



भारत सरकार
पेयजल तथा स्वच्छता विभाग
पर्यावरण, पेयजल तथा स्वच्छता विभाग के एवं 12 वीं मंजिल
संयुक्त प्रशासन, लोधी रोड़,
नई दिल्ली-110 003
Ministry of Drinking Water and Sanitation
Paryavarana Bhawan, B-1 Wing, 8th, 9th & 12th Floor,
C.S.O. Complex, Lodhi Road,
New Delhi-110 003
No.W-11037/1/2014/NBA
Dated : 17.01.14

To

The Principal Secretaries / Secretaries
I/c Rural sanitation
All States/UTs

Subject: **Launching of National Campaign on Sanitation and Hygiene under NBA during 25.02.14 to 01.03.14 – selected for the National Rural Drinking Water Awareness Week**

Sir/Madam

1. The Ministry launched a "National Rural Drinking Water Awareness Week" across the Country between 25.02.14 to 01.03.14.

In view of this, it has been decided to launch a simultaneous Rural Sanitation Campaign. Sanitation departments of all States/UTs, all State NBA Coordinators, & Director, WSSO/CCDU of states handling NBA are advised to take up IEC on Sanitation on a campaign mode during the same period, so that it can be synchronized into the water campaign and converged as a comprehensive WASH Awareness Campaign.

2. Messages on "sanitation" have also to be disseminated aggressively through the pattern of 360 degree communication interventions, as recommended in the detailed Action Points suggested in this Ministry's DO No W1101/11/2011/WQ IEC of the Ministry dated 13.01.2014 issued in connection with "National Rural Drinking Water Awareness Week" (enclosed with this letter). The IEC funds available under NBA at the State and district levels are to be utilized for the campaign on Sanitation and Hygiene. In States where Sanitation and drinking water are in the same department, the NBA wing may immediately chalk out a detailed plan and coordinate with the water supply department of the State regarding rolling out of the proposed activities and funding so as to maximize impact.

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3. In the States where the programme on rural sanitation and rural drinking water are handled by **two separate departments**, the **Sanitation department** should **launch a Statewide Campaign on Sanitation** during **25th February, 14 to 1st March, 2014** by utilizing **IEC funds** under NBA.
4. For IEC on **sanitation**, in States where the **“State Advocacy and Communication Strategy”** and **District Plans** have been formulated on the basis of SHACS , the **campaign should be focused on messages and activities identified in such plans.**
In States where the **State Advocacy and Communication Strategy** has not yet been formulated, the **four critical behaviors identified in the National Sanitation and Hygiene Advocacy & Communication Framework (SHACS 2012-17)**, may be highlighted as given below:
 - i) **Building & use of toilets**
 - ii) **The safe disposal of child excreta**
 - iii) **Hand washing with soap, before food, after defecation and after handling child excreta**
 - iv) **Safe storage and handling of drinking water**

In addition, **the information and messages on NBA incentive and initiatives under Solid Liquid Waste Management** may also be disseminated .

6. For the campaign, instructions issued in the **above referred letter** indicating the **Action Points as stipulated** in respect of **“National Rural Drinking Water Awareness Week”** may be followed for **Sanitation Campaign** where suitable.
For sanitation **maximum emphasis may be given on the following activities:-**
 - i) **GP level activities** including **Inter Personal Communication (IPC)** by executing **“ward wise” door-to-door** visits and motivation by **“Ward Teams”**. **Involvement of local PRIs, ward members, members of VWSC, SHGs (created under NRLM-Jeevika), ASHA, Anganwadi workers, ANM workers, School teachers, local Doctors, Swacchata doots etc** have to be ensured.
 - ii) **Community mobilization** through **special “Gram Sabha” sessions, Group meetings, Mass rallies** including involving **School children** etc.
 - iii) **Focus on communication** during **weekly Haats** through **Jatras, Nukkad Nataks and Raths.**
 - iv) **Media Campaigns** through **TV, radio, talk shows** etc can be considered.
 - v) **Activities in schools, Colleges** like **debates, essay competition, painting competitions** and other similar awareness mechanisms.

7. To ensure proper planning, it is advised that **state level and district level coordination meetings/workshops** be organized to draw up a Plan of Action for the proposed **campaign** be carried out with participation from the Rural sanitation, Drinking Water supply, W&CD, Health and Family welfare and School Education Departments in the States in the last week of January and the first week of February, so that the maximum impact can be felt. Assistance of agencies like UNICEF, WSP and others working on rural sanitation can be taken up.
8. While inputs have been provided to some states through VCs on 17-18 January 2014, preparation in other states shall be reviewed through further VCs soon.
9. An 2 page **report** on the proposed programme may be sent to the Ministry at the following e-mail address (dr_tkdas47@rediffmail.com) by 15.2.2014.

Yours faithfully,



(Sujoy Mojumdar)
Director (NBA)

Encl.: As above

Copy to :

- i) State Coordinator, NBA, All States/UTs
- ii) Director, CCDU, All States/UTs