

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

UNSTARRED QUESTION NO:1618  
ANSWERED ON:05.03.2015  
BLUE PRINT ON SBM  
Ajmal Shri Sirajuddin

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

- (a) whether there is any proper plan and blue print under the Swachh Bharat Mission (SBM) covering toilets and solid waste management system and sewerage disposal system if so, the details thereof;
- (b) if not, whether the Government has any proposal to do so for each village /public toilets; and
- (c) the details of total advertising budget for the SBM and funds spent on television, newspaper, online radio and other advertising in the last eight months, State/ UT-wise?

**Answer**

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

(a) Yes Madam. The Swachh Bharat Mission (Gramin) has been launched on 2nd October, 2014, which aims at attaining a Open Defecation Free India by 2nd October, 2019, by providing access to toilet facilities to all rural households and initiating Solid and Liquid Waste Management activities in Gram Panchayats to promote cleanliness. Provision of incentives for the construction of Individual household latrine (IHHL) raised to Rs.12000 for all Below poverty Line (BPL) households and to identified Above Poverty Line (APL) households (all SCs /STs, small and marginal farmers, landless labourers with homestead, physically handicapped and women-headed households). Solid and Liquid Waste Management is an important component of Swachh Bharat Mission (Gramin). Funds for Solid and Liquid Waste Management activities with cap of Rs. 7/12 /15/20 lakh are available for Gram Panchayats having upto 150/300/500/ more than 500 households. Under this component, activities like compost pits, vermin composting, biogas plants, low cost drainage, soakage channels/ pits, reuse of waste water and system for collection, menstrual hygiene management, segregation and disposal of household garbage etc can be taken up.

(b) Does not arise.

(c) The Budget of Advertising and Publicity under Swachh Bharat Mission (Gramin) for the year 2014-15 at the Central Government level was Rs. 96.08 Crores, Out of which Rs. 85.25 crores have been spent till date. Upto 5% of Project Outlay can be spent by the States on Information, Education and Communication. State/UT wise expenditure on IEC as reported by the States on the Online Monitoring System during last 8 months (From July 2014 to February 2015) is at Annexure-1.