

**GOVERNMENT OF INDIA
MINISTRY OF HOUSING AND URBAN AFFAIRS**

**LOK SABHA
UNSTARRED QUESTION NO. 3125
TO BE ANSWERED ON DECEMBER 21, 2023
CLEAN TOILETS CHALLENGE CAMPAIGN**

NO. 3125 Dr. RAM SHANKAR KATHERIA

Will the Minister for HOUSING AND URBAN AFFAIRS be pleased to state:

- (a) whether the Government is running Clean Toilets Challenge campaign in view of cleanliness;**
- (b) If so, the components likely to be promoted under the said campaign;**
- (c) the time by which the Clean Toilets Challenge campaign is likely to be run; and**
- (d) the details of the bodies where Clean Toilets challenge campaign is being implemented in Uttar Pradesh?**

ANSWER

**THE MINISTER OF STATE IN THE
MINISTRY OF HOUSING AND URBAN AFFAIRS
(SHRI KAUSHAL KISHORE)**

(a) to (d) : To ensure functionality and sustainability Community Toilets/Public Toilets (CT/PTs), Ministry of Housing and Urban Affairs (MoHUA) launched a 5-week 'Clean Toilets Campaign' on 17th December 2023, beginning from World Toilet Day i.e. 19th November, 2023 till Good Governance Day i.e. 25th December, 2023 in all urban areas of the country including Urban Local Bodied (ULBs) of Uttar Pradesh. The objective of the 'Clean Toilets Campaign' are (i) Nationwide Cleanliness drive of CTs/PTs; (ii) Operation & Maintenance Plan of toilets; (iii) Nudging User Behaviour; (iv) Improved Monitoring Mechanism; (v) Grounding of Aspirational Toilets and (vi) 'Toilet Grading' by women SHGs.

In addition to cleanliness and maintenance drives in all toilets, the Campaign also has a Challenge element. The Clean Toilets Challenge aims to recognize exceptional public toilets that exemplify cleanliness, accessibility, innovation in design, as well as functionality. Nominations have been called from ULBs, parastatal bodies as well as private organizations to share their best public and community models. Identification of these toilets models will encourage widespread adoption of the same and improve the overall status of sanitation in the country.
