

S-18020/62/2016-SBM
Government of India
Ministry of Drinking Water and Sanitation
Swachh Bharat Mission (Gramin)

12th Floor, ParyavaranBhawan,
CGO Complex, Lodhi Road,
New Delhi – 110003
Dated 17.8.2016

Subject:- Engagement of experienced Natural Leaders from ODF villages as Motivators/Swachhagrahis.

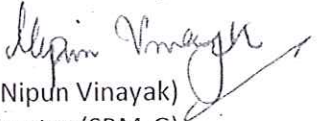
Madam/Sir,

In Swachh Bharat, behavioural change is the key. This requires skill in convincing people to adopt safe sanitation practices and to shun old habit of open defecation. This work is done by motivators trained in community approaches.

2. The villages that have gone through this behavioural change process and became ODF best understand the subtleties of this process, and how to address the various challenges that may arise. The panchayat representatives/natural leaders from these villages may share their experiences with other villages and motivate and guide them. This may be more effective than communication from outsiders.

3. This may be considered in the implementation strategy of your State appropriately by either engaging these people as motivators/swachhagrahis formally or providing them platforms to share their experiences widely.

Yours faithfully,


(Dr. Nipun Vinayak)
Director (SBM-G)

To,
The Principal Secretary/Secretary,
In-charge Rural Sanitation, All States/UTs

Copy to: State Coordinator SBM (G), All States/UTs

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