

IEC

NEWSLETTER

JUNE 2026



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From the Desk of

Mandeep Kaur, IAS

Commissioner/Secretary

Housing & Urban Development Department
Government of Jammu & Kashmir



The month of July has presented both unique operational challenges and significant opportunities to demonstrate our commitment to sustainable urban governance across Jammu and Kashmir. A major undertaking during this period has been managing the sanitation and waste protocols for Shri Amarnath Ji Yatra 2026 under our sustainable pilgrimage framework. Through coordinated action across our Urban Local Bodies, we have prioritized continuous cleanliness drives, plastic-free transit routes, and dedicated waste handling at key halting locations, ensuring that spiritual devotion goes hand in hand with environmental responsibility.

Simultaneously, our department launched the statewide "Safai Apnao, Bimari Bhagao" campaign to strengthen public health and vector-borne disease prevention during the monsoon season. By pairing intensive sanitation drives with targeted health and hygiene outreach, our municipal teams are working to safeguard communities from seasonal health risks while embedding long-term hygiene practices. Parallel to this, we advanced the strategic implementation of the Solid Waste Management Rules 2026, establishing a clear compliance roadmap for all 80 Urban Local Bodies to transition from basic waste clearance to fully scientific waste processing and enforcement.

Achieving lasting urban transformation requires structural discipline, inter-agency collaboration, and continuous public participation. The progress recorded this month across our pilgrimage corridors, residential colonies, and commercial hubs shows how institutional planning and public support reinforce one another. As we continue executing our urban development goals, I encourage every citizen to maintain a strong sense of civic duty by minimizing waste generation, eliminating single-use plastics, and supporting municipal teams in keeping our cities clean, healthy, and resilient.

From the Desk of

Dr. Devansh Yadav, IAS

Mission Director, SBM-U 2.0

Housing & Urban Development Department
Government of Jammu & Kashmir



During the month of July, the Swachh Bharat Mission-Urban 2.0 focused heavily on ground-level compliance, institutional capacity building, and specialized cleanliness drives across the Union Territory. Managing the environmental footprint of large public events was a primary area of action, particularly with the execution of zero-waste initiatives for the Shri Amarnath Ji Yatra 2026. Our field teams, Community Mobilizers, and Swachhata Executives worked relentlessly along yatra routes and urban halt points to maintain visible hygiene, deploy adequate sanitation infrastructure, and ensure rapid waste collection.

To ensure long-term structural improvement beyond temporary campaigns, we prioritized comprehensive capacity-building sessions for Bulk Waste Generators and municipal staff during July. Commercial establishments, educational campuses, and institutional facilities are being systematically integrated into decentralized waste processing systems, enabling them to handle organic waste on-site while routing recyclables to operational Material Recovery Facilities. Additionally, our field mobilizers continued door-to-door outreach to elevate source segregation standards, optimize RRR hub operations, and establish green colony models that demonstrate localized circular economy practices.

Building a truly garbage-free urban environment requires continuous discipline at every level of society. From eliminating vulnerable dumping points to ensuring daily four-stream waste segregation at the household level, our collective efforts are yielding measurable results on the ground. I urge all residents, business owners, and local institutions to continue working alongside our sanitation workforce, taking complete ownership of their surroundings to build sustainable and healthier cities for everyone.

From the Desk of

Faz Lul Haseeb, IAS

Commissioner

Srinagar Municipal Corporation



For the Srinagar Municipal Corporation, July has been a month of dedicated field action, heightened health monitoring, and targeted environmental protection across all municipal wards. Managing urban sanitation during the peak summer and monsoon months requires heightened vigilance to maintain public health. Through the "Safai Apnao, Bimari Bhagao" drive, our municipal teams intensified routine cleaning, cleared clogged drainage channels, and targeted vector breeding sites, ensuring our neighborhoods remained clean and protected against seasonal illnesses.

In parallel with seasonal hygiene drives, the Srinagar Municipal Corporation focused on enforcing sustainable waste management protocols across commercial zones and educational institutions. Special outreach programs were extended to local markets, bulk waste generators, and residential welfare associations to ensure strict adherence to waste segregation rules and the elimination of single-use plastics. Highlighting local environmental achievements, such as sustainable waste practices at SKUAST-Kashmir and exemplary colony management models, allows us to showcase practical, replicable solutions that inspire other wards across Srinagar.

Preserving the natural beauty, delicate ecosystem, and civic hygiene of Srinagar relies entirely on the daily choices made by our citizens. Simple habits like segregating waste at home into distinct streams, avoiding disposable plastics, and utilizing municipal collection networks make a direct impact on our city's cleanliness. I extend my gratitude to our dedicated sanitation workers and call upon every resident and business owner to partner with the Srinagar Municipal Corporation in keeping our city green, healthy, and pristine.



WORLD ENVIRONMENT DAY 2026

Driving Climate Action Through Community Participation

A Week-Long Statewide IEC Campaign Across 80 ULBs to Promote Climate Action and Sustainable Waste Management



In observance of World Environment Day 2026, the Housing & Urban Development Department under Swachh Bharat Mission–Urban (SBM-U) 2.0 organized a week-long statewide campaign from 5th to 12th June 2026 across all 80 Urban Local Bodies (ULBs) of Jammu & Kashmir. Inspired by the global theme "A Global Call for Climate Action," the campaign focused on strengthening environmental stewardship through community participation, four-stream source segregation and sustainable solid waste management practices.

The campaign commenced with Special Council Meetings to sensitize elected representatives, municipal officials and stakeholders on the implementation of the Solid Waste Management Rules and ward-level action planning. Throughout the week, ULBs organized exposure visits to Material Recovery Facilities (MRFs), Compost Plants and RRR Centres, plantation drives under "Ek Ped Maa Ke Naam," door-to-door IEC campaigns, cleanliness drives, Garbage Vulnerable Point (GVP) clearance, market awareness programmes, school outreach activities and mega community mobilization events.

KEY HIGHLIGHTS

- 1** Week-long statewide campaign conducted across all 80 ULBs (5–12 June 2026).
- 2** Special Council Meetings held to strengthen SWM Rules implementation and ward action plans.
- 3** Exposure visits to MRFs, Compost Plants and RRR Centres promoted scientific waste management.
- 4** Door-to-door IEC campaigns promoted 4-stream waste segregation and home composting.
- 5** "Ek Ped Maa Ke Naam" plantation drives encouraged community climate action.
- 6** Cleanliness drives, GVP clearance, school awareness and public outreach engaged citizens, SHGs, NGOs and RWAs in urban sanitation.







CLIMATE ACTION & URBAN SANITATION INITIATIVE

KEY ACHIEVEMENTS

A consolidated performance report highlighting key ecological milestones, community integration, and structural sanitation triumphs.





PLASTIC BAN

SUP-Free Market Initiative

Promoting Sustainable Alternatives for Plastic-Free Urban Markets



A Statewide IEC Campaign Across 80 Urban Local Bodies to Eliminate Single-Use Plastics and Encourage Eco-Friendly Alternatives

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.

KEY HIGHLIGHTS

- 1 Implemented across 80 Urban Local Bodies covering major markets and commercial areas.
- 2 Conducted market-based IEC campaigns promoting the elimination of Single-Use Plastics (SUP).
- 3 Organized awareness sessions with shopkeepers, street vendors and vegetable sellers on sustainable packaging practices.
- 4 Promoted the adoption of cloth and jute bags as eco-friendly alternatives to plastic carry bags.
- 5 Distributed reusable bags and encouraged citizens to exchange plastic bags for sustainable alternatives.



KEY OBJECTIVES

01



Eliminate Single-Use Plastics

Promote complete cessation of SUPs in vegetable, fruit, and local mini markets through targeted community awareness campaigns and strict compliance enforcement.

02



Promote Sustainable Alternatives

Encourage vendors and consumers to adopt reusable cloth, sturdy jute, and organic eco-friendly carry bags to replace low-micron non-biodegradable plastics.

03



Drive Behavioural Change

Sensitize vendors, wholesale shopkeepers, and daily citizens to embrace responsible consumption habits and foster environmentally sustainable market cultures.

04



Strengthen Regulatory Compliance

Support effective grassroots implementation of the Single-Use Plastic Ban through persistent IEC (Information, Education, Communication) trust initiatives.

05



Enhance Community Participation

Mobilize institutional Community Mobilizers, local SHGs, resident welfare groups, and merchants to actively run and audit plastic-free marketplace drives.

06



Build Plastic-Free Urban Markets

Establish resilient, clean, and green municipal market spaces across all 80 designated Urban Local Bodies to pioneer sustainable regional models.







SOLID WASTE MANAGEMENT RULES, 2026

Awareness on Solid Waste Management Rules, 2026

Strengthening Public Awareness and Promoting Compliance Through Statewide IEC Campaigns Across 80 Urban Local Bodies



To strengthen public awareness on the Solid Waste Management (SWM) Rules, 2026, the Housing & Urban Development Department under Swachh Bharat Mission–Urban (SBM-U) 2.0 launched a comprehensive IEC campaign across all 80 Urban Local Bodies (ULBs) of Jammu & Kashmir. The initiative aimed to educate citizens, institutions, commercial establishments and Resident Welfare Associations (RWAs) on their roles and responsibilities in achieving scientific waste management and cleaner urban environments.

The campaign included the design and dissemination of IEC materials, including posters, public awareness creatives and digital content, complemented by community outreach programmes and public announcements. Through coordinated efforts of ULBs, Community Mobilizers and IEC Teams, the campaign promoted responsible waste management practices, enhanced citizen participation and encouraged greater compliance with the Solid Waste Management Rules, 2026.

KEY HIGHLIGHTS

- 1** Implemented a statewide IEC campaign across all 80 Urban Local Bodies (ULBs) to promote awareness of the Solid Waste Management Rules, 2026.
- 2** Conducted awareness programmes targeting citizens, institutions, commercial establishments and Resident Welfare Associations (RWAs).
- 3** Designed and disseminated IEC materials, including posters, public awareness creatives and digital content.
- 4** Organized public announcements and community outreach through coordinated efforts of ULBs, Community Mobilizers and IEC Teams.





COMMUNITY MOBILIZERS

Driving Behavioural Change at the Grassroots

Door-to-Door IEC Campaigns on Source Segregation, Home Composting and SWM Rules, 2026



Community Mobilizers have emerged as the cornerstone of Swachh Bharat Mission–Urban (SBM-U) 2.0, driving behavioural change through sustained household engagement across all 80 Urban Local Bodies (ULBs) of Jammu & Kashmir. Through structured door-to-door IEC campaigns, mobilizers are educating citizens on four-stream source segregation, home composting and the provisions of the Solid Waste Management Rules, 2026, enabling households to adopt sustainable waste management practices at the source.

Regular household visits, demonstrations, awareness sessions and follow-up interactions have strengthened community participation while improving compliance with waste segregation and composting practices. Complementing these efforts, awareness posters and IEC materials have been widely disseminated to reinforce key messages and promote responsible waste management across urban communities.

KEY HIGHLIGHTS

- 1 Conducted IEC campaigns to spread awareness of key provisions.
- 2 Engaged households, schools, businesses and RWAs in responsible waste management.
- 3 Distributed posters and awareness creatives across all 80 ULBs.
- 4 Promoted source segregation, responsible waste disposal and sanitation.
- 5 Strengthened compliance through ULBs, Community Mobilizers and IEC teams.
- 6 Fostered environmental responsibility under Swachh Bharat Mission–Urban 2.0 and SWM Rules, 2026.







INTERNATIONAL YOGA DAY 2026

International Yoga Day 2026 at DULBJ office

Promoting Wellness, Mindfulness and Swachhata for Healthier Urban Communities



The Directorate of Urban Local Bodies, Jammu, celebrated International Yoga Day 2026 with enthusiastic participation from officers, officials and stakeholders, reinforcing the message that true cleanliness begins within. The event highlighted the intrinsic connection between physical well-being, mental wellness and environmental responsibility, in line with the vision of Swachh Bharat Mission–Urban (SBM-U) 2.0.

The celebration featured a collective yoga session promoting healthy lifestyles, mindfulness and holistic well-being. Through this initiative, participants were encouraged to embrace the philosophy that a clean mind, a healthy body and positive habits form the foundation of a cleaner, healthier and more sustainable society. The observance further reinforced the mission's commitment to fostering behavioural change and inspiring citizens to contribute towards cleaner and more resilient urban communities.

KEY HIGHLIGHTS

- 1 Encouraged the adoption of yoga for physical fitness, mental wellness and a healthy lifestyle.
- 2 Highlighted that personal well-being and inner cleanliness are essential to building cleaner communities.
- 3 Inspired participants to adopt healthy habits that contribute to sustainable living.
- 4 Brought together officers, officials and stakeholders to celebrate wellness through collective action.
- 5 Linked health, hygiene and environmental responsibility to the broader goals of urban cleanliness.





Plant Today. Preserve Tomorrow.

Reclaiming Legacy Waste into Urban Green Spaces
Through Sustainable Environmental Restoration



In a landmark initiative towards environmental restoration and sustainable urban development, the Jammu Municipal Corporation (JMC), in collaboration with the Forest Department, launched a large-scale plantation drive at the Kot Bhalwal legacy waste dumpsite. The initiative marks the successful transformation of nearly 20 kanals of land, reclaimed through bioremediation, into a future urban forest with the plantation of 5,000 trees.

Led by Dr. Devansh Yadav, IAS, Commissioner, Jammu Municipal Corporation, along with the Divisional Forest Officer and senior officials, the plantation drive demonstrates the potential of converting degraded waste disposal sites into vibrant ecological assets. The initiative contributes to improving urban biodiversity, enhancing green cover, strengthening climate resilience and promoting cleaner air, while showcasing sustainable land restoration under Swachh Bharat Mission–Urban 2.0.

KEY HIGHLIGHTS

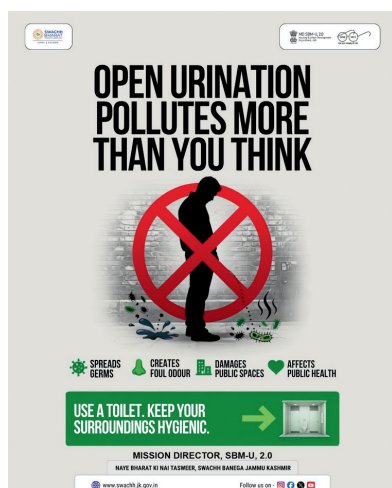
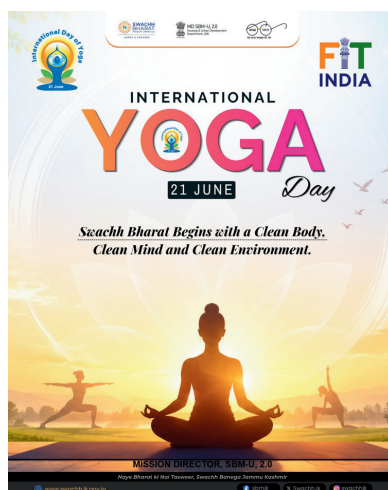
- 1 Restore Legacy Waste Sites** Converted a 20-kanal bioremediated dumpsite into a green space.
- 2 Enhance Urban Green Cover** Initiated the plantation of 5,000 trees.
- 3 Promote Climate Resilience** Strengthened sustainability through afforestation and ecosystem restoration.
- 4 Demonstrate Circular Land Reuse** Reclaimed and repurposed legacy waste land for productive use.
- 5 Foster Inter-Departmental Collaboration** United JMC and the Forest Department for environmental conservation.







SOCIAL MEDIA CREATIVES





JAMMU & KASHMIR

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GOVERNMENT OF JAMMU & KASHMIR

DESIGNED AND DEVELOPED BY

