

No.AR/SBM-11/2017
Government of India
Ministry of Drinking Water and Sanitation
Swachh Bharat Mission (Gramin) Division
4th 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,

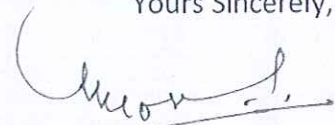
The Ministry of Drinking Water and Sanitation has taken note of some recent instances of local administrations adopting inappropriate and gender insensitive approaches in the context of preventing open defecation. Such actions are not in keeping with the spirit of the Swachh Bharat Mission.

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