

**GOVERNMENT OF INDIA
RURAL DEVELOPMENT
LOK SABHA**

UNSTARRED QUESTION NO:1003
ANSWERED ON:15.11.2010
SANITATION AWARENESS CAMPAIGN
Sainuji Shri Kowase Marotrao

Will the Minister of RURAL DEVELOPMENT be pleased to state:

- (a) whether the Government has chalked out any scheme to launch awareness campaign at broad scale to provided toilet facilities in each of the households in the rural area of the country;
- (b) if so, the details thereof; and
- (c) the persons/agencies from which the assistance is likely to be taken by the Government for this campaign?

Answer

MINISTER OF STATE IN THE MINISTRY OF RURAL DEVELOPMENT (MS. AGATHA SANGMA)

(a) to (c): The Government of India administers the Total Sanitation Campaign (TSC), a comprehensive programme started in the year 1999 to ensure sanitation facilities in rural areas with the main objective of eradicating the practice of open defecation and ensuring clean environment. It is a demand driven, project based programme implemented by taking district as a unit. Information, Education and Communication (IEC) is an important component of the Programme for effective demand creation of sanitation facilities. Up to 15% of the total project cost can be utilised for IEC activities to be undertaken at the District level by the project implementing agency. They may take up such activities by engaging local NGOs for interpersonal communication; selecting motivators; executing works like wall paintings, street plays etc. in terms of TSC Guidelines. Further, limited IEC activities are also taken up at Central level like mass media campaign through Doordarshan and All India Radio as per funds available.