

S-18/10/2015-SBM-Part(3)
Government of India
Ministry of Drinking Water and Sanitation
Swachh Bharat Mission (Gramin) Division

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

Dated 17.8.2016

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

Subject: Demonstration of construction of toilets in villages after triggering.

Madam/Sir,

Under Swachh Bharat Abhiyan, the primary emphasis is behavior change of communities and their demand generation for toilets. Once this is done, it may be necessary to clarify their doubts/myths about the toilet technology.

2. It has emerged that after triggering to change behavior, if the actual progress of construction of toilet is demonstrated to villagers, many of their doubts such as size of pit, rough cost, rough time taken for construction, important elements for safety such as water-scaling, minimum distance from water source etc. are clarified and they more readily take up toilet construction.

3. This may be suitably incorporated in programme implementation at your end.

Yours faithfully,



(Arun Baroka)
Joint Secretary, SBM

Copy to:

State Coordinator (SBM-G), All States/UTs

For Ministry's website