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Total Sanitation Campaign (TSC), is one of the flagship schemes of Government of India being administered by this department. Govt. of India has given utmost importance to rural sanitation. In the last five years the allocations for rural sanitation have increased nearly six fold compared to the earlier 5 years. The political commitment at the highest level can be gauged from the fact that at the Third South Asian Conference on Sanitation held last year, the Prime Minister, while inaugurating the Conference said that sanitation should be the birthright of every citizen of this country.

Total Sanitation campaign is a comprehensive programme of GOI to ensure sanitation facilities in rural areas with the goal of eradicating the practice of open defecation and having a clean environment. GOI has set March 2012 as the target for Open Defecation Free status in rural areas and completion of construction of School and Anganwadi toilet units by March 2010.

TSC achievements have varied among states. While Sikkim has already become the first ODF State in the country, many districts, blocks and panchayats have been getting decorated with the Nirmal Gram Puraskars, given away annually by HE The President of India.

Against the total sanitation coverage of 61% in the country, the coverage in your State is 67.48% and your district is 33.6% in terms of achievement under TSC for construction of rural toilets. The contribution of your district shall be significant in achieving the goal set by the Govt. of India.

While you would be aware of the TSC campaign in your district, I would like to highlight certain issues that you may consider while drawing

-up your action plan to upscale the campaign in your district so that you are able to meet the target dates for TSC set by the Govt.

Information, Education and Communication (IEC): IEC strategies must be carefully designed to suit local socio-cultural sensibilities while relating them to the health, educational, economic and environmental parameters. Publicity materials and communication with the stakeholders should be in a simple, easy to understand mode. Repetitive and constant inputs in the form of a structured and sustained campaign are required to achieve the right results.

Human Resource Development: Correct and effective training of TSC workers & officials is required for good sanitary practices along with the right communication methodologies for the success of the programme. Training tools and methodologies should be reviewed and framed carefully. All stakeholders must be provided comprehensive training in the right spirit of the programme. Assistance can be obtained from local, district and state level Institutions, Universities, NGOs and experts in both IEC and HRD activities.

Involvement of PRIs: It has been seen that the programme has attained more success wherever members of Panchayati Raj Institutions have been actively involved. Given the right orientation, dignity and status, Gram, Janpad and Zila Panchayat members may be facilitated to propagate TSC and manage the infrastructure as they are more likely to have the right connect to the local population. TSC envisages PRIs to be dynamic in creation of demand, selection of right technology and operation and maintenance of infrastructure thus created.

TSC as an incentive based scheme: The construction of toilets and achievement of ODF status is envisaged under the scheme through demand creation with a small subsidy as an incentive only. This aspect demarcates TSC from other subsidy-based construction programmes. The beneficiary needs to recognize toilet as part of his dwelling or habitation. In fact, while the incentive can take care of the actual toilet, local innovations and use of traditional resources for construction of superstructure have successfully been accomplished in many areas.

Convergence with other Schemes: Emphasis be given to convergence with National Rural Health Mission and the use of ASHA workers for motivation for construction of new toilets. Inclusion of diarrhea cases for evaluation of Total Sanitation status may be taken up at the

village level through coordination with local PHCs. Convergence with SSA can be done by providing health and hygiene education in schools and setting up of School Committees to ensure cleanliness and hygiene. With Mid Day Meal Scheme we have to take up advocacy of good hygienic practices like hand washing before and after taking food and after defecation. All houses constructed under Indira Awas Yojana should be provided with a toilet. Convergence with SGSY can be done to help women SHGs take up production of sanitary pans and sanitary napkins, give their members mason training, provide loans for construction of toilets etc.

Assistance from youth organizations like NCC, NSS and Nehru Yuva Kendra etc. may be taken to spread the message of good and sustainable sanitation.

Focus on SC/ST and Minority areas: The campaign needs to address itself to the weaker sections of the community in a big way. Community toilets in the case of concentration of landless poor should be looked into while making arrangements for their maintenance & operation.

School and Anganwadis: While all schools and anganwadis are to be provided with toilets in proportion to the strength of students, water availability with storage facilities or other technological methodologies like force-lift pumps with hand pumps or rain water harvesting need to be provided. Separate toilets for boys and girls should be made and training of teachers be ensured so that they enforce & inculcate good sanitary practices in the school. Many schools have organized distribution of sanitary pads for adolescent girls and incinerators for their safe disposal.

Operation and Maintenance: Usage of toilets can be ensured only if systems are created for proper operation and maintenance of toilets. Sustainable systems need to be established for proper O & M of school, anganwadi and community complex toilet units. Funds from different sources available with panchayats may be pooled for this purpose. PTAs & school cabinets can decide on and provide funds for O & M operations in schools.

Solid & Liquid Waste Management: Solid & Liquid Waste Management in villages is a major component of TSC. For sustainable garbage disposal and drainage schemes in village, funds under NREGS, BRGF and 12th Finance Commission may be accessed along with TSC funds.

I am sure that constant review and monitoring at your level would certainly create the right environment for Total Sanitation Campaign as a mass movement under your active leadership that shall enable you to meet the targets while contributing tremendously to this extremely significant human cause.

You may also visit our website www.ddws.nic.in. Success stories pertaining to best practices in States including those given below can also be accessed on the site --

- Leadership and motivation provided by District Collector – Dist Narsinghpur
- Formation of school cabinet to facilitate proper sanitation in school – Dist Lalitpur
- Improved school attendance due to good sanitation – Dist Sarguja
- Public identification of families practicing open defecation – Dist West Tripura
- Training of masons for construction of toilets – Dist Kasargode
- Vigilance Committees of women to monitor open defecation – Dist – Kurukshetra
- Participation of corporate sector in TSC – Dist Tiruvallur
- Effective TSC monitoring through levy of fine – Dist Admednagar

Please respond on your plans for achieving Total Sanitation in your district.

Happy New Year & wishing you success in this Campaign,

Yours sincerely,


(Rajwant Sandhu)

To
All District Magistrate/
Collectors