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ABSTRACT

Schemes – Centrally Sponsored Scheme – Swachh Bharat Mission (Gramin) - Announcement made by the Hon'ble Minister on the floor of the Legislative Assembly on 21.06.2017 – Conducting Sanitation Awareness Competitions in the Panchayat Union Schools and Government Schools in Rural Areas under SBM(G) – Permission accorded – Guidelines approved – Orders issued.

Rural Development and Panchayat Raj(CGS-1) Department

G.O.(Ms) No. 75

Dated: 01.06.2018

Read:

1. Announcement made by the Hon'ble Minister on the floor of the Legislative Assembly on 21.6.2017.
2. From the Director of Rural Development and Panchayat Raj Letter Rc.No.60912/2017/ SBM(G)-3, dated 22.7.2017.

ORDER:

The Hon'ble Minister for Municipal Administration and Rural Development, Implementation of Special Programme has made the following announcement on the Floor of Legislative Assembly on 21.6.2017 :

“ஊரக மக்களிடையே பாதுகாப்பான சுகாதார பழக்க வழக்கத்தினை ஊக்குவிக்கும் வகையில், நேரடிதகவல் பரிமாற்ற (Inter-Personal Communication) நடவடிக்கைகள் மூலம் மனமாற்றம் ஏற்படுத்திட சுயஉதவிக் குழுக்கள் ஈடுபடுத்தப்பட்டுள்ளன.

இளைய சமுதாயத்தினரிடையே, அவர்களது நடத்தை, மனநிலை மற்றும் பழக்க வழக்கத்தினை சீர்படுத்தும் அமைப்புகளாக பள்ளிகள் திகழ்கின்றன. மாண்புமிகு இதயதெய்வம் புரட்சித் தலைவி அம்மா அவர்களின் ஆசியுடன், மாண்புமிகு முதலமைச்சர் அவர்களின் ஆணைப்படி, ஊரகப் பகுதிகளில் உள்ள ஊராட்சி ஒன்றிய மற்றும் அரசு பள்ளிகளில் பயிலும் மாணவர்களிடையே சுகாதாரம் மற்றும் தன்சுத்தம் குறித்த விழிப்புணர்வை ஏற்படுத்தும் விதமாக சுகாதாரம் குறித்த படம் வரைதல், வண்ணம் தீட்டுதல், கட்டுரை எழுதுதல் மற்றும் பேச்சுப்போட்டிகள், பள்ளிகள் அளவிலும், மாவட்ட

அளவிலும் நடத்தப்படும். மேற்படி போட்டிகள், தேசிய மற்றும் உலகளவில் முக்கியத்துவம் வாய்ந்த நாட்களில், கல்வி ஆண்டில் இரண்டு முறை நடத்தப்படும்.”

2. In the letter 2nd read above, the Director of Rural Development and Panchayat Raj has stated that the goal of an open defecation free Tamil Nadu needs to be achieved by adopting multi-pronged strategy by organizing all stakeholders into a mass movement to root out the practice of open defecation. One such strategy of intervention to effect positive behavioural change among the rural community is through School Children.

I. NEED FOR SANITATION AWARENESS AND PERSONAL HYGINE AMONG RURAL SCHOOL STUDENTS:

- a. Children are more receptive to new ideas and considered to be powerful 'change agents'.
- b. Children could be a good channel to influence parents and peers to adopt proper sanitary habits.
- c. The Inter-Sectoral Convergence meetings conducted at State Level and District level have been suggesting to use the opportunities and potential available in the schools through Students and Teachers in achieving open defecation free Tamil Nadu.

Therefore, Schools are appropriate institutions for changing the behaviour, mindset and habits of children and community from practicing open defecation to usage of toilet, though motivation and education.

II. STRATEGY:

Sanitation awareness among the school children and through them to the rural masses, could be created effectively by organizing competitions such as Drawing, Painting, Essay Writing, Oratorical contest, Quiz Competitions for the School children studying in Panchayat Union Schools and Government Schools located in rural areas and formation of Health & Sanitation Clubs in these Schools. The Competitions as mentioned above may be conducted atleast twice in an academic year commemorating days of National/ International significance on the following core themes:

- 1) Toilet usage and Safe sanitation
- 2) Personal hygiene and cleanliness
- 3) Diseases caused due to poor hygiene

III. PRIZES

The winners of the competition could be given prizes and certificates as indicated below:

1) For School level competitions:

- i. **First Prize** –Cap and T-Shirt (Cap in unique colour and T-Shirts with specific message)
- ii. **Second and Third Prize-** Educational Kits (Educational Kits like Geometric Box, Pencil Box, Labels, Sketch pens, Colour Pencils, etc.)
- iii. **Merit Certificates** for winners
- iv. **Participation Certificates** for all Participants
- v. **Rolling Shield** for the Schools at Block level: The District Level Committee will identify the Schools which performs the best in overall participation in the respective Block. This Shield will roll from school to school every academic year.

2) For District level competitions:

Competition among the Prize winners of School/ Block level competitions can be organized at District Level:

- i. **First Prize** – Shield with Cap and T-Shirt (Cap in unique colour and T-Shirts with specific message)
- ii. **Second and Third Prize-** Shield with Books / Educational Kits (Educational Kits like Geometric Box, Pencil Box, Labels, Sketch pens, Colour Pencils, etc.)
- iii. **Merit Certificates** for winners
- iv. **Participation Certificates** for all Participants.
- v. **Rolling Shield** for the schools at District level: The District Level Committee will identify the Schools which performs the best in overall participation at the District Level. This Shield will roll from school to school every academic year.

IV. Annual Budget:

- The approximate annual fund requirement for conduct of sanitation awareness competitions, including the expenditure for distribution of prizes, issue of Certificates, Shields, etc. is given below:

Sl. No.	Category of Schools	No. of Schools	Amount per School/per competition (Rs.)	No. of competitions in a year	Amount per year per school/Dist. (Rs.)	Total (Rs. in crore)
A. School Level						
1	Panchayat Union/Govt. Primary Schools	22,026	1,500	2	3,000	6.61
2	Panchayat Union/Govt. Middle Schools	6,341	2,500	2	5,000	3.17
3	Govt. High Schools	2,408	3,500	2	7,000	1.69
4	Govt. Hr. Secondary Schools	2,018	5,000	2	10,000	2.02
B. District Level						
C.						
	Dt. Level Competition	31 districts	25,000	2	50,000	0.16
Grand Total						13.65

Since the expenditure towards the conduct of sanitation awareness programme in the rural Government Schools as mentioned above can be met out from IEC component of Swachh Bharat Mission (Gramin)-SBM(G) funds available in the District Rural Development Agencies(DRDAs), there is no separate financial commitment for the Government in this regard.

3. The Director of Rural Development and Panchayat Raj has therefore requested the Government to permit the District Collectors / Chairman to release the annual estimated amount from funds available under the IEC component of SBM(G) in DRDA, in their respective districts to District Elementary Education Officer(DEEO) and District Education Officer(DEO) concerned and obtain Utilisation Certificates from them

and approve the guidelines for conducting sanitation awareness programme in Panchayat Union Schools and Government Schools in the rural areas. He has further requested the Government to direct the Collectors to coordinate the School Education Department and Rural Development and Panchayat Raj Department officials in the district for effective conduct of Sanitation Awareness Competitions in the Schools as provided in the guidelines.

4. The Government after careful examination of the proposal of the Director of Rural Development and Panchayat Raj accord permission to the District Collectors / Chairman to release the annual estimated amount from funds available under the IEC component of SBM(G) in DRDA, in their respective districts to District Elementary Education Officer(DEEO) and District Education Officer(DEO) concerned for effective conduct of Sanitation Awareness Competitions in the Schools as per the guidelines annexed to this order and the District Collectors / Chairman are requested to obtain Utilization Certificates from them and the Government also direct the Collectors/ Chairman to coordinate the School Education Department and Rural Development and Panchayat Raj Department officials in the district for effective conduct of Sanitation Awareness Competitions in the Schools. Subject to condition that no additional financial commitment from the State Exchequer.

5. This order is issued with the concurrence of School Education Department vide its U.O.No. 5185/GLI(2)/18, dated 22.3.18 and Finance Department vide its U.O.No.16268/Fin(RD)/18, dated 11.4.2018.

(BY ORDER OF THE GOVERNOR)

**HANS RAJ VERMA
ADDITIONAL CHIEF SECRETARY TO
GOVERNMENT**

To

The Director of Rural Development and Panchayat Raj, Chennai – 15.

All District Collectors (Except Chennai)

(Through Director of Rural Development and Panchayat Raj, Chennai – 15)

All Project Directors, District Rural Development Agencies

(Through Director of Rural Development and Panchayat Raj,
Chennai – 15)

The Accountant General, Chennai –6/18/35.

Copy to:

Hon'ble Chief Minister's Office, Chennai-9.

The Senior PA to Hon'ble Minister(MA & RD, Impl. of Spl. Prog), Chennai-9.

The Senior PA to Hon'ble Minister(School Education) Chennai-9.

Finance (RD) Department, Chennai-9.

The Principal Private Secretary to the Additional Chief Secretary to Government, Rural Development and Panchayat Raj Department, Chennai – 9.

The Private Secretary to Principal Secretary to Government, School Education Department, Chennai-9.

Rural Development and Panchayat Raj (OP.2) Department, Chennai – 9.

National Informatics Centre, Chennai – 9.

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SECTION OFFICER


Annexure

Guidelines for conducting Sanitation Awareness competitions in Panchayat Union Schools and Government Schools in Rural Areas

G.O.(Ms) No.75 , Rural Development and Panchayat Raj (CGS.1) Department,
Dated 01.06.2018

1. INTRODUCTION:

The pernicious practice of open defecation has a negative bearing on the physical and mental development of the children and it is a primary cause for worm infestation and resultant anaemia. Study reports have indicated that poor sanitation results in stunting of growth among children.

Therefore, it is imperative to create sanitation awareness and personal hygiene among school students. Further, inculcating safe sanitation habits among children is expected to have a strong impact in “**Muzhu Sugaathara Thamizhagam - Munnodi Thamizhagam**” Campaign towards achieving Open Defecation Free (ODF) Tamil Nadu.

- a. Children are more receptive to new ideas and considered to be powerful ‘change agents’.
- b. Children could be a good channel to influence parents and peers to adopt proper sanitary habits.
- c. The Inter-Sectoral Convergence meetings conducted at State Level and District level have been suggesting to use the opportunities and potential available in the schools through Students and Teachers in achieving open defecation free Tamil Nadu.

Therefore, Schools are appropriate institutions for changing the behaviour, mindset and habits of children and community from practicing open defecation to usage of toilet, though motivation and education.

2. STRATEGY:

Awareness on Sanitation and Hygiene to be created by conducting School Level and District Level Competitions among rural students and formation of Health & Sanitation Clubs in the Panchayat Union Schools and Government Schools located in rural areas.

3. PARTICIPANTS:

All the Students of Panchayat Union Government Primary and Middle Schools, Government High Schools and Government Higher Secondary Schools located in rural areas are eligible to participate.

4. METHODOLOGY:

Sanitation awareness among the school children and through them the rural masses could be created effectively by organizing the following:

- a) Conduct of Drawing, Painting, Essay Writing, Oratorical contest, Quiz Competitions among the School children studying in Panchayat Union Schools and Government Schools located in rural areas
- b) Health & Sanitation Clubs to be formed in the Schools in order to inculcate the basic knowledge on sanitation and hygiene on a regular basis.

5. LEVEL OF COMPETITION:

The Competitions will be held at two levels as given below:

- 1) **School Level:** The first stage of conduct of competitions will be at the individual Schools. However, if the strength of the individual School is very low, in such cases, the District Level Coordination Committee shall decide the conduct of competitions by combining more than one School.
- 2) **District Level:** The second level of competitions among the participating first prize winners of School level competition will be held at District level.

6. THEMES FOR COMPETITION:

The Competitions as mentioned above should be conducted on any one or more of the following core themes:

- 1) Toilet usage and Safe sanitation
- 2) Personal hygiene and cleanliness
- 3) Diseases caused due to poor hygiene

7. PERIODICITY:

The Competitions have to be organized at least twice in an academic year, preferably, commemorating days of National/International significance as decided by the District level Committee to be formed as given in the following paragraphs.

Suggested Dates:

1. January 26th - Republic day
2. April 7th - World Health Day
3. June 5th - World Environment Day
4. August 15th - Independence day
5. October 15th - Global Hand washing day
6. November 19th - World Toilet Day

8. PRIZES:

The winners of the competition for each category of competition could be given prizes and certificates as indicated below:

1) For School level competitions:

- i. **First Prize** – Cap and T-Shirt (Cap in unique colour and T-Shirts with specific message)
- ii. **Second and Third Prize**- Educational Kits (Educational Kits like Geometric Box, Pencil Box, Labels, Sketch pens, Colour Pencils, etc.)
- iii. **Merit Certificates** for winners
- iv. **Participation Certificates** for all Participants
- v. **Rolling Shield** for the Schools at Block level: The District Level Committee will identify the Schools which performs the best in overall participation in the respective Block. This Shield will roll from school to school within the Block every academic year.

2) For District level competitions:

Competition among the First Prize winners of School level competitions for each category of Schools and can be organized at District Level:

- i. **First Prize** – Shield with Cap and T-Shirt (Cap in unique colour and T-Shirts with specific message)

- ii. **Second and Third Prize-** Shield with Books/Educational Kits (Educational Kits like Geometric Box, Pencil Box, Labels, Sketch pens, Colour Pencils, etc.).
- iii. **Merit Certificates** for winners
- iv. **Participation Certificates** for all Participants
- v. **Rolling Shield** for the schools at District level: The District Level Committee will identify the Schools which performs the best in overall participation at the District Level. This Shield will roll from school to school every academic year.

9. NATURE OF COMPETITION & CATEGORY OF PARTICIPANTS:

Sl. No.	Participants	Competitions
1	Primary	Drawing / Painting
2	Middle School Students	1. Drawing / Painting 2. Essay Writing
3	High school and Higher secondary School	1. Essay Writing 2. Oratorical contest 3. Quiz

10. MODE OF CONDUCT OF COMPETITIONS:

- a. Topics /Themes for Drawing/Painting, Essay, Oratorical contests and Question Bank for Quiz will be prepared by District Level Committee.
- b. School/Block Level competitions can be conducted jointly by Block Resource Centres of School Education Department and Village Panchayat concerned, headed by Assistant Education Officer at BRC.
- c. District Level competitions can be conducted jointly by DRDA and DEO/DEEO concerned, headed by CEO.

11. HEALTH & SANITATION CLUBS:

Similar to Red Ribbon Clubs, NCC and NSS, Health & Sanitation Clubs may be formed in the Schools to inculcate safe sanitation and Hygiene practices.

Role of Health & Sanitation Clubs

- Administer Sanitation Pledge
- Influence their companions who do not have household toilet to persuade their parents to construct and use toilet.
- Motivate other students to use toilets
- Assist in conducting competition among children on health and hygiene
- Assist in Celebrating important days relating to Sanitation.

Apart from nominated student members, Prize winners of various competitions will form the core committee of the proposed School's "Health and Hygiene Club". The Club members will be permitted to wear the Cap and T-shirt instead of uniform on designated days in a month and will also administer Sanitation Pledge at the School Assembly on rotation.

12. DISTRICT LEVEL COORDINATION COMMITTEE:

A District Level Coordination Committee under the Chairmanship of District Collector shall be formed with PD (DRDA), CEO, DEO, DEEO and select BDO and BRC staff as members for organizing and conducting the Competitions, activities of Health and Hygiene Club, etc., and formation and functioning of Health and Sanitation Clubs in the Schools.

13. Funds:

- The Annual fund provision for each category of school and district level is given below:

Sl. No.	Category of Schools	Amount per School / per competition (Rs.)	No. of competitions in a year	Total Amount per year (Rs.)
A. School Level				
1	Panchayat Union / Government Primary Schools	1,500	2	3,000
2	Panchayat Union / Government Middle Schools	2,500	2	5,000
3	Government High Schools	3,500	2	7,000

4	Government Higher Secondary Schools	5,000	2	10,000
B. District Level				
	District Level Competition	25,000	2	50,000

- Since the requirement is District specific, based on the number of Panchayat Union Schools and Government Schools, the Annual Budget can be estimated at district level in advance for the particular Academic year in consultation with School Education department officials concerned.
- The Estimated amount should be released by Collector/Chairman, District Rural Development Agency to the District Elementary Education Officer (DEEO) and District Education Officer (DEO) concerned from IEC funds available under SBM(G) in DRDA, as per the guidelines provisions.
- The expenditure towards purchase of Shields, Caps, T-Shirts, Education kits and for printing of certificates and contingency expenditure like stationary, etc., shall be met out within the above estimate.
- The DEEO and DEO should release the amount to the Village Education Committee Account of the respective Schools concerned for conduct of competition by the School Headmasters concerned.
- BDOs and Officials of Block Resource Centre of School Education Department shall supervise the conduct of competitions and fund utilization.
- DEEO and DEO shall send the utilization certificate to the Collector/Chairman, DRDA, before 30th September, every year.

Project Director, DRDA, should send a copy of the Annual Budget prepared for the Sanitation Awareness Competitions proposed for the ensuing academic year to the Directorate of RD & PR, Directorate of School Education and Directorate of Elementary Education for information.

14. EXPECTED OUTCOME:

- Such competitions and formation of Clubs are expected to create a positive impact in the minds of the children at young age and also will inculcate good habits and practices besides enhancing their overall skills and improving their personality.

- The improvement in personal health and clean environment would provide the children a conducive atmosphere for learning.
- Further, the competitions would help in identifying the hidden talents and committed students, who are capable of becoming sanitation ambassadors in their school community.
- Once adequately sensitized, Children would become Change Agents and thereby could be a good channel to influence their parents and peer groups as well to adopt proper sanitary habits.

15. DOCUMENTATION:

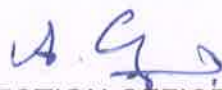
- The District Level Coordination Committee shall document the details of Sanitation Awareness competitions conducted in Panchayat Union Schools and Government Schools during the Academic year and submit the Annual Report to the Directorate of RD & PR, Directorate of School Education and Directorate of Elementary Education before
- re 30th June of the following year.

The Secretary to Government, Rural Development and Panchayat Raj Department is empowered to modify any of the above guidelines in consultation with Director of Rural Development and Panchayat Raj based on the exigencies that may arise from time to time in the implementation of the Scheme.

HANS RAJ VERMA

Additional Chief Secretary to Government

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SECTION OFFICER

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