

Government of India
Ministry of Drinking Water and Sanitation

LOK SABHA
UNSTARRED QUESTION NO.2534
TO BE ANSWERED ON 27-12-2018

Cleanliness of Beaches under SBM

2534. SHRIMATI POONAM MAHAJAN:

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

- (a) whether the Government has initiated a programme aimed at generating a change in public awareness of the importance of beach and coastal cleanliness under the aegis of Swachh Bharat Mission (SBM);
- (b) if so, the details thereof including the names and number of beaches in the coastal areas of the country, State-wise, especially Maharashtra and the current status of the programme; and
- (c) the funds spent towards cleanliness of beaches during each of the last five years, State/beach-wise?

ANSWER

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

(a) to (c) The Government had launched Swachh Bharat Mission (Gramin) [SBM(G)] on 2nd October, 2014 with the aim to attain Open Defecation Free India by 2nd October, 2019. The objective of SBM(G) is to bring about improvement in the cleanliness, hygiene and the general quality of life in rural areas. Solid and Liquid Waste Management (SLWM) is one of the key components of the programme to create clean villages. To this end, Information, Education and Communication (IEC) interventions under the programme also focus on SLWM so as to create a felt need for these activities among the population. Upto 5% of the programme funds can be spent on IEC at the State and District levels, and up to 3% at the Central level. SBM(G) is under implementation in all the 697 districts of country including coastal areas and beaches, while there is no separate programme aimed at generating a change in public awareness of the importance of beach and coastal cleanliness.