

No. S-11011/1/2014-SBM
Government of India
Ministry of Drinking Water and Sanitation
Swachh Bharat Mission (Gramin)

12th Floor, Pt. Deendayal 'Antyodaya Bhawan'
CGO Complex, Lodhi Road
New Delhi-110 003
Dated 02.12.2016

To

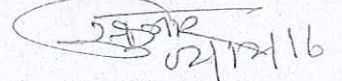
The Principal Secretary/ Secretary
In-charge of Rural Sanitation,
All States/ UTs

Subject: - Clarification on IEC activities and utilization of IEC funds under SBM (G) – regarding.
Madam/Sir,

It has been observed that as more districts are becoming ODF under SBM (G) programme, some States have raised their concern over availability of IEC funds for post-ODF IEC activities for sustainability. In this regard, I am directed to clarify that as per para 5.2.9 of the SBM (G) guidelines, IEC activities may be taken up in both pre-ODF and post-ODF period.

2. Some States have also raised a doubt whether utilization of IEC funds depends on expenditure incurred on construction of toilets, SLWM etc. In this regard, it is clarified that SBM (G) guidelines do not link expenditure of IEC funds with actual expenditure on toilet construction. The IEC activities can be carried out independently without linking it with toilet construction, subject to the ceiling allowed for IEC expenditure.

Yours faithfully,



(Sunil Kumar)

Under Secretary to the Government of India

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