

Government of India
Ministry of Drinking Water and Sanitation

LOK SABHA
UNSTARRED QUESTION NO.2226
TO BE ANSWERED ON **08-03-2018**

Sanitation Coverage in Rural Areas

2226. DR. GOKARAJU GANGA RAJU:

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

- (a) whether it is a fact that Rural India had achieved only 39% sanitation coverage till October, 2014;
- (b) if so, the progress achieved in rural sanitation so far after the launch of Swachh Bharat Mission (SBM);
- (c) whether it is also a fact that changing people's behaviour remains a challenge for the Government; and
- (d) if so, the measures proposed to be taken by the Government for bringing behavioural changes among rural people?

ANSWER

**MINISTER OF STATE IN THE MINISTRY OF DRINKING WATER &
SANITATION**

(SHRI RAMESH CHANDAPPA JIGAJINAGI)

- (a) to (b) Sanitation Coverage in Rural India at the launch of Swachh Bharat Mission (Gramin) was 38.7% which has increased to 78.98% as on date.
- (c) Sanitation is mainly a behavioral issue. It involves changing the mindset of people to stop open defecation and to adopt safe sanitation practices.
- (d) Under Swachh Bharat Mission (Gramin), upto 5% of total resources can be spent on Information, Education and Communication(IEC) for State and District level. 3% of the resources can be used at the Central level for the same purpose. Massive media campaigns have been started at National level using Audio Visual (TV) and Audio (Radio) aids. States are also carrying out IEC campaign including interpersonal Communication (IPC). Also cleanliness drives and awareness campaigns are held at regular intervals. In order to educate the people, the programme lays emphasis on community involvement. Many States are focusing on community approaches, wherein rural 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. Swachh Bharat Whatsapp group has been created involving officials of GoI and all the States. Similar groups for individual States have been formed. A Facebook page for SBM(G) has also been created and twitter handles are also active. Media celebrities have been roped as brand ambassadors.