



एक कदम स्वच्छता की ओर



Ministry of Urban Development
Government of India

INTENSIVE TRIGGERING SCHEDULE PLANNED BY MoUD TO ACHIEVE COUNTRY-WIDE OPEN DEFECATION FREE STATUS

~ Swachhata Doots engaged to conduct quarterly sanitation activities at open defecation spots to trigger behavior change

New Delhi | May 31, 2016: The Ministry of Urban Development (MoUD) plans to organize quarterly sanitation drives to trigger behavior change, in order to generate momentum for the achievement of Open Defecation Free (ODF) status across urban India, under the **Swachh Bharat Mission**.

Behavior change among communities, especially away from age-old habits of open defecation, to that of using toilets and practicing safe disposal, is a long, time-consuming process. Given that Swachh Bharat Mission is a time-bound programme, the MoUD plans to speed up the process of ODF achievement by supplementing cities' regular behavior change initiatives using swachhata doots, by these quarterly intensive triggering drives. The triggering drives are being planned with the aim of sustaining the impetus and motivation of cities in their endeavors to bring about the desired behavior change amongst people. The triggering exercises are conducted to educate people regarding the ill-effects of open defecation and encouraging them to use toilets and practice safe disposal. The drives would be conducted at open-defecation vulnerable localities and slum communities by Swachhata Doots, along with select Self Help Group members (SHGs) and staff members of Urban Local Bodies (ULBs).

Elaborating further on the announcement, **Shri Praveen Prakash, Joint Secretary, Ministry of Urban Development & Mission Director, Swachh Bharat Mission (Urban)**, said "MoUD recognizes the fact that merely building toilets accessible to citizens cannot be the main focus under the mission; these sanitation drives will help reinforce the seriousness with which we are trying to tackle the issue of Open Defecation. Swachhata Doots & Self-Help Groups, who interact with slum communities on a regular basis, are important pillars of change for spearheading the much required mindset & behavior change and we are confident of fulfilling our mission targets with their help."

These Swachhata Doots would also be accountable for their allotted Open Defecation spots. They would post photographs of their community interactions and activities on the Swachh Bharat



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portal and will have to submit self-declaration forms, once their respective area achieves ODF status. The first drive is scheduled to be held in July, followed by similar drives planned to be conducted in October & January respectively.

For regular updates, please follow the Swachh Bharat Mission's official social media properties:

Facebook Page - [Swachh Bharat Mission - Urban](#)

Twitter Handle - [@SwachhBharatGov](#)