

Government of India
Ministry of Drinking Water and Sanitation
LOK SABHA
UNSTARRED QUESTION NO.2684
TO BE ANSWERED ON 1-12-2016

Making Swachh Bharat Mission a Public Movement

‡2684. SHRI RAM KUMAR SHARMA:

Will the Minister of **DRINKING WATER AND SANITATION** be pleased to state:

- (a) whether the Union Government proposes to step up the awareness campaign by including new slogans under Swachh Bharat Mission (Gramin) in order to make it a public movement;
- (b) if so, the details thereof;
- (c) whether the Government has made a provision for spending Rs. 1.96 lakh crores under the aforesaid Mission till 2019;
- (d) if so, the details of the sources identified for mobilising the said amount of funds; and
- (e) the details of the amount likely to be obtained from each of the said sources?

ANSWER

**MINISTER OF STATE FOR MINISTRY OF DRINKING WATER & SANITATION
(SHRI RAMESH CHANDAPPA JIGAJINAGI)**

(a) and (b) The focus of Swachh Bharat Mission (Gramin) is on behaviour change of people to adopt safe sanitation and hygiene. The programme lays emphasis on community involvement and a number of measures are being taken to make it a public movement. Up to 8% of total resources under the programme can be spent on Information, Education and Communication (IEC) - of these 5% are to be spent at the State and district levels. Keeping in view the greater impact of engaging with people through direct communication, the States have been advised to spend at least 60% of IEC funds for inter-personal communication activities. Many States are focusing on community approach, wherein the people are directly triggered and made aware about the importance of sanitation and hygiene using some triggering tools. Besides, conventional IEC tools are also used to educate the people. At decentralized level, some districts/States are branding their campaign to generate local pride in the sanitation movement and making it a public movement. Trainings of Collectors and key stakeholders is being done regularly to build their capacities for undertaking campaigns and engaging people.

(c) to (e) It was estimated that a total of around 1.34 lakh crore (including Central and State level) would be required for SBM(G). Of this, Rs 18375 crore have been allocated during the last three years (2014-15 to 2016-17). The resources for the Mission are proposed to be made available inter-alia through budgetary allocations, Swachh Bharat Cess, contributions to the Swachh Bharat Kosh, Corporate Social Responsibility (CSR), State's own resources and external assistance.