

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

STARRED QUESTION NO:354  
ANSWERED ON:21.03.2013  
AWARENESS CAMPAIGN FOR SANITATION  
Rawat Shri Ashok Kumar

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

- (a) whether the Government has formulated any scheme for a widespread awareness campaign to motivate rural households to build toilet facilities and encouraging their use;
- (b) if so, the details thereof;
- (c) the names of the collaborators/agencies involved/proposed to be involved in the said campaign by the Government; and
- (d) the details of the terms and conditions of the agreement settled/being settled for the purpose?

**Answer**

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

(a) to (d): A Statement is laid on the table of the House.

Statement referred to in reply to Lok Sabha Starred Question No.354 for 21.3.2013

(a)&(b): Yes Madam, Information, Education and Communication (IEC) is an important component of the Total Sanitation Campaign (TSC) / Nirmal Bharat Abhiyan (NBA). Government of India has formulated and issued 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. The other 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.

# Sanitation and Hygiene Advocacy and Communication Strategy Framework (2012-2017) 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.

# For effective dissemination of IEC messages, provision to engage Non Governmental Organisations (NGOs), village level motivators (Swachhata Doots/Sanitation Managers), field functionaries like Accredited Social Health Activists (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.

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

(c)&(d): IEC activities are carried out at the National level, State level, District level and Gram Panchayat level. It involves mass media like TV, Radio, mobile based messages, print publicity and also use of folk media, melas, street plays, wall writings, hoardings and banners, picture frames, exhibitions, school rallies, interpersonal communication etc. Most of these IEC activities are carried out by the State Government and at the District and Gram Panchayat level, however, Union Government, in the past has also been carrying out mass media activities through TV, Radio & print. It has in collaboration with UNICEF developed TV and radio spots for telecast /broadcast. The UNICEF provides this support as part of the technical assistance provided to Ministry of Drinking Water and Sanitation.