

TOILET BEAUTY CONTEST BAREILLY, UTTAR PRADESH



clean India would be the best tribute India could pay
to Mahumm Gandhi on his 130 birth anniversary in 2019," said the
Horble Pinne Minter Shill Nerden Anniversary in 2019," said the
Horble Pinne Minter Shill Nerden And is an leumbend the Swetch
Bharat Mincion (SBM) at Raigarba in New Delhi. On 200 Clotcher 2014
Swedch Bharat Mincion was launched throughout length and breat
of the Country as a national movement to achieve the vision of a "Clone
India by 200 Clotcher 2019. Under the Swedch Bharat Mincion, more
than 2 labh toolers had been bair in Baroilly District in campaign mode
than 15 mounts. This made the sunisionic coverage in the district go
up from 49% to 109% in a short time. Even before the mission was
undered all Gorenness shook only for totale built in the permises
over the years. However, it was noticed that even though totaler shaped
a cricical role in promoting health and hygien, their ministreame or
upkeup remained neglected due to a lack of sense of ownership on
a role to the sense. The process of the sense of the sense
and the sense of the sense of the sense of the process had to solets
falling time a state of disuse, a short time after they were bail.

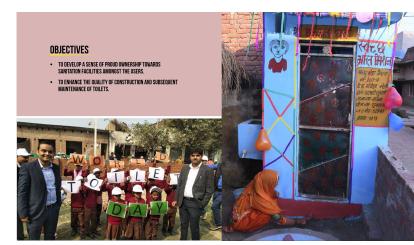
no order to break this sense of apathy, to instill sense of ownership and improve the quality of SBM & School Tollets, Barelly District administration came up with the idea of starting a TOILET BEAUTY CONTEST in every village of the district. The Tolet Beauty Contest had two distinct phases.

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 SWACHHTA KIT on World Toilet Day 2018.

Phase 2: All Government schools participated in a child friendly School Toles Beauty Contest through the condinated offers of the respective Grain Paulines, Secretaries and Tenders slong with acuters. Wissing Franchisms, Secretaries and Tenders slong with acuters. Wissing the School were resulted with additional framiture and contest the through the hIP/MIA Local Area Development Funds and/or Grain Nalles.

and/or Gram Nidhi.

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 Nicklad Nixkla, Garury Varia and Rarif chusples were held in every like daring the campaign. An intensive social media campaign was about notesticate through Pisteric, Facebook, Myntaspop groups to inform and engage with as many stakeholders as possible.



OUTCOMES

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 >50,000 individual SBM tollets were beautified for the contest. This set an example for others to follow.
 >500 who tollow were refurbished and made world class.
 >100 Government schools gor additional furniture through MP/MLA LADas a reward for their efforts
 10 school gor 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 Barelly when the context was extended to all the districts of the country as SWACHH SUNDER SHALUCHALAY CONTEST from 1st jac to 31st jac 2019. For 1c to tiles were beautified all scross the country in the month long campaign. The idea also found a mention in the PSA Shan is likast Programme. The Pirms Minister bailed 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 co cover Anganwadi Centers & Health Sub Centers in the district.●