

सरस्वती प्रसाद, आई.ए.एस  
संयुक्त सचिव  
**Saraswati Prasad, I.A.S**  
**Joint Secretary**



भारत सरकार  
पेयजल एवं स्वच्छता मंत्रालय  
Government of India  
**Ministry of Drinking Water and Sanitation**  
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Dated, the 16<sup>th</sup> July, 2014

No. JS(S&C)/IEC/2014

Sub: Swachchh Bharat by 2019 – need for convergence in communicating the messages on sanitation – reg.

Dear Sir / Madam,

As you are aware that India faces a big sanitation challenge particularly in the rural areas. According to NSSO 2012, only about 40.6% of the rural households have access to toilets. You may also be aware that the Government of India is making special efforts to make the country Open Defecation Free (ODF) by 2019 as part of the Swachchh Bharat Abhiyan.


One of the biggest challenges in making the country ODF is triggering behavioural change in the population to accept the need for building and using toilets. A large number of people amongst the Indian population are still unconvinced of the need to build toilets in their homes. In this connection, coordinated effort by all the Departments of the State Government that have interface with rural population is required.

Department of Education, for instance, can sensitize the teachers and the students to spread the message of sanitation. The messages could also be included in the school curriculae as well as training curriculae for the teachers. Students could be encouraged to carry these messages back to their homes. Department of Health also can spread the message through the health workers. Similarly, the Department of Panchayati Raj and the Department of Women and Child Development can sensitize the PRI functionaries and the Anganwadi workers respectively for spreading these messages. The functionaries at the grass-root level of all the Departments may be urged to make extra efforts to sensitize the rural population on sanitation. The four key messages on sanitation that need to be spread, relate to educating and encouraging people for:-

- (i) Building and use of toilets
- (ii) Safe disposal of child faeces
- (iii) Hand washing with soap after defecation, before food and after handling child faeces
- (iv) Safe storage and handling of drinking water

You are requested to kindly issue appropriate instructions to all the Departments to spread the messages on sanitation through their functionaries at all levels to help India become ODF by 2019.

With 

Yours sincerely,  
  
(Saraswati Prasad)

Chief Secretaries / Administrators  
All States / UTs

Copy to: Principal Secretary / Secretary in-charge of rural sanitation.

सभी के लिए स्वच्छता  
और स्थायी पेयजल आपूर्ति

**Sustainable Sanitation and  
Drinking Watersupply for all**