


12/08/2016

Circular

Sub: Program on Mass cleaning-Reg.

This is bringing to your kind notice that our college is organizing **Program on Mass cleaning** on **16th August 2016** from 9.30 a.m to 4.00 p.m in Jigani Village, Anekal. You are cordially invited and your participation in full strength is expected, for the effective utilisation of the programme.


Principal

Copy to

All HOD's, TPC, Office, TO, Transport

Mass Cleaning

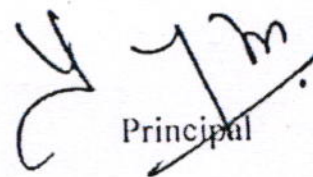
Our college has organized **Mass Cleaning** campaign in village Jigani on 16th August 2016. Nearly 60 peoples participated in the campaign. Unlike earlier sanitation programmers, SBA is not a toilet construction programmer but a behavior changes mass movement. It is relatively easy to build a road, bridge or an airport. But trying to change human behavioris complex. The sheer scale of the operation makes it a gargantuan task. While mass-media campaigns are useful, the real key to bringing about behavior change on the ground is to have grassroots-level trained and incentivized motivators using interpersonal communication with villages and households to ‘trigger’ demand for toilets and cleanliness.



States and districts across the country are rapidly increasing the number of motivators. But this has to be accelerated further. The plan is to have over 500,000 'boots on the ground', on an average, one per village across the nation. In addition to making the a people's movement, it is also critical to demystify toilet technology and practices.

The most 'appropriate' technology for rural areas, in terms of cost, sustainability and reuse, is the twin-pit model. While this model is the predominant one in rural India, and is effective in most contexts, more efforts and marketing are needed to persuade rural households to adoptit.

Emptying one (while it is closed) of the two toilet pits by the householder himself is also a simple, safe and environmentally friendly task, with the organic compost generated ideal for agricultural purposes. The more frequently senior officials and public personalities empty toilet pits themselves as examples to others, the more rural households will be persuaded to do it themselves and the faster will be the adoption of the twin-pittechnology.


Principal