

Crusaders for sanitation in Nuh

Swachh Bharat Mission was launched in 2014 with the mission to achieve *Swachh Bharat* (Clean India) with a specific focus on ensuring a toilet in every Indian household by the end of 2019. To achieve this goal, all stakeholders, especially communities, *panchayats*, and district administration must take small steps at the village level. Swachh Bharat Mission plans to prepare and trigger communities and panchayats with the support of local foot soldiers or *Swachh doots* (clean messengers), including community-based monitoring and vigilance committees, women groups, ASHA workers, and self-help groups, among others. Engaging these stakeholders at the village level will generate a demand for sanitation and district administration will be required to respond to this need.

Sanitation ambassadors

Sehgal Foundation plans to help develop *swachh gaons* (clean villages) in Nuh (Mewat) by creating a pool of sanitation ambassadors who will eventually become action-oriented leaders in a movement toward Swachh Gaon. Gram panchayats and government can use these ambassadors to mobilize the community concerning cleanliness and waste management.

The sanitation ambassadors will be members of Village Leadership Schools, *sangathans*, life skills education centers, and include schoolchildren, youth, and other key people in the villages.

Activities planned over the next year

- Participatory sessions with sanitation ambassadors will focus on the need for sanitation and the diseases that can be prevented with sanitation.
- Sanitation vigilance committees will be created in select villages to monitor sanitation activities.
- Community mobilization activities for behavior change will include rallies, street plays, door-to-door visits, and group meetings in select villages.

Sanitation ambassadors will be engaged in cleanliness drives in the villages and mobilizing communities around sanitation issues. In villages where sanitation vigilance committees have been set up, the ambassadors will work with the committees to monitor sanitation activities. In other villages, they will undertake awareness drives on the use of toilets, how to maintain sanitation structures in communities and schools, and how to prevent diseases and set up compost pits.

Visibility

Activities are planned to acknowledge the work of ambassadors and give visibility to their work. The following will be implemented to achieve this:

- A dissemination workshop will include various stakeholders such as government and academia.
- Success stories will be documented and uploaded on social media.
- Handbills and posters will be created that illustrate the work of sanitation ambassadors.
- Linkages will be made with university students to engage in sanitation drives in rural villages.

By the end of one year, Sehgal Foundation plans to see the creation of a pool of 1,000 sanitation ambassadors in Nuh, street plays and /or rallies that inspire participation in sanitation efforts, sessions on hygiene and sanitation presented to schoolchildren, and demonstrations of compost units. The citizens of Nuh will play a part in fulfilling the Swachh Bharat Mission in India.

Spread the movement and show solidarity! Join our Facebook group, [1000 Sanitation Ambassadors](#).