

**Government of India**  
**Ministry of Drinking Water and Sanitation**  
LOK SABHA  
UNSTARRED QUESTION NO.2247  
TO BE ANSWERED ON 08-03-2018

**IEC Activities under SBM(G)**

**2247. SHRI DINESH TRIVEDI:**

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

- (a) the percentage of total allocation spent on Information, Education and Communication (IEC) Activities under the Swachh Bharat Mission-Gramin since the launch of the scheme;
- (b) the reasons for not meeting the annual target of 8% of total allocation expenditure for IEC Activities;
- (c) whether any additional measures have been taken by his Ministry to achieve the aforementioned of target 8% and if so, the details thereof; and
- (d) if not, the reasons therefor?

**ANSWER**

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

- (a) Out of the total expenditure under the Swachh Bharat Mission-Gramin [(SBM(G)] since its launch, 3.24% has been incurred on Information, Education and Communication (IEC).
- (b) Under SBM (G), 8% of Central fund allocation for the project is to be utilized on IEC and capacity building activities. The utilization under IEC and capacity building does not link with annual allocation or expenditure. However, the funds should be used in a phased manner for both the pre-ODF and post-ODF activities. The States have the flexibility of deciding the division of expenditure depending on the baseline survey reports and acceleration of sanitation coverage. Since, sanitation is a behavioural issue, it is experienced that a sustainable sanitation outcome can be effectively achieved through behavior change communication, inter-personal communication and community participation. Thus, while spending the money of IEC and capacity building activities, it shall be taken care of that a sustainable sanitation and hygiene outcome is achieved through such activities.
- (c) This Ministry has initiated several steps to increase expenditure on IEC and capacity building activities. It has been made mandatory for the States to spend 2.5% of available funds on IEC and capacity building for release of 2<sup>nd</sup> instalment from the financial year 2017-18 onwards. This Ministry is regularly monitoring expenditure on IEC and capacity building through Integrated Management Information System (IMIS) of SBM (G) and also through a series of meetings/video conferences and during various workshops organised with States/UTs. The Ministry has also issued detailed guidelines on IEC for the States suggesting preferable activities to be undertaken by the States under IEC and capacity building in order to achieve and sustain open defecation free villages. The Ministry is regularly doing pan India campaigns through mass media and various events at national level.
- (d) Does not arise.