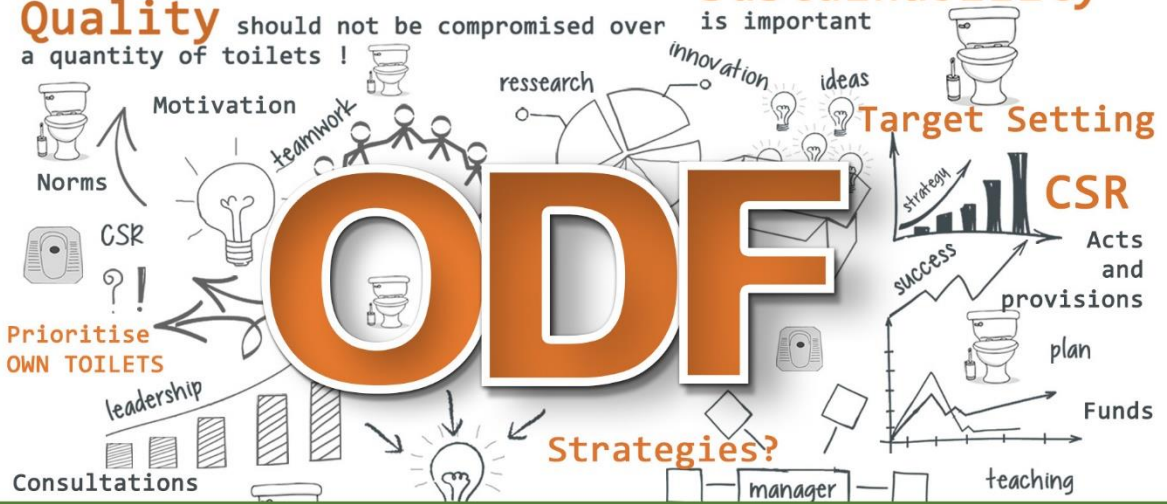




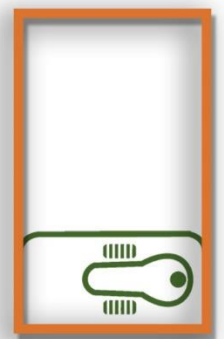
Government **Directives** Needed Support to cities

**Quality** should not be compromised over a quantity of toilets ! **Sustainability** is important



# Making Cities Open Defecation Free

## Systematic Approach in Maharashtra



Handbook  
Vol 1  
Feb, 2016

Swachh Maharashtra Mission (Urban)  
Urban Development Department, Government of Maharashtra



# Swachh Maharashtra Mission

A Systematic Approach by Government of Maharashtra

## Vision

Under Swachh Maharashtra Mission (Urban), Government of Maharashtra envisages “ODF Communities” moving towards “ODF+ and ODF++ Communities” by addressing entire service chain of sanitation and not focusing only on number of toilets constructed in the cities.

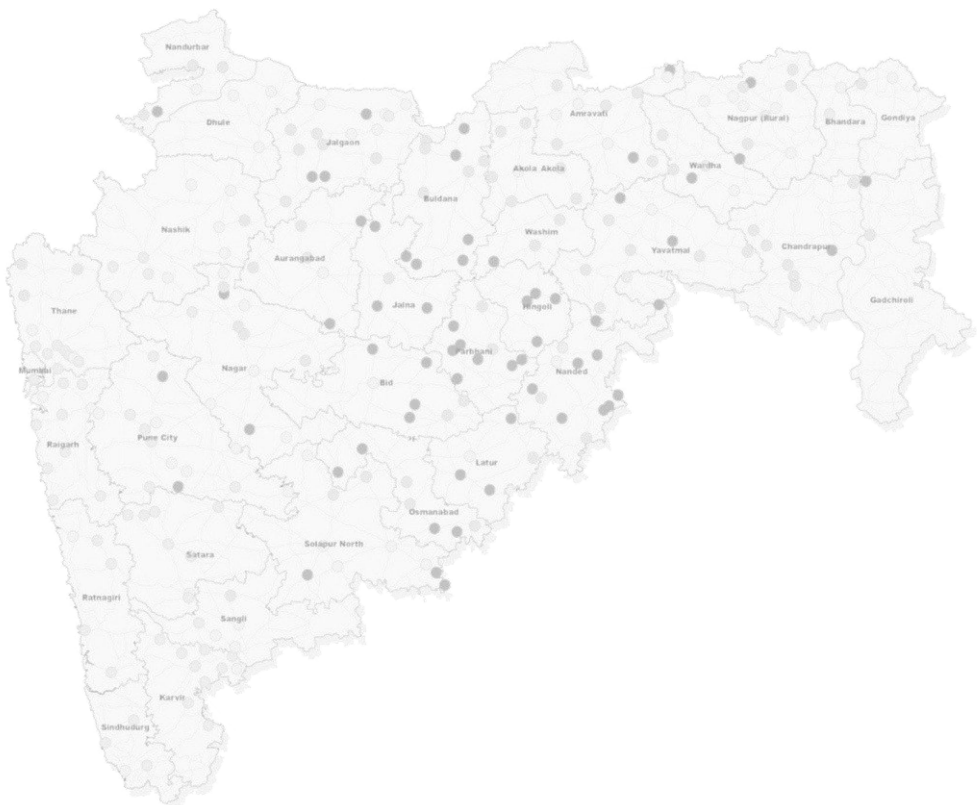
Government of Maharashtra has adopted a systematic approach by keeping in view city as a unit and encouraging city managers for moving towards improved sanitation by prioritising access and use of own toilets and implementing plans for safe management of faecal waste



# About this Handbook

In Maharashtra, nearly one in three urban households do not have a toilet on premise. This was due to constraints related to space, finance, tenure, building permission, lack of awareness etc. Since the launch of Swachh Maharashtra Mission, Urban (SMMU) in 2015 by Government of Maharashtra, the focus has been on encouraging use of toilets than just constructing toilets. While guidelines and directives are in place at the Central as well as State level, the process of implementing such a program in urban areas needs to be more clearly spelt out. This handbook seeks to address this gap by focusing on the planning and implementation of making cities ODF.

The handbook explicates objectives of SMMU and a roadmap for achieving Open Defecation Free (ODF) Cities envisaged under the mission. It also compiles various innovative initiatives and actions taken by ULBs in Maharashtra to facilitate implementation of mission at the Urban Local Body (ULB) level. This handbook is intended to be a reference guide for all ULBs, state governments and other partners engaged in Swachh Bharat Mission.



# Launch of SMMU



भारत सरकारचा पुढाकार  
स्वच्छ महाराष्ट्र करू साकार



## संकल्प स्वच्छतेचा

- सहभागाचा ठाम निर्धार
- व्यापक लोकसहभाग मिळवणार
- १०० टक्के शौचालयाचाच वापर करण्यासाठी प्रवृत्त करणार
- कचऱ्याचे संकलन, वर्गीकरण, वाहतूक करणार
- कचऱ्यावर शास्त्रोक्त प्रक्रिया करणार
- संडिपाण्यावर प्रक्रिया करणार
- स्वच्छ व हरित महाराष्ट्र साकारणार

सप्तपदी : स्वच्छ व हरित महाराष्ट्रासाठी ...

## Divisional Workshops

Led by the Hon. Chief Minister of Maharashtra

On the 15<sup>th</sup> May 2015, GoM issued a Government Resolution (GR) for launching 'Swachh Maharashtra Mission Urban (SMMU)'

- Through this GR, GoM declared additional subsidy of Rs. 8000 per toilet to address affordability related issues at household level.
- The GR was followed by the division level workshops led by Mr. Devendra Fadnavis, Hon. Chief Minister of Maharashtra.
- Workshops aimed at triggering the city level activities by briefing all the ULBs about targets envisaged under the mission and their responsibilities to achieve the same.
- Presidents and Chief Officers of all the ULBs participated in these workshops.
- "Swachh Maharashtra Mission- Implementation Guidelines", were issued as a further step which enabled city managers to take steps towards achieving of targets systematically



Mumbai



Nagpur



Kolhapur



Nashik



## Further Key Initiatives by GoM

### GR on delinking the land tenure issues with provision of toilets

GoM issued a special GR for enabling constructions on toilets clarifying that no NOCs will be required from the respective Government Authorities for constructing toilets on the Government lands.

### Financial support to households for construction of toilets

GoM is extending support to households by granting additional subsidy of Rs. 8000 per toilet. Also, ULBs are directed to give subsidy upto Rs. 5000 per toilet from the 14<sup>th</sup> FC funds

### Brainstorming workshops and review meetings at State level

GoM not only issued GRs and guidelines to facilitate the process, it also conducted brainstorming workshops timely, that catalysed on-ground implementation of the Mission



*Presentations by experts followed by group-work of Chief Officers and other ULB staff*



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## Foreword...

Government of Maharashtra launched “Swachh Maharashtra Mission Urban” on 15<sup>th</sup> May, 2015 with a vision to ensure access to safe and clean sanitation and waste management across the State. Under the leadership of Honourable Prime Minister Shri. Narendra Modiji, we are committed to fulfil Mahatma Gandhi’s dream of Swachh Bharat by eliminating open defecation in the State.

“Swachh Maharashtra” is essentially a Mission led by local governments and facilitated by the state government. With support and guidance from Urban Development Department, all urban local bodies in Maharashtra are committed to make Maharashtra Open Defecation Free (ODF) by October 2017. Various initiatives, innovative ideas and achievements at city level are the crucial steps towards making the dream of Swachh Maharashtra come true.

I congratulate Urban Development Department and ‘Team Swachh Maharashtra’ for developing this Handbook on “Making Cities ODF”. This handbook will be very useful for city managers in Maharashtra as well as in other Indian States to convert their dreams into reality.

With political will, backed by a dynamic team and massive support from the citizens, Government of Maharashtra is all set to achieve universal access to sanitation and thereby make our cities clean, safe and healthy.

Government of Maharashtra’s journey towards becoming ODF State will certainly become a source of inspiration for other States

Mr. Devendra Fadnavis  
Chief Minister,  
Maharashtra

February 3, 2016



## Key Message...

Under the dynamic leadership of Honourable Chief Minister of Maharashtra Shri. Devendra Fadnavis, the Government of Maharashtra is geared up to walk the way towards “Swachh Bharat”.

“Swachheteerhi Saptapadi” – Seven steps to cleanliness- were introduced by the Government of Maharashtra as a road-map to Swachh Maharashtra. Local governments are further facilitated and encouraged by the State through building their capacities and engaging in a dialogue with them at various workshops and discussions. Today, results of State level efforts are evident at local level. In fact, some cities have become role models for other cities and States.

Local leadership has played a crucial role in shouldering the responsibility to achieve the targets and have responded phenomenally to Swachh Maharashtra Mission. Nineteen Open Defecation Free Cities had laid the foundation of ‘ODF Maharashtra’ on 2nd October 2015, followed by thirty three more cities to become ODF by the end of January 2016. This has generated tremendous energy at city level. This is evident through a range of innovative activities and convergence of various mission mode projects done at local level for making their cities ODF.

I am happy that the Urban Development Department is publishing this handbook on “Making Cities ODF”. I am sure that this handbook will provide guidance to other cities and States in adopting a systematic approach to meet the goals of Swachh Bharat.

I extend my best wishes to all urban local governments for moving towards “Swachh Maharashtra” and thus making the 'Swachh Bharat' dream and vision of Honourable Prime Minister, Shri. Narendra Modi, come true and get implemented in letter and spirit!

Dr. Ranjit Patil  
Minister of State,  
Government of Maharashtra

February 3, 2016





## Acknowledgement...

Government of Maharashtra launched “Swachh Maharashtra Mission Urban (SMMU)”, in alignment with the Swachh Bharat Mission (Urban), of Ministry of Urban Development, Government of India.

The SMMU has developed strategic components to ensure coverage of sanitation facilities to all ULBs in the state. This is being done through financial and programmatic support to households and ULBs for community and/or household level sanitation. However, the SMMU has taken a view that “construction of toilets needs to be complemented with mechanisms of promoting usage of toilets, eliminating open defecation practices, managing faecal waste safely and thereby creating “ODF Communities”. Towards this end, we have set quarterly targets for ODF cities. It is heartening to note that we are on track and as of January 31, 2016, over 50 ULBs in the state are declared ODF.

The Swachh Maharashtra Mission strategy envisages “ODF Communities” moving towards “ODF+ and ODF++ Communities” by addressing the entire service chain of sanitation and not focusing only on number of toilets constructed in the cities. The mission is geared up under the dynamic leadership of Honourable Chief Minister of Maharashtra, Mr. Devendra Fadnavis. The Urban Development Department has been continuously updating technical notes on making cities ODF to reinforce the quality of interventions. This Handbook on “Making Cities ODF” gives an useful insight on the planning, implementation and sustainability of ODF Cities as envisaged by the SMMU. Our effort is to make a comprehensive document that is user friendly for city managers in decision making and in taking actions at local level.

This Handbook is the result of team work and synergy of contribution from “Team Swachh Maharashtra” and all ULBs in Maharashtra ably assisted by CEPT University, Ahmedabad. I wish to place on record my deep appreciation of this team effort and hope that implementers and stakeholders in the state and in India will find this book useful in understanding the process of making cities ODF.

Mrs. Manisha Patankar- Mhaiskar, IAS  
Secretary, Urban Development Department,  
Government of Maharashtra

February 3, 2016

A photograph showing a child in a red jacket crouching in an open, unpaved area, likely an open defecation site. In the background, there are simple buildings with windows and some vegetation.

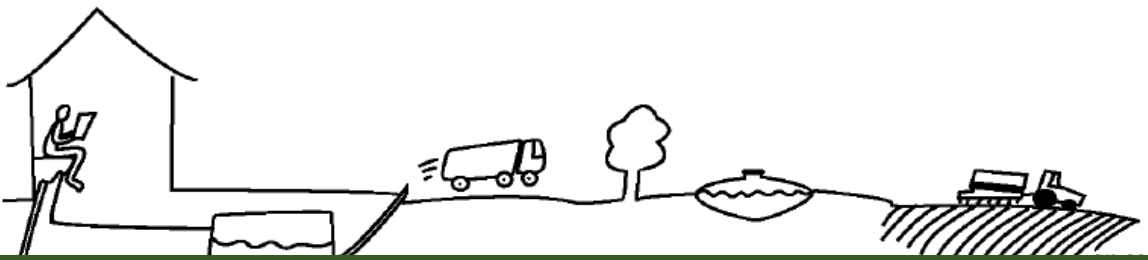
# A. INTRODUCTION

## Why eliminate open defecation ?

Open defecation refers to the practice whereby people go out in fields, bushes, forests, open bodies of water or other open spaces rather than using the toilet to defecate. The practice is rampant in India and the country is home to the world's largest population of people (urban and rural) who defecate in the open.

While India is home to about 11% of the world's urban population, it has over 47% of the world's population practicing open defecation . India also fares worse than other countries at similar income levels. Despite significant public investment in urban sanitation, over 37 million people in Indian cities resort to open defecation.

The 2011 Census of India provides some startling results. Nearly 12% of urban households resort to Open Defecation and another 8% use public or shared toilet facilities. The situation is far worse in smaller cities (population below 100,000), with Open Defecation rates around 22%. Though significantly less prevalent than in rural India, Open Defecation in urban settings poses more serious challenges. With high population densities and a lack of safe spaces, Open Defecation affords little dignity and poses grave security risks for women. Moreover, recent literature suggests that Open Defecation causes stunting among Indian children, particularly in more dense urban areas



# What are “ODF Cities” in Maharashtra ?

## A framework developed by Government of Maharashtra for defining “ODF Cities” in Maharashtra

As a long term vision, GoM aims to move towards improved sanitation by encouraging access to own toilets with safe management of faecal waste.

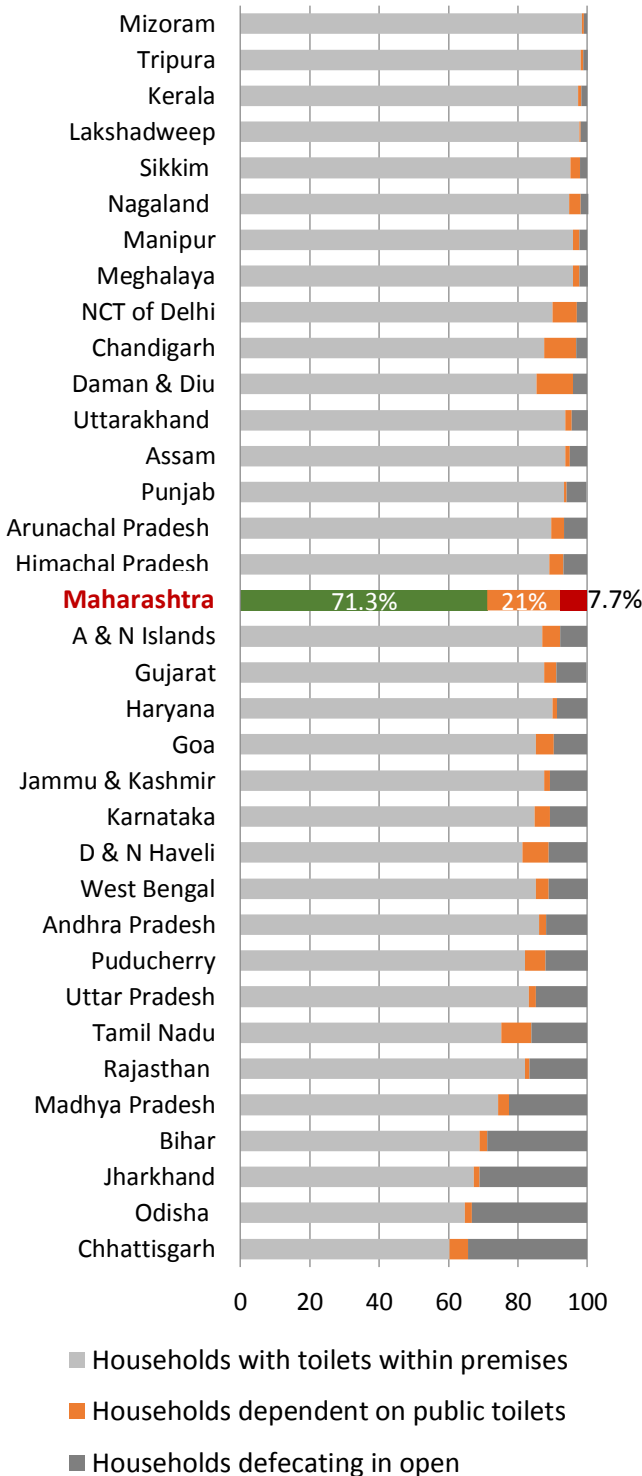
With many new toilets being built under SMMU, cities have to face increased challenges in disposing the faecal waste. For creating awareness about the need of own toilets and safe and regular management of faecal waste SMMU has identified the whole process of ‘granting’ ODF status to cities. In order to encourage ULBs for taking into consideration entire service chain of sanitation, GoM has developed concept of “ODF+ Cities” and “ODF++ Cities”

### Framework for “ODF, ODF + and ODF ++ Cities”

	Elimination of OD practices	Access to toilets	Conveyance and treatment of faecal waste
ODF City	<ul style="list-style-type: none"> <li>Not a single person found defecating in the open</li> <li>No traces of faeces are visible in the city at any time of the day.</li> </ul>	<ul style="list-style-type: none"> <li>All the properties in the city have access to either own toilet or functional community/ public toilet</li> <li>Floating population in the city has an access to sufficient and functional public toilets</li> </ul>	<ul style="list-style-type: none"> <li>All toilets are connected to a disposal system</li> </ul>
ODF+ City	<ul style="list-style-type: none"> <li>Not a single person found defecating in the open</li> <li>No traces of faeces are visible in the city at any time of the day.</li> </ul>	<ul style="list-style-type: none"> <li>At least <b>80%</b> of residential properties in the city have access to own toilets</li> <li>Remaining properties and floating population in the city have access to functional community/ public toilets</li> </ul>	<ul style="list-style-type: none"> <li>All toilets are connected to a disposal system</li> <li>Regular and safe <b>collection, conveyance and treatment of all the faecal matter</b></li> </ul>
ODF++ City	<ul style="list-style-type: none"> <li>Not a single person found defecating in the open</li> <li>No traces of faeces are visible in the city at any time of the day.</li> </ul>	<ul style="list-style-type: none"> <li>At least <b>95%</b> of residential properties in the city have access to own toilets</li> <li>Remaining properties and floating population in the city have access to functional community/public toilets</li> </ul>	<ul style="list-style-type: none"> <li>All toilets are connected to safe disposal system</li> <li>Regular <b>safe collection, conveyance and treatment of all faecal matter and waste water</b> including septic tank effluent and grey water</li> </ul>

# Situation Prior to the Mission

**Maharashtra, has a large proportion (21%) of urban households dependant on Community Toilets...!**



Due to various efforts made at the State level in the last decade, Maharashtra shows an increase in percentage of urban households having water closets from 44.4% (census 2001) to 67.3% (census 2011).

Unlike other major states, a large proportion of urban households in Maharashtra are dependent on public latrines. However, 7.7 percent of households are still resorting to open defecation.

Treatment of faecal sludge is rarely seen in smaller ULBs wherein, practice of disposing off septage in open dumps, water bodies or vacant lands outside the city limits is more prevalent.

While there are good regulations for design of septic tanks, a majority did not seem to confirm to the standards and regulations. Most of the septic tanks leach out the effluents into drain systems.

Since 2015, this situation has changed and nearly 50 cities are now ODF



# Key Challenges addressed

## Lack of space and funds for construction of individual toilets:

- In urban Maharashtra, principal reasons for households not having on-premise toilets are space constraints and affordability.
- SMMU promotes group toilets – toilets shared by 2 or 3 families
- Many ULBs in the state provide toilet grants from their own budget. Large number of financial institutions provide loans for toilet construction

## Construction and Maintenance of Community Toilets:

- Comparatively low open defecation (OD) rate (7.7%) through provision of community toilets (CTs); however, provision of CTs is no panacea.
- While a few cities have well-functioning CTs, in many others one sees them in a perpetual state of disrepair and people are forced to defecate in open.
- CTs entail large public expenditure as unit costs tend to be high, and they require O & M support throughout their life cycle. CTs may also pose greater health hazards.
- SMMU focuses on making CTs functional.

## Lack of awareness and behavioural issues at household level:

- Absence of own toilets is also linked with the traditional habits in some parts of the State, where toilets are preferred to be located outside their houses.
- Lack of awareness amongst the target group regarding need for toilets.
- Perceived issues at household level, with assurance of benefits under the mission, due to which demand for toilets was not visible.
- Major awareness campaign launched at local level

## Issues linked with permissions to construction of toilets:

- ULBs were following the prescribed procedures for granting building permissions to toilets. This required various documents from the households related to ownership of their house
- The process is now streamlined

## Need for clarity and motivation to Urban Local Bodies for implementing the mission:

- From the progress of implementation of mission at city level at initial stages, it was evident that ULBs needed motivation and guidance in implementing the mission effectively.
- Various capacity building programmes are being organised



“Toilet??.. May be next year!”

“I like to go out in the open!”

“We want toilets away from our houses”

“What if I go out in the open??”

“Who are you to stop me?!”



## B. Government of Maharashtra's Approach

### Mission led by the Urban Local Bodies, facilitated by the State

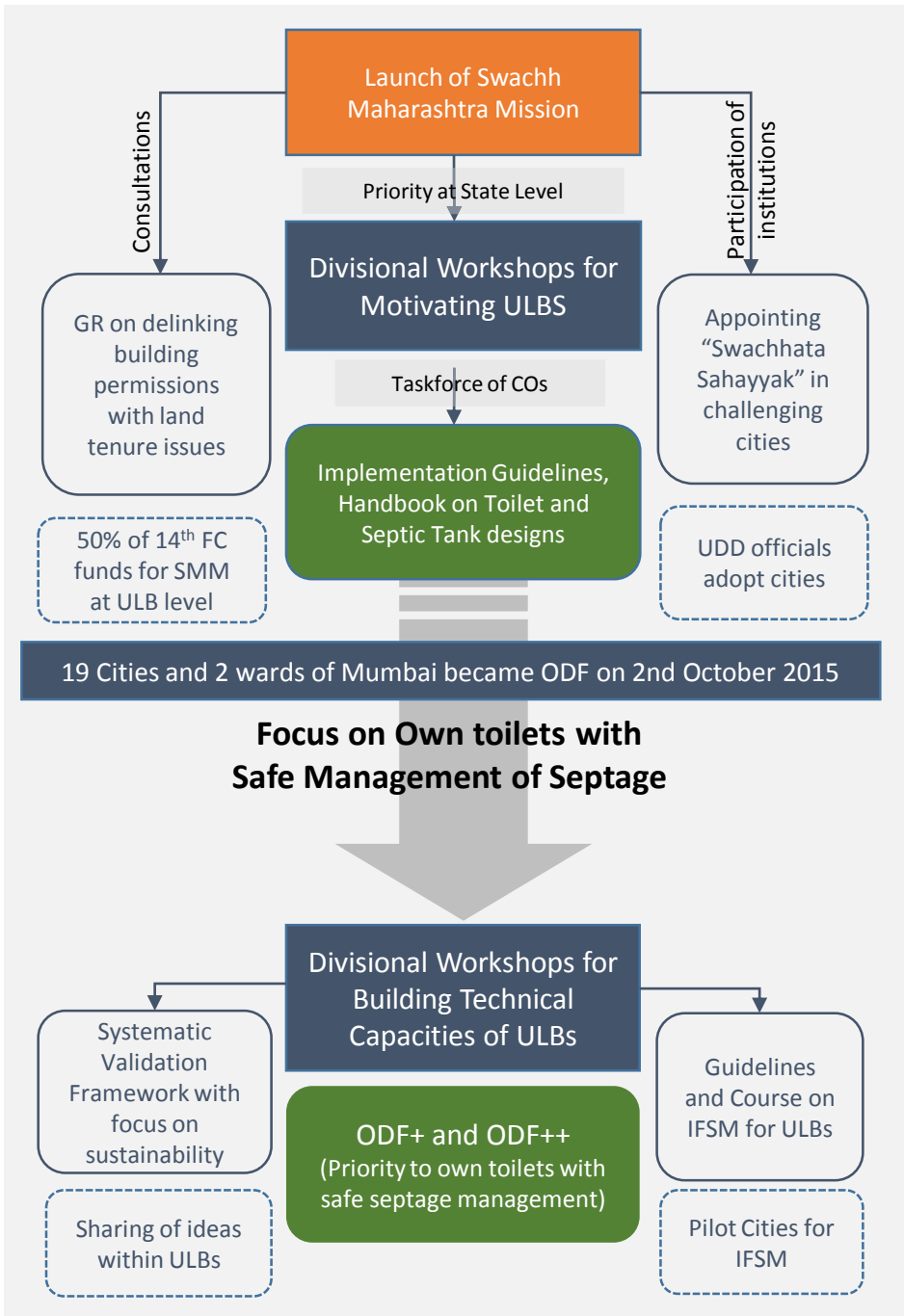
Maharashtra, with 45 percent of its population living in urban areas, is the third most urbanized State in the country. It faces tremendous challenges to provide adequate and sustainable sanitation for its growing urban population. Launch of Swachh Bharat Mission (Urban) has triggered the efforts being made by the Government of Maharashtra (GoM) in universalising access to sanitation. During 2015-16, the GoM has made several efforts for facilitating implementation of the Swachh Maharashtra Mission at city level through series of motivational consultations with ULBs, issuance of Government Resolutions and guidelines and knowledge sharing workshops. In a short span of time, this has resulted in 50 plus ODF cities in Maharashtra. Under the Mission, GoM intends to move towards improved sanitation instead of encouraging only construction of toilets. For this purpose, GoM has developed the concepts of ODF+ and ODF++ cities for encouraging ULBs for moving towards safe management of faecal waste.

Mr. Devendra Fadnis, Hon. Chief Minister of Maharashtra in his keynote address during the launch of Swachh Maharashtra Mission in Urban Areas (SMMUA) emphasised on three key areas for making Maharashtra's cities "clean". They were: – 1) Making all cities Open Defecation Free (ODF) with access to improved sanitation, 2) Scientific Management of Municipal Solid Waste, and 3) Safe Management of Septage and Waste Water. GoM is working passionately to achieve the milestones set by the Hon. Chief Minister under the mission. Maharashtra faces many challenges to meet these milestones. GoM has adopted a very systematic approach to sensitize and strengthen the implementers of mission at all levels of the government to address such challenges. The mission is led by the ULBs with enabling mechanism created by the GoM.

# Making Sustainable ODF Cities

## Objective of Swachh Maharashtra Mission

Encouraging construction and use of own toilets over community toilets and a concern of addressing issues with entire sanitation value chain instead of just toilets, shall enable sustaining the impact of implementation. Sustainability aspect is also well integrated in the “Validation Framework for ODF Cities” developed by the GoM.

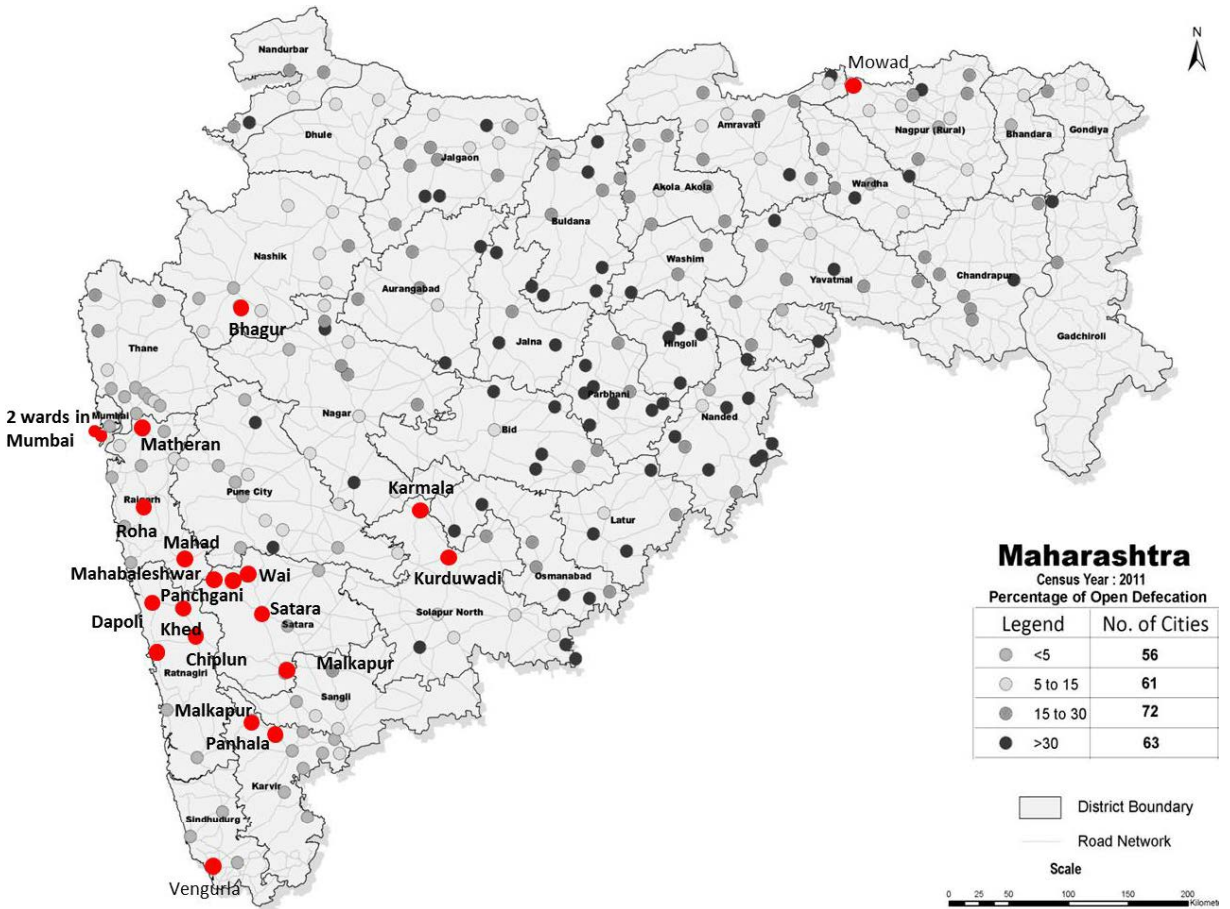


# 2<sup>nd</sup> October 2015- The First Milestone

On completion of one year of the mission, 19 cities in the State and two wards in the city of Mumbai self-declared themselves to be ODF. On the 2<sup>nd</sup> of October 2015, these cities were awarded by the Hon. Chief Minister of Maharashtra for their efforts. On this occasion, GoM also awarded three Swachhata Doots from small cities of Maharashtra, who prioritised constructing their own toilets over the other needs. They have set the examples for all and are formally involved in the movement for motivating others in their as well as other cities

## 19 cities

laid the foundation of ODF Maharashtra on 2<sup>nd</sup> October 2015



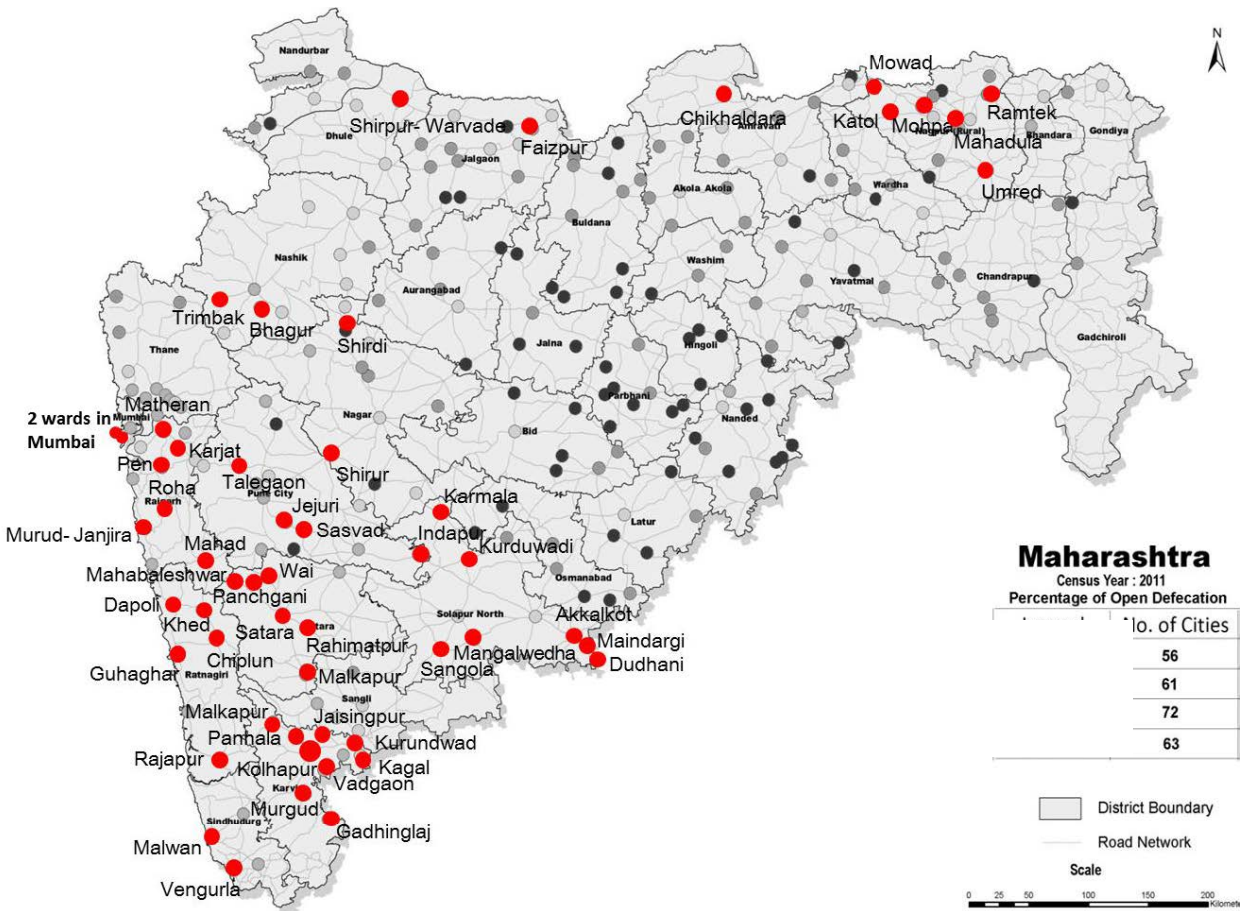


# 31<sup>st</sup> January 2016 - The Second Milestone

Total 52 cities in the State and two wards in the city of Mumbai have become ODF as on 31<sup>st</sup> January 2016. These cities are being awarded by the Hon. Chief Minister of Maharashtra for their efforts on 3<sup>rd</sup> February 2016.

GoM envisages ODF+ and ODF++ cities in upcoming years for which, support is provided to ULBs by conducting technical workshops and issuing guidelines for septage management in Maharashtra

## 51 councils and 1 corporation have become ODF as on 31<sup>st</sup> January 2016

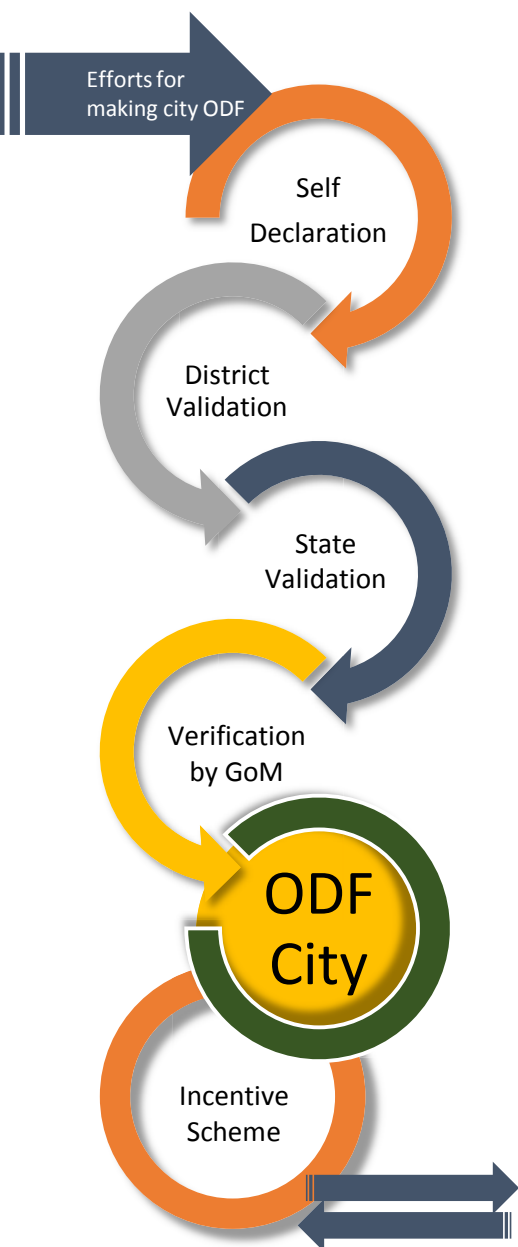


First 19 ODF cities are on the way towards ODF + cities...

# How to ensure that the city has become ODF?

GoM has developed a systematic validation framework to ensure authenticity and sustainability of the success achieved by ULBs

## Framework for Validation of Self-declared ODF Cities



Rewards to ODF Cities :  
30% on round 1 validation by SLC  
70% on round 2 validation by SLC

1

### Self-declaration by ULBs for achieving the status of ODF/ODF+/ODF++

ULBs to submit the following documents to GoM as a self-declaration

1. Covering letter for self-declaration
2. City level resolution for self declaration as ODF city
3. 2 to 4 pager documentation of efforts made for achieving the target and strategy for sustainability

2

### Validation by Collector's Office

1. One day validation as per checklist provided by GoM
2. Collector's office to submit a report for this validation to GoM with collector's signature

3

### Validation by State Level Committee (round 1)

1. Six SLCs formed by GoM (for six divisions)
2. SLC comprises of one NGO, one reporter and one official from Divisional Commissioner's office
3. 3-4 days validation as per checklist provided by GoM
4. SLC to submit a report for this validation to GoM within given timeframe

4

### Random verification in 10% of the cities by GoM

1. GoM to verify the reports on a random basis through actual city visits, to ensure authenticity

5

### Awards to "ODF Cities"

1. Cities that pass all stages of validation will be declared as "ODF Cities" by GoM.
2. The list of such cities will be submitted to the GoI

6

### Re-validation by State Level Committee (round 2)

1. SLC will revalidate sustainability of the success, six months after the round 1 validation by SLCs

# Financial support by the State to enable construction of toilets...

- 1 State level additional subsidy of Rs. 8000 per toilet in addition to Rs 4000 from Government of India
- 2 Directives by GoM for providing ULB level subsidy from 14<sup>th</sup> FC funds and from ULBs' own funds
- 3 **Swachh Maharashtra Kosh...**  
Financial support to cities through CSR funds

**Adopt districts, cluster of cities or individual cities**

- Making cities ODF by providing required number of toilets (all types)
- Individual / Group toilets (for 100% HHs to make city ODF+/++)
- Community and / or Public and /or Institutional toilets
- Implementing septage management plans (Installing septage treatment facilities etc.)

**Adopt communities/ clusters/ slums within the city**

**(Corporates can partner directly with cities through "Swachh Shahar Kosh")**

- Making city / communities ODF by providing required no. of toilets (all types)
- Individual / Group toilets (for 100% HHs to make city ODF+/++)
- Community/ Public /Institutional toilets
- Implementing septage management plans (Installing septage treatment facilities etc.)

**Logistical Support To districts/ cities through provision of -**

- Providing Skilled Workers- Masons, Plumbers, Electrician etc.
- Making available construction material.
- Making available proven new technologies for addressing location specific issues.
- Operation & Maintenance support for community toilets /public toilets / school toilets.
- Installing environment friendly facilities in Public Places.



भारत सरकारचा पुढाकार  
स्वच्छ महाराष्ट्र करू साकार



**संकल्प स्वच्छतेचा**

- सहभागाचा ठाम निर्धार
- व्यापक लोकसहभाग मिळवणार
- १०० टक्के शौचालयाचाच वापर करण्यासाठी प्रवृत्त करणार
- कचऱ्याचे संकलन, वर्गीकरण, वाहतूक करणार
- कचऱ्यावर सांख्यिक प्रक्रिया करणार
- सॉडिपॉज्म्यार प्रक्रिया करणार
- स्वच्छ व हरित महाराष्ट्र साकारणार

**सप्तपदी : स्वच्छ व हरित महाराष्ट्रासाठी ...**

*“Make sustainable ODF cities”*

*“State Government will provide all the required support in making the dream come true... But, the beginning has to be made at the city level”*



## C. City Level Approach ....

### Reflection of State's Initiatives and Efforts

#### (A) 8 Steps for Making Cities ODF

- Planning**
- 🌱 Identification of Issues and Gaps through City Level Surveys
  - 🌱 Development of City Specific Strategy
  - 🌱 Formation of City Level SBM Cell
  - 🌱 Development of Implementation Mechanism
- Implementation**
- 🌱 Awareness Generation and Advertising of Scheme
  - 🌱 Application Process
  - 🌱 Construction of Toilets
  - 🌱 Elimination of Open Defecation Practices

#### D. Sustaining Cities to be ODF

#### E. Way Forward

#### F. Moving towards ODF+ and ODF++ Cities



# A. Making Cities ODF

## Planning

### A 1. First Conduct the Surveys **Identify issues and gaps through city level surveys, do not jump to conclusions**



Recognising the need of creating sanitation database at city level, UDD, GoM provided instructions to all the ULBs for conducting household level surveys and generating database on households. This helped in identifying the households in the city who do not have toilets. These households were further probed on reasons for not having a toilet.

#### Household Level Surveys

- At least **quick surveys** to identify households without toilets and those who defecate in the open should be conducted
- Based on the capacities, **extensive surveys** to understand reasons of open defecation and non-availability of toilets should be conducted, which may be useful in preparing the city level strategy
- **Smart surveys** using the Palm Digital Assistants (Tabs/Mobiles) can be conducted. This enables immediate collation of data at city level and analysis through online dashboards helpful in identifying location specific characters and issues.

#### Surveys of Community, Public and Institutional Toilets

To identify gaps in availability of facilities as well as to assess status of existing facilities.

#### Surveys of Open Defecation Spots

To assess reasons for open defecation are must as the reasons may be situation and location specific and may vary city wise



*Wai Municipal Council conducted an extensive smart survey on PDAs using an application "SANITAB"- to include questions regarding availability of toilets, reasons for absence of toilets, willingness to construct toilets, issues in doing the same. It also covered questions on availability, access, designs and emptying mechanism of septic tanks in the city*

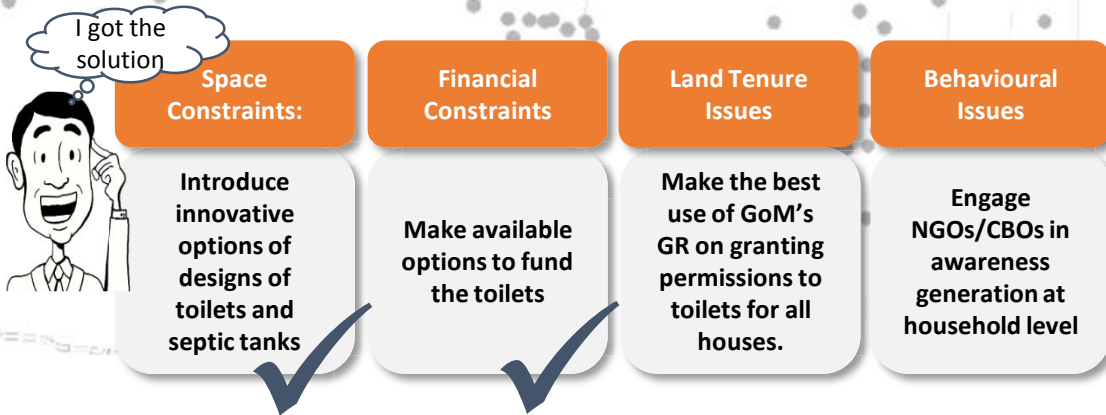




## A 2. Develop a City Specific Strategy

### Identify appropriate solutions for your city

- Varying geographical, cultural and economical set up of the cities demands for varying solutions suitable to respective cities.
- Surveys should result into identification of location specific issues and reasons for open defecation and absence of toilets and help decision makers in recognising suitable solutions



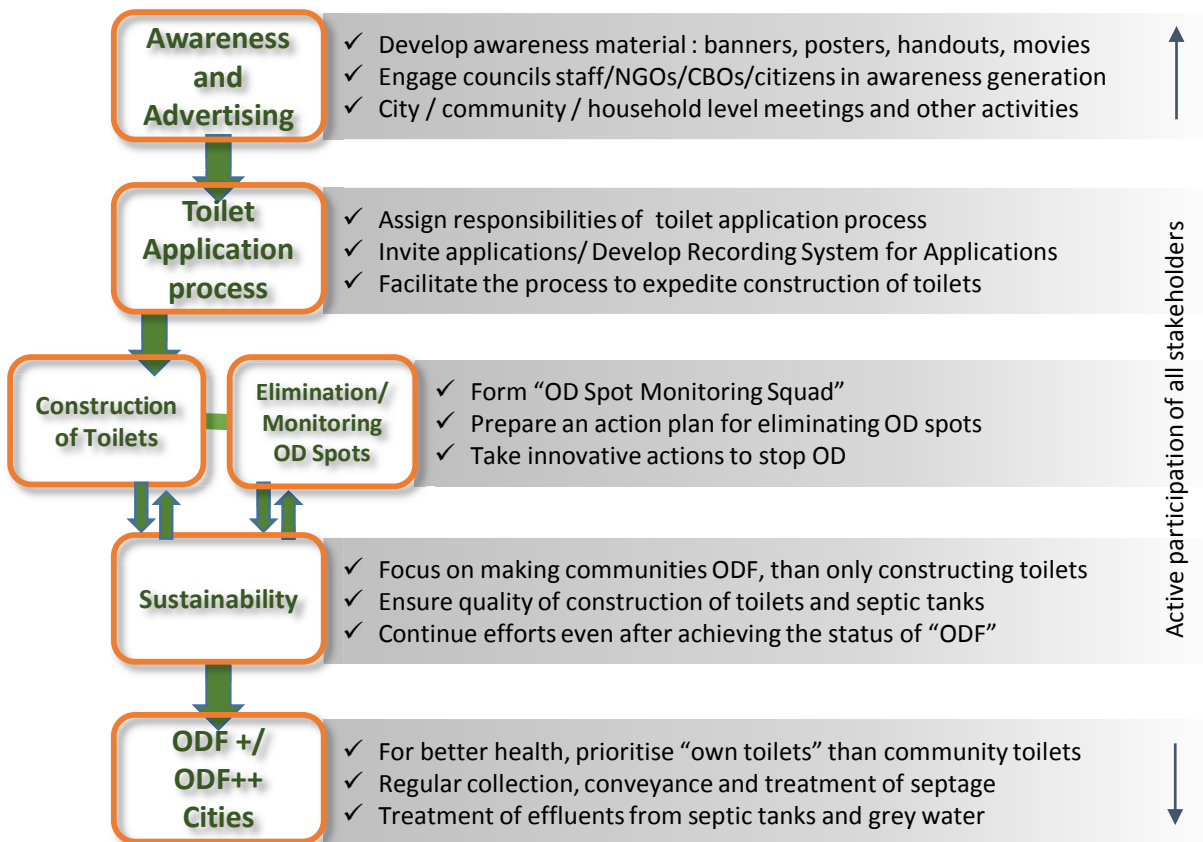
## A 3. Form a City Level "SBM Cell"

### Assign responsibilities and set targets

- A dedicated cell for implementation of the Mission must be established at ULB level.
- The cell should have- the Mayor/ President, M. Commissioner/ Chief Officer, Engineers, Sanitary Inspectors and Accountant.
- If possible, support from NGO, research institutions should be sought
- The SBM cell should act as a think tank, implementer as well as monitor of the activities.
- Each member of the cell should be assigned with specific responsibilities, which is to be monitored by head of the cell.



## A 4. Develop an Implementation Mechanism



Making cities ODF is a combination of actions. While restricting households from defecating in the open, it is essential to provide them with access to clean sanitation facilities. GoM has issued implementation guidelines to enable ULBs for taking actions towards achievement of targets.



# Implementation



## A 5. Generate Awareness & Advertise the Scheme

### Foundation of success

#### ULB Level

##### Understand the Mission

- ✓ Capacity Building of ULB Staff
- ✓ Support from other resources in case of dearth of staff

#### City Level

##### Create a Buzz

- ✓ Announcements in auto/ Rallies
- ✓ Display banners/posters
- ✓ Advertisements on cable channels/newspaper
- ✓ Social media platform
- ✓ Mobile applications
- ✓ Activities in Schools and other institutions
- ✓ Toilet and Lenders' Fair

#### Community Level

##### Encourage Communities

- ✓ Active participation and leadership of councillors
- ✓ Group Discussions/ Ward Meetings
- ✓ Street plays / mobile games
- ✓ Meetings with SHGs
- ✓ Penalise / name and shame
- ✓ Show influential movies

#### Household Level

##### Address households' Queries

- ✓ Discuss issues with households at the time of distribution of applications
- ✓ Distribute hand-outs/ pamphlets
- ✓ One to one assistance by "SBM Cell"



## A 5.1 Begin from Home !

### Capacity Building of ULB Officials

- Institutional capacities of the corporation/ council should be assessed - strengths and weaknesses
- Training should be given to ULB officials towards objectives of mission and their roles and responsibilities in achieving the same
- Supporting mechanism should be established with the help from external resources – NGOs/ CBOs/ Computer Professionals / Other individuals
- Periodic review meetings should be conducted to assess the progress
- Information/ Knowledge received during various State/ divisional workshops should be transferred to the ULB staff for appropriate actions
- ULB officials need to unite to pledge for achievement of “ODF City”
- Officials should be encouraged to actively participate in various activities by appreciating their efforts and giving them some incentives – (Award best performers for their contribution towards achievement of goals etc.)
- Toilet need to be made mandatory to all corporation / council officials / *safai karmacharis*. They should be encouraged to get one build if it does not exist and the process should be facilitated.





<https://www.facebook.com/स्वच्छ-महाराष्ट्र-मिशन-दिग्रस-1478324922492871/>



Facebook Page by Digras Municipal Council



## A 5.2 Engage with Communities

- Objectives of the Mission - Importance of using toilets for improved health and overall cleanliness and their role in implementing the Mission should be conveyed to citizens through city level campaigns
- Women and children can be the catalysts in conveying messages to society more effectively
- Celebrate “Swachhata Week” at city level, create a platform to discuss objective of the mission and pledge for achieving the targets under the mission with contribution from all.
- Clips explaining “benefits of toilets and drawbacks of open defecation” can be prepared and circulated through social media platforms
- Attractive jingles and songs spreading the messages and information of scheme can be prepared and played
- “Swachhata Doots” can be appointed to lead the mission at community level.





## Encourage students to be the catalysts

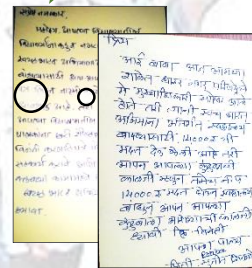
- Children should be encouraged to think over “sanitation” through essay and drawing competitions, games, street-plays, wall paintings etc.
- Through school activities, students can be encouraged to adopt healthy sanitation practices and convince their friends and neighbours to follow the same



“Balveer Pathak” – a team of ~30 students from 5<sup>th</sup> to 7<sup>th</sup> std. monitors OD spots and encourages individuals to get their toilets built. Council has made it’s library accessible to these students as a reward –  
Dudhani Municipal Council

Letters to Parents - Council encouraged students to raise demand for toilets to their parents by writing a letter to them. –  
Killedharur Municipal Council

*We are taught in the school that we should use our own toilets for better health!.. I want a toilet at home!*



# A 5.2 Involve leadership at Ward/ Community Level

## Conduct group discussions led by the elected representatives

- Queries by beneficiaries should be resolved through ward level meetings
- Activities like street plays/ movie screening / games should be organised to involve citizens in the discussions



Why ?

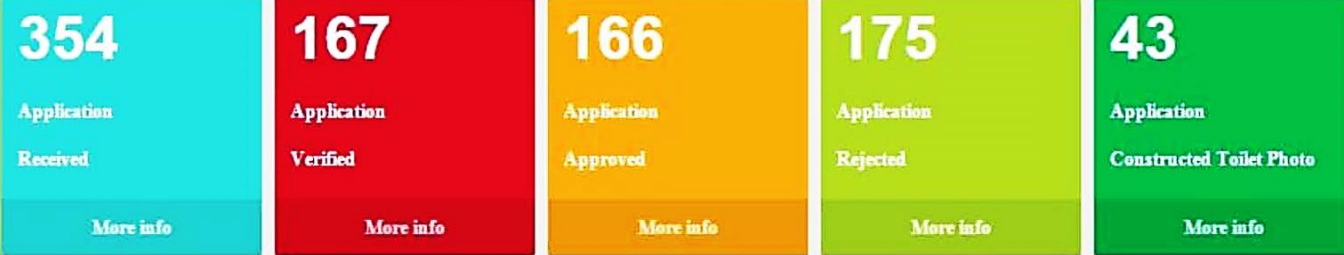
How much ?

Who

When?

Ok.. I will !





## A 6. Motivate people for Toilet Application

Let it be demand based... Try and generate the demand!

### How to ensure that the applications are received?

- To ensure usage of toilets constructed under the mission, demand for toilets needs to be generated than identifying the beneficiaries and imposing toilets on them!
- Meeting with potential beneficiaries identified from the surveys should be conducted to address their queries and perceived fears
- An active participation from councillors to interact and follow up with beneficiaries in respective wards should be sought
- Households should be visited/ approached for assessing the reasons if they are not submitting the applications
- Free bulk SMS can be sent to potential beneficiaries as a reminder to submit applications
- NGOs/CBOs/ Citizens can be involved in making target oriented efforts for inviting applications
- Daily/ weekly targets for number of applications to be received should be set and reviewed by the 'SBM Cell'
- For making households apply for toilets, make a toilet mandatory for receiving any certificate/ *dakhla* from council



Certificates given to beneficiaries on construction of toilets to encourage other potential beneficiaries  
eg. Kalamnuri, Pulgaon MCIs



Meetings with beneficiaries to encourage them and address their queries

- ✓ Wai and Sinnar Municipal Councils have maintained excel based records of applications which helps in following up with the households
- ✓ Khopoli Municipal Council has maintained file for every application with assigned colour codes for different areas
- ✓ Shirpur Warvade is one of the councils to achieve remarkable progress in online processing of applications due to assigned duties of staff and timely review
- ✓ Cities in Solapur district took rigorous and strict actions against open defecation and thereby made households to submit applications for getting their toilets built.

<b>4671</b> Application Received <a href="#">More info</a>	<b>1089</b> Application Verified <a href="#">More info</a>	<b>678</b> Application Approved <a href="#">More info</a>	<b>1</b> Application Rejected <a href="#">More info</a>	<b>758</b> Application Constructed Toilet <a href="#">Photo</a>
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## Monitoring System at local level for toilet applications

### Upload Applications

- CSCs or computer operators/ centres may be engaged in online uploading of application forms and respective documents
- Applications may be uploaded in night shifts to avail faster speed of internet and availability of computers

### Verify and Approve Applications

- A dedicated team should be built to make verification visits with target oriented responsibilities –daily targets should be assigned
- Households may be assisted in resolving space related issues by suggesting options like group toilet/ group septic tanks

### Upload Geo-tagged Photos on portal

- Templates for details to be displayed on the toilets- with logos, application number etc. should be prepared (metal stencils, readymade boards etc.)
- Responsibility should be assigned to dedicated person at council/ external help may be taken
- Free mobile applications may be used for geo-tagging the photos

Balapur MCI has outsourced the job of uploading applications on the SBM portal to 10 different centres. This has helped in addressing issues with internet connectivity, power supply and lack of internal capacities which resulted into uploading of more than 3000 applications within a month



# A 7. Construction of Toilets

Toilets must be sustainable...

## First Decide- “Own Toilet” or Community Toilet ?

*Health risks increase with the number of households that share a toilet  
Health risks reduce when own (individual or group) toilets are used.*

*Promote construction and use of “own toilets” than addressing the issue by constructing publically maintained and used community toilets*

## Facilitate Construction of Own Toilets

- Process of construction of toilets can be expedited by facilitating access to good quality material.
- SMS can be sent to households given “approval” for constructing toilets and reminding them to follow the timeline for construction
- Active role can be played by councillors in close monitoring on status of construction in their respective wards
- To ensure sustainability, it is essential to monitor every toilet being constructed under the Mission and whether is it constructed as per given designs and norms

### Multiply your arms – Explore participation of citizens/ NGOs/ CBOs etc.

Dondaicha Warvade Municipal Council sought support from local NGOs. Five NGOs are on board to participate in the Mission by adopting 30 HHs each. NGOs are going to generate demand for toilets, provide financial assistance to identified households and facilitate further process till the time toilets are constructed

*Increased risk of adverse health effects associated with community toilets if compared with individual household toilets - includes diarrhoeal disease, helminth infection and poliomyelitis\**

\*Source: WHO-UNICEF committee to develop new targets for post-2015 beyond the Millennium Development Goals (MDGs), Research Paper- Public versus Individual Household Latrines- UNICEF-LSHTM



## City Level Toilet Fair



Sinnar and Wai Municipal Councils conducted city level toilet fair to make available various sanitation technologies for households, to make them aware of materials and their costs etc.



# Space Constraints?

- Design innovations can be explored to address space constraints
- Options like “Group Toilets” or “Group Septic Tanks” may be adopted to tackle space and fund related issues efficiently.



## Group Toilet-

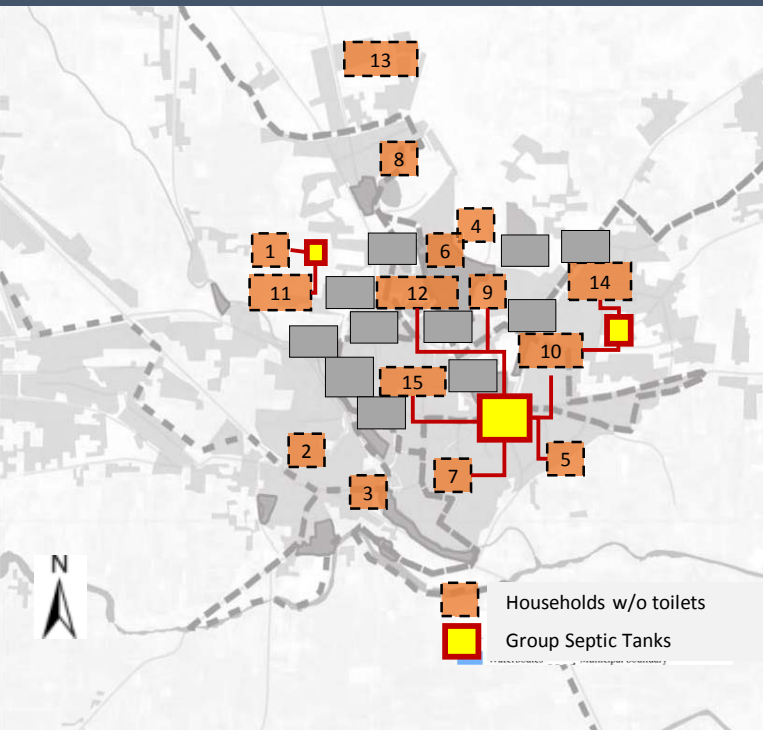
A toilet constructed, used and maintained by 2 to 4 households- eg. Mahad, Dahanu, Wai, Sinnar and many other cities

*Group toilet is considered as “Improved Sanitation” as against a community toilet which is an “Unimproved Sanitation” facility*

## Option 1: Group Toilets

Criteria	Type of toilet facility		
	Individual toilets	Group toilets	Community toilets
Space efficiency			
Cost effectiveness for household			
Level of cleanliness			
Cost savings for the ULB			
Ease of Access			
Safety and User friendly			

## Option 2: Group Septic Tank



## Group Septic Tank-

A common septic tank constructed for 50 household level toilets in slum of Khopoli by Khopoli Municipal Council. Underground pipeline connecting toilets to septic tank is laid. Septic tank is emptied around once in a month by the council. This module is being replicated in Khopoli at 9 more locations

# Allow Toilets..

Create enabling mechanism for households by making optimum use of guidelines and GR for delinking tenure issues with construction of toilets

## SBM (Urban) Guidelines

4.3.2. Beneficiary households will be targeted under this scheme irrespective of whether they live in authorised / unauthorised colonies or notified / non-notified slums. Under SBM (Urban), tenure issues are to be de-linked with benefits

*“Toilet can be constructed for any house and can exist till the time respective house exists”*

- Guidelines of the mission and Government Resolution by GoM should be optimally followed for achieving the targets
- Households must not be forced for submission of unnecessary documents
- NoCs not required for building toilets on the Government land
- Provision of toilets should be prioritised on the grounds of public health
- Application process should be facilitated by providing required assistance to households in submission of required documents. Support can be sought from NGOs/ volunteers in this
- However, an assurance letter must be availed from the households for construction and use of toilet once the subsidy is received. Assurance letter should also state the timeline for construction of toilets



# Ensure Good Quality Toilets

Good toilet designs make them usable and so, sustainable...



Training to contractors in some cities eg. Sinnar, Wai Municipal Councils

Understanding the importance of good quality of construction of toilets for making them sustainable, GoM has issued -

- A GR for avoiding prefabricated toilets for maintaining good quality of construction
- A handbook on designs and norms for toilets and septic tanks for use at ULB level.
- ULBs being informed about various toilet designs and norms through State level workshops

## What Should be done at ULB Level ?

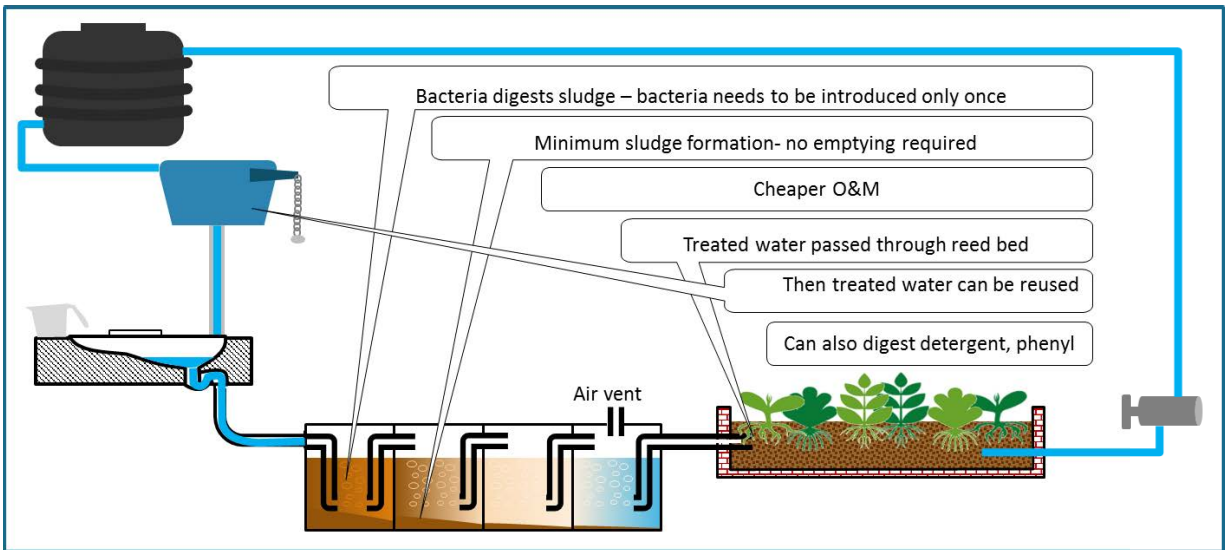
- Construction guidelines/ standard designs and minimum specifications for construction of toilets at household level should be developed and disseminated in the form of hand-outs, posters etc.
- Do's and don'ts' for construction of toilets and septic tanks should be developed and displayed on the notice boards at ULB/ at public spaces.
- Workshops should be conducted to train the local contractors/ masons for appropriate construction of toilets.
- Construction of toilets under the mission should be monitored by the ULB / third party

Dos	Don'ts
<p>✓ सेप्टिक टाकी किमान दोन कप्प्यांची असावी</p> <p>✓ कप्प्यांमधील भिंत ही टाकीचे एक तृतीयांश व दोन तृतीयांश याप्रमाणे विभाजन करून बांधावी</p> <p>✓ दोन्ही कप्प्यांतील मैला पातळीच्या वर पाईप अथवा चौकोनी छेदाद्वारे जोडवेत. पाईप अथवा चौकोनी छेद हा ७५ मी.मी. पेक्षा मोठा नसावा</p>	<p>✗ एक कप्प्याची सेप्टिक टाकी बांधू नये</p> <p>✗ कप्प्यांमधील भिंत चुकीच्या ठिकाणी बांधू नये</p> <p>✗ दोन कप्पे चुकीच्या पद्धतीने अथवा टिकाणी जोडण्यात येऊ नयेत जेणे मळी अथवा मैला जमा होतील</p>
<p>✓ नगरपरिषदेच्या मानकांनुसारच टाकीचे बांधकाम करावे</p>	<p>✗ आवश्यकतेपेक्षा मोठ्या आकाराच्या सेप्टिक टाक्या बांधू नयेत</p>
<p>✓ सेप्टिक टाकी ही नेहमी इमारतीपासून दूर अंतरावर असावी</p> <p>✓ टाकीच्या सर्व कप्प्यांवर झाकणे असावीत</p>	<p>✗ टाकीच्या वर शीचालय वेंचू नये</p> <p>✗ सेप्टिक टाकी पूर्णपणे सीलबंद करू नये</p>
<p>✓ विटा, खडी, वाळू, दगड कॉक्रीट यांचा वापर करूनच टाकीचे बांधकाम करावे</p>	<p>✗ केवळ खणलेल्या खड्ड्याचा वापर सेप्टिक टाकी म्हणून करण्यात येऊ नये</p> <p>✗ टँक गळता कामा नये</p>
<p>✓ टाकीचा तळ हा सिमेंट कॉक्रीटचा असणे आवश्यक आहे तसेच टाकीच्या निर्मात्याचा बाजूस उतार आतील बाजूस उतार असणे आवश्यक आहे</p> <p>✓ टाकीच्या आतील बाजू ह्या सिमेंटने प्लान्स्टर करून गुळगुळीत केलेल्या असाव्यात</p>	<p>✗ टाकीच्या निर्मात्याचा बाजूस उतार करण्यात येऊ नये</p> <p>✗ टाकीच्या आतील पृष्ठभाग खडबडीत असता कामा नये</p>
<p>✓ टाकीत मैला सोडण्याचा मार्ग (inlet) व निर्गम (outlet) हे वेगवेगळ्या पातळीवर असावेत</p> <p>✓ टाकीत मैला सोडण्याचा मार्ग (inlet) व निर्गम (outlet) हे मळीच्या थरापेक्षा खाली व मैल्यापेक्षा वर असावेत</p> <p>✓ दोनही मार्गांच्या तोंडाशी 'टी जंक्शन' अथवा बॅफल देण्यात यावेत</p>	<p>✗ ज्या टिकाणी मळी अथवा मैला जमा होतो त्या टिकाणी टाकीत मैला सोडण्याचा मार्ग (inlet) व निर्गम (outlet) देण्यात येऊ नयेत</p> <p>✗ मैला सोडण्याचा मार्ग (inlet) व निर्गम (outlet) हे एकाच पातळीवर नसावेत</p>
<p>✓ बायुबीजनाच्या पाइपची उंची ही 20 मीटर च्या परिसरातील सर्वांत उंच इमारतीच्या उंचीपेक्षा किमान २ मीटरने वर असावा</p>	<p>✗ बायुबीजनाचा पाइप हासांपासून सुरक्षित ठेवावा</p> <p>✗ बायुबीजनाच्या पाइपची उंची अतिशय कमी असता कामा नये</p>

# Toilet Technologies...

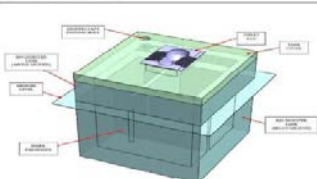
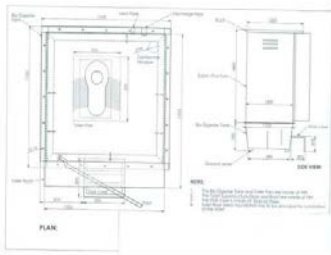
## Bio-digester Toilet (Developed by DRDO)

A bio-digester toilet is an anaerobic multi-compartment tank with inoculum (anaerobic bacteria) which digests organic material biologically. This system converts faecal waste into usable water and gases in an eco-friendly manner. It can be connected to the toilet or a series of toilets. The toilet can be a superstructure fixed on the bio-digester or a separate unit. Bio-digester has an inlet, an outlet and a gas pipe. The tank has two components, namely, anaerobic microbial inoculum (seed bacteria) and specially designed fermentation tank. Semi-treated water from bio-digester tank is needed to be further disposed into a soak pit or a reed bed arrangement for its treatment to acceptable levels of discharge.

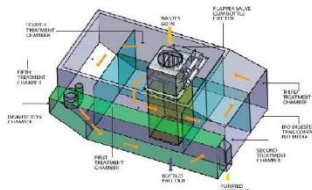


## Bio- Toilet

This technology differs from that of the bio-digester toilets developed by DRDO since the process adopted is aerobic - which involves a different multi-strain of bacteria which breaks down the waste matter through oxidization. Bio-toilets consist of a purpose built multi- chambered bio-tank in which the waste is stored as shown in Figure .



The movement of the waste is slowed down as the waste flows from one chamber to another by a special process in the Bio-tank such that the multi-strain bio-media present in the tank can digest the waste and convert it fully into non-toxic neutral water. This water then passes through the last chamber for disinfection. Here water is treated with Chlorine where the majority of the germs are killed.



The resultant water is free from all sorts of E-coli and fecal coliforms. These are available in both flush and non-flush models.

# Community Toilets

## Ensure sustainability with appropriate designs and regular maintenance...

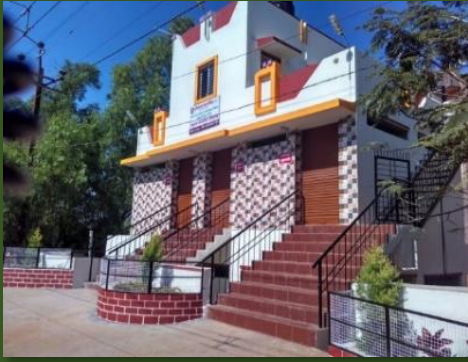
- Community toilets should be opted for only where individual toilets are not possible at all.
- Provision of special seats for physically challenged persons, children and women need to be considered while designing toilet blocks
- Safety of women should be prioritised by ensuring easy access and provision of lights/ electricity inside and near the toilet blocks
- All required facilities like water/ storage tank, electricity, wash basins, dustbin for menstrual waste etc. need to be provided
- Community toilets and surroundings need to be maintained clean and well developed
- Community toilets should be located exactly where they are needed
- Ratio of one toilet seat of a community toilet per six households is advised



Community toilet at Chopda. Clean surroundings, ample of light, air and space inside the toilets, Provision of room for caretaker

## Maintenance of Community Toilets...

- Community / Public toilet seats need to be cleaned on a regular basis – at least two (to four) times a day depending on the use of toilets in particular cities
- Complaint redressal system at ULB level needs to be strengthened. Complaints about functioning of community/ public toilets should be redressed on priority (within 24 hrs)
- Community toilet users should be informed about the importance of health and safety and so maintaining the toilets clean and usable on themselves
- Daily monitoring system should be developed and followed for assuring cleaning of toilets. Feedback from citizens should be noted on daily basis.
- If repair and maintenance of these toilets is to be outsourced for better results, ensure that the service contracts with agencies are linked to their performance and conditions regarding frequency of cleaning, daily reporting system, redressal of complaints, timely repairing of facilities etc. are incorporated in the contract.
- Study contracts of other cities that are giving better results
- Even If service of repair and maintenance of toilets is outsourced, regular monitoring of service provision has to be done by the councils.



Community toilet at Lonavla. Well developed surroundings increases use of toilets.



Community toilet at Wai. Provision of wash basins, room for care taker.

## Designs Innovations for enabling children to use toilets



Attractive baby toilets at 6 locations, connected to septic tanks of existing community toilets. Children like using them ~ Kurundwad Municipal Council



'Toilet room' for children to address fear in their mind in using a closed small toilet block- eg. Ambarnath, Panchgani Municipal Councils



Cleaning on Mission Mode



Instructions to be displayed on community toilets

- निर्देशना,
- 1) सर्वप्रथम येथे येताना सोबत बाळकी मोजून पाणी घेऊन येणे.
  - 2) शौचालयातील कोणत्याही वस्तूचीही सोबापास व कोणतेही सामान ठेवणे नसावे.
  - 3) शौचालयात चूट स्वच्छ ठेवण्यात आरत करावी.
  - 4) अथवा धा वटाच्या रूपाने 100/5, अस्तुल करणेच योग्य आहे.

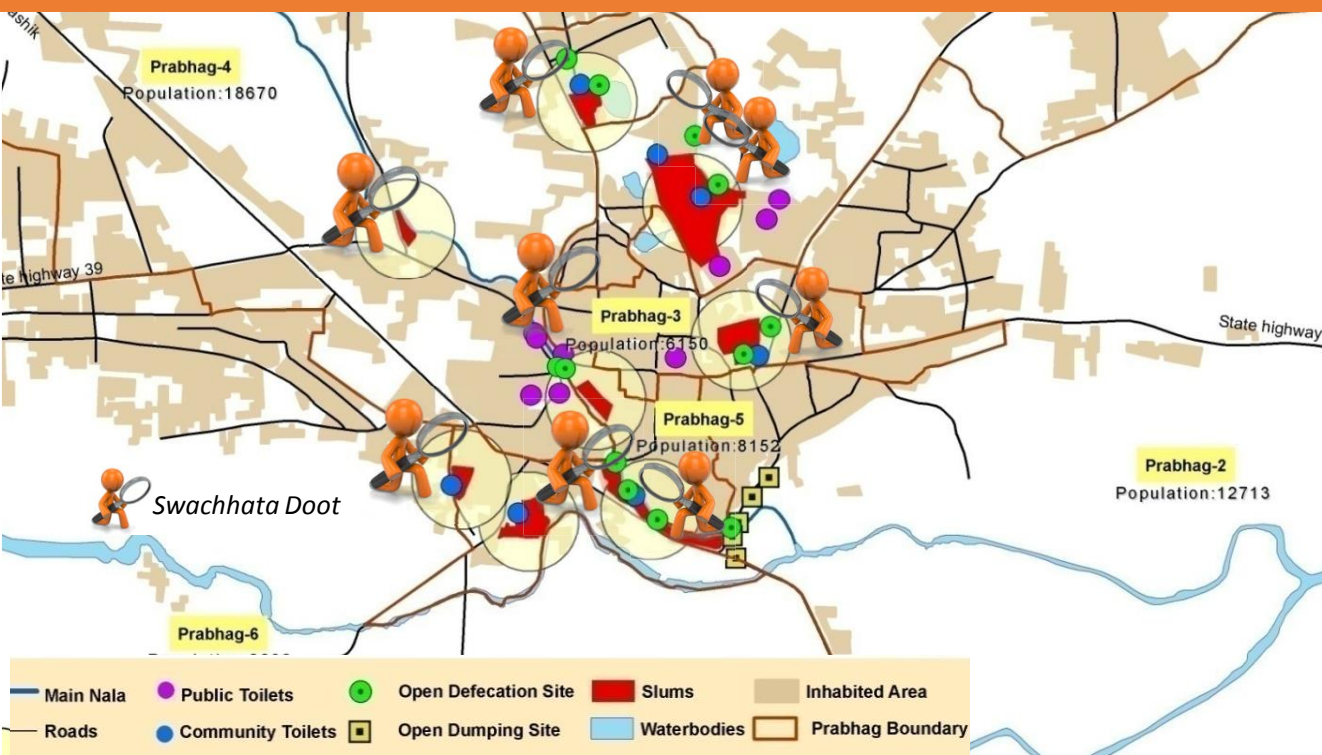
आपले नाव नोंदवणे  
सुचनाधिकारी, त.प.म.म.न.स.

# A 8. Elimination of Open Defecation Practices

Open defecation practices can be eliminated only when access to safe sanitation facilities is made available ...

- All likely OD spots in the city should be surveyed to assess reasons for open defecation in particular areas.
- Solutions should be identified to address location specific issues and work to implement them eg. provision of toilets, awareness generation to address behavioural issues etc.
- All open spaces in the city need to be maintained clean. Such spaces should be converted into parks, parking lots, play grounds or other recreational spaces.
- Fines/ Penalties should be lavied for defecating in the open based on legal provisions.
- Adopt innovative ideas like displaying photographs of people defecating in open, at public spaces, gifting flowers etc.

## Monitoring of OD spots- Map the facilities and problem areas and then monitor the spots



- An in-house “OD Spot Monitoring Pathak”, to make monitoring visits to all likely OD spots on a regular basis, in early morning and evening hours should be formed
- *Pathak* should start monitoring the spots and restrict people from defecating in the open only when access to clean and usable toilets is made available.
- NGOs/ CBOs / volunteers / senior citizens / *Swachhata Doots* in cities should be effectively engaged in monitoring open spaces / monitoring the *Pathak*. Incentives may be declared for them
- Best performer’s / Swachhata Doot award for the members of *Pathak* should be announced

# Solapur District Pattern of eliminating OD

Mission led by Chief Officers under the guidance of a district collector

- Developed seven stepped action plan for preventing OD
- Strict restriction on open defecation automatically resulted into increased number of applications for toilets
- Adoption of innovative ideas including "name and shame" - displaying names and photographs on board at ULB
- Gift flowers
- Procession of person defecating in open
- Ward meetings, engaging students, support from Police
- Media coverage to create a buzz and maintain pressure on households for not defecating in the open



उघड्यावर बसाल, तर पोस्टरवर झळकाल...!



[www.abpmajha.in](http://www.abpmajha.in)



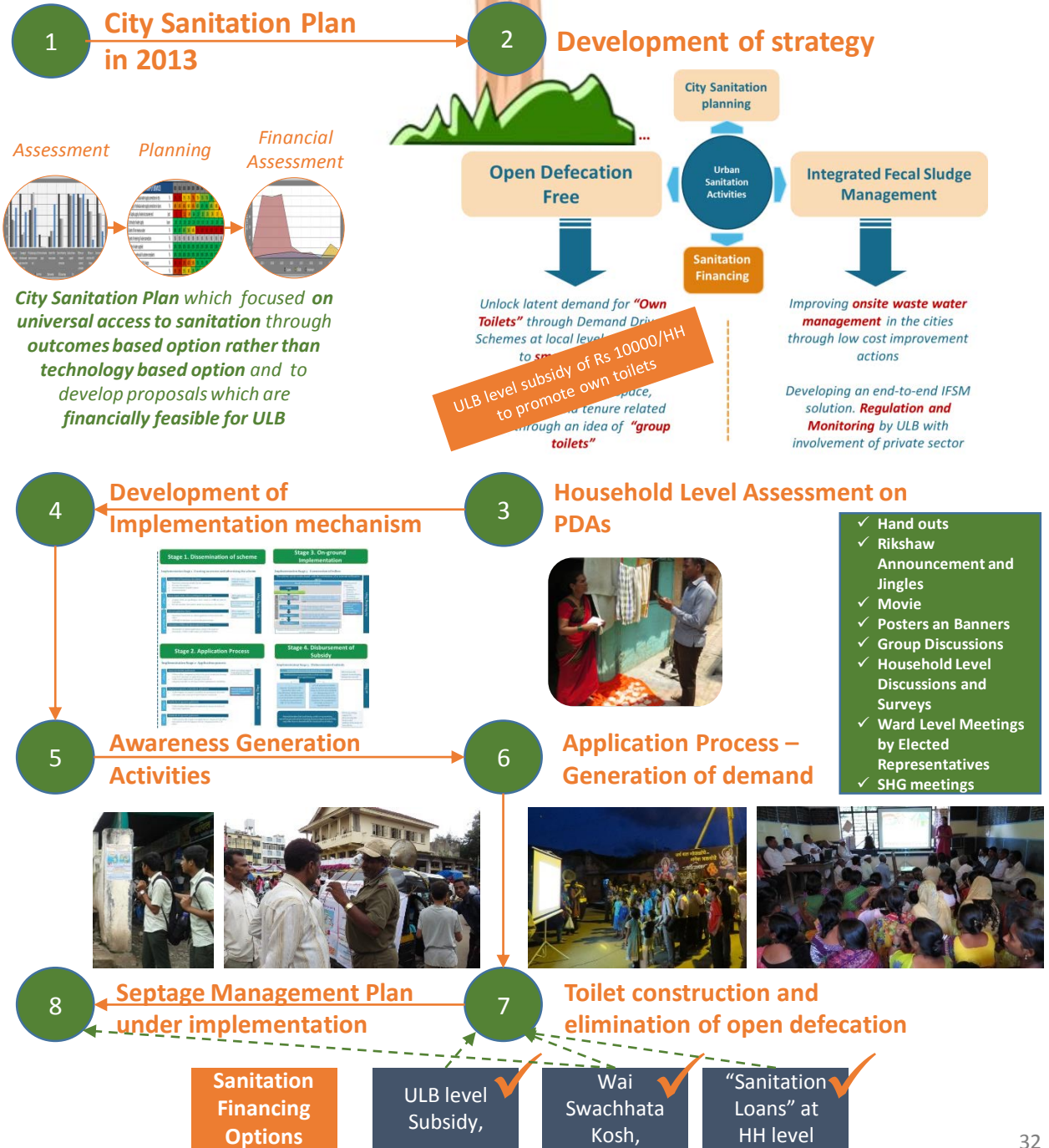
All the actions led to zero open defecation and increased demand for toilets

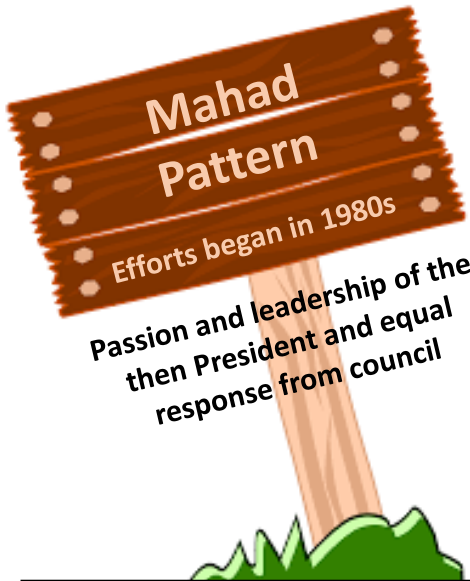


# Wai Pattern

## Systematic Approach

Moving towards "own toilets" and implementing septage management plan





Passion and leadership of the then President and equal response from council

- Leadership of the then President (Advocate) in 1980s.
- Personal early morning visits to open spaces for preventing OD
- Publish photographs of people practicing OD in the newspapers
- Penalise or if required, file cases against them
- Mobilised private lands for construction of community toilets without any incentives
- Introduced group toilets for those who do not prefer CTs



Early 1980s  
**ODF Initiative undertaken by President of MMC**  
 • Social awareness and pressure through a strategy of photographing, publishing names and levying fines on those found defecating in open

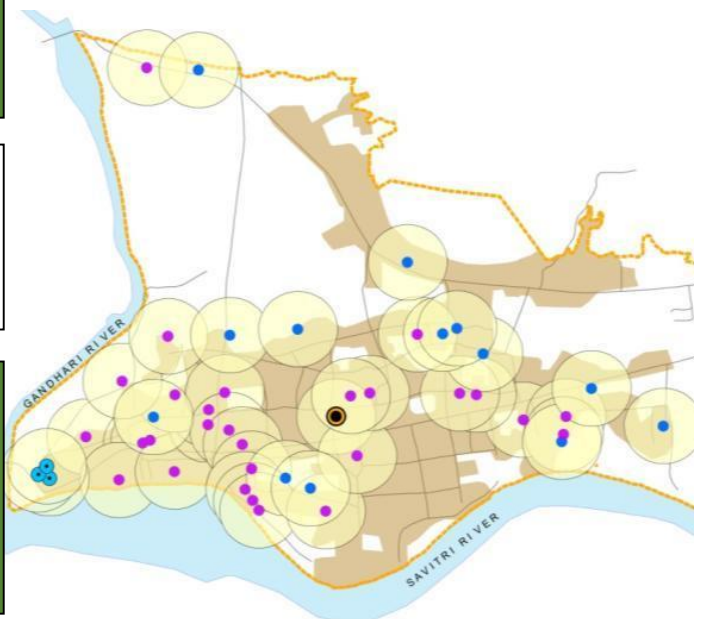
Late 1980s onwards  
**Creation of Toilet Infrastructure**  
 • Private landowners willingly surrendered land for CT  
 • Creating child friendly toilets, ensuring adequate seats and separate entry for women  
 • Making individual toilets compulsory for getting new building permissions in private premises



2007  
**Exhaustive "Toilet Survey"**  
 • Detailed information on individual and community toilets – type, location, number, condition, ownership and waste disposal

2008- **"Hagindari Mukta Yojana" (Open Defecation Free) Project initiated**  
 • Zone-wise inventory of ODF sites and identification of people still practicing OD  
 • Repair, upgradation, reconstruction of community toilets in the city

2010 onwards  
**MMC Future Plans geared towards**  
 • Support to construction of individual and CTs  
 • 'Pay and Use' model for public toilets  
 • Service contract to private contractors for O&M of community toilet blocks  
 • Levying sanitation charges under property tax



# Efforts made by cities in the previous decades ...

Cautious efforts showing gradual and permanent impact

- Steps for preventing open defecation for improved health were taken since 1990s under the leadership of president and councillors
- Optimum use of Government schemes and missions to create sanitation facilities
- Implementation of GRs related to availability and improvement of sanitation facilities
- Prioritised provision and maintenance of community toilets
- Slogans on importance of toilets displayed at open spaces since decades
- Daily feedback by citizens on cleaning of CTs
- OD spots converted to Gardens and playgrounds



Special considerations for women toilets



Boards displayed since a decade



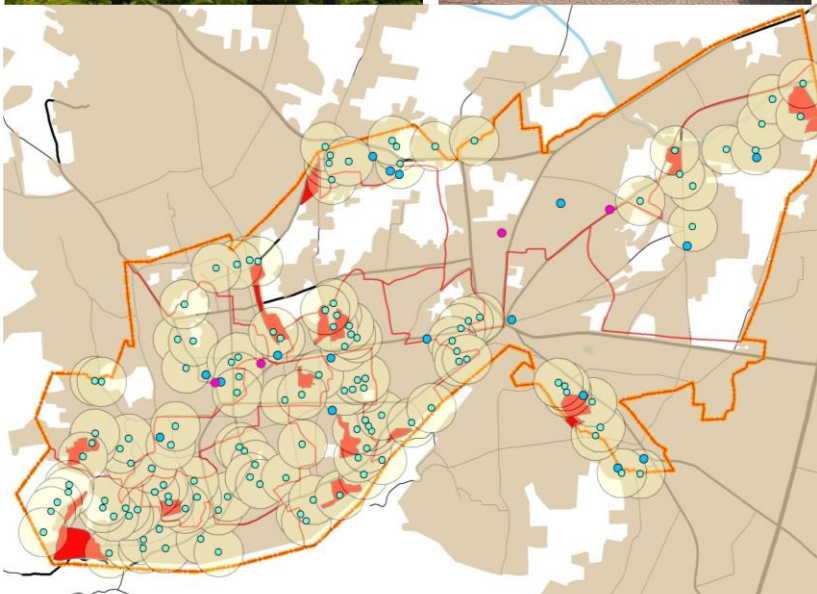
OD spots converted to garden



Slogans



Feedback by citizens



1990s: 'Ghar Tithe Shauchalaya' / ILCS to stop manual scavenging

Early 2000s: Shift towards sub-contracting

- Sub-contracting the maintenance of CTs
- New toilets constructed by councillors

2005 onwards:

- Strategies for ODF - Punitive measures, construction of community toilets, IEC campaigns, social pressure, involvement of politicians, GR making 'Cleanliness Proof' mandatory for government employees
- The game changer- SGBSA awards for 3 years

2009-11: Crusade towards clean and ODF Satara

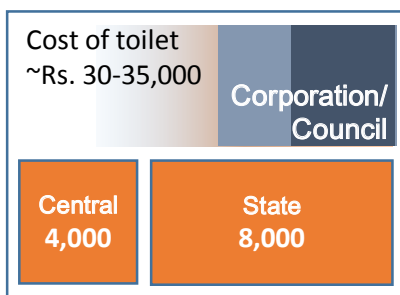
Political involvement in converting open plots to well maintained gardens, Clearing debris from open plots, Information dissemination via public banners, well monitored sub-contracts for CTs

2011 onwards: New initiatives

- Sanction of MSNA, IHSDP - Infrastructure and housing to all slum dwellers,

# Innovative Financing

Articulate demand for toilets by making available options for funding the toilets



## ULB level subsidy

- One of the key reasons behind absence of toilets at household level is lack of funds
- The gaps in cost of construction of toilets can be met with by extending ULB level subsidy to households
- GoM has issued a GR for providing additional subsidy upto Rs. 5000 from 14<sup>th</sup> FC funds, at ULB level

## “Shahar Swachata Kosh”

- Potential CSR sources around your city should be approached
- Shahar Swachhata Kosh mechanism will enable local industrialists and other donors to effectively contribute to development of improved and universal sanitation in the city
- Funds in Shahar Swachata Kosh may support ULB in extending additional subsidy to households. It may also support in implementing other activities of mission e.g. Creating septage treatment facility



- ✓ *Sinnar and Wai Municipal Councils have established “Shahar Swachhata Kosh” to enable flow of CSR funds towards the target group*
- ✓ *Expenses from this account will be monitored by the committee of donors, councils, other social organisations and/or individuals from the city*
- ✓ *Regular reporting on expenses will be done to the donors in the form of QPR, to maintain transparency*

# Sanitation Loans at Household Level

## “Toilet Plans” for Self Help Groups (SHGs)

- Presence of financial institutions in the city and their willingness to introduce “toilet loans” to meet further gap in funding a toilet should be assessed. Microfinance institutions, banks, credit cooperatives, housing finance institutions should be consulted
- Assess willingness and capacities of households to take loans for constructing toilets
- Awareness should be generated amongst households towards prioritising own toilets and adopting an option of ‘toilet loans’ to meet the gap.
- Households’ access to financial institutes should be facilitated by bringing institutions and households on one platform – city level fair etc.
- “Toilet Plan” can be prepared for SHGs in the city formed under Government schemes as well as with other Microfinance Institutions and Banks



Toilet Plans for SHGs underway in cities like Wai and Sinnar



Most of the women from BPL SHGs do not have toilets. They are well aware of the loan culture.

### **Lenders Fair at City Level:**

- ✓ *A city level lenders’ fair was conducted in Wai and Sinnar to create a common platform for financial institutions and potential beneficiaries to discuss their mutual requirements and interests.*
- ✓ *Simultaneously, councils are facilitating approval process to enable construction of toilets by taking loans*



SHG Fair in Sinnar for discussing “toilet Loans”



## Assessment of financial resources for toilets

Factors	Self help groups (SHGs)	Micro-finance institutions (MFIs)	Credit societies	Commercial banks	Housing finance companies (HFCs)
<b>Income Groups</b>					
Very poor / BPL	Green	Yellow	Yellow	Red	Red
poor	Yellow	Green	Yellow	Yellow	Red
Other low income group	Red	Green	Green	Yellow	Green
Middle income group	Red	Yellow	Green	Green	Green
<b>Housing Type</b>					
Informal housing	Green	Yellow	Red	Red	Red
Formal housing	Green	Green	Green	Green	Green

## ULB level subsidy linked to households

### Multiple subsidy in case of 'group toilets'

- ULBs should explore the idea of linking subsidy to households instead of toilets, so that amount of subsidy per toilet increases along with the number of households ready to share a toilet..
- Group toilet can also address space related issues and is considered as 'improved sanitation'
- In case of issues like lack of space or lack of funds, idea of 'group toilet' may be explored by declaring incentive subsidies linked to households.



Group Toilet

# D. Sustaining ODF Cities

*Sustainability comes with systematic and cautious efforts made to achieve the success*

## Permanent Impact through permanent change-

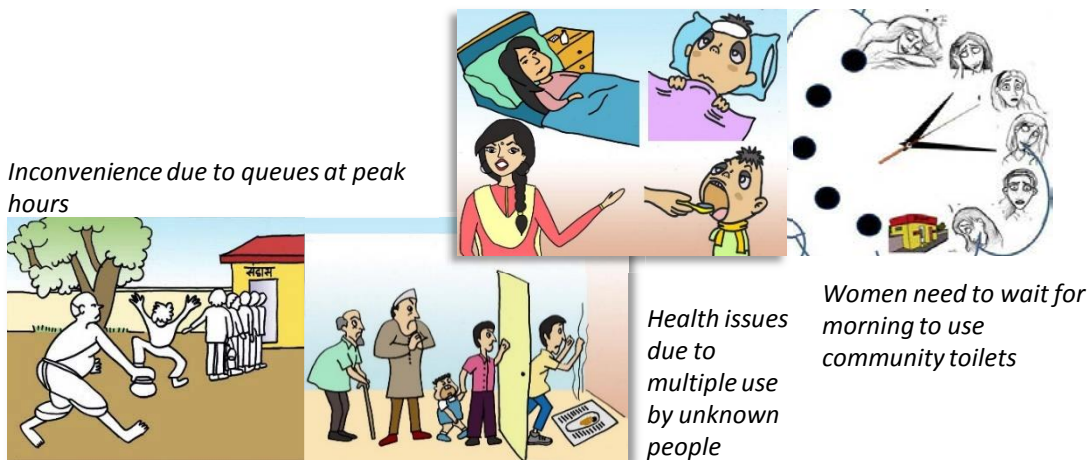
Evidences show that only construction of toilets does not suffice for preventing open defecation. It is essential to eliminate such practices from their roots. One of the biggest hurdles so far has been lack of awareness about need of toilets for improved health. For ensuring sustainability, demand based approach is necessary, instead of a top-down approach. Efforts should be made to bring the permanent change in behaviour which leads to demand and therefore use of toilets.

Children need to be taught to use toilets and adopt healthy habits. This will help ensure sustainability of toilets in the future. 'Sanitation and Health' should be emphasised in the school curriculums



## Focus on “Own Toilets”

Provision of community toilets is not a panacea. Non functionality and poor maintenance of community toilets as well as pressure on use of community toilets at peak hours often results into open defecation. Generating demand for own toilets is an ultimate solution to the problem. Hence it is essential to facilitate construction of own toilets as far as possible rather than opting for a convenient option of providing community toilets.



## Regular Monitoring of Open Spaces and Community Toilets

Early morning and evening visits to likely OD spots need to be continued by council *pathaks*-initially on daily basis and then on periodic basis as per the need. Members of the pathak need to be encouraged to perform this activity regularly. Besides this, strategy for discouraging open defecation should include ward level monitoring by councillors, timely cleaning and development of open spaces, regular repair maintenance of community and public toilets, involvement of social organisations and individuals etc.

- Responsibility of monitoring OD spots can be shared with citizens for maintaining their areas free of open defecation.
- Monitoring and reporting mechanism should be created within the ULB –Registers / online platforms to note citizens’ feedback and complaints should be maintained. Complaints should be redressed on priority basis



# Key Success Factors...



## Local Leadership ...

Implementation of mission needs an efficient leader to make it a success. It is only the council president or the city manager who knows his city well . It is solely their duty to take the required steps to achieve the SMMU targets through involvement of other stakeholders at appropriate stages. President and the Chief Officers of ULBs are key drivers of the mission at city level.



## Knowledge Sharing and Daily Follow up..

Use of Social Media such as WhatsApp Groups are used for review and monitoring of SMMU at local , district and state level. Close monitoring and guidance by divisional commissioners and collectors is proved to be the key factor in achieving city level targets eg. Solapur District, Nagpur District



## Systematic Approach...

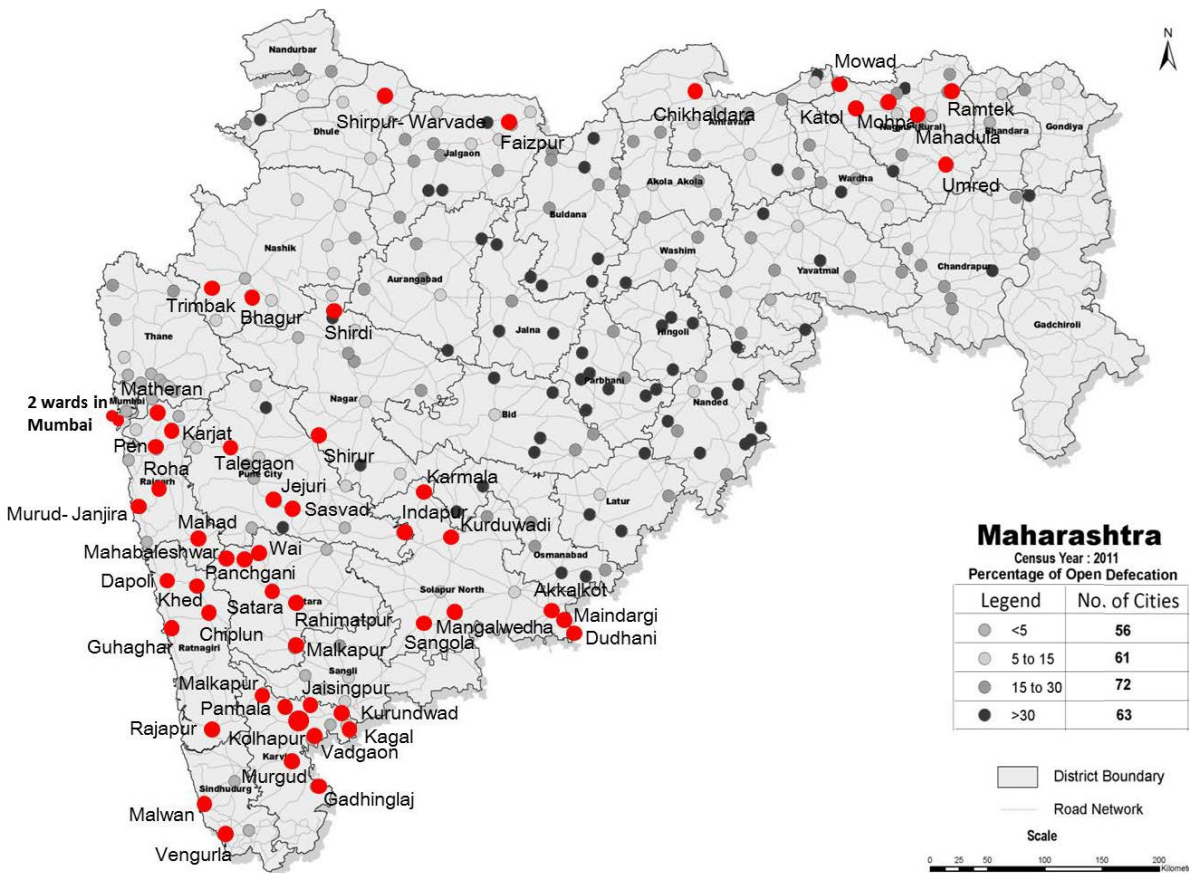
Sustainability comes with a systematic approach adopted towards achieving success. Mere provision of toilets is not the objective of the mission. It envisages “ODF Communities” by ensuring usage of toilets and total elimination of open defecation. For achieving these two objectives, it is important to develop a systematic action plan and follow it by engaging all stakeholders

# 31<sup>st</sup> January 2016 - The Second Milestone

Total 52 cities in the State and two wards in the city of Mumbai have become ODF as on 31<sup>st</sup> January 2016. These cities will be awarded by the Hon. Chief Minister of Maharashtra for their efforts on 3<sup>rd</sup> February 2016.

GoM envisages ODF+ and ODF++ cities in upcoming years for which, support is provided to ULBs by conducting technical workshops and issuing guidelines for septage management in Maharashtra

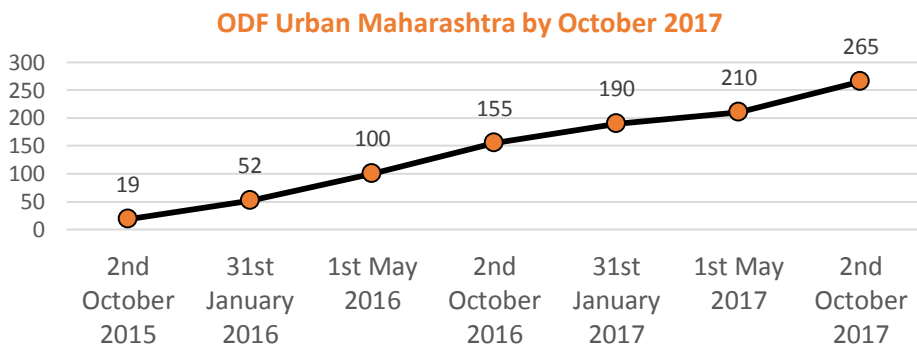
## 51 councils and 1 corporation have become ODF as on 31<sup>st</sup> January 2016



First 19 ODF cities are on the way towards ODF + cities...

# E. Way Forward...

GoM is aiming for 3<sup>rd</sup> Milestone of  
**100 ODF Cities**  
by 1<sup>st</sup> May 2016



Government of Maharashtra has encouraged ULBs to set their targets to become ODF. ULBs have very passionately made commitments to make entire urban Maharashtra ODF by October 2017



19 ODF Cities moving towards ODF + and ODF ++ Cities

1<sup>st</sup> Step – workshop on “Implementing Septage Management Plan”  
ULBs committed to making their cities ODF+ and ODF++

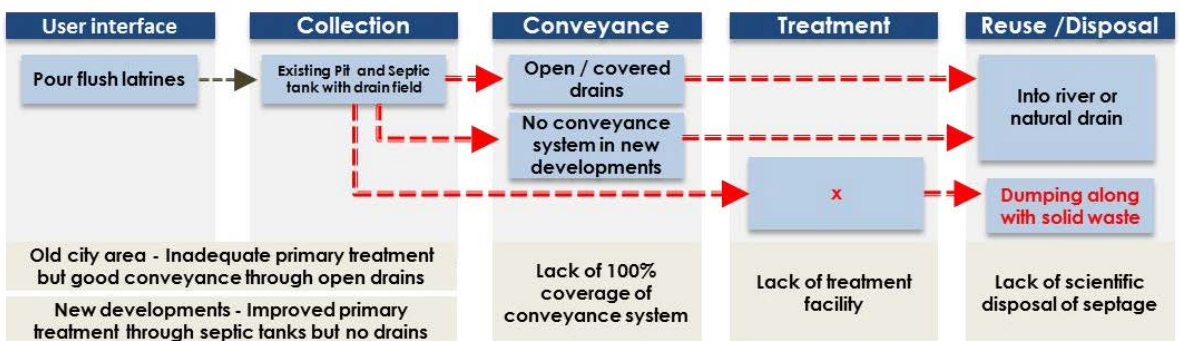
# F. Moving Towards ODF + and ODF++ Cities

## What are ODF + and ODF ++ Cities ?

1. Increased coverage of “own toilets”
2. Safe collection, conveyance and treatment of septage
3. Safe collection, conveyance and treatment of other waste water including effluent from septic tanks and grey water from kitchen and bathroom

## Current status of septage management

in Small – Medium towns of Maharashtra

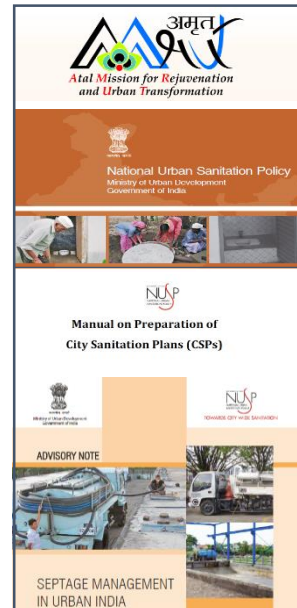


---> Missing links in Sanitation value chain in a city

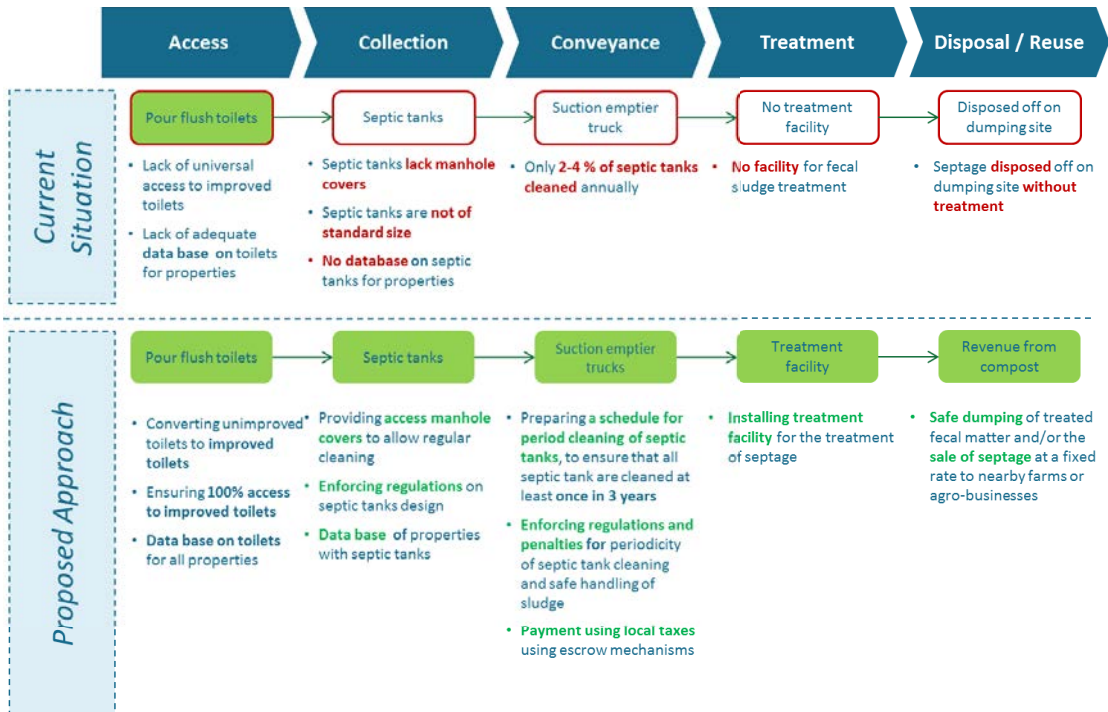


# Emerging recognition of septage management at GoI level

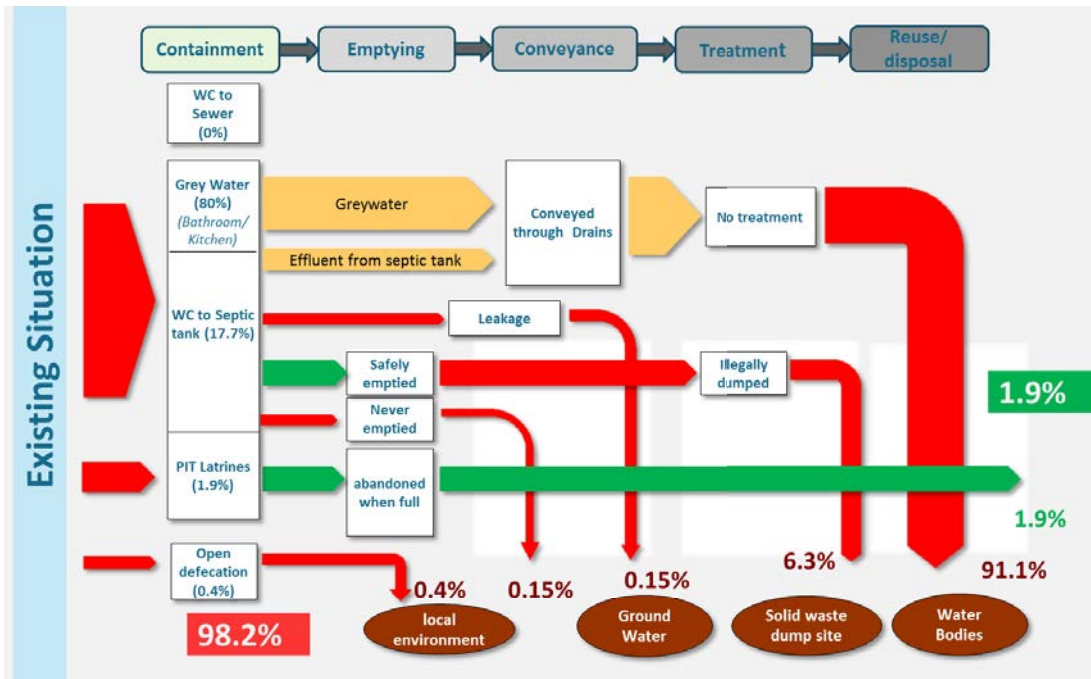
- One of the major thrust areas of **AMRUT** is Septage Management
- **NUSP** has accorded high importance to plan and implement actions for the organized and safe management of fecal matter from on-site installations.
  - It highlights the importance of safe and hygienic facilities with proper disposal.
  - Recommends developing a Septage Management Plan (SMP) as a part of **city sanitation plans** (CSP)
- Septage Management **Advisory of Government of India** provides references to **CPHEEO guidelines, BIS standards**, and other resources for preparing SMP / FSM plan.
- **Niti Aayog's Report on SBM**, October 2015 – 14<sup>th</sup> FC funds to be utilised for Sanitation including Septage Management



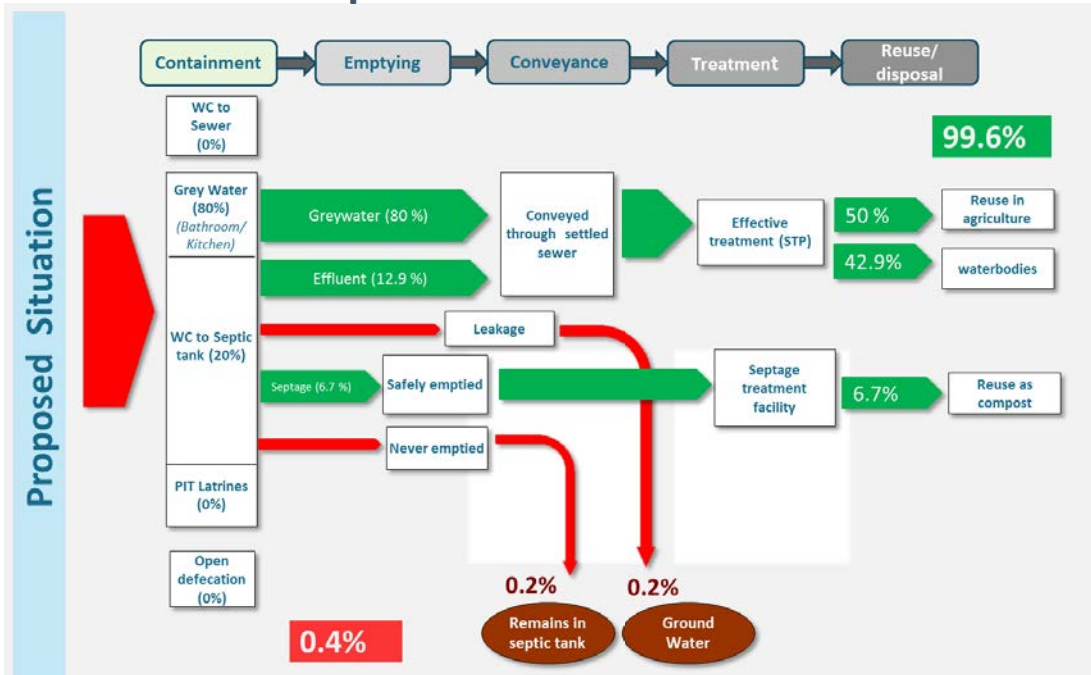
## End-to-end IFSM solution – From red to green



# Waste Flow- Current Situation in Small Towns

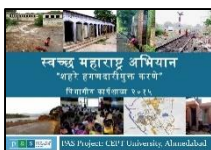


# Waste Flow- Proposed Situation in Small Towns



For more details, please refer to 'Guidelines for Septage Management in Maharashtra', published by GoM

For more information, log on to :  
[www.swachh.maharashtra.gov.in](http://www.swachh.maharashtra.gov.in)  
[www.pas.org.in](http://www.pas.org.in)



## How to make cities ODF

Stepwise approach at ULB level



## Need of Septage Management

Reference to advisory and basics of septage management



## Moving towards ODF+ and ODF++ Cities

Validation, Sustainability and Overview of ODF+ and ODF++ Cities



## Journey towards becoming ODF city

Documentation of efforts made by Satara and Mahad Municipal Councils.



*“India can not become a superpower with open defecation being witnessed in states”*

भारत सरकारचा पुढाकार  
स्वच्छ महाराष्ट्र करू साकार



### संकल्प स्वच्छतेचा

- सहभागाचा ठाम निर्धार
- व्यापक लोकसहभाग मिळवणार
- १०० टक्के शौचालयाचाच वापर करण्यासाठी प्रवृत्त करणार
- कचऱ्याचे संकलन, वर्गीकरण, वाहतूक करणार
- कचऱ्यावर शास्त्रोक्त प्रक्रिया करणार
- सांडपाण्यावर प्रक्रिया करणार
- स्वच्छ व हरित महाराष्ट्र साकारणार

**सप्तपदी : स्वच्छ व हरित महाराष्ट्रासाठी ...**

*This handbook is prepared in consultation with Urban Development Department, Government of Maharashtra, with support from CEPT University, Ahmedabad and All India Institute of Local Self Governments (AIILSG), Mumbai under the Performance Assessment System (PAS) Project.*

**Urban Development Department  
Government of Maharashtra**