



ALL INDIA INTITUTE OF LOCAL SELF-GOVERNMENT

Main Baldev Nagar Road, Masuriya, Jodhpur, Rajasthan, 342004

INFORMATION, EDUCATION AND COMMUNICATION (IEC) ACTIVITY REPORT

Swachh Bharat Mission (Urban) 2.0

**Subject: Conducting IEC and BCC activities
under SBM Guidelines in Municipal Council
Chittorgarh area**

Tender ID: SBM/IEC/2025-26/2287-90

Location: Municipal Council Chittorgarh

September – October 2025



**PROJECT
MANAGEMENT**



**CAPACITY
BUILDING**



**CITY SANITATION
PLAN**



GIS CELL



**TRAINING
PROGRAMS**



Submitted To:

**Municipal Council Chittorgarh
Chittorgarh – 312001, Rajasthan**

Submitted By:

**All India Institute of Local Self Government,
Main Baldev Nagar, Masuriya,
Jodhpur- 342004
Email: rdjodhpur@aiilsg.org**

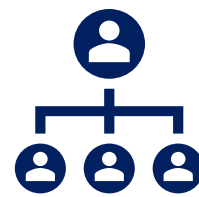


WWW.AIILSG.ORG

Disclaimer:

The data in this document contains trade secrets and confidential or proprietary information of All India Institute of Local Self Government (AIILSG), the disclosure of which would provide a competitive advantage to other competitors. As a result, this document shall not be disclosed, used or duplicated, in whole or in part, for any purpose other than to evaluate AIILSG's capabilities and qualifications. Disclosure of any data contained shall be with the express written permission of AIILSG. Data subject to this restriction are contained in the entire document. If an engagement is awarded to AIILSG, as a result of, or in connection with the submission of this document, any right to duplicate, use or disclose the data will be to the extent provided in the resulting agreement. If an engagement is not awarded to AIILSG, this document and any duplicate copy thereof should be returned to AIILSG or destroyed. This restriction does not limit the rights of the recipient to use the information contained in the data if it is rightfully obtained from another source without restriction.

© All Rights Reserved



Project Management



Training Program



Capacity Building



**Transaction
Advisory**



GIS



**Handholding
Support**

Acknowledgement

The *All India Institute of Local Self-Government (AIILSG)*, Jodhpur, Rajasthan, sincerely thanks everyone who has supported the implementation of the Information, Education and Communication (IEC) activities under the Swachh Bharat Mission (Urban) 2.0 for the *Municipal Council, Chittorgarh*.

We extend our special thanks to the Regional Director, AIILSG Rajasthan, for his continued guidance, supervision, and motivation throughout the ongoing IEC work.

We also express our gratitude to the Commissioner and Officials of the Municipal Council Chittorgarh, whose cooperation, timely coordination, and on-ground assistance have been vital in successfully carrying out field activities, public campaigns, and awareness programs.

We acknowledge the valuable direction and encouragement received from the Directorate of Swachh Bharat Mission (Urban), Government of Rajasthan, for providing technical and policy guidance to ensure effective IEC implementation.

Heartfelt appreciation is also extended to the citizens, Safaimitras, local shopkeepers, teachers, students, and community members whose participation and enthusiasm have been key to making every awareness campaign impactful and result-oriented.

We further thank the AIILSG IEC Field Team for their dedication, field engagement, event management, data documentation, and teamwork in ensuring the success of IEC activities.

This report represents the progress and achievements of IEC work completed over a two-month period. The IEC work in Chittorgarh is still in progress, and future reports will continue to document upcoming activities and results as the program advances.

Together, the Municipal Council Chittorgarh, AIILSG, and the citizens of the city continue to work towards the shared goal of creating a cleaner, healthier, and sustainable urban environment.

Preface

The *All India Institute of Local Self-Government (AIILSG)*, Jodhpur, Rajasthan, is pleased to present this Information, Education, and Communication (IEC) Progress Report prepared for the *Municipal Council, Chittorgarh*, under the Swachh Bharat Mission (Urban) 2.0).

This report highlights the various awareness, behaviour change, and community engagement activities carried out during the two-month period, focusing on citizen participation, waste segregation, elimination of single-use plastic, and overall improvement of urban sanitation practices.

The IEC initiative aims to build strong public awareness and encourage active involvement of citizens, schools, market associations, Safaimitras, and community groups in maintaining cleanliness and sustainable waste management. The efforts are directed towards promoting the core vision of “Garbage-Free, Plastic-Free, and Healthy Chittorgarh.”

Through these ongoing activities, the Municipal Council seeks to not only improve solid waste management at the ground level but also create a behavioural shift among citizens towards adopting environmentally responsible habits.

This report includes details of major campaigns, outreach programs, and community-driven actions conducted under the approved IEC work plan and IEC calendar of the Department of Local Self Government, Government of Rajasthan.

The AIILSG Jodhpur team takes pride in supporting the Municipal Council Chittorgarh in this ongoing initiative. The collective efforts of field teams, municipal staff, and the local community reflect the true spirit of the Swachh Bharat Mission (Urban) 2.0 — building cleaner cities through awareness, participation, and sustained action.

Table of Contents

Acknowledgement.....	2
Preface.....	3
Table of Contents	4
1. INTRODUCTION	5
2. SUMMARY OF ACTIVITIES	5
1. Awareness Campaigns	5
2. Plastic-Free Campaign	6
3. Door-to-Door Visits	7
4. School Activities	8
5. Cleaning and Beautification Drives	9
6. Safe Septic Tank Cleaning Awareness	10
7. Home Composting Awareness	11
8. Market Awareness Activities.....	13
9. Helpline Promotion.....	14
10. Reuse and Recycling Drive.....	14
11. Clean Water Bodies and Market Area Activity	15
12. Tobacco-Free and Red Spot-Free City Campaign	16
13. Swachhta Pledge	17
14. Swachh Food Street	18
15. “Vocal for Local” Diwali Initiative.....	19
16. Painting Competition	20
17. Key Results	21
3. CONCLUSION	21
4. SUBMISSION NOTE.....	21

1. INTRODUCTION

The **Municipal Council Chittorgarh**, with the help of the **All India Institute of Local Self Government (AIILSG)**, Jodhpur, has been carrying out different awareness and cleanliness activities under the **Swachh Bharat Mission (Urban) 2.0**.

The main aim of these activities is to make people aware about:

- Keeping their surroundings clean,
- Separating dry and wet waste at home,
- Reducing plastic use,
- Using safe and proper waste disposal methods, and
- Taking part in keeping the city clean and healthy.

The IEC (Information, Education & Communication) work helps people understand why cleanliness is important and how their small efforts can make a big difference.

It includes **door-to-door campaigns**, **market awareness drives**, **school activities**, **Safaimitra welfare events**, and **public meetings**.

These programs also teach people about **home composting**, **plastic-free living**, **safe septic tank cleaning**, and **tobacco-free habits**.

The IEC team visits different areas every week, speaks with residents, students, vendors, and sanitation workers, and helps them adopt better habits.

All these activities are planned as per the **IEC calendar** given by the **Department of Local Self Government, Rajasthan**, and are part of the official work plan under **Swachh Bharat Mission (Urban) 2.0**.

This report gives a summary of all the IEC work completed during the last two months. It shows the kind of activities done, the people involved, and the results achieved. It is also being submitted to the **Municipal Council Chittorgarh** for **payment processing** of the IEC work completed in this period.

2. SUMMARY OF ACTIVITIES

1. Awareness Campaigns

Public awareness drives were held across the city to teach people how to keep their homes and surroundings clean, how to separate wet and dry waste, and why it is important to avoid throwing garbage in open areas.

Citizens were encouraged to use **green bins for wet waste** and **blue bins for dry waste** and to always hand over garbage to the municipal collection vehicle.



2. Plastic-Free Campaign

IEC teams met with market vendors, shopkeepers, and vegetable sellers to explain the harm caused by plastic.

People were encouraged to use **cloth and jute bags** instead of plastic bags. Cloth bags were distributed and people promised to help make Chittorgarh **plastic-free**.



3. Door-to-Door Visits

IEC teams went from house to house to talk with citizens about waste segregation and home cleanliness.

People were shown how to separate kitchen waste from dry items like paper, plastic, and metal. This helped improve awareness at the household level.



4. School Activities

School visits were done to spread the message of cleanliness among students. Activities like drawing, painting, and cleanliness pledges were organized. Students were encouraged to keep their classrooms, toilets, and surroundings clean.



5. Cleaning and Beautification Drives

Special cleaning drives were carried out at garbage-prone areas and public spots. These places were cleaned, painted, and turned into green zones with plantation and awareness messages.



6. Safe Septic Tank Cleaning Awareness

People were informed that septic tanks should be cleaned every three years using **registered operators** approved by the Municipal Council.

This ensures that cleaning work is done safely and without harming workers or the environment.



7. Home Composting Awareness

Citizens were shown how to make compost from kitchen waste at home.

IEC teams explained simple methods like collecting vegetable peels in a pot and mixing them with dry waste to make organic manure.

People appreciated the idea of reducing waste and using the compost in their gardens.



8. Market Awareness Activities

The IEC team met with traders and vendors in local markets to talk about keeping their shops and surroundings clean.

People were reminded not to throw waste on the streets and to keep dustbins near their shops.



9. Helpline Promotion

Information about the Municipal Helpline and complaint numbers was shared with the public. People were told how they can report waste collection, drainage, or sanitation issues and get them resolved quickly.

10. Reuse and Recycling Drive

Collection drives were conducted to collect old clothes, books, and household items from citizens.

The collected materials were sent to the **Mukhyamantri Sadbhavana Kendra (RRR Center)** so that needy people could reuse them.

This supported the idea of **Reduce – Reuse – Recycle**.



11.Clean Water Bodies and Market Area Activity

Awareness activities and cleaning efforts were carried out near water bodies and market areas.

Citizens were asked not to dump waste in drains or water sources and to keep their local surroundings clean.



Latitude: 24.886572
Longitude: 74.642011
Elevation: 426.24±6.00 m
Accuracy: 5.0 m
Time: 15-10-2025 12:11:59
Note: Jail barrier



12. Tobacco-Free and Red Spot-Free City Campaign

IEC teams visited tobacco and pan shops to explain the harmful effects of tobacco use and spitting in public.

Shopkeepers were requested to keep spit bins (peak bins) and maintain cleanliness around their shops.

The campaign focused on making Chittorgarh a **clean, healthy, and tobacco-free city**.



13.Swachhta Pledge

At every IEC activity, people took a **Swachhta Pledge** to keep their homes, offices, and city clean and to motivate others to do the same.



14. Swachh Food Street

As part of the **Swachh Bharat Mission (Urban) 2.0**, the **Municipal Council Chittorgarh** along with the **IEC team** conducted a special awareness drive under the “**Swachh Food Street**” initiative.

This campaign focused on **moving and mobile food vendors** such as street food sellers, tea stalls, juice carts, and small eateries operating in busy areas and near markets.

The IEC team interacted directly with vendors and explained the importance of maintaining **clean and hygienic food practices** while serving customers in public areas.

They were advised to:

- Keep a **small dustbin** on their cart or near their stall to collect waste properly.
- Avoid the use of **single-use plastic** plates, glasses, or spoons.
- Serve food in **eco-friendly materials** such as paper or steel containers.
- Maintain **personal hygiene** by wearing clean aprons, gloves, and covering food properly.
- Keep their vending areas neat, dispose of waste through municipal vehicles, and avoid littering on roadsides.

The IEC team also guided vendors to display cleanliness messages on their carts and to cooperate with the Municipal Council in keeping vending zones clean and healthy.

Vendors responded positively and expressed willingness to follow hygiene and waste management practices.

This activity helped create awareness about how every moving food vendor can play a role in making Chittorgarh’s streets **clean, safe, and food-friendly**.



15. “Vocal for Local” Diwali Initiative

During the festive season, the IEC team organized a special “**Vocal for Local**” awareness campaign under Swachh Bharat Mission.

People were motivated to buy **local products**, support small businesses, and celebrate Diwali in an **eco-friendly way** without plastic decorations or packaging.

The campaign included:

- **Waste to Art Activities** – Decorative items and showpieces made from discarded materials to showcase recycling creativity.
- **No Single-Use Plastic Awareness** – Vendors and citizens were guided to avoid plastic wrappers and carry bags during Diwali shopping.
- **Swachh Food Street Promotion** – Clean and hygienic food stalls were encouraged to maintain dustbins, avoid plastic plates, and ensure cleanliness in eating areas.

This initiative combined local entrepreneurship with cleanliness and environmental protection, aligning with the theme “*Clean City, Green City, Local Pride.*”



16.Painting Competition

A **Painting Competition** was organized under the **Swachh Bharat Mission (Urban) 2.0** to encourage students to express the message of cleanliness and waste segregation through art. Students creatively showcased themes like “*Clean City, Green City*” and “*Say No to Plastic,*” promoting awareness and civic responsibility.



17.Key Results

- People are now more aware about waste segregation and cleanliness.
- Reduction in plastic usage and better participation in cleanliness drives.
- Improved safety and motivation among sanitation workers.
- Better cooperation between citizens and Municipal Council.
- Markets, schools, and public spaces have become visibly cleaner.
- Strong community support for “Swachh Bharat Mission (Urban) 2.0”.

3.CONCLUSION

The IEC work carried out by **AIILSG Jodhpur** under the guidance of **Municipal Council Chittorgarh** has brought positive change in people’s habits and awareness. Citizens, schools, and vendors have shown great cooperation, and cleanliness is now becoming a part of daily life in the city.

With continuous efforts and public support, **Chittorgarh is moving towards becoming a cleaner, greener, and healthier city.**

4.SUBMISSION NOTE

All activities listed above were completed successfully during 2 Month period **September and October**, as per the approved IEC work plan.

This report is being submitted to the **Municipal Council, Chittorgarh**, for review and invoice processing for IEC work executed over two months.