

Swachh Sundar Samudayik Shauchalaya (SSSS): Guidelines

A people's campaign to construct, paint and maintain community toilets and promote usage

Under the Swachh Bharat Mission, sanitation coverage in rural India is 100%. Over 10 crore toilets have been built under the Mission since its inception.

To ensure that toilets are available in public areas in rural India and to consolidate access including for the floating population, the Department of Drinking Water and Sanitation (DDWS) is launching a two-month-long campaign, "Swachh Sundar Samudayik Shauchalaya (SSSS)" from 1st November to 31st December 2019 to mobilize districts, blocks and villages to construct, paint, and maintain their community toilets. This aimed to promote sustained usage, increase the sense of ownership within the village, and ensure construction and maintenance of community toilets in rural areas. The campaign will be led by the State government and district administration and involve all the rural communities in 6 Lakh villages across the country.

By the end of the campaign, the States will report the following and will be awarded based on the cumulative score of

- % age villages having a functioning community toilet – **50% weightage**
- % age SC/ST concentrated habitations (with more than 50% of the population from the SC/ST category) prioritised for construction of Community Sanitary Complexes against total SC/ST habitations – **30% weightage**
- Beautified community toilet against the total number of community toilets built – **20% weightage**

Please Note : Institutional Toilets in villages such as School toilets and toilets in panchayat building etc. should not be counted and/or uploaded for the purpose of this campaign.

Duration – 1st Nov to 31st Dec 2019

Process – Each district should target construction of at least 1 C.T. per village, facelift it by painting, designing with local art and/or Swachh Bharat Messaging. Beautification of the premises such as horticultural activities can also be conducted. **Key SBM(G) messages that can be included are - regular use of toilets, maintenance of individual and community toilets, sustainability etc.** A portal for uploading the pictures of such community toilets and their geo-tagging will be in vogue from November 1, 2019.

Awards and Selection Process –

1. National level awards for the winners.
2. Attractive prizes and recognition for Panchayats, Blocks, Districts and States who participate in the competition.
3. The State should share with DDWS, the cumulative score, pictures and the nominations on the portal which will be communicated shortly.
4. Contest publicity is encouraged at all levels, which would include a social media campaign with pictures shared using #MyCommunityToilet

State/ District IEC Campaign

1. The States and districts should implement it as per the SBM-G Guidelines.
2. District Collectors and Gram Pradhan should personally lead the campaign at their respective levels.
3. To reinforce this message, it is suggested that an intense two months IEC campaign by States and districts be launched. As part of this campaign, various strategies can be used including State level branding of the campaign, student and youth mobilization, Swachhagrahi led IPC campaign, the involvement of local celebrities, Gram Sabhas, use of 'Swachhata Raths' etc.
4. For meeting the expenditure for beautification/ facelift of the community toilets, the districts and GP may source funds from the IEC heads of SBM(G).
5. Please see below some of the important IEC material links that can be run on Swachhata raths, mass media, social media , projectors etc.

For the MIS

1. Construction is assumed to be completed when the district enters the physical entry, completes geotagging and uploads the relevant picture
2. Beautification is completed when the district enters the details, completes geotagging and uploads the relevant picture
3. The number of construction or beautification is **not limited** to 1 per village.
4. If the coordinates of the CT do not lie within the village, the entry is rejected

IEC Material available

Please find below the AVs links of popular mass media SBMG campaigns for use in raths:

(1) Darwaza Band ODF S Campaign (featuring MrAmitabh Bachchan)

Asli Hero Kaun Hain?

<https://www.youtube.com/watch?v=f55uumsqDOY>

Bach Gaye Ji Bach Gaye

<https://www.youtube.com/watch?v=eMw-pEYFmHs>

Nathulal

<https://www.youtube.com/watch?v=s2tRmJyW2xQ>

(2) ODF S campaign featuring Ms Kajol

<https://www.youtube.com/watch?v=2iG3jNZeEJc>

(3) TWIN PIT AVs

Featuring Mr Amitabh Bachchan

<https://www.youtube.com/watch?v=vKs5SwpzdVA>

Featuring Mr Akshay Kumar and Ms Bhumi

<https://www.youtube.com/watch?v=bb-hspoHnis>

(4) Swachhata Anthem – SBM: The journey of a sanitation revolution

<https://www.youtube.com/watch?v=Bnr1vzb88zo>

(5) MOBISODES

Karan Arjun

<https://www.youtube.com/watch?v=V24Cpt3v4OM&list=PLY40YPA5GFliiNji8AjqzoWA1PuX6DRX&index=4>

Galat Baat Hai

<https://www.youtube.com/watch?v=oFPbhcwsz8&list=PLY40YPA5GFliiNji8AjqzoWA1PuX6DRX&index=14>

Chamatkari Gaddhe

<https://www.youtube.com/watch?v=NYulq4INySo&list=PLY40YPA5GFliiNji8AjqzoWA1PuX6DRX&index=17>

Kuch paise aur ek din ki chutti

<https://www.youtube.com/watch?v=nNmw5SpoWWk&list=PLY40YPA5GFliiNji8AjqzoWA1PuX6DRX&index=18>

Manohar ki Jhijhak

https://www.youtube.com/watch?v=I7KaKJi_aEs&list=PLY40YPA5GFliiNji8AjqzoWA1PuX6DRX&index=19

Aakhir Kyun

<https://www.youtube.com/watch?v=MK4qkRRUsRU&list=PLY40YPA5GFliiNji8AjqzoWA1PuX6DRX&index=15>

You may add more IEC materials developed at state level for display in suitable formats on Swachhata Raths.