



**DR. CHRISTOPHER DAVID HEMSON**

Water expert and Climate Change Adaptation Specialist  
United States of America

**Dr Ravi Reddy and assembled colleagues**

Warmest greetings and best wishes for your conference. You are setting high goals for India to achieve sanitation for all through Clean India (Swachh Bharat). This campaign has now attracted international interest by setting the ambitious target of installing 111 million toilets over the next four years. I hope that my message would be a modest contribution to strengthen the mobilization towards this goal.

Social attitudes which reflect the desire for a better life and reject insanitary conditions will be the best stimulus for improved sanitation. Public campaigns, in schools and in the media, to explain the health and economic benefits of using toilets and of better hygiene are the necessary instruments for change.

Strong positive attitudes towards sanitation within the rising generation will stimulate adequate provision in public institutions, buildings and households.

This insistence on dignity – along with clear planning and the allocation of sufficient resources – will be the driver of improved sanitation.

I wish you all the best for your conference which I'm sure will strengthen the determination throughout India to achieve your goal. I will be following your progress with keen interest.

**Dr. David Hemson**

30 September 2015