



सत्यमेव जयते

भारत सरकार  
Government of India

पेय जल एवं स्वच्छता मंत्रालय  
4वी., 8वी., 9वी., एवं 12वी. मंजिल, पं दीनदयाल अंत्योदया भवन  
सी. जी. ओ. कॉम्प्लेक्स, लोधी रोड,  
नई दिल्ली - 110003

Ministry of Drinking Water and Sanitation  
4th, 8th, 9th & 12th Floor Pt. Deendayal Antyodaya Bhawan  
C. G. O. Complex, Lodhi Road,  
New Delhi - 110003

To,

Dated the 12<sup>th</sup> October, 2017

The Principal Secretary/ Secretary  
In- Charge of Rural Sanitation  
All States/UTs

**Subject: Commencement of National Annual Rural Sanitation Survey (NAARS) by Independent Verification Agency (IVA) in your State from 23<sup>rd</sup> October, 2017-reg.**

Madam / Sir,

This is to inform that with an objective of expediting vision of Swachh Bharat Mission by 2019 and incentivizing performance of States/UTs, this Ministry has commissioned a National Annual Rural Sanitation Survey (NAARS) by an Independent Verification Agency (IVA), KANTAR Public & IPE Global. They will be conducting survey as part of this study, which is to be conducted from 23<sup>rd</sup> October across the country.

2. The survey involves collecting information and assessment on three major aspects, based on which the States would be incentivized:
  - 1- Reduction in OD Incidence
  - 2- Sustainability of ODF villages
  - 3- Villages with improved SLWM
3. For the conduct of survey the IVA team would be talking to several people in villages of your State/UT. I request you to kindly provide requisite support, should they contact you, for the successful completion of this survey.

Your's Sincerely,

(Mahesh Thakur)

Deputy Secretary (SBM)

- CC: 1- Mission Director, Swachh Bharat Mission (Gramin), all States/UTs.  
2- Mr. Pushpendra, Group Director Kantar Public, New Delhi.