

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

UNSTARRED QUESTION NO:1723

ANSWERED ON:05.03.2015

USE OF TOILETS

Mani Shri Jose K.

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

- (a) whether any system to monitor use of toilets has been set up by the Government;
- (b) if so, the details and purpose thereof along with its the modus operandi;
- (c) whether the Government proposes to mobilize public support for encouraging people to use toilets in rural India; and
- (d) if so, the details thereof along with the action taken thereon?

Answer

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

(a) and (b) The Ministry of Drinking Water & Sanitation, in association with the Ministry of Statistics & Programme Implementation, has set up a Nationwide survey for a third party monitoring and estimation of the status of sanitation, including that of the use of toilets.

(c) and (d) 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.