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Government of India
Ministry of Drinking Water and Sanitation

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Dated the 17th September, 2014

To

Principal Secretary/ Secretary
i/c Rural Sanitation
All states / UTs

Sub: Launching of 'National Sanitation Campaign' from 25/9/2014 till 23/10/2014

As you are aware, Government of India is committed to achieving Swachh Bharat status by 2nd October 2019, coinciding with the 150th birth Anniversary of Mahatma Gandhi.

The key to changing the grim sanitation situation in the country is to change the mindset of people i.e. the general apathy towards cleanliness. This is possible only if 'Mission Sanitation' is taken up as a People's Movement.

Keeping the above in view, it has been decided to launch 'Mission Swachh Bharat', so as to build up momentum of attaining Swachh Bharat and to start "A People's Sanitation Movement". In this context, the Government of India proposes that an extensive **National Sanitation Campaign** be launched on and from 25th September 2014 and to be continued till 23rd October 2014.

The focus of the campaign should be on :-

- i. Awareness to keep villages clean including through street cleaning and solid and liquid waste management including ways to do it.
 - ii. Awareness on safe sanitation and the need to build and use toilets
 - iii. Importance of hand washing with soap
 - iv. Safe disposal of Child Faeces
 - v. Safe handling and storage of drinking water.
- Various IEC/IPC activities communicating the above issues should be undertaken (including a visit to every rural home). It needs to be empahsised during communication, that cleanliness can impact people's lives, by reducing incidences of diseases while enhancing the security and pride of the women and the children. This has a positive impact on the economy and the GDP.

Cleanliness Ambassadors.

- It is envisaged that this Campaign be one for all Departments of the Government as each and every Govt. functionary right from State to Panchayat level has to be involved in the campaign. At Panchayat level/village level, Sarpanches, Panchayat members, Block coordinators, ASHA workers, Swachhata Doots, Teachers, Revenue Functionaries and all departmental functionaries of various departments will be involved along with organizations like NCC, NSS, Boy Scouts, Girls Guides, NYK volunteers etc. to carry the message of sanitation.

In addition to having interventions at the State, District & GP levels, the Sanitation Campaign should aim to reach out to each & every individual household. Extensive activities need to be undertaken at the household levels. Maximum emphasis should be given on ensuring coverage of each Panchayat and motivating each and every household to build and use toilets. Thus apart from effective planned use of Mass Media (Radio, TV, Newspapers), Digital media (Voice SMS) Direct Media (Hoardings, posters, wall writings, bus panels,) and Motivational media (Nukkad Nataks, documentary film shows), the Swachhata Campaign should see the extensive use of Interpersonal Communications at the household level. Reaching every household has to be the base of the planning. Efforts are to be made to mobilise communities at the Gram Panchayat level by holding Sanitation Melas/ Rallies and walks/runs by students with banners/paintings in local languages.

2. For this effort to be successful it is obvious that large scale mobilization of possible partners has to be done. These may include:

- (i) IEC consultants, Swachhata doots, Block and District Coordinators and VWSC members;
 - (ii) School students;
 - (iii) services of ASHA, Anganwadi workers, SHG groups, School Teachers, Doctors, PRIs, Patwaris, and Village level workers of all Departments;
 - (iv) Local leaders and Religious leaders for visibility and acceptance;
 - (v) Services of NCC cadets, Boy Scouts, Girl Guides, Nehru Yuvak Kendras;
 - (vi) Rotary and Lions Club and other similar organizations to reach out to various sections;
 - (vii) Like minded and reputed NGOs, CSOs, SHGs, especially Women SHGs across the Country;
 - (viii) The state may also contact officers of other departments like Health, Women and Child Development and School Education Department and request them to spare the services of their personnels during the sanitation campaign;
 - (ix) Multilateral organizations UNICEF, WSP GSF, WSSCC
 - (x) Agencies like Sulabh, Wateraid, Plan, Arghyam, Water for People, etc
 - (xi) Media representatives
- All States are to prepare an extensive day-wise plan for the Campaign detailing activities to be taken up. A function on 2nd October 2014 could also be organized in Gram Sabhas with focus on sanitation.

A brief *Suggested Action Points for celebrating the National Sanitation Campaign* is enclosed for reference. The State action plan may be broadly developed on these lines. However States are expected to develop and improve on this Plan with specific local initiatives

A detailed date based Activity plan (at state, district, block and GP levels) on how States plan to organize the 'National Sanitation Campaign', may be shared with this Ministry by 23rd September 2014.

- The available funds under NBA-IEC will be utilised for the Sanitation Campaign.

Assistance of the Ministry as well as organizations like UNICEF, WSP, NGOs and any other sanitation service organizations can be taken for this. Many States and Organizations have developed excellent quality IEC material which can be shared amongst states.

- All the States are kindly requested to immediately identify a State Nodal officer for the Sanitation Campaign and intimate this Ministry his/her name, contact number and email address for future communication.
3. Actual "triggering" a demand for toilets may also be carried out *inter-alia* with help of experts on 'Community Led Total Sanitation (CLTS)'.
4. For any further clarification/support, the help of the following officers may be obtained:

Shri Sujoy Mojumdar, Director (NBA)
Ministry of Drinking Water and Sanitation
eMail: sujoy.m@nic.in, Tele 011-24364427, (M) 9717402345

Ms. Sandhya Singh, Joint Director (IEC)
Ministry of Drinking Water and Sanitation
eMail: sandhya.singh@nic.in, Phone : 011 24364112, (M) 07838115499

Shri Sreenath, IEC Consultant (WSP)
Ministry of Drinking Water and Sanitation
Phone : 011 2436 4427, (M) 09873483715

5. It may also be noted that the Sanitation Campaign will include and be followed up by programmes on World Hand Washing Day which falls on 15th October 2015. The planning may be done accordingly.

With regards.

Encl: as above

Yours faithfully


(Saraswati Prasad)

Suggested Action Points for 'National Sanitation Campaign being held from 25/9/ 2014 to 23/10/ 2014

The following Points are to be considered an suggested action for the National Sanitation Awareness Week:

(A) Preparatory Meetings

1. One day State level meeting is to be held by or before 20/09/2014 involving all State and District level NBA officers, Coordinators, Consultants as a preparatory meeting for planning the entire campaign and detailing all possible activities. Requirement of coordination with various other Ministries/ Departments/ International Agencies/NGOs/ other organizations to be discussed in detail. It is suggested that the meeting be held at the level of Chief Secretary.

A detailed draft Sanitation Campaign Action Plan should be the outcome of this meeting (This may already have been held in many States).

2. A one day District level meeting headed by District Collectors to discuss the concept of the Campaign involving District Sanitation Departments, various Govt. Departments, other stakeholders and NGOs to coordinate plan and finalise the district level IEC activities. This should result in finalizing both concept plans at the district levels as well as GP level activities (by 22nd of September).
3. Once the Concept Plan is finalized, a one day State level Advocacy Workshop with all partners, detailing responsibilities of various Ministries/ NGOs/ International NGOs like UNICEF, WSP, Rotary and other partners informing them about the campaign to be held on (23rd September)
The various relevant Government departments are to be requested to permit/ allow the participation of services of their workers during the sanitation campaign (ASHA, Anganwadi workers, SHG groups, School Teachers, Youth clubs and PRIs).
4. Subsequently, by 24th September 2014, briefing/orientation workshop is to be organized for all participating workers at District and /or Block level to brief/inform them of the Messages to be disseminated on sanitation and the detailed activities to be carried out during the Sanitation Campaign.

(B) 'National Sanitation Campaign (25/9/ 2014 to 23/ 10/ 2014)

(I) State level Curtain Raiser (Eve of awareness Campaign)

1. Advertisements in Important newspapers in advance especially in local languages regarding 'National Sanitation Campaign'.
2. Sanitation clips/ shows in state TV and Radio channels in local language (some spots and clips are available on MDWS Website ([go to mdws.nic.in/](http://go.to/mdws.nic.in/)))

miscellaneous section/ and click on Audio/Video section to access sanitation audio and video spots)

3. Hoardings/ posters / bill boards across the state highlighting Sanitation messages during the Campaign.

States which have already made designs of sanitation messages are requested to assist other States by sending soft copies of the same to the Director Sanitation at sujoy.m@nic.in by 25.9.2014.

(II) State Level activities

1. Inauguration of the **National Sanitation Campaign** on 25th September 2014.
2. Awareness advertisements on sanitation in **TV and Radio** networks at the state level. Continue broadcast of TV spots/ **Radio programmes** throughout the campaign.
3. Use of Bulk voice SMS through the week highlighting sanitation messages.
4. Setting up hoardings/ posters in state district capitals/ campaigns on bus panels etc.
5. Running sponsored articles/ issues highlighting sanitation in newspapers.
6. Organising Week long Elocution contests/ Declamation contests/ painting contest on subjects like cleanliness of Villages, safe sanitation practices, hand washing, safe storage of water, solid and liquid waste management practices, Sanitation and health etc at schools and give prizes for the same.
7. Participation of involving State Chief Minister, Ministers and other dignitaries appropriately may be considered during the campaign.

(III) District Level Activities

1. Inauguration of the Sanitation Campaign at the district level, at District HQ by organizing a Rally at the district headquarters with participation of Elected Representatives, District Officials, Officers of various departments, School Children, NGOs, CSOs, Media etc.
2. Sanitation Messages on hoardings at District and Block levels, at Bus stands, Railway stations, Schools, important traffic junctions, Hospitals, Panchayat offices.
3. Messages on local cable TV channels, slide show in theaters.
4. Organise Nukad nataks around Bus stations, Market Places.
5. District level Elocution/ Painting contests for Schools and Colleges.

(IV) Block Level Activities

1. In addition to the district level activities, a AV van with sanitation messages show audio visual messages and having models of toilets etc., may be arranged to pass through all GPs in the Blocks.

(V) GP level activities

1. Organisation of a meeting on the Inaugural day of the Sanitation Campaign on 25/9/2014, and on Gandhi Jayanthi day, and on last day of the Campaign at the GP / Gram Sabha involving participation by all stakeholders including political leaders/ religious leaders, PRI members, School children, Village level Government workers. Formal inauguration of the Sanitation Campaign on 25th September with Skits/ Nukkad nataks / jatras/school children rallies/runs/walks (carrying sanitation message) and actual cleaning up the village through local volunteers and grass root workers also involving students to be repeated every 2-3 days to ensure a completely clean village.

2. Organization of Gram Padyatra, across each village, to identify and highlight locations of open defecation, garbage heaps, stagnant water etc. These can be mapped to create a Village map and displayed in village meetings; in the GP and Schools etc and used as a IEC tool to bring about disgust and generate awareness. This can be used to trigger action and demand for toilets.

3. **A intensive door to door campaign with the help of flip charts/ pamphlets to be undertaken to cover all households to be organized with Govt. Employees of various Depts./ Swachhata Doots/ Water supply operators/ ASHAS/ ANM workers/Anganwadi workers/ SHG groups/NGOs/School Children/others to be actively involved.**

During the campaign, to organise at least one large colorful rally going through the entire GP with posters/ playcards highlighting sanitation issues like construction and use of toilets, hand washing, safe storage of water, solid and liquid waste management practices, sanitation and health etc

4. **Organize a Sanitation Mela at the GP level for at least one /two days, involving local SHGs, NGOs, Schools etc.** consisting of posters/ toilet models/ interaction with Masons/ highlighting Govt. schemes in sanitation/ sanitation related puppet shows etc. (The Mela should also have a booth for counseling and giving sanitation related information)
(On the spot sanction of applications for toilets may also be arranged)

5. Organise competitions at local schools in the GPs on topics related to sanitation like construction and use of toilets, Hand washing, safe storage of water. Solid and Liquid Waste Management practices, Sanitation and health etc. Provisions for giving prizes may also be made.

6. Deck up the GP office and Primary Health Centre with posters/ festoons and hoardings highlighting the sanitation campaign and safe sanitation practices.

(organise counselling facilities at the **Primary Health Centre** and **GP office** during the entire duration). Put up wall paintings at important buildings in the GP like **Schools. Hospitals, Primary Health Centers, GP offices**, highlighting safe sanitation practices.

7. Enable involvement of religious leaders from local temples / mosques/churches etc. to announce **Sanitation** messages during the entire campaign (**sensitization of local Religious Leaders** on sanitation issues may be done before the activity)
8. Document the proceedings at the GP through photographs and video recordings.
