

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

UNSTARRED QUESTION NO:3210
ANSWERED ON:11.12.2014
USE OF TOILETS
Kamaraaj Dr. K.

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

- (a) whether toilets built under different schemes are not used by public in rural areas;
- (b) if so, the details thereof; and
- (c) the measures being taken by the Government create awareness and benefit of toilet use?

Answer

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

(a) No Madam.

(b) As per Evaluation Study on Total Sanitation Campaign done in 2013 by Programme Evaluation Office of Planning Commission, 19.8% toilets are not being used daily in spite of their availability.

(c) To create awareness of the benefits of toilet use amongst the rural population Information, Education and Communication (IEC) activities has been made an important part of the Swachh Bharat Mission (Gramin) {SBM(G)}. Under {SBM(G)}, 8% of the total funds is earmarked for IEC interventions. IEC plays a critical role in bringing about behavior change on various aspects of safe sanitation, creating effective demand and promoting usage.

With a view to give thrust to a new approach towards IEC on sanitation, the Ministry has in 2012, adopted a Communication and Advocacy Strategy. Mass media campaigns through TV spots, audio spots and the print media, and policy propagation through programmes of DD, AIR have been taken up. Following the strategy, States are formulating state and district specific media plans and implementing the same, in which village level Behavior Change Communication (BCC) and Inter Personal Communication (IPC) are being focused upon. Further, a "National Swachhata Campaign" was observed from 25th September to 31st October 2014 in every State, with intense field level activities to create awareness, generate effective demand for sanitation facilities and accelerate sanitation coverage in rural areas of the country.