

Government of India
Ministry of Jal Shakti
Department of Drinking Water & Sanitation

Subject: Monthly summary for the month of June, 2020 in respect of Department of Drinking Water and Sanitation.

Community toilets under the Garib Kalyan Roigar Abhiyan (GKRA)

GKRA has been launched by Hon'ble PM on 20th June, 2020 for 116 selected districts of Bihar, Uttar Pradesh, Madhya Pradesh, Rajasthan, Odisha and Jharkhand to provide employment for migrant workers through infrastructure creation for a period of 125 days. Under the Abhiyan, construction of community toilets in rural areas is one of the 25 identified activities has been taken up on priority. A letter to this effect was issued to States/UTs on 20.6.2020 regarding construction of Community Sanitary Complexes (CSCs) under the Abhiyan. A video conference was also organized with all the six GKRA States to familiarize them on this initiative. IEC messages are being communicated through mass media as well as social media with video and radio spots. Wall painting stencil on the subject have also been shared with States.

Open Defecation Free (ODF) Plus baseline, declaration and verification

A letter was issued to States/UTs on 19.6.2020 regarding conducting Open Defecation Free (ODF) Plus Baseline assessment for Swachh Bharat Mission (Grameen) Phase-II. A Webinar on Open Defecation Free (ODF) Plus Baseline Survey 2020 was also organized on 26.6.2020. More than 200 States/District Officials participated in Webinar. Development Partners also shared their experiences.

Additionally, a detailed advisory to States/UTs was issued on 30.6.2020 regarding definition of ODF Plus under SBM(G) Phase —II and process for ODF declaration and verification.

IEC campaigns and initiatives

(i) बदलकर अपना व्यवहार करेंगे कोरोना पर वार (Badalkar ApnaVyavhar, Karein Corona Par War)

A dedicated IEC campaign focusing on the theme 'Combating Coronavirus' was planned and implemented by DDWS. As part of the campaign, suitable creatives were developed for creating mass awareness on prevention of spread of COVID-19 through emphasis on hygiene and social distancing, keeping rural community in mind. Short films and audio spots have been developed for extensive use on mass media as well as social media. Wall painting stencils were also developed for dissemination in rural areas. These creatives, after the approval of a committee chaired by member NITI Ayog, were sent to Ministry of Health and Family Welfare, MoWCD, DoSEL, DoYA, Ministry of I&B, DoPR and DoRD for further dissemination through their networks.

(ii) स्वच्छ भारत स्वस्थ भारत (Swachh Bharat Swasth Bharat)

An IEC campaign was designed and launched focusing on the importance of maintaining ODF sustainability through regular usage of toilets, especially during the present times. The campaign also focused on hygiene promotion through hand washing with

soap and avoiding spitting in public places. Various creatives were designed on above messages and extensively used on social media platforms. These creative were sent to all States followed by a VC with each state for its implementation.

(iii) सामुदायिक शौचालय अभियान (Shamudayik Shauchalay Abhiyan (SSA) 2020)

An intensive IEC campaign called Shamudayik Shauchalay Abhiyan (SSA) 2020 was launched by DDWS on 15th June 2020 and will continue till 15th September 2020. This campaign targets districts to mobilize their panchayats and villages to construct and maintain community toilets. The key objective of the campaign is to provide the floating and migrant population access to quality sanitation by providing community toilets in the public and high footfall areas of the village to promote community health.

Monitoring of Swachh Bharat Mission (Grameen)

Video Conference with ACS/Principal Secretary/Secretary and Mission Directors in-charge of Rural Sanitation in the States of Andhra Pradesh, Assam, Bihar, Chhattisgarh, Jharkhand, Karnataka, Maharashtra, Odisha, Rajasthan, Uttar Pradesh, West Bengal was organized on 04.06.2020 at New Delhi to review funds utilization under SBM (G) Budget and Performance Incentive Grants under World Bank.

Faecal Sludge Management (FSM)

A Webinar on Faecal Sludge Management (FSM) in rural areas was organized on 25.06.2020 at New Delhi. More than 500 States/District Officials participated in Webinar. Development Partners shared their experiences.

Annual Action Plan(2020-21) for Jal Jeevan Mission

Video-conferences(VCs) was held with the States/UTs of Meghalaya, Mizoram, Arunachal Pradesh, Puducherry, Andaman & Nicobar Islands, Karnataka, Madhya Pradesh, West Bengal and Rajasthan from 01st- 26th June, 2020 to review the Annual Action Plan (2020-21) to achieve 100% FHTC by 2024 and rural water supply programmes.