

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

UNSTARRED QUESTION NO:3370  
ANSWERED ON:13.12.2012  
REVIEW WORKSHOPS UNDER TSC  
Bajwa Shri Partap Singh

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

- (a) the steps taken by the Government to improve the Information Education and Communication (IEC) as part of Total Sanitation Campaign (TSC);
- (b) whether State and District level review workshops have already been organised by the Ministry in regard of the same;
- (c) if so, the details thereof and if not, the reasons therefor; and
- (d) the steps 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): Information, Education and Communication (IEC) is an important component of the Total Sanitation Campaign (TSC)/ Nirmal Bharat Abhiyan (NBA). The major steps taken by the Government to improve IEC as part of TSC /NBA are as under:

# Under Nirmal Bharat Abhiyan(NBA) formerly known as Total Sanitation Campaign (TSC), 15% of the total outlay of district projects has been earmarked for Information, Education and Communication(IEC) activities.

# IEC Guidelines have been issued 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.

# For effectively disseminating IEC messages, provision to engage Non Governmental Organisations(NGOs), village level motivators (Swachhata Doot/Sanitation Managers), field functionaries like ASHA, Anganwadi Workers, School Teachers, and Bharat Nirman Volunteers has been made.

# Mobile messages based Communication was carried out on a pilot basis as an effective tool for dissemination of awareness on Sanitation targeting rural areas of Rajasthan, Madhya Pradesh, Chhattisgarh, Bihar, Jharkhand and Uttar Pradesh.

# Communication and Advocacy Strategy (2012-2017) for Water Sanitation and Hygiene has been launched. It is designed to roll out a number of activities in a phased manner, including implementation to monitoring. It also provides a framework for States to develop State-specific action plans for rolling out of the strategy.

# Audio and audio-visual spots have been produced in collaboration with UNICEF, on sanitation and hygiene related messages.

# The Ministry along with NGOs has organised the Nirmal Bharat Yatra with the objective of highlighting various issues related to water and sanitation through an innovative exhibition involving various interactive methods including song, dance, drama and games to sensitise people.

(b)&(c): One national level orientation cum review workshop was organized on 18th September, 2012 at Vigyan Bhawan, New Delhi for State and District Co-ordinators. Key resource centers, identified by Ministry, are also organizing orientation and review workshops for State and district field functionaries.

(d): Government is urging States to organize more workshops including review workshops and take up other IEC activities to increase awareness among rural people and to generate demand for sanitation facilities.