

Government of India
Ministry of Rural Development
Department of Rural Development

No J-11060/37/2014-RH

New Delhi, 17th November, 2014

To

Principal Secretary / Secretary
All States / UTs.

Subject : Observance of World Toilet Day on 19/11/2014

Sir / Madam,

As part of Swachh Bharat Mission the observance of World Toilet Day on 19/11/2014 is very relevant for generating awareness about the mission and undertaking efforts to promote adoption of hygienic practices and use of toilet.

2. IAY is one scheme where dovetailing of this Mission is very significant in achieving the goal of rural hygiene and health. In this regard you may kindly instruct your officials to undertake awareness programmes on hygiene and health on the eve of World Toilet Day, with special focus on IAY beneficiaries.

Yours faithfully,



(S.Rakesh Kumar)
Deputy Secretary to the Govt. of India.