

लोहिया स्वच्छ बिहार अभियान

(स्वच्छ भारत मिशन (ग्रामीण) एवं लोहिया स्वच्छता योजना)
बिहार ग्रामीण जीविकोपार्जन प्रोत्साहन समिति, ग्रामीण विकास विभाग

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पत्रांक: BRIPS-LSBA/PW/18/17/817

दिनांक: 04/11/2019

प्रेषक,

बालामुरुगन डी०, भा०प्र०से०,

मुख्य कार्यपालक पदाधिकारी-सह-मिशन निदेशक।

सेवा में,

सभी जिला पदाधिकारी-सह-अध्यक्ष,

जिला जल एवं स्वच्छता समिति, बिहार।

विषय-

‘स्वच्छ सुंदर सामुदायिक शौचालय’ (S4) अभियान के संचालन के संबंध में।

प्रसंग-

संयुक्त सचिव, पेयजल एवं स्वच्छता विभाग, जलशक्ति मंत्रालय भारत सरकार का पत्र D.O No.- 2 / JS/ (A)/DDWS/2019, दिनांक- 25 अक्टूबर, 2019)।

महाशय/महाशया,

उपरोक्त प्रसंगाधीन विषय के संबंध में आपको अवगत कराना है कि लोहिया स्वच्छ बिहार अभियान अंतर्गत समुदाय द्वारा शौचालय निर्माण एवं इसके सतत उपयोग को चिरस्थायी व्यवहार बनाए जाने हेतु अभियान का संचालन किया जा रहा है। जिला को खुले में शौच से मुक्त बनाए रखने के लिए उपयुक्त स्थलों (यथा-अनुसूचित जाति/जनजाति बाहुल्य क्षेत्रों में/भूमिहीन परिवारों एवं विशिष्ट कोटि के भौगोलिक क्षेत्रों में) पर सामुदायिक शौचालय की उपलब्धता, समुदाय द्वारा इसका सतत उपयोग एवं समुचित रखरखाव आवश्यक है।

सामुदायिक शौचालय के निर्माण, सौंदर्यीकरण एवं समुचित रखरखाव को उत्प्रेरित करने के उद्देश्य से दिनांक 1 नवंबर 2019 से 31 दिसंबर 2019 तक “स्वच्छ सुंदर सामुदायिक अभियान” (SSSS) संचालित किया जा रहा है। इस अभियान अंतर्गत आगामी दो माह तक संचालित होने वाले कार्यक्रम में ग्राम पंचायत से लेकर जिला स्तर तक ‘स्वच्छ सुंदर सामुदायिक शौचालयों’ (S4) की उपलब्धता एवं

उपयोगिता के मद्देनजर प्रतियोगिता होगी एवं प्रत्येक स्तर पर उत्कृष्ट कार्य किये जाने वाले को राज्य एवं केन्द्र स्तर पर सम्मानित किया जायेगा।

अतः सुलभ प्रसंग हेतु संयुक्त सचिव के पत्र को संलग्न किया जा रहा है एवं निदेश है कि दिये गये दिशा-निर्देश के आलोक में प्रत्येक ग्राम पंचायतों में न्यूनतम दो सामुदायिक शौचालय उपलब्ध एवं उपयोग कराना सुनिश्चित किया जाए।

सामुदायिक स्वच्छता परिसर (CSC) पर स्वच्छ भारत मिशन (ग्रामीण) के मार्ग निदेशिका के आलोक में 2.0 लाख प्रति सामुदायिक स्वच्छता परिसर (CSC) पर व्यय किये जायेंगे एवं सामुदायिक स्वच्छता परिसर (CSC) को सुन्दर बनाने हेतु किया जाने वाला व्यय स्वच्छ भारत मिशन (ग्रामीण) IEC मद से किया जायेगा तथा IEC सामग्री हेतु कुछ लिंक भी उपलब्ध कराये जा रहे हैं।

विश्वासभाजन

अनुलग्नक: यथोक्त।

(बालामुरुगन डी०)

जापांक: BRLPS/LSBA/प्र०/18/17/817

दिनांक: 04/11/2019

प्रतिलिपि : सभी निदेशक-सह-सदस्य सचिव, जिला जल एवं स्वच्छता समिति को सूचनार्थ एवं आवश्यक कार्यार्थ प्रेषित ।

प्रतिलिपि : सभी उपविकास आयुक्त-सह-उपाध्यक्ष , जिला जल एवं स्वच्छता समिति को सूचनार्थ प्रेषित ।

प्रतिलिपि : सचिव, ग्रामीण विकास विभाग, बिहार को सूचनार्थ प्रेषित।

(बालामुरुगन डी०)

समीर कुमार
संयुक्त सचिव
Samir Kumar
Joint Secretary



D.O.No.2/JS(A)/DDWS/2019



भारत सरकार
जल शक्ति मंत्रालय
पेयजल एवं स्वच्छता विभाग
Government of India
Ministry of Jal Shakti
Department of Drinking Water and Sanitation

Dated : 25th October, 2019

Dear Shri Arvind Kumar Chaudhry,

As you are aware, under the Swachh Bharat Mission, over 10 crore toilets have been constructed across rural India and, consequently, all villages in India have declared themselves open defecation free (ODF).

It is now important that these gains are sustained and good community quality toilets must be available in public areas for any floating populations. In this regard, the Department of Drinking Water and Sanitation (DDWS) is launching a two-month long campaign - Swachh Sundar Saamudayik Shauchalaya (S4) - from 1st November to 31st December 2019, in order to boost the construction, beautification and maintenance of community toilets in villages.

The campaign will be a competition at all levels - from district to block to panchayat in all States, and will be led by the state governments and district administrations. States are encouraged to recognize the top performers in terms of number of community toilets constructed, as well as the beautification of these toilets, at all levels. Details of the campaign and the process is provided in the guideline attached.

You are requested to kindly mobilise all officers, panchayats, Swachhagrahis and the general public for making S4 a successful campaign and to sustain the ODF states of the villages in your State.

With regards,

Yours sincerely,

DA- S4 Guidelines.

Samir Kumar
(Samir Kumar)

Shri Arvind Kumar Chaudhry,
Secretary, Swachh Bharat Mission Programme
Government of Bihar,
Patna

Copy to Shri Bala Murugan.D, Mission Director, Swachh Bharat Mission Programme
Government of Bihar, Patna

ग्रामीण क्षेत्रों में सभी के लिए
पेयजल स्थायित्व एवं सम्पूर्ण स्वच्छता

Sustainable Drinking Water and
Sanitation for all in Rural Areas

Swachh Sundar Samudayik Shauchalaya (SSSS): Guidelines

A people's campaign to construct, paint and maintain community toilets and promote usage

Under the Swachh Bharat Mission, sanitation coverage in rural India is 100%. Over 10 crore toilets have been built under the Mission since its inception.

To ensure that toilets are available in public areas in rural India and to consolidate access including for the floating population, the Department of Drinking Water and Sanitation (DDWS) is launching a two-month-long campaign, "Swachh Sundar Samudayik Shauchalaya (SSSS)" from 1st November to 31st December 2019 to mobilize districts, blocks and villages to construct, paint, and maintain their community toilets. This aimed to promote sustained usage, increase the sense of ownership within the village, and ensure construction and maintenance of community toilets in rural areas. The campaign will be led by the State government and district administration and involve all the rural communities in 6 Lakh villages across the country.

By the end of the campaign, the States will report the following and will be awarded based on the cumulative score of

- % age villages having a functioning community toilet – **50% weightage**
- % age SC/ST concentrated habitations(*with more than 50% of the population from the SC/ST category*) prioritised for construction of Community Sanitary Complexes against total SC/ST habitations– **30% weightage**
- Beautified community toilet against the total number of community toilets built – **20% weightage**

Please Note : Institutional Toilets in villages such as School toilets and toilets in panchayat building etc. should not be counted and/or uploaded for the purpose of this campaign.

Duration – 1st Nov to 31st Dec 2019

Process – Each district should target construction of at least 1 C.T. per village, facelift it by painting, designing with local art and/or Swachh Bharat Messaging. Beautification of the premises such as horticultural activities can also be conducted. **Key SBM(G) messages that can be included are - regular use of toilets, maintenance of individual and community toilets, sustainability etc.** A portal for uploading the pictures of such community toilets and their geo-tagging will be in vogue from November 1, 2019.

Awards and Selection Process –

1. National level awards for the winners.
2. Attractive prizes and recognition for Panchayats, Blocks, Districts and States who participate in the competition.
3. The State should share with DDWS, the cumulative score, pictures and the nominations on the portal which will be communicated shortly.
4. Contest publicity is encouraged at all levels, which would include a social media campaign with pictures shared using #MyCommunityToilet

State/ District IEC Campaign

1. The States and districts should implement it as per the SBM-G Guidelines.
2. District Collectors and Gram Pradhan should personally lead the campaign at their respective levels.
3. To reinforce this message, it is suggested that an intense two months IEC campaign by States and districts be launched. As part of this campaign, various strategies can be used including State level branding of the campaign, student and youth mobilization, Swachhagrahi led IPC campaign, the involvement of local celebrities, Gram Sabhas, use of 'Swachhata Rathis' etc.
4. For meeting the expenditure for beautification/ facelift of the community toilets, the districts and GP may source funds from the IEC heads of SBM(G).
5. Please see below some of the important IEC material links that can be run on Swachhata rathis, mass media, social media , projectors etc.

For the MIS

1. Construction is assumed to be completed when the district enters the physical entry, completes geotagging and uploads the relevant picture
2. Beautification is completed when the district enters the details, completes geotagging and uploads the relevant picture
3. The number of construction or beautification is **not limited** to 1 per village.
4. If the coordinates of the CT do not lie within the village, the entry is rejected

IEC Material available

Please find below the AVs links of popular mass media SBMG campaigns for use in rathis:

(1) Darwaza Band ODF S Campaign (featuring MrAmitabh Bachchan)

Asli Hero Kaun Hain?

<https://www.youtube.com/watch?v=f55uumsqDOY>

Bach Gaye Ji Bach Gaye

<https://www.youtube.com/watch?v=eMw-pEYFmHs>

Nathulal

<https://www.youtube.com/watch?v=s2tRmJyW2xQ>

(2) ODF S campaign featuring Ms Kajol

<https://www.youtube.com/watch?v=2iG3jNZeEJc>

(3) TWIN PIT AVs

Featuring Mr Amitabh Bachchan

<https://www.youtube.com/watch?v=vKs5SwpzdVA>

Featuring Mr Akshay Kumar and Ms Bhumi

<https://www.youtube.com/watch?v=bb-hspoHnis>

(4) Swachhata Anthem – SBM: The journey of a sanitation revolution

<https://www.youtube.com/watch?v=Bnr1vzb88zo>

(5) MOBISODES

Karan Arjun

<https://www.youtube.com/watch?v=V24Cpt3v4OM&list=PLY40YPA5GFliiNJi8AjqzoWA1PuX6DRX&index=4>

Galat Baat Hai

<https://www.youtube.com/watch?v=oFPbhxCwsz8&list=PLY40YPA5GFliiNJi8AjqzoWA1PuX6DRX&index=14>

Chamatkari Gaddhe

<https://www.youtube.com/watch?v=NYulq4INySo&list=PLY40YPA5GFliiNJi8AjqzoWA1PuX6DRX&index=17>

Kuch paise aur ek din ki chutti

<https://www.youtube.com/watch?v=nNmW5SpoWWk&list=PLY40YPA5GFliiNJi8AjqzoWA1PuX6DRX&index=18>

Manohar ki Jhijhak

https://www.youtube.com/watch?v=I7KaKJi_aEs&list=PLY40YPA5GFliiNJi8AjqzoWA1PuX6DRX&index=19

Aakhir Kyun

<https://www.youtube.com/watch?v=MK4qkRRUsRU&list=PLY40YPA5GFliiNJi8AjqzoWA1PuX6DRX&index=15>

You may add more IEC materials developed at state level for display in suitable formats on Swachhata Rath.