

File No.S-18011/24/2015-SBM(Pt.I)  
Government of India  
Ministry of Jal Shakti  
Department of Drinking Water and Sanitation  
Swachh Bharat Mission (Gramin)

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4th Floor, Pt. Deendayal Antyodaya Bhawan  
CGO Complex, Lodhi Road  
New Delhi-110003  
Dated: 27<sup>th</sup> September, 2019

To  
The Chief Secretaries  
All States/ UTs

Subject: - Advisory for adoption of non-coercive approach and ensuring that no one is left behind under Swachh Bharat Mission (Gramin)

Madam/Sir,

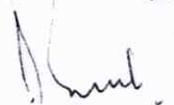
As you are aware, positive behaviour change for adoption of safe sanitation practices as well as ensuring that no one is left behind, are key to achieve the goal of the Swachh Bharat Mission. In the last five years, tireless efforts have been made by village motivators, elected panchayat officials, community-based organizations and government officials to undertake behaviour change communication to encourage rural households to stop defecating in the open and use toilets instead. This massive janandolan has led to an unprecedented change in the rural sanitation situation of the country. People from all walks of life have shown an exemplary commitment towards making India Open Defecation Free (ODF).

2. However, some recent media reports have been brought to the notice of this Department which are showing that certain forms of inappropriate actions, extreme coercive actions (particularly instance of Shivpuri district, Madhya Pradesh), are still being practiced. In this regard this Department had already issued advisory on 25<sup>th</sup> July, 2017 suggesting the States to avoid any coercive measures for ensuring construction and usage of toilets. It is reiterated that coercive action taken by anybody, including government or elected officials or private individuals with respect to sanitation behaviour of any kind is totally unacceptable under any circumstance. In such cases, the concerned authorities should prosecute the guilty to the fullest extent of the applicable law.

3. It is also reiterated that Central and State Governments are fully committed to the achievement and sustaining of open defecation status across rural India. As per the advisories issued on 31<sup>st</sup> July, 2019 and 7<sup>th</sup> August, 2019, it is reiterated that no one should be left behind, and that if there is any eligible beneficiary who has been left out, the concerned State and district should ensure that this basic service is speedily provided.

4. It is requested to ensure urgent necessary action on all the above points.

Yours faithfully,



(Arun Baroka)

Additional Secretary to the Government of India

Tele: 011-24362192

E-mail: arun.baroka@nic.in

Encl: As above.

Copy to: (i) ACS/Pr. Secretary/ Secretary in charge of rural sanitation, All States/UTs  
(ii) Mission Directors/State Coordinators, SBM(G), All States and UTs

No.AR/SBM-11/2017  
Government of India  
Ministry of Drinking Water and Sanitation  
Swachh Bharat Mission (Gramin) Division  
4<sup>th</sup> Floor, Pt. Deendayal Antyodaya Bhawan  
CGO Complex, Lodhi Road,  
New Delhi – 110003

Dated : 25.07.2017

**Subject : Advisory on Approach and Communication**

Dear Principal Secretary/Secretary,

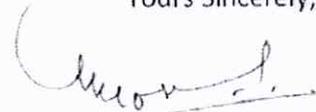
The Ministry of Drinking Water and Sanitation has taken note of some recent instances of local administrations adopting inappropriate and gender insensitive approaches in the context of preventing open defecation. Such actions are not in keeping with the spirit of the Swachh Bharat Mission.

We would like to reiterate that the Swachh Bharat Mission (Gramin) focuses on encouraging communities to collectively and voluntarily adopt and use toilets, as well as promote swachhta in their villages. This objective needs to be achieved through facilitation by local authorities by using appropriate messaging and positive behaviour change communication.

State Governments are requested to communicate the above message to all concerned.

With regards,

Yours Sincerely,



(Akshay Rout)  
OSD

All Principal Secretaries/Secretaries

F. No. S-18020/91/2016-SBM  
Government of India  
Ministry of Jal Shakti  
Department of Drinking Water and sanitation  
Swachh Bharat Mission (Gramin)

4<sup>th</sup> Floor, Pt. Deendayal 'Antyodaya Bhawan'  
CGO Complex, Lodhi Road  
New Delhi-110 003  
Dated 07.08.2019

To,  
The Chief Secretary,  
All States/UTs

**Subject:- Special drive to achieve universal sanitation coverage and elimination of open defecation in rural areas**

Madam/Sir,

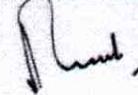
Swachh Bharat Mission (Gramin) [SBM(G)] was launched with the aim to achieve universal sanitation coverage by 2<sup>nd</sup> October, 2019. The States/Union Territories have made noticeable efforts towards achieving this goal and as a result, sanitation coverage as reported in IMIS of SBM(G) has increased from 39% at the time of start of the programme in 2014 to over 99% as on date.

2. As we move closer to 2<sup>nd</sup> October, the States must make special efforts to reconfirm universal sanitation coverage, and must identify if there are still any eligible rural households (as per the SBM-G guidelines) that may still have been missed out, and must cover them with individual household toilets under the programme.

3. In this regard, States like Punjab and Bihar have issued public notices to invite any households that may have been missed out of SBM(G)'s baseline survey, to build their toilets and receive the incentive amount within a stipulated time. Public Notices issued by Punjab and Bihar are enclosed at **Annexure-I** for reference. Such efforts have been found to be effective in reaching out to missed out households, if any, and support them to realize access to safe sanitation.

4. In view of the above, you may consider adopting similar practices to reach out to the households without toilets and support them in having household toilets built by **30<sup>th</sup> September, 2019**. The guidelines in this regard are enclosed at **Annexure-II** for reference, which are indicative and the States/UTs may adopt the same with suitable changes, if required.

Yours faithfully,



(Arun Baroka)

Additional Secretary to the Government of India

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Copy to:

- 1) ACS/Pr. Secretary/Secretary in-charge of rural sanitation, all States/UTs
- 2) Mission Director, in Charge of Rural Sanitation, All States/ UTs

F. No. S-18020/91/2016-SBM  
Government of India  
Ministry of Jal Shakti  
Department of Drinking Water and sanitation

12<sup>th</sup> Floor, Pt. Deendayal 'Antyodaya Bhawan'  
CGO Complex, Lodhi Road  
New Delhi-110 003  
Dated: 31.07.2019

To,  
The Chief Secretary,  
All States/UTs

**Subject: Construction of community toilets in villages with predominant SC/ST Habitations by 31<sup>st</sup> December 2019**

Madam/Sir

Swachh Bharat Mission (Gramin) was launched with the aim to achieve universal sanitation coverage by providing access to toilets to all the rural households and to ensure sustainability of its outcome through intense behaviour change campaign. SBM(G) guidelines also emphasize on the significance of equity and inclusion and provide for prioritizing construction of toilets for socially and economically marginalized people and to provide toilets with standard design for households living in areas where it is difficult to construct simple toilets due to high water tables, sandy soils or hard rock etc.

2. As SBM(G) is heading towards its deadline, it is important that special efforts be made in the last leg of the Mission to ensure access to toilets for all especially for the socially and economically marginalised households and for those households who are residing in difficult terrain.

3. In view of above, it has been felt that construction of Community Sanitation Complexes in the villages having habitations with predominant SC/ST population is one of the key factors for ensuring universal sanitation coverage and sustainability of ODF status in such villages.

4. Thus, Community Sanitary Complexes may be constructed in all such villages with appropriate no. of toilet seats and bathing space, if required. For construction of Community Sanitary Complexes in the villages, the States may use handbook for establishment of CSC issued by this Department which is available on the SBM(G) website (URL for the hand book is as follows: <https://swachhbharatmission.gov.in/sbmcms/writereaddata/images/pdf/technical-notes-manuals/Community-Sanitary-Complex.pdf>). In this regard, reference is also invited to this Department's letter of even no. dated 09.08.2016 regarding making provision for accessibility for persons with disabilities in all CSCs constructed under SBM(G). Accordingly, at least one of the toilet seats in these CSCs must be made *Divyang* friendly and should have easy access for *Divyang* people.



5. Further, it is reiterated that as per SBM(G) guidelines financial assistance of upto Rs. 2 lakhs in the ratio of 60:30:10 can be provided for construction of a CSC. However, the State have the flexibility to meet the additional requirement, if any, from their own funds or from other sources of funds such as 14<sup>th</sup> FC, CSR etc. Besides, the States can use the existing World Bank Performance Grant to achieve saturation of SC/ST habitations with community toilets as per the prescribed cost norms of SBM(G) guidelines. Operation and maintenance of these CSCs is the responsibility of the Gram Panchayat and they have to ensure its proper maintenance and cleanliness to ensure sustainable use of such CSCs by the community.

6. Construction of CSCs in all the villages with predominant SC/ST habitations may be taken in a mission mode and has to be completed by 31<sup>st</sup> December 2019. A rapid appraisal may be undertaken to identify SC/ST habitations that need a community toilet. A committee of people from SC/ST habitation that need a community toilet, may be constituted to supervise construction and maintenance of the toilet complexes. This committee should also ensure construction of the toilet complex within the prescribed time limit. However, for ease of maintenance, an individual/Group from the same village where the community toilet is constructed should be made responsible for daily operation and maintenance under the overall supervision and support of Gram Panchayat.

7. You are, therefore, requested to issue appropriate direction to the concern authorities to ensure that construction of CSCs in all the villages with predominant SC/ST habitations is taken up in a mission mode and is completed within the prescribed timeline.

Yours faithfully,



(Arun Baroka)

Additional Secretary to the Government of India

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Copy to: - ACS/Pr. Secy/Secy in charge of SBM(G), all States/UTs