

Government of India
Ministry of Drinking Water and Sanitation

LOK SABHA
UNSTARRED QUESTION NO.3401
TO BE ANSWERED ON 15-03-2018

Behavioural Change for Use of Sanitation Infrastructure

3401. SHRI PREM DAS RAI:

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

(a) whether the Government has ensured behavioural change required for the use of sanitation infrastructure by the people; and

(b) if so, the steps taken by the Government to encourage the use of toilets and bring about such a change in the mindset of the people of the country?

ANSWER

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

(SHRI RAMESH CHANDAPPA JIGAJINAGI)

(a) to (b) Sanitation is mainly a behavioral issue. It involves change of mindset of people to stop open defecation and to adopt safe sanitation practices. 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). States are also carrying out IEC campaigns that use interpersonal Communication (IPC) techniques. Cleanliness campaigns are held at regular intervals to create social awareness. In order to educate the people, the programme lays emphasis on community involvement. Many States are focusing on community approaches, wherein the people are directly triggered and made aware about the importance of sanitation and hygiene using interactive individual/ community-based 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. Celebrities have been roped in as brand ambassadors for promoting Swachh Bharat Mission.