

**GOVERNMENT OF INDIA
DRINKING WATER AND SANITATION
LOK SABHA**

UNSTARRED QUESTION NO:1796
ANSWERED ON:01.12.2011
WOMEN AS SANITATION AMBASSADOR
Reddy Shri Magunta Srinivasulu

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

- (a) whether the Government proposes to appoint women as ambassadors for sanitation programmers; and
- (b) if so, the details thereof?

Answer

MINISTER OF THE STATE IN THE MINISTRY OF DRINKING WATER AND SANITATION (SHRI JAIRAM RAMESH)

(a)&(b): 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. TSC is project based programme taking district as a unit operated in demand driven mode. TSC, at present, is being implemented in 607 rural districts of the country. Information, Education and Communication (IEC) are the important components of the Programme to create effective demand for sanitation facilities. Inter- personal communication and door-to-door contacts are recognized as the most significant tools for attaining the Programme goals. The campaign has provisions for engagement of Swachchhata Doots / Sanitation Messengers as motivators at the Gram Panchayat level in order to strengthen communication machinery at the village level with participatory social mobilization. Preference is given to women candidates in selection of Swachchhata Doots. Further, in GPs with two or more Swachchhata Doots, at least one essentially has to be a woman.