

**GOVERNMENT OF INDIA
RURAL DEVELOPMENT
LOK SABHA**

UNSTARRED QUESTION NO:4975

ANSWERED ON:23.04.2015

AWARENESS INITIATIVES UNDER SWACHH BHARAT MISSION (SBM)

Paraste Shri Dalpat Singh

Will the Minister of RURAL DEVELOPMENT be pleased to state:

(a) the mechanism in place to ensure effectiveness of the Information, Education and Communication (IEC) under Swachh Bharat Mission(SBM) and the funds allocated and spent during each of the last three years and the current year under IEC, State/UT-wise;

(b) whether maintenance of toilets is also being covered under the SBM; and (c) if so, the details thereof?

Answer

MINISTER OF STATE IN THE MINISTRY OF RURAL DEVELOPMENT (SHRI SUDARSHAN BHAGAT)

(a) The Swachh Bharat Mission (Gramin) guidelines emphasize behavior change and suggest community-based collective behavior change as the preferred approach for sanitation. Under this Mission, 8% of the total funds are 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). Under Swachh Bharat Mission (Gramin), no component-wise allocation is made. However, State/UT-wise Central share spent on IEC during the last 3 years under SBM (G) is at Annexure.

(b) No.

(c) Does not arise.