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*My dear Kiran-*

As you are aware, the Total Sanitation Campaign (TSC) is one of the flagship schemes of Government of India, being administered by the Ministry of Drinking Water and Sanitation. This campaign is operated in a demand-driven mode and several states have achieved noticeable success in creating effective demand for sanitation and in improving rural sanitation coverage.

However there is a need to accelerate our efforts towards increasing the total sanitation coverage in rural areas. In this regard I am pleased to inform you of the decision to launch a result-oriented campaign for good sanitation in all States, the "Swachhta Utsav", from October 2<sup>nd</sup> to November 4<sup>th</sup>, 2011.

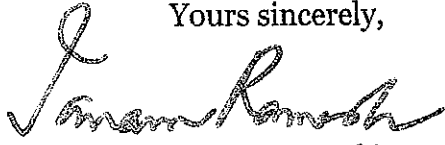
I am sure that under your active leadership, your State shall take this up as an opportunity to redefine strategies, strengthen programme implementation and upscale achievements with a well-planned campaign during the "Swachhta Utsav" to contribute towards a clean and healthy environment for our villages.

An initiative on your part to launch the campaign at the State-level with suitable directions from you to all State Ministers, MLAs, Members of Panchayati Raj Institutions at all levels and officials concerned shall greatly assist in the successful conduct of the "Swachhta Utsav" in your State.

A concept note with an illustrative list of activities to be carried out in the States during the campaign is enclosed for your reference.

Warm regards,

Yours sincerely,

  
(Jairam Ramesh)

Shri N. Kiran Kumar Reddy  
Chief Minister of Andhra Pradesh

Encl: as above

**CONCEPT NOTE ON AWARENESS CAMPAIGN ON TSC FOR  
MINISTRY OF DRINKING WATER AND SANITATION - 2011-12**

**Background:**

There is a direct relationship between water, sanitation and health. Consumption of unsafe drinking water, open disposal of human excreta, lack of personal and food hygiene have a direct bearing on the high infant mortality rate and are also the causes of a host of medical problems like Schistosomiasis, Dysentery, Japanese Encephalitis, Malaria, Dengue fever and Trachoma. Indirect loss of working days due to repeated episodes of these diseases results in huge economic loss. Although the country has come a long way in improving its sanitation coverage status, the condition needs to be further improved to take India amongst rank of developed nations of the world. The Total Sanitation Campaign (TSC) is a **community-led** and **people-oriented** programme to achieve this end. The objective of TSC is to make it a **demand driven campaign** through creation of awareness and provision of sanitary facilities in individual houses and educational institutions such as schools, anganwadis which will result in inculcating hygienic practices amongst the young and in adults.

**Introduction:**

Sanitation programme for its success and sustainability require empowered, aware and skilled stakeholders capable of planning, implementation, operation, maintenance and management of sanitation schemes.

Information, Education and Communication (IEC) is an extremely important component for rural sanitation programme that lays the basis for successful implementation of the programme. It serves as a platform for informing, educating and persuading people to realize their roles and responsibilities and benefits accruing from investing in right sanitation practices. IEC play a very critical role in bringing behavior change on various aspects of safe sanitation, creating effective demand, usage and links to health and hygiene. IEC activities also help in bringing the issue of sustainable sanitation at the forefront of the global agenda. It raises the profile of sanitation among politicians, civil society, and the public in general focusing on the need to take effective action.

TSC Guidelines advocate a departure from the traditional mode of implementing sanitation programs by focusing on behavior change rather than mere creation of infrastructure. Communicating this approach across tiers and building the capacity of different stakeholders involved in implementation is integral to the success of the program. The conventional IEC approaches like posters, pamphlets, wall writing, etc. may be undertaken but they have limited appeal and impact. It is therefore, observed that the best way to create impact has been to follow a holistic approach that empowers communities through participatory, methodologies, which 'trigger' the minds of the community members to take informed decisions regarding their sanitation status. The communication at community level can be supplemented by a mass media Behavior Change Communication (BCC) initiative, which focuses on changing social and cultural norms regarding open defecation and maintaining a clean environment, which will not only change behaviors, but most importantly, support sustainability of the behavior change.

There is therefore, a need to supplement the decentralized IEC envisaged under TSC at district, block and GP level through an extensive national and state level campaign to create outcome based awareness among the beneficiaries, both BPL and APL to generate effective demand and sustain the same through repeated decentralized IEC.

**Objectives:**

The objectives of IEC in the sanitation sector broadly are as follows:

- I. Generating awareness among the rural community on health related problems caused due to open defecation. They are also made aware about linkage between safe hygiene and sanitation practices and its impact on health.
- II. Thematically, the campaign should provide Personal Accountability and Responsibility for appropriate use of sanitation facilities and hygiene practices.
- III. The measures should be locally acceptable with a strong emotional appeal that cuts across linguistic and cultural groupings.
- IV. It should build on the mobilization created by the Nirmal Gram Puraskars (NGP).
- V. The campaign should initiate a sense of awareness on sanitation aspects, there by resulting in recognition by community to own the responsibilities of the assets created. Community should be informed and educated to shoulder responsibilities of operating and maintaining the assets created or to be created in future including the financial management.
- VI. Community be trained to monitor and undertake advocacy for increasing awareness.
- VII. The campaign should yield tangible outcomes in terms of creation of sanitation facilities including IHHLs, school & anganwadi toilets and other measures for creating a clean environment.

## SWACHHTA UTSAV

The Campaign is to be approximately 30 days duration from the 2<sup>nd</sup> October, 2011 and culminating on 4<sup>th</sup> November 2011. It is expected that the awareness campaign for 30 days as above should give boost to TSC and help to carry the message of sustained sanitation forward, while creating assets to include entire communities in adoption of safe sanitation practices. The States may take assistance from their partner organizations like Unicef, WSP etc in their respective States for this awareness campaign.

### **Preparatory Phase for Sanitation Utsav (15<sup>th</sup>- 30<sup>th</sup> September 2011)**

Exhaustive micro-planning for the campaign must be done to draw up a day-to-day schedule of activities for all levels including State, District, Block, Panchayat and village levels. A preparatory phase from 15<sup>th</sup> September to 30<sup>th</sup> September shall be reserved to plan the campaign in a systematic fashion so that it is organized systematically with attention to details. Personal accountability and responsibility of officials and other Govt. functionaries must be fixed for each activity for successful running of campaign. All govt. departments and their functionaries should be included in the campaign and specific tasks be assigned to them.

The following activities may to be undertaken during the preparatory phase to ensure successful out comes from the Swachhta Utsav:

1. Directions be issued from State Chief Secretary to all Commissioners and District Collectors to convene meetings and plan for the 30 day campaign involving Government functionaries from all Departments and public representatives.
2. At the State level, meetings of State Water & Sanitation Mission (SWSM) should be convened to prepare the roadmap and issue detailed directions for celebration of Swachhta Utsav, SWSM should also decide on the State level activities and programmes to be organized during the period. Hon'ble Chief Minister of the State may be invited to be the Chief Guest for the launch of the campaign at the State level. Hon'ble State Ministers may be invited as Chief Guests for launch of campaign at District and sub district levels & during the duration of the campaign. Hon'ble Minister in-charge of Sanitation in State be requested to participate in the entire campaign.
3. At the District level, Collectors shall appoint Nodal Officers at the Panchayat, Cluster (a group for Panchayats) and Block levels to ensure smooth organization of activities, monitor and report upon the celebration of the Swachhta Utsav. Nodal Officers may be appointed from various government departments. Nodal Officers at Panchayat level would report to the Nodal Officer at Cluster level who in turn would report to the Block level Nodal Officer. All SDOs (Revenue) shall be the Reporting Authorities for the Block level Nodal Officers who shall submit their reports on the outcomes in their designated areas to the SDOs. The SDOs will assist the Nodal officers at each level in proper conduct of the campaign in the sub-division.
4. The District Collector shall convene meetings of all departments, draw up the calendar of specific activities to be undertaken at all levels and identify the officials and other Govt. functionaries who shall be responsible for each event.

5. Collector shall also ensure convergence of departments like Health, Education, Panchayati Raj, Rural Development, PHE, Woman & Child Development, etc. during the campaign for various events along with fixation of roles and responsibilities of other Departments. Pooling of financial resources and manpower for both software and hardware activities should be finalized.
6. Collector shall identify the public representatives including Central and State Govt. Ministers, MPs, MLAs, Chairman and members of District Vigilance and Monitoring Committees, PRI representatives and other persons of eminence in the district who may be requested to participate in the campaign and also chair identified events.
7. District Water and Sanitation Mission (DWSM) shall organize orientation and capacity building programmes of all Govt. Departments for the Total Sanitation Campaign during the preparatory phase to sensitize them about the objectives of the campaign and necessity of achieving full sanitation status.
8. DWSM shall draw up calendar to organize District/ Block / Cluster level TSC orientation programmes for elected PRI representatives for successful conduct of Sanitation Utsav.
9. DWSM shall identify SHGs, members of civil society, NGOs & CBOs of repute as also available corporate houses for participation in the campaign and assign specific roles and responsibilities to each of them.
10. Teams for mass level contact programme at Gram Panchayat level should be constituted and each member of the team must have prior intimation.
11. Collectors would chair the meetings for planning the Swachhta Utsav themselves to ensure strategic planning for proper implementation of the decisions taken for conduct of the campaign.

## SANITATION UTSAV

2<sup>nd</sup> October- 4<sup>th</sup> November 2011

### SUGGESTED ACTIVITIES

1. Mass Household Contact programme for TSC by teams formed for each Gram Panchayat be conducted.
2. Gram Sabha meetings be held in every Gram Panchayat highlighting the benefits of an open defecation free and clean environment and to review the current status.
3. Gram Sabha should evolve monitoring mechanism and ensure usage of toilets constructed.
4. Nirmal Gram Puraskars should be explained at meetings of Gram Sabha and during household contact.
5. Construction of IHHLs for uncovered households be undertaken with generation of demand through proper IEC. Households should be involved in construction process to inculcate sense of ownership.
6. Swachhata Doots should be identified/recognized and involved at all levels. They may be given pride place at events and honoured.
7. Sanitation rallies be organized in villages with maximum participation especially of women and children.
8. Training programmes for masons be conducted for construction of toilets.
9. Activities for keeping the village clean including mass 'Safai Abhiyan' involving the community, should be undertake.
10. Film shows on sanitation be organized and short plays(Nukkad Nataks) highlighting the ill effects of open defecation and an unclean environment be staged in the GPs.
11. Undertake print media activities by printing success stories, and provisions under TSC and NGP in regional newspapers. Distribution of innovative leaflets, booklets, posters, in pictorial form and in local languages may be carried out.
12. Functions should be organized at different levels during the 30 day period in presence of Hon'ble Ministers, MPs, MLAs, ZP, and BP, VP Presidents and members, Government officials including Commissioner / Collector.
13. Events on sanitation, meetings of Parent-Teacher Associations, Shala Vikas Samitis (School Development Committees) should be held in schools and hostels and construction/usage of toilets be ensured.
14. Anganwadis and Primary Health Centres should be utilized to publicise importance of sanitation.
15. Operationalisation of community sanitary complexes .
16. Financial resources from various schemes should be pooled for creation of infrastructure for solid and liquid waste management.
17. States may carry out innovative means of dissemination of IEC messages like bulk SMS intended to promote the use of sanitation and hygiene facilities by all.
18. NGP function may be organized by left out States who have yet not organized the function. This may be utilized as a platform for creating awareness on sanitation.

19. Workshops and panel discussions on issues concerning sanitation, health and hygiene be organized for raising the profile of sanitation among policy makers and State and District level implementers.
20. Weekly review of activities and achievements of campaign by Hon'ble State Minister in- charge of Sanitation, Secretary in charge of Sanitation, Divisional Committee, Collectors and CEOs.
21. Gandhi Jayanti Celebration at all levels with focus on sanitation including cleanliness activities in GPs.
22. Culmination of Swachhta Utsav should be with organizing felicitation functions to honour all those who have done outstanding work during the campaign by eminent public figures/ Commissioners/ Collectors, etc. Also review of the campaign outcomes and planning for achieving Total Sanitation status in Panchayats /Blocks/Districts in a fine time frame including plan for remaining part of current financial year.