

Government of India
Ministry of Drinking Water and Sanitation

LOK SABHA
UNSTARRED QUESTION NO.1708
TO BE ANSWERED ON 20-12-2018

Sanitation Coverage

1708. SHRI OM BIRLA:

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

- (a) the steps taken by the Government for the “behavioural change” in rural population to attain the real motive behind sanitation programme;
- (b) whether the Government has taken note of the fact that sanitation coverage across many States is considerably low, if yes provide the details regarding steps taken by the Government to uplift the pace of sanitation in the low performing States;
- (c) whether the Government has also taken cognizance of poor nature of construction and low quality of raw materials being used in the construction of toilets under cleanliness drive; and
- (d) if so, enumerate the corrective steps that have been taken by the Government in this regard?

ANSWER

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

- (a) Under Swachh Bharat Mission (Gramin) [SBM(G)], the preferable approach is to adopt Community Approaches to Sanitation (CAS) focusing heavily on triggering entire communities and on achieving collective behavioral change with emphasis on awareness generation. Upto 5% of the programme funds can be spent on Information, Education and Communication (IEC) and capacity building at the State and District level, and upto 3% at the Central level. 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). Cleanliness drives and awareness campaigns are also held at regular intervals. Nigrani Samities have been formed in the villages to ensure that the people use the toilets and not go for open defecation. Regular field visits including morning follow ups are undertaken by the Government officials to monitor and ensure the usage of toilets. Besides conventional IEC tools, social media is also being used for spreading the mass awareness. Swachh Bharat Whatsapp group has been created involving officials of Government of India and all the States. Similar groups for individual States have been formed. A Facebook page for SBM(G) has been created and twitter handles are also active. Media celebrities have been roped in as brand ambassadors.
- (b) Government had launched the SBM(G) on 2nd October, 2014 with the aim to achieve 100% open-defecation free (ODF) India by 2nd October, 2019. So far, 25 States/UTs have been declared ODF. The remaining States are on track to become ODF by 2nd October, 2019.
- (c) and (d) Sanitation is a State subject and hence the responsibility for implementation of the programme lies with the States. Government of India provides technical and financial support to supplement the efforts of the State Governments. Complaints, if any, received are forwarded to the respective State Governments for appropriate corrective measures.