

The logo for the IEC Newsletter. It features the letters "IEC" in a large, bold, dark green sans-serif font. Below "IEC", the word "NEWSLETTER" is written in a smaller, bold, orange sans-serif font.

J U L Y 2 0 2 6



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.

SWACHH BHARAT MISSION (URBAN) 2.0

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SWACHH BHARAT MISSION (URBAN) 2.0

SANJY 2026: SUSTAINABLE PILGRIMAGE

Mission Director SBM-U 2.0 Organizes Awareness Activities to Encourage Responsible Waste Management During Shri Amarnath Ji Yatra 2026

THE CAMPAIGN INITIATIVE

The Mission Director Swachh Bharat Mission-U, 2.0, under Swachh Bharat Mission (Urban) 2.0, implemented a comprehensive IEC Action Plan during Shri Amarnath Ji Yatra (SANJY) 2026 across lodgement centres and key Yatra locations.

KEY STRATEGIC ACTIVITIES

- 1

Plastic Lao, Thaila Le Jao
 Exchange plastic bags with reusable jute/cotton alternatives.
- 2

Know Your Bin Quiz
 Interactive game educating pilgrims on source waste segregation.
- 3

Four-Bin Segregation
 Real-time demonstration of biodegradable, recyclable, sanitary, and hazard bins.
- 4

Home Composting
 Special awareness sessions on organic waste transformation.
- 5

SUP Bans
 Rigorous IEC enforcement campaigns targeting Single-Use Plastics.
- 6

Swachhata Pledges
 Mass commitment campaigns with active citizen participation.
- 7

Selfie With Swachhata
 Themed public photo booths to seed digital social messages.
- 8

Digital QR Feedback
 Instant scanning for toilets, sanitation quality & metrics.

CORE MISSION OBJECTIVES

- ✔

Promote responsible waste management and source segregation among pilgrims.
- ✔

Eliminate the use of Single-Use Plastic (SUP) by encouraging eco-friendly alternatives.
- ✔

Increase awareness on the Four-Bin Segregation System and home composting.
- ✔

Encourage citizen participation through Swachhata pledges and digital feedback.
- ✔

Foster a clean, green and sustainable pilgrimage experience during SANJY 2026.

THE MEASURABLE IMPACT

The initiative secured enthusiastic participation from pilgrims, driving greater awareness of source segregation, plastic-free practices, and sustainable waste management. These operations successfully reinforced Mission Director SBM-U 2.0's long-term commitment to clean, safe, and environmentally sustainable pilgrimage protocols under SBM (Urban) 2.0.



Bin It, Win It, Exciting Community Bag Giveaway Event and Make a Difference



Community event to raise awareness about the importance of waste segregation and proper recycling practices



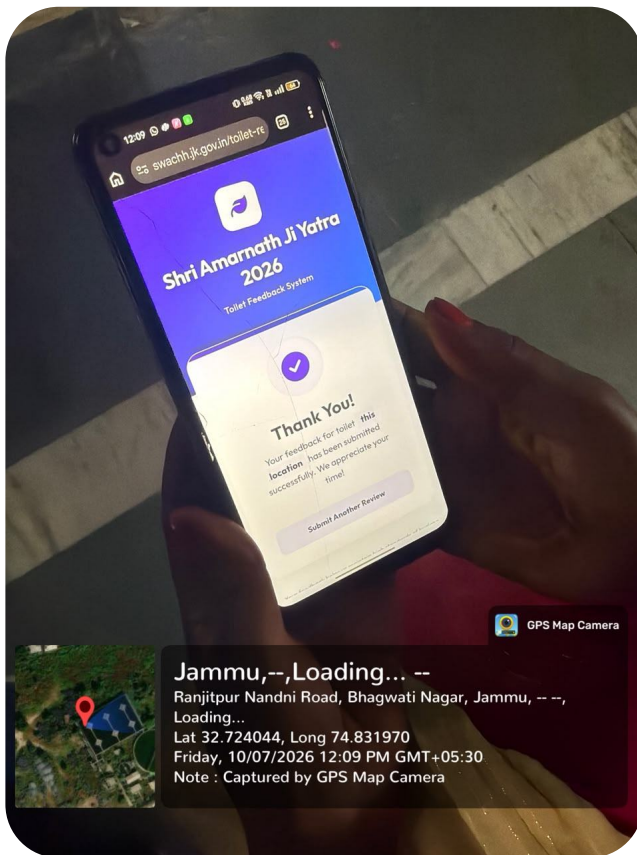
Swachhata QR Code Adventure: An Engaging Web Game Coupled with Community Cleanliness Campaigns



Swachhata Happy Faces selfie standee – a fun and vibrant way to promote hygiene and spread smiles everywhere!



Distribution of cloth bags to Yatris to promote eco-friendly practices and reduce plastic waste during the pilgrimage.



QR code-based feedback systems to help maintain cleaner and more hygienic toilets by allowing users to quickly report issues and suggest improvements.



HEALTH & HYGIENE INITIATIVE J&K

SAFAI APNAO, BIMARI BHAGAO

Mission Director SBM-U 2.0 Intensifies Statewide Sanitation Drive to Promote Health, Hygiene and Behavioural Change

Under SBM (Urban) 2.0, Mission Director SBM-U 2.0 executed the SABB Campaign 2026 across all 80 Urban Local Bodies (ULBs). This targeted drive was designed to strengthen urban sanitation infrastructure and prevent diarrhoeal diseases through continuous IEC advocacy, localized cleanliness drives, and public capacity-building.

KEY METRICS & OPERATIONS DELIVERED

160**Cleanliness Drives**

Targeted at GVPs & drains

3,095**Workers Trained**

On disease & safety

630**CTs/PTs Managed**

Functional public toilets

CAMPAIGN OBJECTIVES

• Safe Sanitation

Promote correct safe sanitation and hygiene habits across communities.

• Slum Focus

Strengthen localized waste collection in urban slums and high-risk zones.

• Disease Prevention

Enhance deep public awareness on critical diarrhoea prevention guidelines.

• Worker Protection

Equip sanitation workers with crucial health & occupational safety gear.

• Clean Facilities

Ensure completely functional and tidy Community and Public Toilets.

STATEWIDE ACTION LOG

- 160 cleanliness drives executed across vulnerable points and drains.
- 160 community events conducted targeting hand hygiene and source segregation.
- 3,095 frontline workers trained on health safety protocols.
- 152 drives implemented in congested markets and water bodies.
- 607 Community toilets strictly assessed for clean public standard.
- Geo-tagged intensive door-to-door IEC outreach campaigns across ULBs.

CAMPAIGN OUTCOME

The SABB 2026 drive resulted in profound sanitation upgrades and permanent behavioral shifts across J&K, validated through geo-tagged records and massive public participation.



REGULATORY IEC COMPLIANCE

SWM RULES 2026 ROADMAP

Mission Director SBM-U 2.0 Launches IEC Action Plan to Strengthen Scientific Waste Management Across Jammu & Kashmir

Mission Director SBM-U 2.0 has rolled out this tactical plan to enforce SWM Rules 2026 across non-pilgrimage ULBs, establishing clear accountability and public participation systems.

KEY OBJECTIVES

01 / BWG Capacity

Equip Bulk Waste Generators with solid regulatory awareness and local tools.

02 / Source Action

Promote strict home composting, source segregation, and organic care.

03 / Enforce Standards

Rigorous penal action on littering and banned Single-Use Plastic.

04 / Model Colonies

Create one fully compliant, model zero-waste colony in each local ULB.

COMPLIANCE METRIC

Target: 100% ULB representation with zero-tolerance litter zones by Q4 2026.

ACTION PLAN & ACTIVITIES

■ Bulk Waste Generator (BWG) Programs

Capacity-building on legal provisions, mandatory source segregation, on-site processing, and mandatory record keeping.

■ Defaulter Surveillance & Surveys

Conducting regular localized field surveys to identify, record, and map habitual littering areas and active defaulters.

■ SUP & Polythene Market Audits

Strict commercial market surveys to locate and penalize banned single-use plastic items and prohibited polythene carriers.

■ ULB Model Colony Development

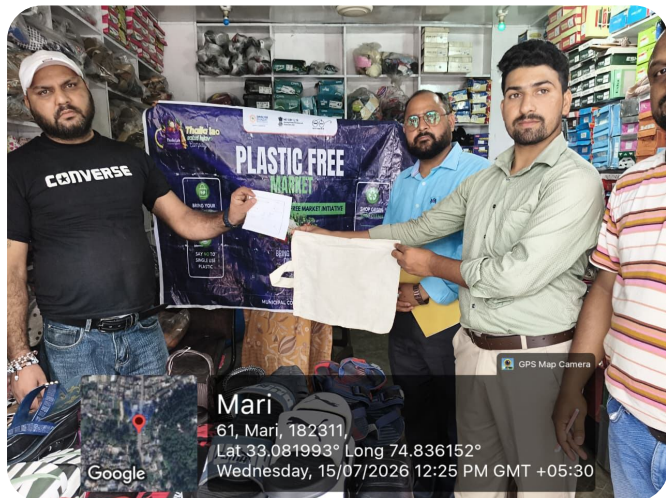
Establishing a benchmark in each ULB highlighting continuous zero-littering, complete composting, and total segregation.

■ Community Behaviour Initiatives

Mass campaigns utilizing peer-influence mechanisms and behavioral sciences to permanently drive segregation compliance.

SWM RULES IMPACT & FUTURE ROADMAP

This blueprint sets down a highly practical roadmap for SWM Rules 2026. By aligning scientific enforcement with community-backed behavioral shifts, Mission Director SBM-U 2.0 ensures long-term sustainability across Jammu and Kashmir.



SWACHH BHARAT MISSION (URBAN) 2.0

BANDIPORA STRENGTHENS PLASTIC WASTE PROTOCOLS

District Administration Promotes Cleanliness and Sustainable Recycling Through Collaborative Inter-Agency Action

THE CAMPAIGN INITIATIVE

The District Administration, Bandipora, organized a landmark review meeting under the chairmanship of the Deputy Commissioner to strengthen Swachhata initiatives and improve local Plastic Waste Management networks.

CORE OBJECTIVES

I / Sanitation Services

Strengthen regional Swachhata through improved services and scientific waste management.

II / Recycling Infrastructure

Enhance local plastic waste collection, segregation, transportation, and recycling routes.

III / Source Action

Promote home waste segregation and completely responsible disposal among city residents.

IV / Inter-Agency Synergy

Increase public awareness and build cohesive coordination with rural and urban bodies.

SOCIETAL IMPACT METRIC

Projected to increase raw plastic recovery and processing rates by 35% across Bandipora ULBs by late 2026.

STRATEGIC DELIVERABLES

Scientific Waste Planning

Implemented strict guidelines to improve overall city cleanliness, prioritizing daily waste collection cycles and scientific plastic recovery.

Behavioral Transformation

Launched extensive citizen outreach drives utilizing physical programs to inspire immediate public participation and source segregation.

Technical Demonstrations

Conducted live technical sessions led by experts highlighting modern plastic recycling tech and waste processing methodologies.

Multi-Tiered Coordination

Instructed Panchayats, ULBs, and regional recycling agencies to work in tight coordination to optimize operational output.



THE MEASURABLE IMPACT

The initiative secured enthusiastic participation from pilgrims and citizens, driving greater awareness of source segregation, plastic-free practices, and sustainable waste management. These operations successfully reinforced Mission Director SBM-U 2.0's long-term commitment.



COMPLIANCE & EDUCATION INITIATIVE

CAPACITY BUILDING FOR BULK GENERATORS

Mission Director SBM-U 2.0 Strengthens Knowledge and Systems of Bulk Waste Generators for Effective Implementation of SWM Rules, 2026

Under Swachh Bharat Mission (Urban) 2.0, Mission Director SBM-U 2.0 organized a highly intensive series of Capacity Building Programmes targeting Bulk Waste Generators (BWGs) across all 80 Urban Local Bodies. This crucial program aligns real-world regulatory actions with state compliance targets.

CAPACITY BUILDING SCALE & TARGETS

80**ULBs Targeted**

100% state coverage

4,500+**BWGs Engaged**

Commercial & institutional

100%**On-Site Composting**

Organic waste target

SWM RULES 2026 MANDATES

• Regulatory Literacy

Equip local bulk waste generators with precise statutory understanding of municipal SWM frameworks.

• In-Situ Processing

Develop internal processing units within commercial facilities to decrease municipal load.

• Record Architecture

Implement automated digital and physical systems for precise daily waste generation audits.

• Ecological Integration

Establish structured composting methodologies and secure direct paths for inorganic transport.

KEY WORKSHOP OUTPUTS

- 80 comprehensive workshops conducted statewide with active leadership attendance.
- Detailed presentations clarifying legal liability under Swachh Bharat rules.
- Live on-site demonstrations explaining zero-waste commercial protocols.
- Structured resolution of functional hurdles through interactive Q&A rounds.
- Free distribution of multilingual IEC compliance kits and toolsets.

TECHNICAL ENFORCEMENT PLAN

By translating complex regulatory demands into functional daily plans, Mission Director SBM-U 2.0 ensures that all high-capacity institutional, retail, and hospitality generators achieve 100% compliant operational norms.



COMMUNITY IEC OUTREACH

COMMUNITY MOBILIZERS DRIVE HOUSEHOLD SEGREGATION

Mission Director SBM-U 2.0 Empowers Field Personnel to Elevate Source Segregation Standards and Strengthen RRR Hub Functioning

By deploying skilled Community Mobilizers across Jammu and Kashmir, Mission Director SBM-U 2.0 has translated theoretical SWM Rules into grassroot habit patterns, generating measurable behavioral success.

KEY OBJECTIVES

1 / 100% Home Composting

Establish localized organic waste treatment workflows directly within household backyards.

2 / Model ULB Colonies

Construct exemplary micro-neighborhoods proving absolute municipal standards.

3 / Optimize RRR Stations

Scale local operations at regional Reduce, Reuse, and Recycle centers to support circularity.

4 / Empower Mobilizers

Equip local mobilizers with continuous training, informational charts, and tools.

SUCCESS AUDIT

100% active monitoring ensures continuous update of RRR logs and real-time community engagement.

STATEWIDE ACTION PLAN

Four-Bin Separation Education

Mobilizers directly engage households with strict technical briefings on wet, dry, sanitary, and hazard waste streams.

Model Colony Development

Rigorous daily physical audits to track source-segregation performance metrics across municipal communities.

RRR Node Reinforcement

Assisting local self-help groups (SHGs) and ULB managers to properly log incoming and outgoing recycled assets.

Peer-to-Peer Mobilization

Creating tight communal support structures that turn compliance into a collective point of civic pride.



OUTREACH BLUEPRINT & TARGETS

This strategic combination of home composting instruction, continuous door-to-door checkups, and robust RRR operations establishes a blueprint for durable sanitation progress.



SWACHH BHARAT MISSION (URBAN) 2.0

GREEN COLONY & CAMPUS INITIATIVES ADVANCE

Gulberg Cooperative Colony and SKUAST Kashmir Showcase Best Practices in Scientific Waste Management

THE INITIATIVE

Mission Director SBM-U 2.0 under SBM (U) 2.0 strengthened Green Colony and Campus initiatives at Gulberg Cooperative Colony, Peerbagh, and SKUAST Kashmir. Led by Smt. Mandeep Kour (IAS), Commissioner/Secretary HUDD, focusing on environmental conservation and active public participation.

OBJECTIVES

• Model Green Colony

Transform Gulberg Colony into a zero-waste zone through community-led SWM Rules 2026.

• Source Segregation

Promote Four-Bin segregation, organic home composting, and clean disposal standards.

• Green Cover Expansion

Strengthen local environmental resilience by mobilizing citizens for massive tree plantation.

• Campus Innovation

Showcase SKUAST Kashmir as a model Green Campus via biodigesters and sustainable recycling.

SOCIETAL LANDMARK

Setting community-led targets to replace single-use plastic by late 2026.

KEY TACTICAL ACTIVITIES

- 1 Gulberg Segregation & Forestry**
Review meeting focusing on domestic Four-Bin segregation, household sapling plantation, and structured pet feeding zones.
- 2 Resident Welfare Mobilization**
Interactive capacity-building workshops with Resident Welfare Association to promote localized source composting.
- 3 SKUAST Bio-Digestion**
Deployment of organic wet waste processors and advanced biodigesters for resource recovery within academic boundaries.
- 4 Institutional Replication**
Mapping university circular waste practices to act as baseline standards for education boards across J&K.



COMMUNITY ACTION

Pioneering Clean Green Living in Srinagar

THE MEASURABLE IMPACT

Successfully established Gulberg Cooperative Colony as a model of resident-driven environmental stewardship. SKUAST Kashmir set a robust, replicable scientific campus baseline, boosting organic waste treatment rates across academic bodies.



JAMMU URBAN FORESTRY INITIATIVE

ROADSIDE PLANTATION DRIVE

EXPANDS

Jammu Municipal Corporation Transforms Chowadhi Road into a Greener Urban Corridor

JMC under SBM (Urban) 2.0 with Urban Forestry Division launched an intensive plantation drive along Chowadhi Road, Ward No. 74. Under the guidance of Dr. Devansh Yadav (IAS), Commissioner JMC & Mission Director SBM J&K, the drive converts neglected transit stretches into ecological hubs.

KEY SCALE & TARGETS DELIVERED

2,000+

Saplings Planted

Along Chowadhi Corridor

700m

Transit Stretch

Completely covered Ward 74

JMC

IEC Outreach

Digital media integration

DRIVE OBJECTIVES

- Urban Green Cover

Rapid expansion of roadside flora to combat urban heat island effects.
- Public Space Renewal

Converting degraded roadsides and bypass trash-dump zones into healthy corridors.
- Youth Mobilization

Active engagement of TULIP interns to seed ecological values.

SOCIAL MEDIA STRATEGY

- Digital flyers delivered to all 80 urban local bodies.
- Promoted Four-Bin segregation, composting, & plastic bans.
- Consistent platform distribution on X, Facebook & Instagram.

CITIZEN MOBILIZATION OUTCOMES

Integrating physical green drives with aggressive localized digital IEC materials created a robust, multi-channel blueprint. High community response translated to organic online trends supporting J&K's green goals.



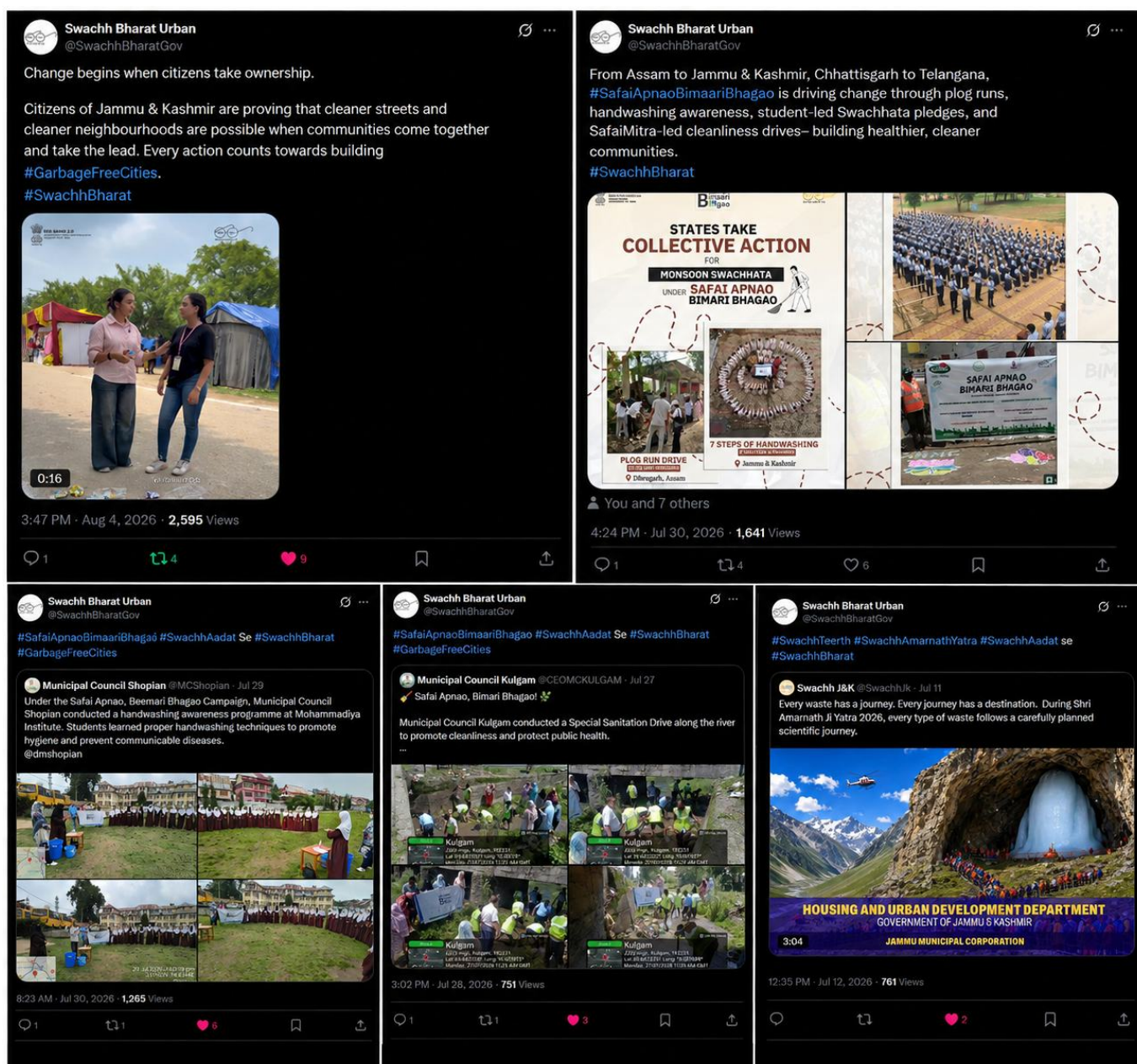
NATIONAL OUTREACH SPOTLIGHT

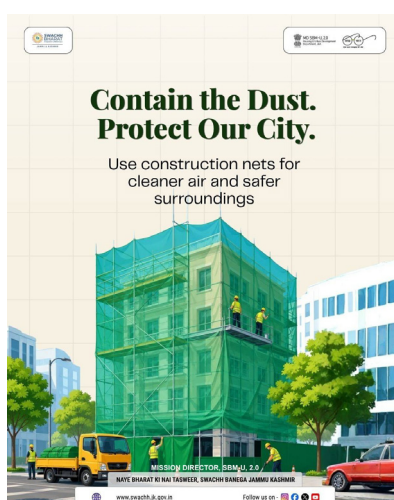
SBM DIGITAL CAMPAIGNS GO VIRAL

Mission Director SBM-U 2.0's Citizen-Centric Awareness Creatives Receive Widespread Appreciation Across National Media

Under Swachh Bharat Mission (Urban) 2.0, Mission Director SBM-U 2.0 boosted citizen engagement with impactful digital assets. Highlighting zero-waste goals, composting rules, and plastic bans, the campaigns gained national visual recognition and massive public interaction.

FEATURED CAMPAIGN CREATIVES







JAMMU & KASHMIR

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MISSION DIRECTOR, SWACHH BHARAT MISSION-URBAN 2.0
HOUSING AND URBAN DEVELOPMENT DEPARTMENT
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