



एक कदम स्वच्छता की ओर



Ministry of Urban Development  
Government of India

## MOUD OBSERVES NATIONAL TRIGGERING DAY ACROSS 4041 ULBs

~The exercise involved motivating vulnerable and underprivileged communities to stop open defecation and use toilets

**New Delhi | July 22, 2016:** The Ministry of Urban Development (MoUD) today observed a national triggering day across all cities and towns, to motivate vulnerable and underprivileged communities to stop open defecation and use toilets.

**Speaking on the initiative, Praveen Prakash, Joint Secretary Ministry of Urban Development & Mission Director – Swachh Bharat Mission said,** “Behavioral change at the grassroots is extremely important. The ministry aims to conduct these sessions on a quarterly basis to ensure we have a Swachh Bharat by the end of 2019. Through this activity, we reach out to those who defecate in the open and help them apply for toilets. Additionally, we nominate “swachhagrahis” individuals who volunteer to take the responsibility of ensuring that toilets are built in their respective areas and used, and subsequently help the region to be declared ODF. These triggering activities have been very impactful and we will continue to put in efforts to accomplish the goals of the mission.”



The municipal corporation officers of Madurai, Ghaziabad, Gwalior, Lucknow, Jabalpur, Pune, Pimpri-Chinchwad, Hyderabad, Dhanbad, Bhopal, Asansol, multiple municipalities across Haryana – among others, stepped out to the open-defecation vulnerable localities and slum communities to advocate the ills of open defecation.



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In New Delhi, the students of Municipal School at Sector V in R.K Puram took an oath on the occasion, not defecate in the open.



On the other hand, a medical camp was organized for the municipal workers, to acknowledge their efforts, in Greater Vishakhapatnam.



In addition to this, elimination and awareness campaign was held in various wards of Vshakhapatnam and a procession was taken out for the same wherein people from all walks of life displayed active participation.



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First of such drives was held in July, and given that Swachh Bharat Mission is a time-bound program, the MoUD plans to speed up the process of ODF achievement through such initiatives.

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