



ABSTRACT

Clean Village Campaign – Implementation in Village Panchayat areas – Prize award and guidelines – Approved – Orders – Issued.

Rural Development and Panchayat Raj (PR-II) Department

G.O. (ID) No.30

Dated: 13.1.2012

Read:

1. G.O. (Ms) No.82, Rural Development (P.1) Department Dated : 16.07.2003.
2. Announcement made by the Hon'ble Minister for Municipal Administration and Rural Development on the floor of the Assembly on 18.08.2011.
3. From the Commissioner of Rural Development and Panchayat Raj, Rc.No.69829-TSC.2-2011, dated 02.09.2011

ORDER:

While moving Demand No.42 on 18.8.2011, the Hon'ble Minister for Municipal Administration and Rural Development has announced on the floor of the Assembly that 31 Village Panchayats at the rate of one from each district, which show excellence in the implementation of Clean Village Campaign, will be selected for the cash award of Rs.5.00 lakhs each.

2) In the letter third read above, the Commissioner of Rural Development and Panchayat Raj has stated that the Government launched "Clean Village Campaign" in 2003 to create a momentum to bring about a sanitary revolution in the State. The Government of India had started giving Nirmal Gram Puraskar (NGP) from 2005 to give a fillip to the Total Sanitation Campaign. Clean Village Campaign 2003 had been a forerunner for Nirmal Gram Puraskar Award was shelved during 2006-07.

3) The Commissioner of Rural Development and Panchayat Raj has further stated that "Clean Village Campaign" will be re-introduced by the Government for improving and maintaining the sanitation in rural areas with an annual allocation of Rs.1.55 crores. He has sent the draft Guidelines for the Implementation of "Clean Village Campaign" which contains implementation strategy and approach, its objectives, components of Clean Village Campaign funds, Awards and Rewards, for the selection of process for the implementation of Clean Village Campaign. The Commissioner of Rural Development and Panchayat Raj has therefore requested the Government to sanction a sum of Rs.1.55 crores and also to issue necessary orders for implementation of scheme besides approving draft guidelines.

4) The Government have examined the proposal of Commissioner of Rural Development and Panchayat Raj in detail and decided to accept the same. Accordingly the Government issue the following orders:-

- (i) Clean Village Campaign for improving and maintaining the sanitation in rural areas is reintroduced.
- (ii) Sanction is accorded for a sum of Rs.1.55 crores (Rupees One crores and fifty five lakhs only) towards the implementation of Clean Village Campaign for the distribution of cash awards for 31 Village Panchayats in 31 Rural District of the State during 2011- 12.
- (iii) Detailed guidelines for implementation of Clean Village Campaign are approved and annexed to this order:

5) The Government further direct that the nomenclature of the sub-head "2515-00-102-KJ. Uthamar Gandhi Panchayat Award" under Demand No.42-02 Director of Rural Development is hereby changed as "2515-00-102-KJ Clean village Campaign" under the same Demand.

6) The expenditure sanctioned in para 3 (ii) shall be debited under the following Head of Account with revised nomenclature as follows:-

2515-00-OTHER RURAL DEVELOPMENT PROGRAMMES -102 Community Development – Schemes in the Eleventh Five Year Plan –II State Plan KJ "Clean Village Campaign" 09 Grants in Aid -03 Grants for specific Schemes. (DPC 2515 00 102 KJ 0939)

7) Necessary additional funds of Rs.80.00 lakhs over and above the Revised Budget Estimate provision of Rs.75.00 lakhs will be provided in RE/FMA 2011-2012. Pending provision of such funds in RE/FMA 2011-12, the Commissioner of Rural Development and Panchayat Raj is authorized to draw and disburse the amount sanctioned in para 5 above. The Commissioner of Rural Development and Panchayat Raj should included the additional expenditure while sending the proposal to Government for inclusion in RE/FMA without fail. However this expenditure shall be brought to the notice of Legislature by specific inclusion in the Supplementary Estimates 2011-12. The Commissioner of Rural Development and Panchayat Raj is also requested to send necessary draft explanatory notes to Government in Finance (BG-I) Department for inclusion of the Supplementary Estimates 2011-12.

8) This order issues with concurrence of Finance Department vide the U.O.No.833/RD/12 dated 12.1.2012 and with ASL No.1383 (One thousand three hundred and eighty three).

(By Order of the Governor)

N.S.PALANIAPPAN
Principal Secretary to Government

To
The Commissioner of Rural Development and Panchayat Raj, Chennai-15.
All Collectors (Except Chennai),

All Project Directors, District Rural Development Agency,
Senior Personal Assistant, to Hon'ble Minister (MA&RD), Chennai-9.
The Accountant General, Chennai-6/18/35

Copy to

The Finance Department, (RD/BG.I/BG.II/BC)Chennai-9.
Planning, Development and Special Initiatives Department, Chennai-9
The Rural Development and Panchayat Raj,
(all sections) Department, Chennai-9.

// Forwarded by order//

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Section Officer.

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Annexure

Guidelines for the implementation of "Clean Village Campaign"

1. Introduction:

The Government launched "Clean Village Campaign" in 2003 to create a momentum to bring about a sanitary revolution in the State. The Clean Village Campaign encompassed all activities that need to be taken up in the village for achieving environmental sanitation and protection through community empowerment and participation. This was introduced in continuation of the launch of Integrated Sanitary Complexes for Women during 2001, which aimed to ensure privacy and safety to the women, besides improving general hygiene and health to the rural people.

The Clean Village Campaign comprised of all the activities taken up in the Village for environmental sanitation such as management of solid and liquid waste including human and animal excreta, effective implementation of ban on plastics along with water conservation and Rain Water Harvesting, converting bio-degradable waste into vermi-compost, collection and removal of plastics and safe disposal of non-biodegradable wastes with the participation of every member of the Village Community.

Taking cue from this, Government of India had started giving Nirmal Gram Puraskar (NGP) from 2005 onwards to give a fillip to the Total Sanitation Campaign. However, Clean Village Campaign which brought about a Sanitary Revolution in the State and had been a forerunner for NGP Award was shelved during 2006-07.

The Government, considering the need and importance of good sanitary practices in rural areas, and which could bring about an improvement in the quality of life of rural people, has decided to give a renewed thrust to the environmental sanitation by re-introducing the Clean Village Campaign from 2011-12 onwards.

2. Objectives :

The need to internalize the public good dimension of what is generally considered a private behaviour, makes the involvement of the community central to the strategy. A complete mindset change can be achieved through the use of appropriate participatory techniques. Therefore there is a need to institutionalize the approaches that can facilitate and sustain the efforts required for achieving this behaviour change.

In order to achieve such behavioural change among rural people leading to environmental sanitation, Clean Village Campaign shall be initiated in the village Panchayats with the following short term objectives:

- i. To raise awareness of the community on the adverse consequences of current open defecation practices and the implication of poor disposal of faeces, and switch to use of single toilets / community toilets and adoption of improved hygienic practices.
- ii. To recognise the special needs of different categories of people and promote sanitation needs of specific groups like children, women and adolescents, aged people, disabled etc.
- iii. To promote environmental sanitation in all institutions like Anganwadies, Schools, Health facilities, Public places, etc.
- iv. To develop and promote technology options for different geographic locations and conditions of water availability, depth of water table, etc.
- v. To promote the hygienic behaviour through change in knowledge – attitude practices and skills for improving environmental sanitation.
- vi. To empower the community and local bodies in Planning and implementation and strengthen their managerial capacity and responsibility on all aspects of environmental sanitation.
- vii. To enable networking, co-ordination and better convergence of various agencies and groups working in the sanitation sector with a view to optimizing efficiency of implementation and ensuring sustainability of systems.

3. Strategy and Approach :

- Embarking upon IEC campaigns through various media highlighting the strategy, approach, processes and the desired impact.
- Integration of different programmes implemented by various agencies through convergence of efforts within the water and sanitation sector and also between related sectors like education, health, nutrition, social welfare, etc.
- Recognise the definite and important role of NGO's and other academic and research institutions in capacity building and training of various stakeholders, like Panchayats, SHGs, etc.,
- Participatory Rural Appraisal tools should be used for creating awareness in the community to expose the prevailing unsanitary practices and other undesirable practices and their implications.
- Communities must be assisted in internalizing the fact that every household should adopt hygienic sanitary practices and made to understand that the benefits of individual behaviour change has a collective impact in the entire community.

- Approach will drive home the point that adoption of sanitary practices is cost effective and improves their physical capacity to earn more, reduces expenditure on illness and ailments and in the long run makes better economic sense.
- Peer pressures and community dynamics should be recognized to facilitate the process of community action.
- Local Bodies involvement in the process for managing and monitoring the program is crucial.
- The Gram Sabha should resolve to take up all the components of the Clean Village Campaign with the support of local people guided by the district administration.
- Baseline indicators for various sectors like health, education (especially that of girls) nutrition, women's participation, pollution level, water quality, depth of water table, etc., will be assessed at the beginning of the Campaign and systematically monitored on a regular basis.
- Enforcement and punitive action will also be a part of the Campaign through Public Health, Education Departments and the local bodies;
- The best Village Panchayats will be recognized for the achievement of short term goals and encouraged to move towards the long terms goal by providing financial incentives and awards.

4. Components of Clean Village Campaign

The Clean Village Campaign will get a thrust with the renovation of Integrated Sanitary Complexes for Women. These Complexes will act as the basic foundation for the Campaign along with Total Sanitation Campaign (TSC) and its components such as School and Anganwadi sanitation. All the components of the Clean Village Campaign shall supplement and complement these programmes and thereby making the Campaign broad based through the involvement and empowerment of communities.

a) Ban on Open Defecation

The first step in achieving the objective of the Clean Village is to ban open defecation in rural areas. There is a need to focus on the practice of open defecation and the resultant loss to human life, child morbidity, malnutrition, women's dignity and security, innumerable diseases which drain our energy and time. The economic loss due to expenditure on health and loss of working days of affected individuals is also enormous. This excruciating human behaviour can be eradicated through appropriate IEC campaign aiming at behaviour change. The campaign and prototype materials developed shall be replicated by the Districts and campaigns launched in all the Village Panchayats. The Multimedia campaign will be taken up at the State level through the State Rural Sanitation Society.

The goals :

- ✓ Safe disposal of human and animal excreta.
- ✓ All families use toilets –Individual Household Latrines or Integrated Sanitary Complexes for Women.
- ✓ All institutions – Anganwadies, Schools, Health Centres, Bus Stands, Community Halls, etc., have functional toilets.

b) Water Conservation and Waste Water Reuse

Water is a public good as well as economic good too. Water scarcity has increased due to recurrent drought and poor water conservation and pollution of available fresh water resources. Water has to be effectively conserved; if more water is available it leads to better sanitation. Water quantity and availability can be increased through proper rain water harvesting methods. Adequate water availability improves personal hygienic practices. Promotion of toilets which use less water will also promote more household toilets in the rural areas. When waste water is reused, agro-forestry, vegetables can be grown, which will be an additional income from the waste.

The goals :

- ✓ All households and institutions have Rain Water Harvesting structures.
- ✓ All the water collected in open areas and storm water drains lead to percolation ponds / recharge pits.
- ✓ All household waste water is segregated as kitchen and bath water which is used for raising kitchen garden and only the balance waste water discharged into soak pits.

c) Solid Waste Management – Systems Improvement

The amount of waste generated per capita per day in rural areas is not far behind of that generated in urban areas. With advent of disposal plastic bags, caps, plates, purchase, ultra packs etc., the management of solid waste has become a great challenge in rural areas. The existing system is inadequate and not geared to take up solid waste management in a scientific manner. Clean Village Campaign aims at segregating bio-degradable and non-degradable wastes right at the household level, converting bio-degradable wastes in to manure through vermi composting and recycling of non-bio degradable waste. The Self Help Groups in rural areas can take up this venture as a viable economic activity. The campaign will emphasize greatly on saying "NO TO PLASTICS". The plastic materials collected have a very good use. The plastics can be collected by self help groups and shredded mechanically. This can be mixed with bitumen and used for black topping of roads. This provides employment to women and at the same time provides a safe way of disposing plastics, while improving road laying.

The goals :

- ✓ All families segregate solid waste at household level.
- ✓ All health facilities segregate their waste and dispose hospital waste safely.
- ✓ All families with enough space compost biodegradable waste at household level through vermin-composting or other composting methods.
- ✓ Village Panchayats collect biodegradable waste and take up composting at Ward level.
- ✓ Non-biodegradable waste is segregated and recycled as appropriate.
- ✓ The plastic materials collected to be shredded and mixed with bitumen for black topping of rural roads.

d) Bio-gas Linked with Night Soil.

Human excreta can be a source of bio energy. This source of energy is cost effective and can be used for illumination and pumping water. The Integrated Sanitary Complexes for Women in rural areas have a great burden of paying for electricity charges for illumination and pumping water. These Complexes if linked with bio-gas plants will be eco-friendly and economical and will pave the way for sustainable use and maintenance of facilities. The compost generated will be good quality manure and can be used in kitchen gardens.

Household Biogas plants with the Animal excreta may be linked to household toilets making available fuel for the kitchen and enhanced fertilizer for the farms. Individual beneficiaries can receive subsidy on the bio gas programme, subsidy for the toilet to be linked to the biogas and subsidy under the Total Sanitation Campaign for the household toilet. Besides, availing of three subsidies under various programme of Government, linking household toilets to biogas plants has several advantages, most important of which, is the safe and hygienic disposal of the household toilet waste. By linking the toilets to the bio gas plants, an energy efficient fuel is available as a bye product, free of cost of the individual household. The energy from the toilet linked biogas plants can also be used for lighting, slurry from the plant on removal is a very good enhanced fertilizer available free of cost to the farmer.

5. Key Principles of Institutional Arrangements :

Sanitation is a local issue that has to be addressed by the communities residing in a given spatial area. Village Panchayats are, therefore, the appropriate institution to promote and sustain rural sanitation. Based on this principle, the responsibility of managing sanitation services has been devolved to the local Bodies in the 73rd and 74th Amendment to the Constitution.

Currently, Village Panchayats which do not have the necessary capacity to discharge this responsibility should be provided with suitable capacity.

The State Rural Sanitation Society may develop the criteria and systems for providing support to IEC activities, capacity building, monitoring and development of best villages.

Based on these Principles, the following institutional arrangements are proposed :

- The Village Panchayats (VP) should be the Local Government institution responsible for promoting total sanitation within their respective area.
- The capacity of the VPs should be built in appropriate areas for sustainability of all environmental sanitation interventions. Representatives of other institutions/ programmes such as ICDS, Health dept, Social welfare, Education, SHGs, etc could be explored and moulded in to a "Village Resource Team (VRT) if required as internal forces that would work closely with the VPs. NGOs can explore those existing local resources as their external aim for operation.
- The District Water and Sanitation Committee (DWSC) should focus on developing an appropriate contracting mechanism, procurement rules and monitoring system that would ensure that the program is on track and sustainable.
- The DWSC if deemed necessary should place a Nodal Officer Project Director, DRDA, to co-ordinate internally with other departments and also with external institutions and provide one-window service to the VPs.
- The State Rural Sanitation Society (SRSS), at the State level should develop appropriate operational guidelines, a frame work for programme implementation; develop a system for monitoring and evaluation and a system for selection of best villages. The SRSS should undertake periodic reviews of the progress and guide the district administration, arrange for knowledge sharing and disseminate the learnings and experiences.

The way forward

Every Grama Sabha to adopt Resolution for the following:

- a) Ban on open Defecation.
- b) Total Rain water Harvesting.
- c) Total Water Conservation and Waste Water Disposal.
- d) Ban on Littering of wastes and use of disposable plastics.
- e) Imposition of Penalty with punitive action against the offenders.

Participation of Self Help Groups:

Self Help Groups of Mahalir Thittam and Pudhu Vaazhvu shall also be involved in the Clean Village Campaign so that they act as Peer Group in influencing the entire rural community. Tamil Nadu Corporation for Development of Women and Pudhu Vaazhvu Project shall provide necessary assistance in this regard.

6. Monitoring Indicators

The monitoring of the entire process will be taken up by the Committees at Block level, District level and State level. The following indicators will emphasize on physical appearance and health benefits which is reflected in the overall quality of life.

(a) Physical parameters

- ✓ Cleanliness
- ✓ No water stagnation.
- ✓ Greenery.
- ✓ No littering
- ✓ Rain Water Harvesting.
- ✓ Water and Sanitation facilities in Schools and Anganwadies.

(b) Health indicators

Frequency of occurrence of the following diseases can be related to sanitary conditions of the Village Panchayat:-

- ✓ Amoebiasis, Typhoid, Hepatitis A and Hepatitis E.
- ✓ Diarrhea and Dysentery.
- ✓ Vector borne diseases like Malaria, Dengue, etc.
- ✓ Frequent illness in children and aged.
- ✓ Worm infestation.

(c) Education indicators

- ✓ School attendance.
- ✓ Drop out of girls.
- ✓ Enrolment of girls.

(d) Quality of life

- ✓ Women's empowerment
- ✓ Girl's education
- ✓ Well being.
- ✓ Economic improvement.

7. Funds :

In order to achieve the objectives of the "Clean Village Campaign", the Village Panchayats shall take effective steps to dovetail funds available under various Central and State sponsored schemes such as Total Sanitation Campaign, Member of Legislative Assembly Constituency Development Scheme, Member of Parliament Local Area Development Scheme, Comprehensive School Infrastructure Development Scheme, Self Sufficiency Scheme apart from utilizing their own General Funds and Central Finance Commission Grants, wherever necessary.

8. Awards and Rewards :

As this strategy hinges on the concept of triggering "Collective Community Action, the participating communities should be rewarded through 'Cash and Recognition incentives' directed at the community. All the habitations that eliminate the practice of open defecation and adopt improved personal hygiene behaviour, effective waste management and water conservation should be rewarded and the incentive should go to the Village Panchayat General fund. This is the first milestone towards achieving total sanitation, especially, the short-term objectives of the campaign.

The following minimum points are to be considered for the eligibility of a clean village.

- Ban on open defecation by the Gram Sabha.
- Fully functional Integrated Sanitary Complexes for Women.
- Coverage of Individual Household toilets should be between 85% to 100%
- Institutional sanitation coverage – Schools, Anganwadies and public places, like Bus stand, Hospitals, Markets etc., to be covered 100%.
- 100% Rain Water Harvesting in all households.
- Water conservation and waste water disposal promoting agro forestry / Vegetable cultivation.
- Solid waste disposal by segregating bio-degradable and non-bio degradable wastes at household and village level.
- Promotion of composting.
- Physical parameters – no water stagnation, no littering, Greenery.

A Village under the Clean Village Campaign will be a Village Panchayat inclusive of all hamlets in the Panchayat.

9. Selection Process :

To ensure that the best and cleanest Village Panchayats are selected without bias and in the most transparent manner possible, committees should be constituted at different levels to visit and inspect the villages and evaluate their performance. At the micro level, a Block Level Committee shall visit all the Village Panchayats in the Block and select eligible Village Panchayats. This is to be followed by visits by the District Level Selection Committee to all the villages recommended by the Block Level Committee to select the Best Village Panchayats in the District. The State Level Committee will select the Best Village Panchayat for the Cash Award of Rs. 5 lakhs each at the rate of one Village Panchayat per District. The money will be directly released to the Village Panchayat, exclusively to be utilized for development of Sanitary facilities of the Village Panchayat as per the guidelines issued by Commissioner of Rural Development and Panchayat Raj.

The Principal Secretary to Government, RD& PR Department, in consultation with the Commissioner of Rural Development & Panchayat Raj, is authorised to amend these guidelines based on the exigencies that may arise from time to time

N.S.PALANIAPPAN
Principal Secretary to Government

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Section officer

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