

To
All the District Collectors
Andhra Pradesh.

**File No: 88(4)/SAM/COO(S)/GEN/2017, dt:
28.07.2017.**

Sir,

Sub: SAC-Advisory on Approach and Communication-
Instructions-Issued-Reg.

Ref: Letter No- No.AR/SBM-11/2017, dt: 25.07.2017, of Akshay
Rout, OSD, SBM(G), MoDWS.

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Kind attention is invited to the subject and reference cited and
please find enclosed copy of reference cited.

In the reference cited, the OSD SBM-G has informed that the
Ministry of Drinking Water and Sanitation has taken note of some recent
instance of local administration 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.

It is 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 swachhata in their villages. This
objective needs to be achieved through facilitation by local authorities
by using appropriate messaging and positive behaviour change
communication.

Therefore, I request that necessary instructions may be issued
to the concerned officials to take action accordingly.

Yours faithfully,
D MURALIDHAR

REDDY,IAS

MANAGING

DIRECTOR

Signature Not Verified

Copy all the CEOs ZP, SEs RWS, PDs DRDA, PDs DWMA, DPOs an all
Digitally signed by D for information and necessary action.

Muralidhar Reddy

Date: 2017.07.28 11:17:38 IST

Reason: Approved



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

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for MAO
RAH