

Government of India
Ministry of Drinking Water and Sanitation

LOK SABHA
UNSTARRED QUESTION NO.253
TO BE ANSWERED ON 19-07-2018

Support from NGOs and Corporates for SBM

253. SHRI G.M. SIDDESHWARA:

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

- (a) whether the Government is trying to seek support from Non-Governmental Organisations (NGOs) and corporate sector to achieve the goals of the Swachh Bharat Mission (SBM);
- (b) if so, the details of NGOs and corporate houses which are extending their support to Government in this regard; and
- (c) whether these NGOs and corporate houses are carrying out the mission independently or in alliance with Government?

ANSWER

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

(a) and (b) Though the Government of India does not directly engage Non-Government Organisations (NGOs) in the implementation of Swachh Bharat Mission (Gramin) [SBM-(G)], the State Governments can actively involve them in the Information, Education and Communication (IEC) activities including in triggering leading to demand generation, in capacity building, assistance in construction, and for ensuring sustained use of the sanitation facilities.

SBM (G) guidelines have provisions for utilization of Corporate Social Responsibility (CSR) funds in rural sanitation activities by the States/Districts. A Swachh Bharat Kosh (SBK) has also been established under the Ministry of Finance to channelize corporate and individual contributions for Swachh Bharat Mission. These contributions are covered under Corporate Social Responsibility (CSR) under the Companies Act.

(c) A Corporate Collaboration Framework has been prepared for systematically involving the corporate sector in advancing Swachh Bharat Mission. Many Corporates have announced taking up works in rural sanitation, which they carry out in consultation with the State/district and local governments. At the Central level, Corporate collaboration has been availed in development of Swachh Iconic Places, in engagement of district level Preraks and in certain Information, Education and Communication (IEC) activities as per the priorities of the Mission.