

Swachh Bharat Mission (Gramin) issues advisory to State functionaries

Posted On: 02 AUG 2017 6:39PM by PIB Delhi

Behaviour change is the key to Swachh Bharat Mission's success. In past three years, tireless efforts made by thousands of government officials, grassroots leaders, volunteers and Swachhagrahis have made it possible that the number of ODF (Open Defecation Free) States has today gone up to 5, that of ODF districts has gone up to 156, and the number of ODF villages has crossed the 2 lakh mark. People from all walks of life have shown an exemplary commitment towards making India open defecation free (ODF), and have transformed the Swachh Bharat Mission into a true *jan-aandolan*. The core strategy for achieving the goals of SBM is Information, Education and Communication (IEC)

However, there have been some recent reports of inappropriate action on part of certain field level functionaries which have come to the attention of the Ministry of Drinking Water and Sanitation.

The Ministry has issued the following advisory to all the State Governments on 25 July, 2017 as a proactive step to reinforce the stance of the Swachh Bharat Mission on this issue:

No.AR/SBM-11/2017

Government of India

Ministry of Drinking Water and Sanitation

Swachh Bharat Mission (Gramin) Division

4th Floor, Pt. Deendayal Antyodaya Bhawan

CGO Complex, Lodhi Road,

New Delhi - 110003

Dated : 25.07.2017

Subject : Advisory on Approach and Communication

Dear Principal Secretary/Secretary,

The Ministry of Drinking Water and Sanitation has taken note of some recent instances of local administrations adopting inappropriate and gender insensitive approaches in the context of preventing open defecation. Such actions are not in keeping with the spirit of the Swachh Bharat Mission.

We would like to reiterate that the Swachh Bharat Mission (Gramin) focuses on encouraging communities to collectively and voluntarily adopt and use toilets, as well as promote swachhta in their villages. This objective needs to be achieved through facilitation by local authorities by using appropriate messaging and positive behaviour change communication.

State Governments are requested to communicate the above message to all concerned.

With regards,

Yours Sincerely,

(Akshay Rout)

Officer on Special Duty

Swachh Bharat Mission

Ministry of Drinking Water and Sanitation

To: All Principal Secretaries/Secretaries

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