

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

UNSTARRED QUESTION NO:3174

ANSWERED ON:11.12.2014

SWACHH BHARAT MISSION

Banerjee Shri Kalyan;Kodikunnil Shri Suresh;Mohammed Shri Faizal P.P.;Tharoor Dr. Shashi

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

- (a) whether the Government has given wide publicity through print and electronic media to promote Swachh Bharat Mission (SBM) ;
- (b) if so, the details of amount spent for the said publicity, print and electronic media-wise;
- (c) the year-wise budget allocation made for SBM for the 12th Plan;
- (d) whether the construction of new sewage systems, installation of waste treatment plants and provision of waste bins at public locations are also included as a component of the SBM;
- (e) if so, the details thereof; and
- (f) whether private/public sectors have also been involved in the SBM, if so, the assistance, financial or otherwise, provided by private/public sector, sector-wise?

Answer

MINISTER OF STATE IN THE MINISTRY OF DRINKING WATER & SANITATION (SHRI RAM KRIPAL YADAV)

(a) Yes Madam.

(b) The Swachh Bharat Mission (Gramin) was launched on 2.10.2014. The details of amount spent on publicity on the sanitation programme through the print and electronic media under the Nirmal Bharat Abhiyan (NBA) and the Swachh Bharat Mission (Gramin) in 2014-15 is as under :-

Year	Amount spent on Print media (Rs. in crore)	Amount spent on Electronic media (Rs. in crore)
2014-15 (Upto 30 .11.2014)	1.92	41.95

(c) The 12th Plan allocation for rural sanitation is Rs. 37,159 crore. The year-wise budget allocation made for the Nirmal Bharat Abhiyan (NBA) and the Swachh Bharat Mission (Gramin) in the 12th Plan, till 2014-15, is as under :-

Year	Allocation (Rs. in crore)
2012-13	2500.00
2013-14	2300.00
2014-15	4260.00
Total	9060.00

(d) and (e) Solid and Liquid Waste Management (SLWM) is one of the key components of the Swachh Bharat Mission (Gramin). SLWM is to be taken up in project mode for each Gram Panchayat (GP), with financial assistance capped for a GP on number of household basis, to enable all GPs to implement sustainable SLWM projects. Under this component, activities like compost pits, vermin-composting, common and individual biogas plants, low cost drainage, soakage channels/ pits, reuse of waste water and system for collection, segregation and disposal of household garbage etc can be taken up.

(f) The Ministry of Drinking Water and Sanitation has issued guidelines to facilitate the utilisation of Corporate Social Responsibility (CSR) funds in rural sanitation activities. States can use these guidelines as a base to develop their own procedure to attract/receive and utilise CSR funds. Many Corporates have announced undertaking works in rural sanitation, which they are taking up in consultation with state, district and local governments.