



**TOILET BEAUTY CONTEST**  
BAREILLY, UTTAR PRADESH



“A clean India would be the best tribute India could pay to Mahatma Gandhi on his 150 birth anniversary in 2019,” said the Hon’ble Prime Minister Shri Narendra Modi as he launched the Swachh Bharat Mission (SBM) at Rajpath in New Delhi. On 2nd October 2014, Swachh Bharat Mission was launched throughout length and breadth of the country as a national movement to achieve the vision of a ‘Clean India’ by 2nd October 2019. Under the Swachh Bharat Mission, more than 2 lakh toilets had been built in Bareilly District in campaign mode within 15 months. This made the sanitation coverage in the district go up from 40% to 100% in a short time. Even before the mission was launched all Government schools had got toilets built in the premises over the years. However, it was noticed that even though toilets played a critical role in promoting health and hygiene, their maintenance and upkeep remained neglected due to a lack of sense of ownership on part of the users. Poor quality and maintenance often led to toilets falling into a state of disuse, a short time after they were built.

In order to break this sense of apathy, to instill sense of ownership and improve the quality of SBM & School Toilets, Bareilly District administration came up with the idea of starting a TOILET BEAUTY CONTEST in every village of the district. The Toilet Beauty Contest had two distinct phases.

**Phase 1:** SBM Beneficiaries were asked to paint and beautify the toilets in their houses. After an independent assessment the most well decorated toilets at village, block and district levels were awarded with SWAGHITA KIT on World Toilet Day 2018.

**Phase 2:** All Government schools participated in a child friendly School Toilet Beauty Contest through the coordinated efforts of the respective Gram Pradhans, Secretaries and Teachers along with students. Winning schools were awarded with additional furniture and computer labs through the MP/MLA Local Area Development Funds and/or Gram Nalbh.

To ensure awareness about and success of the exercise, awareness meetings for stakeholders were organised at district, block and village levels. Innovative and engaging communication strategies like Nakkad Natak, Garav Yatra and Rastri chaupals were held in every village during the campaign. An intensive social media campaign was also undertaken through Twitter, Facebook, Whatsapp groups to inform and engage with as many stakeholders as possible.

## OBJECTIVES

- TO DEVELOP A SENSE OF PROUD OWNERSHIP TOWARDS SANITATION FACILITIES AMONGST THE USERS.
- TO ENHANCE THE QUALITY OF CONSTRUCTION AND SUBSEQUENT MAINTENANCE OF TOILETS.



## OUTCOMES

- >50,000 individual SBM toilets were beautified for the contest. This set an example for others to follow.
- >500 school toilets were refurbished and made world class.
- >100 Government schools got additional furniture through MP/MLA LADAs as reward for their efforts
- 10 schools got computer labs through CSR funds mobilised from corporate partners.

The TOILET BEAUTY CONTEST PROGRAMME of Bareilly was listed among

the National Best Practices on the SBM Blog. It was a matter of great satisfaction and pride for people involved in organising the Programme in Bareilly when the contest was extended to all the districts of the country as SWAGHI SUNDAR SHAUCHALAY CONTEST from 1st Jan to 31st Jan 2019. Over 1 Cr. toilets were beautified all across the country in the month long campaign. The idea also found a mention in the PM’s Mann ki Bast Programme. The Prime Minister hailed it as a unique initiative to improve the quality of sanitation coverage in the country.

Not resting on its oars, Bareilly has moved forward towards replicating the contest to cover Angarwadi Centers & Health Sub Centers in the district.