

**GOVERNMENT OF INDIA  
MINISTRY OF DRINKING WATER & SANITATION**

LOK SABHA  
STARRED QUESTION NO.392 (12<sup>th</sup>Position)  
TO BE ANSWERED ON 22.03.2018

**Awareness under SBM**

†\*392. **SHRI SANJAY HARIBHAU JADHAV:**

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

- (a) the amount of expenditure incurred in Maharashtra for promoting social awareness under the Swachh Bharat Mission (SBM) during the last four years;
- (b) whether the Government has received reports about the incidents of people being beaten up and subjected to social harassment for defecating in the open and if so, the details thereof;
- (c) whether steps are being taken by the Government to prevent such incidents;
- (d) if so, the details and the outcome thereof; and
- (e) if not, the reasons therefor?

**ANSWER**

**MINISTER FOR DRINKING WATER AND SANITATION  
(SUSHREE UMA BHARATI)**

- (a) to (e) A Statement is laid on the Table of the House.

**Statement referred to in the reply to Lok Sabha Starred Question No.392 due for reply on 22.03.2018.**

(a) A total of Rs.48.13 crore have been spent on Information, Education and Communication (IEC) in Maharashtra during last four years under Swachh Bharat Mission (Gramin) [SBM-G] by the Centre and State Governments.

(b) SBM-G guidelines and the programme stresses upon positive behaviour change and community mobilisation to promote toilet usage and to make villages open defecation free. Grass root volunteers called Swachhagrahies and local government machinery with support from the local people organise activities to create positive behaviour change. However, few isolated incidents of arguments during persuasion of behaviour change have come to the notice of the Government.

(c) and (d) Taking such isolated incidents seriously, the Ministry of Drinking Water and Sanitation has issued two advisories restraining officers from such unwarranted incidents. Centre and State Governments have been emphasizing upon positive behaviour change communication and refraining from coercive methods in all SBM-G workshops, conferences, meetings and video conferences at all levels. The Ministry of Drinking Water and Sanitation is also using social media to extensively promote positive behaviour change for toilet usage.

(e) Does not arise.