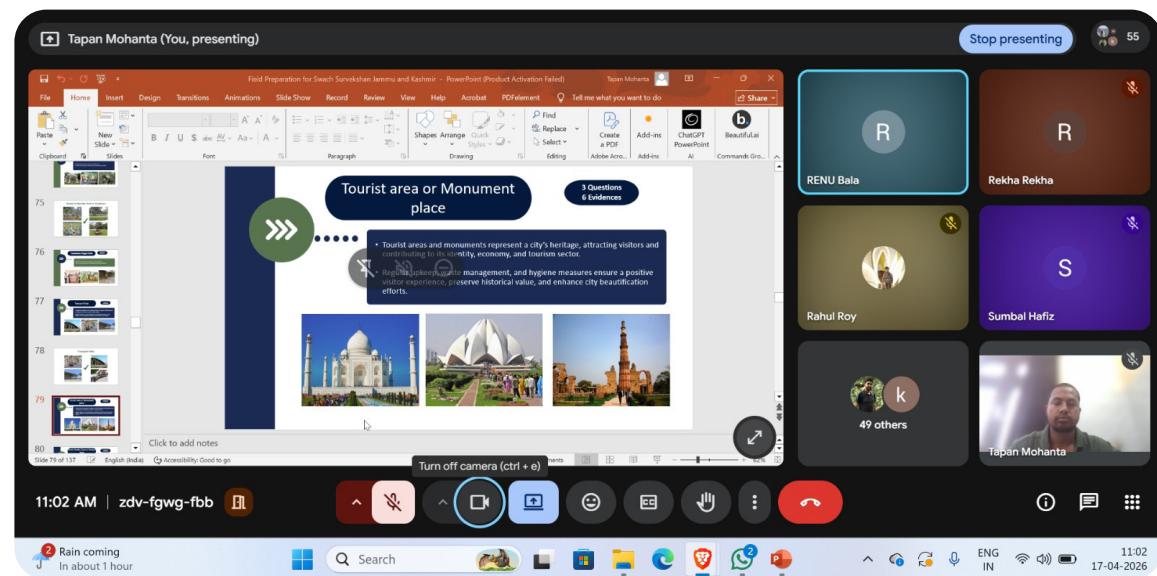
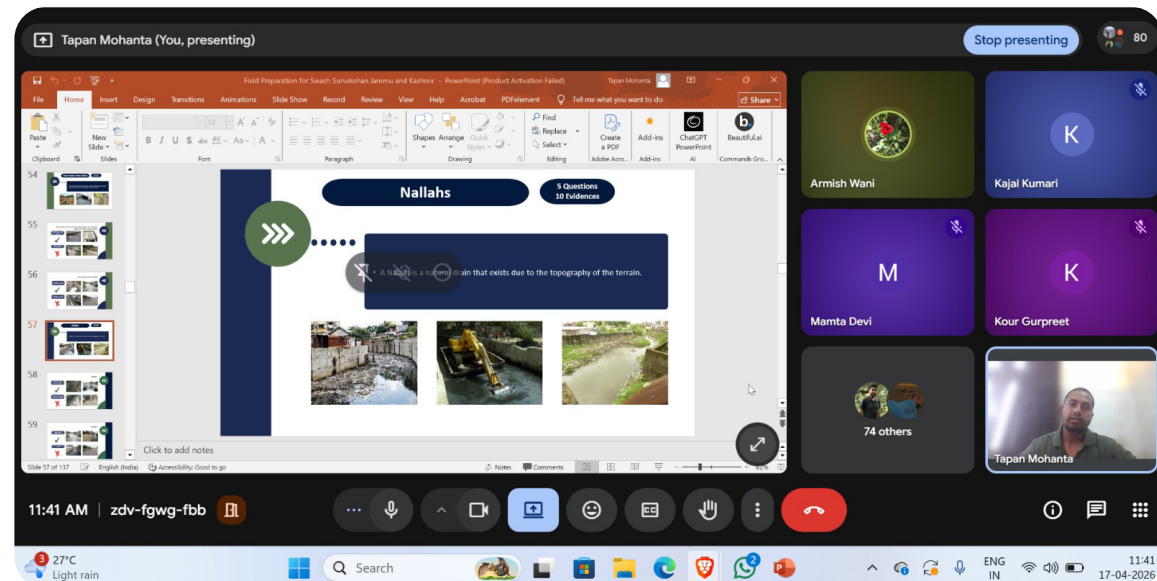
Trained participants on digital reporting and monitoring tools.

Improving Service Delivery

Enhanced operational efficiency and citizen-centric sanitation services.

Sharing Best Practices

Promoted knowledge exchange and innovative urban sanitation solutions.



SUP-Free Market Initiative

To eliminate the use of Single-Use Plastics (SUP) in urban markets.



Under the Swachh Bharat Mission–Urban (SBM-U) 2.0, the Housing & Urban Development Department, J&K launched the SUP-Free Market Initiative across all 80 Urban Local Bodies (ULBs) to eliminate the use of Single-Use Plastics (SUP) in urban markets and promote sustainable alternatives. The initiative focused on creating awareness among vendors, shopkeepers and citizens about the environmental impacts of plastic pollution while encouraging the adoption of reusable cloth and jute bags as eco-friendly alternatives. As part of the campaign, extensive digital IEC activities, awareness sessions in markets and community outreach programmes were conducted to strengthen behavioural change. IEC teams, Community Mobilizers and municipal officials engaged directly with vendors and customers to promote compliance with the ban on single-use plastics. Public engagement drives included the distribution of reusable cloth and jute bags and the collection of plastic carry bags in exchange, reinforcing responsible consumption and sustainable market practices. To further increase the initiative's impact, the Housing & Urban Development Department

initiated partnerships with local NGOs and environmental groups to extend reach and deepen community involvement. These collaborations facilitated workshops highlighting the dangers of plastic waste to local water bodies and soil health, stressing the long-term benefits of reducing plastic usage. Schools and colleges in the region also became involved, with students participating in poster competitions and cleanliness drives aimed at reinforcing the message among younger generations. Additionally, regular monitoring and evaluation mechanisms were put in place to track the reduction of single-use plastic in markets and to identify areas needing intensified efforts. Municipal authorities were equipped with tools to enforce compliance, including surprise inspections and penalties for violations, ensuring the initiative's seriousness and sustainability. This multi-pronged approach not only encouraged behavioural shifts but also helped establish a culture of environmental responsibility. To sustain momentum, the department plans to introduce incentive programs rewarding markets and vendors who consistently comply with the SUP ban.

Key Highlights

Plastic-Free Markets

Encouraged traders to eliminate single-use plastics from markets.

Citizen and Vendor Engagement

Conducted awareness sessions promoting responsible plastic use.

Eco-Friendly Alternatives

Promoted cloth bags, paper bags and other sustainable alternatives.

Sustainable Urban Living

Strengthened community participation for cleaner and greener cities.



International Workers' Day Celebrated Across 80 ULBs

Honouring the Workforce Driving Urban Cleanliness and Sanitation

To commemorate International Workers' Day, awareness and recognition programmes were organized across all 80 Urban Local Bodies (ULBs) of Jammu & Kashmir under Swachh Bharat Mission–Urban 2.0. The initiative celebrated the invaluable contribution of sanitation workers, field staff and frontline personnel whose dedication plays a vital role in maintaining clean, healthy and sustainable urban environments. The observance brought together ULB officials, sanitation workers, Swachhata Executives, Community Mobilizers and citizens to recognize the ef-

forts of the workforce and reinforce the importance of dignity, safety and welfare in sanitation services. Awareness sessions highlighted the critical role of sanitation workers in achieving the objectives of Swachh Bharat Mission–Urban 2.0 while encouraging greater public respect and community support for their services. The programmes also emphasized workplace safety, occupational health and the adoption of scientific sanitation practices, fostering a culture of appreciation and responsibility among both workers and citizens.



Key Highlights

Worker Recognition:

Honoured the dedication of sanitation workers and frontline staff.

Dignity of Labour:

Promoted respect and appreciation for sanitation workers.

Workplace Safety:

Emphasized occupational health and safe sanitation practices.

Community Awareness:

Encouraged public support for the sanitation workforce.



Citizen Feedback for Swachh Survekshan 2025–26

Over 1.43 Lakh Citizen Responses Mobilized Across 80 Urban Local Bodies

As part of the Swachh Survekshan 2025–26 assessment, the Jammu & Kashmir Housing and Urban Development Department (JKHUDD) under Swachh Bharat Mission–Urban 2.0 launched a comprehensive Citizen Feedback Campaign across all 80 Urban Local Bodies (ULBs) to strengthen public participation in India's largest urban cleanliness survey. The campaign focused on creating widespread awareness about the importance of citizen feedback in improving urban sanitation services and enhancing municipal governance. A multi-stakeholder approach was adopted, bringing together Urban Local Bodies, Swachhata Executives, Community Mobilizers, Self-Help Group (SHG) members, Resident Welfare Associations (RWAs), market associations, educational institutions and

local volunteers to maximize citizen outreach and participation. Door-to-door awareness campaigns, community meetings, public interaction programmes, digital outreach and stakeholder engagement activities were conducted to educate citizens on the Swachh Survekshan feedback process and encourage them to actively share their experiences regarding cleanliness and sanitation services. Through sustained field-level mobilization and coordinated efforts across all 80 ULBs, the campaign successfully generated 1,43,009 citizen feedback responses, reflecting strong public participation and reinforcing the spirit of community ownership towards building cleaner, healthier and more sustainable cities across Jammu & Kashmir.

Key Highlights

Statewide Citizen Mobilization

Coordinated campaigns across all 80 ULBs drove public participation in the Swachh Survekshan 2025–26 feedback process through direct community engagement.

Door-to-Door Awareness

Swachhata Executives, Community Mobilizers, and SHG members visited households to explain how citizen feedback helps improve urban sanitation and municipal services.

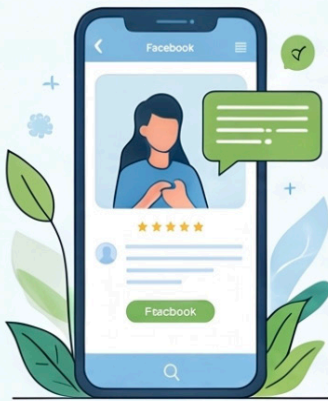
Community and Stakeholder Engagement

Awareness activities spanned markets, schools, residential areas, and public zones, actively involving RWAs, market associations, youth, and local stakeholders to maximize turnout.

Campaign Impact

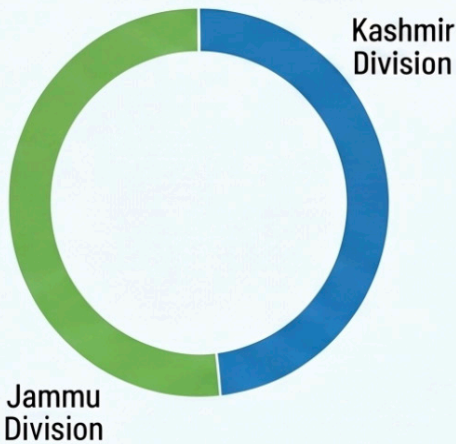
The Citizen Feedback Campaign successfully strengthened community participation in Swachh Survekshan 2025–26, transforming citizens from beneficiaries into active partners in urban sanitation. By mobilizing over 1.43 lakh feedback responses across all 80 Urban Local Bodies, the initiative enhanced civic engagement, promoted accountability in municipal services and reinforced the collective commitment towards achieving cleaner, smarter and more sustainable urban communities under Swachh Bharat Mission–Urban 2.0.

MISSION IMPACT & DIGITAL TRANSFORMATION



143,009
Citizen Feedback Responses

Massive public participation recorded for the Swachh Survekshan 2025-26 assessment across the territory.





Engaging Students in Practical Learning for Swachh Bharat Mission–Urban 2.0

Engaging Students in Practical Learning for Swachh Bharat Mission–Urban 2.0

To nurture young champions of cleanliness and sustainability, the Jammu Municipal Corporation (JMC) 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, equipping students with practical knowledge and inspiring them to become ambassadors of cleanliness within their schools and communities.

The programme features interactive and activity-based learning sessions conducted by the IEC Team of Swaaha Resource Management Pvt. Ltd., focusing on source segregation, home composting, plastic waste management, waste reduction and sustainable lifestyle practices. Through demonstrations, discussions and practical activities, students are encouraged to adopt environmentally responsible habits and promote sustainable waste management. The internship programme has received an enthusiastic response, with more than 100 students

participating in each school. Their active involvement reflects a growing awareness of environmental responsibility and reinforces the importance of youth participation in building cleaner and healthier urban communities.

Addressing the students, Dr. Devansh Yadav (IAS), Commissioner, Jammu Municipal Corporation and Mission Director, SBM–Urban 2.0, emphasized that instilling cleanliness values among children is essential for creating sustainable cities. He encouraged students to become ambassadors of Swachhata by inspiring their families and communities to adopt responsible sanitation and waste management practices, contributing towards a Garbage-Free Jammu and a Cleaner India.

By combining classroom learning with practical environmental action, the Swachhta Internship Programme – Phase II is fostering behavioural change among the younger generation and strengthening citizen participation in achieving the vision of Swachh Bharat Mission–Urban 2.0.



Key Highlights

Young Swachhata Ambassadors:

Programme covering 10 schools across Jammu.

Hands-on Learning:

Students trained in source segregation, composting and plastic waste management.

Active Participation:

Over 100 students per school joined interactive sessions and activities.

Behavioural Change:

Empowered youth to promote cleanliness and sustainability in their communities.

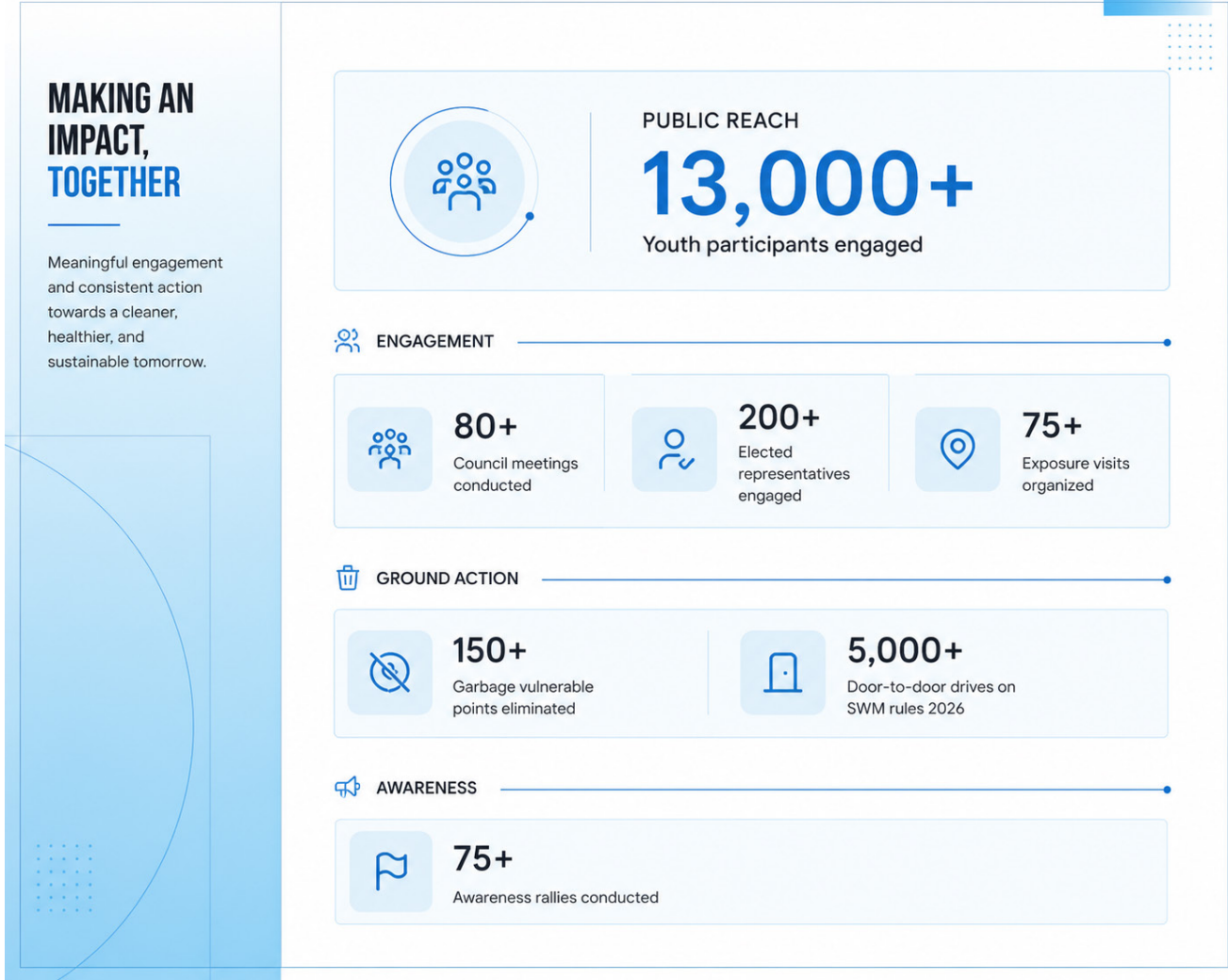


World Environment Day 2026

A Week-long Campaign for Climate Action and Sustainable Urban Development

To commemorate World Environment Day 2026, the Jammu & Kashmir Housing and Urban Development Department (JKHUDD) under Swachh Bharat Mission–Urban 2.0 organized a week-long statewide campaign from 5th to 12th June 2026 across all 80 Urban Local Bodies (ULBs). Aligned with the theme “A Global Call for Climate Action”, the campaign focused on promoting sustainable waste management, environmental stewardship and community participation through a series of awareness and field-based activities. The initiative brought together elected representatives, municipal officials, Swachhata Ambassadors, Self-Help Groups (SHGs), educational institutions, Resident Welfare Associations (RWAs), NGOs, Community-Based Organizations (CBOs) and citizens to strengthen implementation of the Solid Waste Management Rules, 2026 and promote man-

datory four-stream source segregation. Throughout the week, Urban Local Bodies conducted awareness drives, exposure visits to waste management facilities, plantation campaigns, cleanliness drives, market outreach programmes and youth engagement activities to encourage environmentally responsible behaviour. Special emphasis was placed on door-to-door awareness campaigns, demonstrations on four-stream source segregation, clearance of Garbage Vulnerable Points (GVPs), plantation under “Ek Ped Maa Ke Naam”, exposure visits to Material Recovery Facilities (MRFs), Compost Plants and RRR Centres, along with school-based awareness programmes to inspire young environmental champions. Daily social media outreach further amplified the campaign’s message on climate action and sustainable waste management.





SUP-Free Market Initiative

Promoting Sustainable Alternatives and Eliminating Single-Use Plastic

To strengthen the implementation of the Single-Use Plastic (SUP) Ban, the Jammu & Kashmir Housing and Urban Development Department (JKHUDD) under Swachh Bharat Mission–Urban 2.0 launched the SUP-Free Market Initiative across Urban Local Bodies. The campaign focused on eliminating the use of single-use plastics in vegetable markets, mini markets and commercial areas while promoting sustainable alternatives and encouraging responsible consumer behaviour. The initiative combined awareness, community participation and enforcement to create lasting behavioural change among vendors, shopkeepers and citizens. Extensive digital campaigns, market-based awareness drives and public engagement activities highlighted the harmful impacts of single-use plas-

tics and encouraged the adoption of environmentally friendly alternatives such as cloth and jute bags. Special outreach programmes were conducted for shopkeepers, street vendors and vegetable sellers to promote sustainable packaging practices and ensure compliance with the SUP ban. Community volunteers and IEC Teams also engaged directly with customers by distributing reusable cloth and jute bags in exchange for single-use plastic bags, reinforcing the message of responsible consumption and waste reduction. Through coordinated efforts across Urban Local Bodies, the initiative strengthened compliance with the Single-Use Plastic Ban, promoted eco-friendly alternatives and advanced the vision of cleaner, greener and plastic-free urban markets under Swachh Bharat Mission–Urban 2.0.



01

Eliminate single-use plastic

Complete elimination from vegetable markets, mini markets and commercial establishments through awareness and stakeholder engagement.



02

Promote sustainable alternatives

Widespread adoption of reusable cloth bags, jute bags and other environmentally friendly alternatives to reduce plastic consumption.



03

Strengthen awareness and compliance

Long-term behavioural change through intensive campaigns, supporting effective implementation of the Single-Use Plastic Ban across Urban Local Bodies.





How Ganderbal Transformed the Mata Kheer Bhawani Mela into a Sustainable Success



The Municipal Council Ganderbal set a remarkable example of sustainable event management by transforming the Mata Kheer Bhawani Mela at Tullamulla into a model of environmental stewardship under Swachh Bharat Mission–Urban 2.0. Through strong administrative leadership, active community participation and scientific waste management practices, the initiative successfully integrated cleanliness with spiritual devotion, demonstrating that religious gatherings can also become platforms for environmental conservation. The campaign was inaugurated by Shri Jatin Kishore, IAS, Deputy Commissioner Ganderbal, in the presence of the Assistant Commissioner Revenue, CEO Municipal Council Ganderbal and officials of Swachh Bharat Mission–Urban 2.0. Their collective leadership emphasized that protecting the environment and preserving the sanctity of religious places are shared responsibilities requiring active public participation. A dedicated team comprising Self-Help Group (SHG) Community Mobilizers, Municipal Council IEC Team, Swachhata Executives and sanitation staff led extensive on-ground awareness activities throughout the mela. Rather than relying on static information stalls, the teams directly engaged with an estimated 50,000–60,000 pilgrims, conducting interactive awareness sessions on plastic pollution, source segregation and

responsible waste disposal while encouraging the use of sustainable alternatives.

To discourage the use of single-use plastics, volunteers exchanged plastic carry bags brought by devotees with 750 eco-friendly alternatives, including cloth, jute and paper bags. Additionally, 240 reusable steel water bottles were distributed to reduce dependence on disposable plastic bottles and promote sustainable habits among pilgrims.

A comprehensive waste management system ensured the effective handling of waste generated during the event. The Municipal Council successfully collected and scientifically segregated 16 tonnes of waste, comprising 11 tonnes of wet waste processed for composting and 5 tonnes of dry waste channelled for recycling. This systematic approach prevented waste from reaching landfill sites while promoting resource recovery and environmental sustainability. The initiative received an overwhelmingly positive response from pilgrims, who actively supported the plastic exchange programme and appreciated the clean and well-managed environment at the sacred shrine. By combining effective planning, citizen participation and scientific waste management, Municipal Council Ganderbal demonstrated that large-scale religious events can be organized sustainably without compromising cultural traditions.



The Woman Who Chased the Waste Away

Rubal Mahajan's Inspiring Journey Towards a Cleaner Jammu



In the heart of Jammu, widely known as the City of Temples, one citizen proved that meaningful change begins with individual action. While growing concerns over littered drains and polluted water channels continued to affect the city's environment, Rubal Mahajan, a homemaker, chose to become part of the solution rather than a silent observer. Through her unwavering commitment and determination, she emerged as an inspiring community champion supporting the objectives of Swachh Bharat Mission-Urban 2.0.

Driven by a simple belief that "instead of letting the waste bother her, she would start bothering the waste," Rubal began cleaning a neglected water channel near her home. What started as a single-day effort soon evolved into a seven-day cleanliness campaign, demonstrating how consistency and personal commitment can inspire meaningful environmental change. Her initiative extended beyond cleaning public spaces—it became a movement to encourage responsible civic behaviour and community participation.

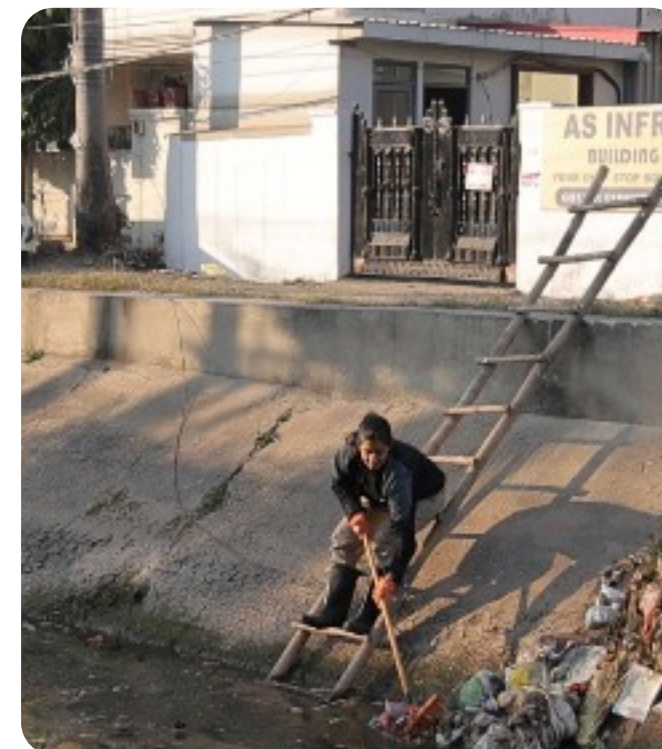
Standing beside her throughout this journey was her young daughter, Ohana Mahajan, who became an active partner in the campaign. Together, the mother-daughter duo removed plastic waste and other litter from the water channel while promoting the importance of protecting Jammu's natural resources.

Their dedication reflected the powerful role families can play in building cleaner and healthier communities. Recognizing the importance of inspiring others, Rubal leveraged digital platforms to amplify her message. Through YouTube Live and social media, with the support of her daughter, she documented their daily efforts and shared their journey with the wider public. Their authentic and grassroots initiative resonated with citizens across Jammu, encouraging many to rethink their own role in maintaining clean surroundings and protecting the environment. Despite having limited resources and minimal external support, Rubal Mahajan demonstrated that transformative change does not always require large investments only determination, commitment and a sense of responsibility. Her inspiring journey has become a shining example of citizen-led action under Swachh Bharat Mission-Urban 2.0, proving that ordinary individuals can create extraordinary impact through sustained community engagement. Her efforts have motivated local authorities to collaborate with residents, fostering partnerships that enhance urban sanitation and environmental care in Jammu. Inspired by Rubal's dedication, other residents began organizing neighborhood clean-ups, creating a ripple effect of environmental responsibility throughout Jammu's communities, strengthening collective efforts for a greener city.



Impact

Rubal Mahajan's inspiring initiative reflects the true spirit of Jan Bhagidari, where individual responsibility becomes the foundation for collective change. By transforming personal concern into public action, she has motivated citizens to actively participate in cleanliness drives, environmental conservation and responsible waste management. Her journey serves as a powerful reminder that when citizens lead by example, the vision of a Clean, Green and Garbage-Free India becomes an achievable reality.



From Soldier to Soil Warrior

Ex-Serviceman Raj Kumar's Mission for a Greener and Sustainable Reasi

In the picturesque hills of District Reasi, one former soldier has transformed his lifelong commitment to serving the nation into a mission to protect the environment. Raj Kumar, an ex-serviceman, has emerged as a dedicated environmental champion whose unwavering discipline, community spirit and passion for nature have made him an inspiring contributor to the objectives of Swachh Bharat Mission–Urban 2.0. Raj Kumar's environmental journey began during his service in Arunachal Pradesh, where he witnessed communities living in harmony with nature and practising responsible environmental stewardship. Inspired by their commitment to preserving natural surroundings, he returned to Reasi determined to bring the same culture of cleanliness and sustainability to his hometown. Drawing upon the discipline and dedication acquired during his years in the armed forces, he embarked on a mission to promote environmental conservation and responsible waste management. Beginning with his own home and community, Raj Kumar established a private nursery and launched an extensive plantation campaign. Over the years, he has successfully planted more than 30,000 trees, significantly contributing to increasing green cover and restoring the local environment. He continues to advocate for environmental responsibility by raising awareness about the impact of forest fires and encouraging citizens to adopt sustainable practices that protect

natural ecosystems.

Beyond plantation activities, Raj Kumar has become a strong advocate of the Waste to Art concept, creatively transforming discarded plastic and other waste materials into decorative and functional products. Through interactive sessions in schools and community institutions, he mentors young students in preparing eco-bricks by filling plastic bottles with non-biodegradable waste, demonstrating practical methods for reducing plastic pollution and promoting resource conservation. His innovative approach encourages children to view waste as a valuable resource rather than a burden on the environment.

Raj Kumar's remarkable contribution to environmental conservation has earned widespread recognition. His dedicated efforts were acknowledged by the Hon'ble Lieutenant Governor of Jammu & Kashmir, Shri Manoj Sinha, during the popular radio programme "Awaam Ki Awaaz," highlighting his work as an inspiring example of citizen-led environmental action and community service. Today, Raj Kumar continues to participate actively in Swachhata campaigns, environmental awareness programmes, plantation drives and wildlife conservation initiatives, including providing food and water for birds during extreme summer conditions. His journey reflects how the values of discipline, service and commitment can inspire positive social change beyond military service.



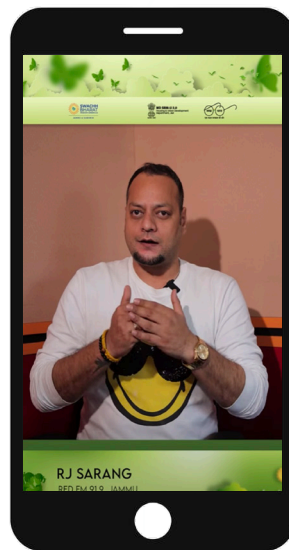
Impact

Raj Kumar's inspiring transformation from a soldier safeguarding the nation's borders to an environmental steward protecting its natural resources demonstrates the true spirit of Jan Bhagidari under Swachh Bharat Mission–Urban 2.0. Through large-scale plantation, innovative waste management practices, youth engagement and community awareness, he has inspired citizens to become active participants in building cleaner, greener and more sustainable communities. His journey stands as a powerful reminder that every individual has the ability to create a lasting environmental legacy through dedication, innovation and consistent action.

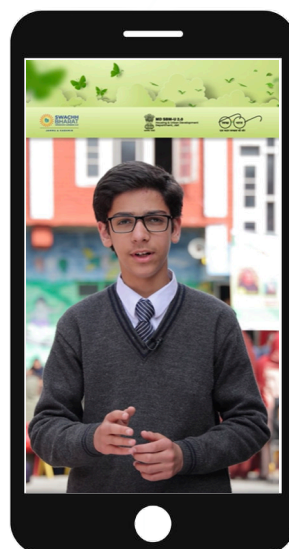


Voices for Swachhata

Messages Inspiring Collective Action for Cleaner and Sustainable Cities



RJ Sarang of Red FM 91.9 urges citizens to keep Jammu clean by handing over properly segregated waste to municipal door-to-door collection vehicles. He reminds everyone that true cleanliness extends beyond our homes and that together, with the efforts of the Jammu Municipal Corporation and responsible citizen participation, we can build a cleaner, greener and more beautiful Jammu.



Malik Saif highlights the harmful impact of unmanaged waste on the environment, wildlife and human health. He urges everyone to reduce waste, dispose of it responsibly and keep their surroundings clean, reminding us that protecting the planet begins with our individual actions. Together, we can create a cleaner, safer and more sustainable future.



Mir Sajid Ramjan emphasizes that cleanliness and sanitation are essential for a healthier future. He highlights the growing awareness through education, public campaigns and administrative efforts, encouraging citizens to actively participate in maintaining clean surroundings. Together, we can build cleaner cities and achieve a more sustainable future.

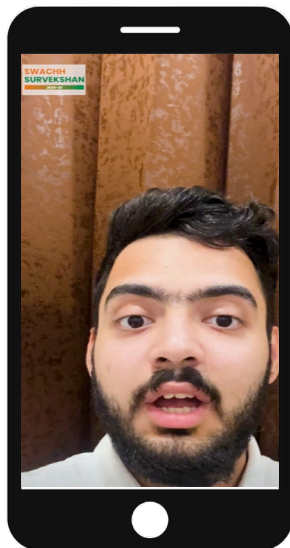


Mahira Tandon reminds citizens that Swachh Survekshan is not just a survey but a measure of our quality of life. She encourages everyone to adopt simple habits like using bins, practising source segregation and avoiding single-use plastic to help make Jammu cleaner, greener and achieve a stronger ranking in Swachh Survekshan.

Digital Outreach and Social Media Engagement

Ex-Serviceman Raj Kumar's Mission for a Greener and Sustainable Reasi

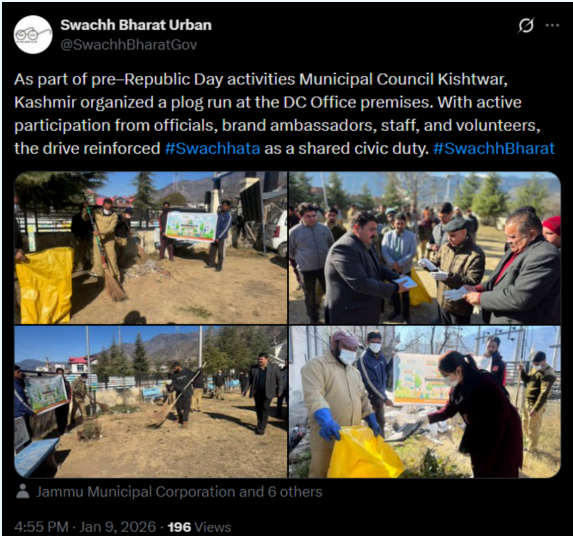
The Information, Education and Communication (IEC) Team under Swachh Bharat Mission–Urban 2.0, Jammu & Kashmir continued to strengthen citizen engagement through impactful digital communication. A wide range of awareness creatives, campaign videos, reels, infographics and activity highlights developed by the IEC Team were regularly showcased on the official SBM Urban J&K social media platforms, significantly expanding the reach of the Mission. The digital campaigns highlighted key initiatives including source segregation, waste management, Swachh Survekshan, Green Colony Initiative, Plastic Waste Management, Capacity Building Programmes, Swachhta Internship Programme, plantation drives, cleanliness campaigns and community participation activities conducted across all 80 Urban Local Bodies. Through consistent digital storytelling, the social media platforms served as an effective medium for inspiring behavioural change, promoting citizen participation and showcasing best practices implemented across Jammu & Kashmir.

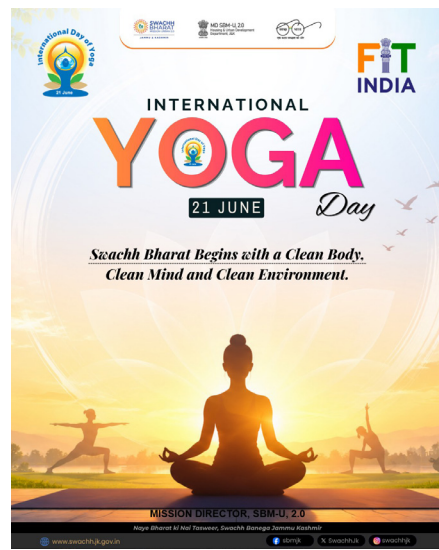
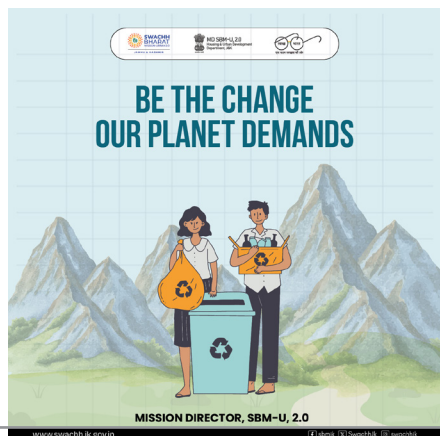
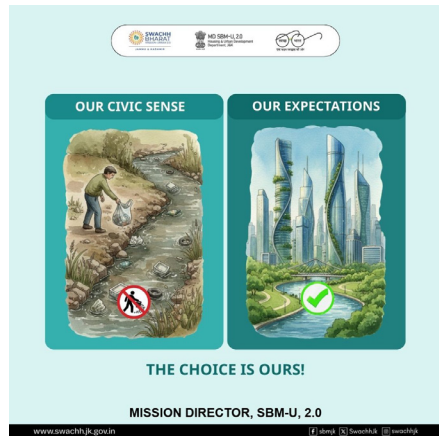
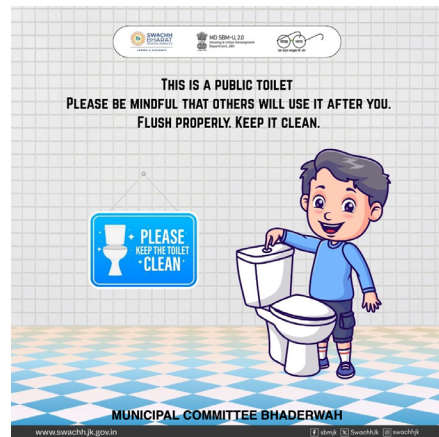
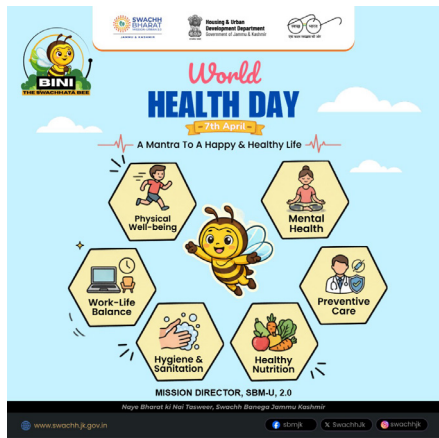


Sahaj Sabharwal join Swachh Survekshan 2026! Cleanliness is a shared duty, and influential leaders help us move toward a “Swachh Jammu.” Sahaj shows how everyone can boost the city’s ranking by managing household waste. Follow these steps: segregate waste into Blue and Green bins for a cleaner Jammu.



Aima Tariq highlights the importance of waste segregation as the first step towards effective waste management. She encourages citizens to separate waste into wet, dry, sanitary and hazardous categories, making recycling and safe disposal easier while contributing to a cleaner, healthier and more sustainable environment.







2026 Swachhata Chronicles-III

6 MONTHS OF IEC
INNOVATION UNDER SBM-U 2.0



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