 Campaign

## Poo to the Loo campaign

*A powerful 2013 sanitation campaign*



© UNICEF India

### Campaign

## **Transforming India: The Journey from Swachh Bharat to a Cleaner Tomorrow**

In an extraordinary leap towards improved health and cleanliness, India's Swachh Bharat Mission has rewritten the narrative of sanitation and hygiene.

This visionary initiative by the Government of India has brought essential sanitation facilities to millions, marking a transformative era in our country's history.

### **A Look Back at the Pioneering Poo to Loo Initiative**

UNICEF's groundbreaking 'Take Poo to the Loo' campaign in 2013 contributed to this transformation.

In collaboration with the Indian Institutes of Technology, this campaign catalysed our fight against open defecation, forming a part of the broader Total Sanitation Campaign initiated by the Indian government in 1999.

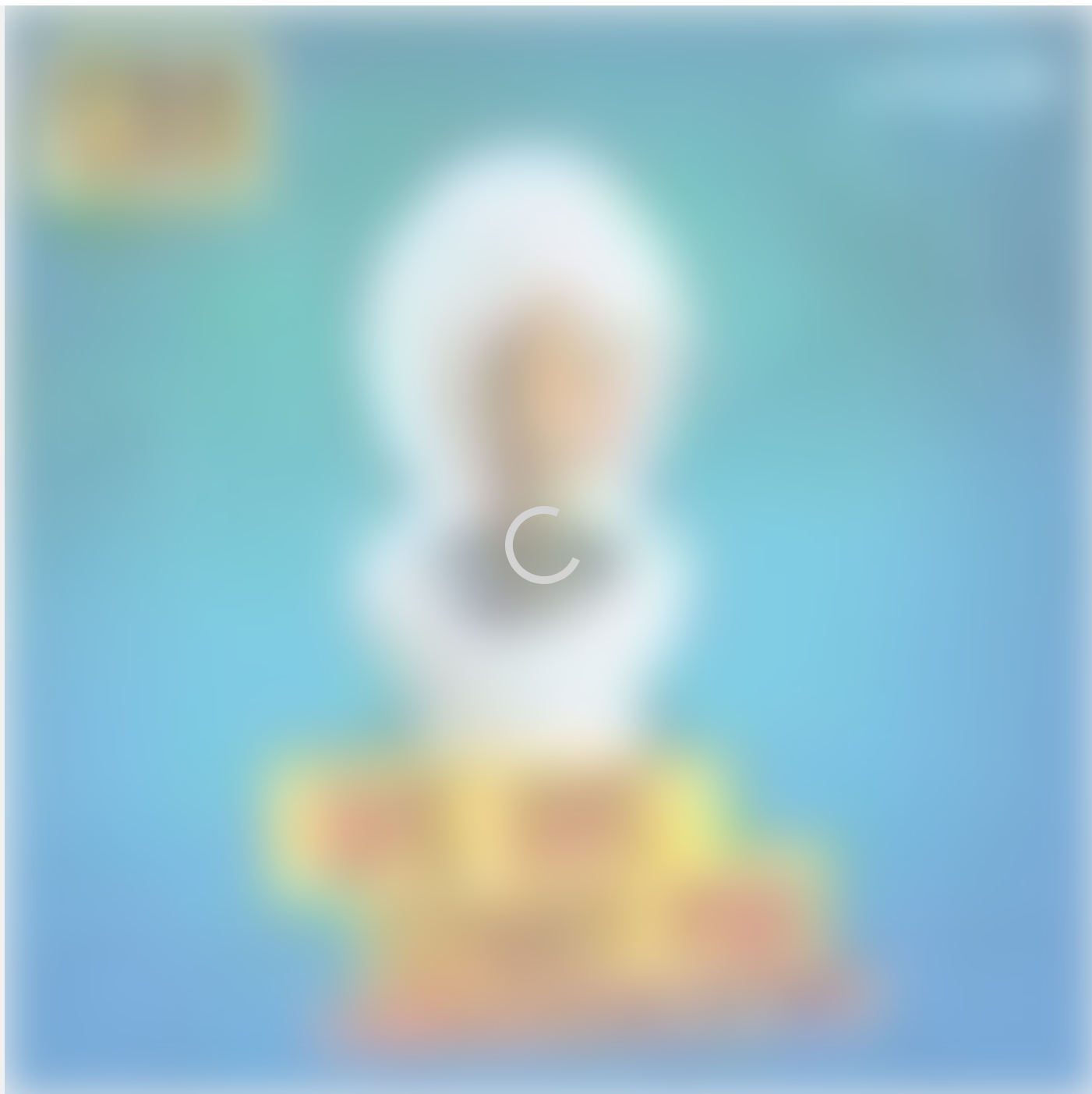
As recently as 2015, a significant portion of our 568 million-strong population had inadequate access to toilets. Fast forward to 2019, and the landscape has shifted dramatically, thanks to concerted efforts to reduce the number of people lacking access to toilets by an estimated 450 million.

### **Swachh Bharat's Next Phase: Upholding and Advancing Sanitary Practices**

As UNICEF continues its partnership with the Swachh Bharat Mission, now in its progressive second phase, we focus on maintaining the momentum. This phase emphasizes the continued use of toilets and the importance of hygiene across every corner of India.

Despite our achievements, the challenge persists in ensuring these practices are a regular part of life, especially for the most vulnerable in urban and rural settings.

## **Key facts**



© UNICEF India

Phase II of the Swachh Bharat Mission seeks to create ODF Plus villages – villages that sustain the gains made under phase I to ensure the ODF status of communities and improve the general cleanliness of rural and urban centres through solid and liquid waste management.

Solid and liquid waste management includes the management of bio-degradable waste such as human, cattle, agricultural and food waste, and non -biodegradable waste such

as plastic, metals, e-waste, etc. Another vital area that is included and requires significant attention is managing and awareness of menstrual waste.

## Together we can change India

As a citizen of India, I am proud of our country's rich and varied culture; we have a beautiful land. We want our sisters and brothers to survive, grow and develop as healthy individuals in a clean country.

## Join the campaign

UNICEF has been supporting the Swachh Bharat Mission (Rural) phase I since 2014, and now again under phase II, working with the Government to strategize and support ways forward for rural sanitation programming in the country.

## Poo2Loo - A Stinky Symphony



© UNICEF India


## Poo2Loo: Poo Dabba Dance



© UNICEF India

## Explore UNICEF's work on water, sanitation and hygiene



 Programme

### A Clean (Sampoorna Swachh) India

Towards maintaining an open defecation-free and clean environment and managing solid and liquid wastes efficiently

[Explore our work](#)



 Press release 22 March 2019

## Children living in protracted conflicts are three times more likely to die from water-related diseases than from violence – UNICEF

[Visit the page](#)



 Report

### Report on environmental impact of Swachh Bharat Mission

UNICEF and the Ministry of Drinking Water and Sanitation, with support from Shri Ram Institute, conducted an assessment.

[See the full report](#)

#### UNICEF Home

[What we do](#)

[Research and reports](#)

[Stories](#)

[Take action](#)

#### About us

[Press centre](#)

[Children in India](#)

[Our partners](#)

[Where we work](#)

## Multimedia assets

[Campaigns](#)

[Key data](#)

[Frequently asked questions](#)

---

**BECOME A DONOR**



[Contact us](#) | [Legal](#)

[Report fraud, abuse, wrongdoing](#)