

No.S-11018/1/2021-SBM-V-DDWS-Part(1)  
Government of India  
Ministry Jal Shakti  
Department of Drinking Water & Sanitation  
Swachh Bharat Mission (Grameen)

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4<sup>th</sup> Floor, Pt. Deendayal Antyodaya Bhawan,  
CGO Complex, Lodhi Road,  
New Delhi – 110 003  
Dated, the 23<sup>rd</sup> August, 2021

To,

Additional Chief Secretary/Principal Secretary/Secretary  
In-charge of rural Sanitation  
All States/UTs

**Subject: Implementing 100 days Campaign – “Sustainability of ODF gains and achieving million soakpits” (स्थायित्व एवम सुजलाम अभियान) –reg**

Madam/Sir,

You are aware that elimination of open defecation and achievement of Open Defecation free (ODF) status for the villages in the first Phase of Swachh Bharat Mission (Grameen) has resulted in noticeable health and economic benefits for rural population. It is critical that the ODF status is sustained and improved behaviors around defecation practice is reinforced to ensure that people continue to realize sustainable health and hygiene benefits.

2. Swachh Bharat Mission (Grameen) Phase-2 emphasizes on creating community level soak pits to ensure safe disposal of greywater in rural areas. Soak pits especially have been found to be very effective across States in managing greywater in a decentralized way.

3. Department of Drinking Water and Sanitation is initiating a 100 days campaign starting 25<sup>th</sup> August 2021 to reenergize efforts at the local level and mobilize people for collective action on achieving sustainability of ODF outcomes and achieve construction of a million soak pits for management of grey water in rural areas across the States. The following needs to be undertaken to achieve the intended objectives of the campaign:

- i. A launch at the State level involving Hon'ble Chief Minister and Minister In charge of Sanitation
- ii. Develop ambitious and measurable targets for the campaign
- iii. Directive be issued to all the Districts to kick start the 100 days campaign covering all villages in the District
- iv. District level Orientation of Gram Panchayats to mobilise them initiate action in villages
- v. Developing local IEC materials to inform, engage and mobilise communities for collective action on sustainability



- vi. Ensuring participation of Public Representatives in the campaign
  - vii. Set up monitoring and support arrangements for the campaign
  - viii. Field visits/ night stays by District level Officials during the campaign.
4. The key activities that need to happen in the villages include:
- a) Organizing Community consultations, *Khuli Baithaks* and Gram Sabha meetings to analyze the current situation
  - b) Pass resolution to maintain ODF sustainability and achieve needed number of soak pits to manage the grey water
  - c) Develop a 100 days plan to undertake sustainability and soak pit construction related activities
  - d) Construct requisite number of soakpits
  - e) Retrofit toilets where needed through IEC and community mobilization and
  - f) Ensure all newly emerging Households in the village have access to toilets
5. Swachh Bharat Mission (Grameen) funds could be used for interventions to be undertaken related to ODF sustainability and for construction of soak pits in the villages as per guidelines. Also, to meet any shortfall in funds requirements, XV FC grants and MGNREGS can be used.
6. You are requested to kindly plan for implementation of this campaign. A copy of the plan may also be shared with this Department. DDWS Officials are available for any support that you may like on planning and implementation of the campaign.
7. I am confident that you would provide personal leadership to this very important campaign.

Yours sincerely,



(Arun Baroka)

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Copy to: Mission Director/State Coordinator, SBM (G), All States/UTs