

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

UNSTARRED QUESTION NO:3764

ANSWERED ON:19.03.2015

TOILET FACILITIES

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

- (a) whether a number of people in rural areas prefer defecating in open despite having toilet at home;
- (b) if so, the reasons therefor and the estimated number of such households in the country, State/UT-wise;
- (c) the measures taken/proposed to be taken by the Government to improve and uplift the mentality and behaviour of the people and making them aware of the benefits of using toilets;
- (d) the total funds spent under Swachh Bharat Mission (SBM) for awareness and the details of the budgetary allocation in the Budget 2015-16 meant for changing the behaviour and attitude of the people in this regard; and
- (e) whether the Government has issued any guidelines recently giving free hand to States and Municipalities in implementation of the SBM, if so, the details thereof?

Answer

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

- (a) and (b) As per report of "Evaluation Study on Total Sanitation" done by Programme Evaluation Organisation of Planning Commission (NITI Aayog) published in 2013, 6% rural households are defecating in open in spite of having toilets. "Lack of awareness" and "established age old practice" stand out as the predominant reasons for open defecation in case of households where toilets facilities are already available.
- (c) The Swachh Bharat Mission (Gramin) guidelines emphasise behavior change and suggest, community based collective behavior change as the preferred approach for sanitation. Under this mission, 8% of the total funds is earmarked for information education and communication (IEC). 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. Based on the guidelines and strategy, the States are to formulate their specific behavior change plans and implement the same, focusing on Inter Personal Communication (IPC).
- (d) 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. 85.85 crores have been spent till date. For the year 2015-16, funds for IEC at Central Government Level is Rs.101 Crore. Further, upto 5% of their project outlay can be spent by the States on Information, Education and Communication.
- (e) Ministry of Drinking Water and Sanitation has issued the guidelines of Swachh Bharat Mission (Gramin). Under the guidelines, States have been given flexibility in the implementation of the programme.