

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

STARRED QUESTION NO:289
ANSWERED ON:13.12.2012
NIRMAL BHARAT ABHIYAN
Tandon Annu

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

- (a) whether the Government proposes to earmark a portion of the budget meant for Nirmal Bharat Abhiyan for communication, outreach and awareness campaigns in the country;
- (b) if so, the details thereof;
- (c) whether the Government has conducted a sanitation survey or an audit to map out the sanitation requirements of each panchayat in the country;
- (d) if so, the details thereof and if not, the reasons therefor; and
- (e) the other steps taken/being taken by the Government in this regard?

Answer

MINISTER OF STATE (INDEPENDENT CHARGE) IN THE MINISTRY OF DRINKING WATER AND SANITATION (SHRI BHARATSINH SOLANKI)

(a)to(e): A statement is laid on the Table of the House.

Statement referred to in the reply to parts (a) to (e) of the Lok Sabha Starred Question No. 289 for reply on 13.12.2012

(a)&(b): Yes Madam, Under Nirmal Bharat Abhiyan(NBA) formerly known as Total Sanitation Campaign (TSC), 15% of the total outlay of district projects is earmarked for Information, Education and Communication (IEC) activities. IEC is an important component of Nirmal Bharat Abhiyan (NBA) that lays the basis for successful implementation of the programme. IEC plays a critical role in bringing about behavior change on various aspects of safe sanitation, creating effective demand, usage and links to health and hygiene.

Ministry has issued elaborate IEC Guidelines in order to provide a broad framework to the States for the implementation of IEC activities to increase awareness among rural people, generation of demand for sanitation facilities and creation of clean environment. With a view to give thrust to a new approach towards IEC, the Ministry has launched a Communication and Advocacy Strategy (2012-2017).

(c)&(d): Yes Madam. Before preparing district projects, districts have to conduct a baseline survey under TSC/NBA. Under TSC/NBA 607 districts have already done baseline survey. Panchayat-wise details are available on the website of the Ministry in public domain.

(e): With the introduction of Nirmal Bharat Abhiyan (NBA) and in the light of Census 2011 Report on availability of latrine facilities in rural areas, States have been requested to conduct fresh baseline Survey.