

NABARD receives “Best Communication in Sanitation” award from India Sanitation Coalition – FICCI for its Sanitation Literacy Campaign



The Sustainable Development Goals aim to provide Clean Water and Sanitation for all and is an important factor to economic development. The Sanitation Literacy Campaign was launched by Dr. G. R. Chintala, Chairman, NABARD on 2 October 2020 on the occasion of *Gandhi Jayanthi* to create awareness on need for clean water, sanitation and hygiene, especially in the context of the Covid-19 pandemic. This campaign also emphasized on various credit facilities including refinance available for WASH activities.

With the active support of ROs, more than 2000 Sanitation Literacy Programmes were organised in our project areas across India including the North-Eastern States. IEC (Information, Education and Communication) materials in the form of posters, jingles brochures, etc were developed in 13 vernacular languages, Hindi and English for the campaign.

NABARD’s efforts in creating awareness have been recognized by India Sanitation Coalition-FICCI and NABARD received the award under “Best Communication in Sanitation under Traditional” category during the 5th ISC-FICCI Sanitation Awards and India Sanitation Conclave 2021 conducted on 10th November 2021.

The awards were given in the presence of Shri. Gajendra Singh Shekhawat, Hon’ble Union Minister, Ministry of Jal Shakti, Government of India and Shri. Kaushal Kishore, Minister of State, Ministry of Housing and Urban Affairs, Government of India and other dignitaries.