

F.No. S-13015/32/2020-SBM-DDWS
Government of India
Ministry Jal Shakti
Department of Drinking Water & Sanitation
Swachh Bharat Mission (Grameen)

12th Floor, Pt. Deendayal Antyodaya Bhawan,
CGO Complex, Lodhi Road,
New Delhi – 110 003
Dated the 15th June 2020

To
Addl. Chief Secretary/Pr. Secretary/Secretary
in charge of rural sanitation
All States and UTs

Subject: **SamudayikShauchalaya Abhiyan (SSA)- 2020-reg.**

Madam/Sir,

As you know, sanitation and hygiene deserve the utmost priority at this critical time of COVID-19 pandemic. The pandemic has also resulted in large-scale migration of labourers back to their native places throughout the country. Such migrant labourers essentially need sanitation and other facilities on priority.

2. As construction of Community Sanitary Complexes (CSCs) in villages is one of the key components of the Swachh Bharat Mission (Grameen), this Department is emphasizing on construction of CSCs in all the villages of the country on priority to provide sanitation facilities for the migrant labourers/floating population. In order to ensure this, the **Department of Drinking Water and Sanitation (DDWS) is launching a three-month-long campaign, "SamudayikShauchalayaAbhiyaan (SSA)" from 15 June to 15 September 2020 to mobilize districts and villages to construct and maintain their community toilets.**

3. This campaign aims to provide sanitation access to migrants and floating population through Community Sanitary Complexes (CSCs), sustain usage, increase the sense of ownership within the village, and ensure construction and maintenance of community toilets while following all safety and hygiene protocols, to promote the community health. **The guidelines for taking forward the campaign is attached herewith.**

4. The campaign will be led by the State Governments and district administration. All new CSCs constructed during the campaign period will be mandatorily geotagged in IMIS to be considered for the competition. By the end of the campaign, Districts, Blocks and Panchayats will be evaluated on parameters mentioned in the enclosed guidelines. **The winners would be awarded at a national level function on October 2, 2020.**

5. All ACS/Pr. Secretaries/Secretaries in-charge of rural sanitation and Mission Directors (SBM-G) are requested to disseminate the guidelines down to village levels so that they start constructing the toilets immediately. Apart from SBM(G), other funding source such as Finance Commission grants, MPLAD/MLALAD funds, CSR funds etc may be used for construction of the CSCs.

Encl: As above

Yours sincerely,

(Arun Baroka)

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SamudayikShauchalaya Abhiyan (SSA)- 2020

*A people's campaign to construct, maintain community toilets and promote usage for better
Community Health*

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

Sanitation and hygiene deserve the utmost priority at this critical time of COVID-19 pandemic. The pandemic has also resulted in large-scale migration of labourers back to their native places throughout the country. It becomes essential that the migrant population has access to sanitation facilities when they return to their villages. As construction of Community Sanitary Complexes (CSCs) in villages is one of the key components of the Swachh Bharat Mission (Grameen), this Department is emphasizing on construction of CSCs in all the villages of the country on priority to provide sanitation facilities for the migrant labourers/floating population. In order to ensure this, **Department of Drinking Water and Sanitation (DDWS) is launching a three-month-long campaign, "Samudayik Shauchalaya Abhiyaan (SSA)" from 15 June to 15 September 2020 to mobilize districts and villages to construct and maintain their community toilets.**

This aims to provide sanitation access to migrants and floating population through Community Sanitary Complexes (CSCs), sustain usage, increase the sense of ownership within the village, and ensure construction and maintenance of community toilets while following all safety and hygiene protocols, to promote the community health. The campaign will be led by the State Governments and district administration. All new CSCs constructed during the campaign period will be mandatorily geotagged in IMIS to be considered for the competition.

By the end of the campaign, Districts will be evaluated on the following parameters.

- o Number of CSCs constructed during SSA campaign period – **60% weightage**
- o Number of CSCs constructed during SSA campaign period in SC/ST concentrated talas (*with more than 50% of the population from the SC/ST category*) - **20% weightage**
- o Number of CSCs constructed previous to SSA campaign period - **20% weightage**

Awards to be given on 2nd October 2020 at a national function -

1. Top scoring 3 districts and 3 Blocks as per the criterion above
2. Best 3 Sarpanches as nominated by the State
3. Best State

In addition to above, following special awards will also be given:

1. Districts having one CSC in each village before commencement of the SSA.
2. Gold Medal / Certificates to those whose CSC coverage is between 50-65% before the commencement of SSA and if they saturate their district during the SSA.
3. Silver Medal / Certificates to those whose CSC coverage is between 65-80% before the commencement of SSA and if they saturate their district during the SSA.
4. Bronze Medal / Certificates to those whose CSC coverage is between 80-95% before the commencement of SSA and if they saturate their district during the SSA.

State/ District IEC Campaign

District Collectors and Sarpanches/Gram Pradhans/Swachhagrahis to personally lead the campaign at their respective levels.

For the IMIS

1. Module for CSC entry in the SBM(G) IMIS is C-10
2. Construction is assumed to be completed when the district completes the geotagging of the CSC.
3. The number of CSCs is **not limited** to one per village.