

Behavioural change to increase use of toilets

2746. SHRI TIRUCHI SIVA: Will the Minister of DRINKING WATER AND SANITATION be pleased to state:

- (a) whether Government has taken any steps to mobilise behavioural change to increase usage of toilets;
- (b) if so, the details thereof; and
- (c) the details of allocation of funds towards Information Education and Communication activities under the Swachh Bharat Mission-Gramin scheme, during the last three years?

THE MINISTER OF STATE IN THE MINISTRY OF DRINKING WATER AND SANITATION (SHRI RAMESH CHANDAPPA JIGAJINAGI): (a) and (b) Sanitation is mainly a behavioral issue. It involves change of mindset of people to stop open defecation and to adopt safe sanitation practices. Under Swachh Bharat Mission (Gramin) [SBM(G)], the preferable approach is to adopt Community Approaches to Sanitation (CAS) focusing heavily on triggering entire communities and on achieving collective behavioral change with emphasis on awareness generation. Up to 5% of the programme funds can be spent on Information, Education and Communication (IEC) and capacity building at the State and District level, and up to 3% at the Central level. Massive media campaigns have been started at national level using Audio Visual (TV) and Audio (Radio) aids. States are also carrying out IEC campaign including interpersonal Communication (IPC). Cleanliness drives and awareness campaigns are also held at regular intervals. Nigrani Samities have been formed in the villages to ensure that the people use the toilets and not go for open defecation. Regular field visits including morning follow ups are undertaken by the Government officials to monitor and ensure the usage of toilets. Besides conventional IEC tools, social media is also being used for spreading the mass awareness. Swachh Bharat Whatsapp group has been created involving officials of Government of India and all the States. Similar groups for individual States have been formed. A Facebook page for SBM(G) has been created and twitter handles are also active. Media celebrities have been roped in as brand ambassadors.

- (c) Under SBM(G), a total amount of ₹1488.02 crore has been spent on Information Education and Communication activities during the last three years at the Central and State levels.