CHAPTER 7: COMMUNITY AWARENESS AND PARTICIPATION

7.1   INTRODUCTION

According to the census of 2011, 12.6% urban households do not have access to toilets and defecate in the open. Only 300 out of 7,933 cities/towns as per 2011 census have a sewerage network installed in the city. Only 21% of the total sewage generated is treated before disposal.

The statistical figures above explain the status of the sanitation and sewerage sector in India, indicating its critical situation. With severe health and environmental impacts witnessed due to low coverage and service levels, the sewerage and sanitation sector in India has a long way to go before achieving the desired coverage and service levels.

Community awareness and participation is the key to success for achieving 100% sanitation and to ensure personal hygiene in the community. A group of people living together with common interests and purpose may be called a community. There are certain common grounds amongst all the members and groups of any given community. These are: locus standi, caste, creed, religion, customs, traditions, attitudes, gender, age group etc., because of these common interests. The local body can never be successful in urban sanitation without active community awareness and participation, whatever may be the investments made through municipal or Government funds.

The local bodies such as ward committees of municipality corporations, ward council of municipalities and Nagar Panchayats are the institutions of grass root democratic setup, having elected members representing a small group of electorate. It also has an outreach service at the ward level through which it can easily interact with the people on almost all-important issues. The local body should therefore, seriously consider involving the community in all programmes through a consultative process and variety of other communication approaches dealt with in this chapter later, and adopt strategies, which are acceptable to the community.

This chapter discusses the need for community awareness and participation for sanitation and sewerage services provided by the local body. It also covers various aspects that need to be considered to improve the community awareness and participation by involving individuals or voluntary organizations, and government agencies.

7.2   NEED FOR COMMUNITY AWARENESS AND PARTICIPATION

The objective of a sanitation and sewerage agency is to provide safe, hygienic sanitation facilities and adequate sewage collection, treatment, and disposal services to improve public health at a reasonable cost. The residents must realize that the quality of life depends on how and what the sewerage utilities serve and that sewage collection and treatment is not a free service but a value added service with cost implications.

Unfortunately, these services are most often considered to be free by the residents, and the sanitation and sewerage service providers do not enjoy the confidence of residents. This in turn, fails to acquire a satisfactory level of support and participation from the residents. Hence, attention should be paid to community awareness and participation programmes.

The objective of any community awareness and participation programme is to develop an understanding of the benefits of sewage collection, treatment and disposal, improved sanitary conditions, better user-understanding and involvement in terms of time and money, and enhanced acceptability of this concept and organizational credibility.

On the other hand, the community has the responsibility for participating willingly in awareness and involvement programmes, understanding the significance of sewerage system to achieve sanitized community, and bring about behavioural changes aimed at adoption of healthy sanitation practices.

7.3   COMMUNITY AWARENESS PROGRAMME

For the successful implementation of any programme involving the community at large, in universal sanitation in urban areas, it is essential to spell out clearly and make known the manner in which the local body proposes to tackle the problem of urban sanitation and the extent to which community participation in urban sanitation is expected to make the city sanitized, healthy and liveable and improve the quality of life in the city.

The scope of the community awareness programme includes the following:

a. Enable the community to understand the need for the sewerage system

b. Enable the community to understand the need for proper sewage treatment and disposal

c. Enable the community to participate in planning

d. Enable the community to appreciate that this service is not free because it is valuable and has direct impact on health and living environment

e. Enable the community to understand what they get (tangible/intangible, long-term/short-term benefits) in return

f. Inform and obtain approval of the community for various improvement measures thus creating a feeling of close participation.

7.4   PROCESS OF BUILDING COMMUNITY AWARENESS AND INVOLVEMENT

For developing community awareness and involvement, the appropriate opinion leaders such as community leaders, teachers, and the public at large should be identified. Efforts should also be made to involve the sanitation inspector and other staff of the local government as also the chief health officer. Communication material should preferably be prepared to suit the target audience: house owners, Residents Welfare Associations, Government organizations, Government aided organizations, Shulabh Sauchalayas, bus stands, railway stations, etc. The communication policy for this purpose should involve the elected civic body, Consumer Action Groups, Residents Welfare Associations, local NGOs, local community workers, and so on. The agency should try new and imaginative ways to involve local communities in its plans and programmes, and thereby provide the public its due pride of belonging and involvement.

7.4.1 Defining the Concerned Local Community

The following points need to be considered for defining the concerned local community:

a. Geographic and administrative boundaries

b. Major media in the concerned locality (newspaper, radio/television, local speakers and town meetings)

c. Residents (demographic and economic conditions)

d. Stakeholders.

7.4.2 Identifying Existing Local Community Contacts

The following groups may be considered:

a. Elected officials (Joint Council/Sub Committee/Ward Committee members of local body)

b. Prominent civic leaders

c. Clubs and associations (Chamber of Commerce, Consumer Service Committee consisting Consumer Association and Consumer Action Groups) Rotary Club, Lion's Club, etc.

d. Voluntary organizations, Residents Associations, etc.

e. Industrial users

f. Shopping areas

g. Schools/Colleges/Institutions

h. Professional bodies (Doctors, Lawyers, etc.)

i. NGO, community based organizations.

7.4.3 Listing out Messages to be Communicated

The following items may be included in the list of messages to be conveyed:

a. Health impacts due to lack of sanitation

b. Prevention of open defecation

c. Status and needs of onsite sanitation and sewerage works (including twin-drain systems)

d. Avail of sewer connection and avoid open air defecation

e. Accept pay and use principle while using toilets in public places

f. Change in policy and launching of new schemes (including incremental sewerage)

g. Adoption of Citizen's Charter containing objectives, mission statement, facts about the organization, growth profile, achievements, commitments, major schemes to be implemented, service standards, assistance to residents, etc.

h. Messages related to quality assurance

i. Rehabilitation and repair works

j. Functioning of information and facilitation counters, customer assistance, grievances handling and redress system, feedback from community, vigilance committee, consumer service committee

k. Billing and collection procedures/queries, tariff related issues, collection drives and special camps, levy of surcharge, reconciling of accounts

l. Need for sewage treatment and reuse (Refer Section 7.10)

m. Celebrations of national festivals, functions, Environment Day, World Water Day, etc.

n. Elimination of manual intervention for cleaning of sewers and septic tank

o. Appropriate measures according to the Septage Management regulations and guidelines

p. Acceptance of payments to local body to sustain a septage management system

q. Need for community participation for achieving total sanitation

r. Need for Knowledge, Attitude, Practice, Study (KAPS).

7.4.4 Selection of Communication Methods

A variety of media and communication methods exist, each with its own advantages and disadvantages. The use of a combination of several media at the same time can reinforce the necessary messages.

Person to person contact carried out through community members, who are already convinced of the truth of the message, is usually the most effective means of communication.

The following are some user-friendly measures that could be effectively used in Community Awareness Programme for attaining complete transparency in operations.

a) Use of Print Media

Advertisements may be given in a planned manner to educate the population and local newspapers can also be requested to insert the given messages on sewerage system at regular intervals. They should also be encouraged to start a regular Suggestion Box from where good ideas can be picked up by the ULB.

Newspapers may be especially encouraged to report on successful initiatives that have overcome problems in sewerage systems.

ULBs can also use newspaper delivery services by inserting handbills for readers in a particular locality to announce the start of campaign from time to time.

b)   Use of TV / Cable TV / Radio / Web Site

These are very powerful media and can be used through local programmes to inform the citizens of new sewage collection systems constructed by the local body as and when they become operational and advise them to participate effectively in the prescribed manner. Contact numbers of the concerned officials for problem solving or reporting of sewerage-system grievances may also be publicized. These media may be used to publicize successful efforts in some localities to motivate other citizens to perform likewise and get similar recognition for their efforts.

c)   Use of Cinema Halls

Slides in cinema halls can be displayed to inform and motivate the public.

d)   Street Plays, Puppet Shows, etc.

Street plays and puppet shows play a significant role in bringing awareness among the people. This method of communication will work well in low-income population; more particularly in slums. Well-designed street plays/puppet shows can convey the messages effectively as such programmes are well attended in slums.

e)   Posters

Attractive posters with good photographs and messages with very few words, readable from a distance, should be prepared and displayed in various parts of the city where awareness campaign is being taken up.

f)   Pamphlets

Pamphlets and handbills can be printed giving instructions in very simple and understandable language showing photographs in action and circulated in the community, requesting public participation.

g)   Use of Hoardings

Special hoardings may be put up at strategic locations in the city carrying messages seeking public participation. Alternatively, all municipal-licensed hoardings should have a space reserved at the bottom for civic messages. Such messages should be developed and painted by professional agencies. These hoardings should also carry the contact numbers, etc.

h)   Use of Public Transport System

Brief messages can be painted on the rear of public buses or panels inside the bus. Public and private firms having their own bus fleets may be invited to support such efforts.

i)   Communication through School Children and College Students

Children and college students are powerful communicators. Children are idealistic and would like to change their world for better.

The ULB should hold regular meetings with principals, teachers and students to explain the need for change, and the usefulness to society of new ways to manage sewage. The message can be reinforced by holding essay, debate or drawing and painting competitions on the subject and publicizing the winning contestants. Social clubs can be encouraged to sponsor such events to keep the topic alive. The leading schools/colleges could be persuaded to work as a role model for other schools/colleges in taking up awareness campaigns in the city through their students, which should be highly publicized and other schools/colleges could be persuaded to follow suit (Figure 7.1).

Source: MOEF

Figure 7.1 School Children in Public Participation and Awareness Programme

j)   Primary School Curriculum to cover the Subject

It is an established fact that people form habit at a very young age and habits are hard to change. It is, therefore, necessary to educate young children when they are in primary school to form good habits related to sanitation and managing sewage (Figure 7.2). The school curriculum should cover this aspect in the subject of moral science or social studies. Field visits for schoolchildren should be organized, with prior attention to safety, to water supply and sewage treatment plants so as to make them aware of the impacts of such facilities on the health of the human beings and also for creating a better environment. This will go a long way in developing an enlightened community and minimal efforts would be required to discipline the people to assist in managing sewage.

Source: MOEF

Figure 7.2 Shram Dan by School Children in Vrindavan

k)   Involvement of National Cadet Corps (NCC), National Social Service (NSS) and Scouts

In schools and colleges, the students participate in NCC, NSS and scout activities. These students could also be made aware of the public participatory aspect in urban sanitation and as part of their activities; they can be involved in the awareness campaign to bring about a change in public behaviour.

l) Involvement of Religious Leaders

Religious leaders play a significant role in bringing about a change in the mind-set of the people. If they advise their devotees/disciples to keep their surroundings sanitized by not defecating in the open anywhere and by managing their sewage as advised by the urban local body, it will go a long way in improving the situation in the urban areas.

m) Involvement of Medical Practitioners

Medical practitioners are held in high esteem by the citizens. A word from them to the patients or the community to practice appropriate sewage management at home, offices, shops and establishments would help substantially in bringing compliance with the directions of the urban local body to keep the city clean.

n) Involvement of Mahila Mandals/Women Associations

Women are generally found more concerned in maintenance of health and hygiene and they are involved in domestic sewage management on day-to-day basis. The awareness among the women could be raised through Mahila Mandals / Women Associations who could be given talking points and necessary literature in a very simple and easily understandable language/graphics for creating awareness among women.

o) Resident Associations

All citizens want a clean and neat street, but they expect it to be maintained by the local body. The associations can play a vital role towards incremental sewerage being accepted by the population.

p) Voluntary Organizations/NGO involvement

Many NGOs are committed to improve sanitation in urban areas to protect the environment and have been very active in this field. They have also developed good mass-communication skills and education programmes for the public. Such NGOs may be persuaded to actively support the new strategies adopted by the local body and associate in public awareness campaigns. Those who wish to conduct programmes for sections of the public on the new sewerage management strategies may be encouraged to do so and given necessary support.

q) Corporate Social and Environmental Responsibility

Corporates have an obligation to the community to operate their businesses in a socially and environmentally responsible manner.

Corporates recognise Corporate Social and Environmental Responsibility (CSER) as the continuing commitment by business to behave ethically and contribute to improving the quality of life of the local community and society.

Corporates undertake to fulfill their CSER commitment by community participation in local programmes and funding activities, therefore, the awareness among the community could be effectively raised through the CSER.

r)   Door to Door Contact

NGOs may be commissioned to do group messaging and door to door contact with special stakeholders like slum-dwellers, etc.

s)   Provide Information over Hot-line

The key to success of any public-education, awareness and motivation programme is to provide as many ways as possible for the public to interact, as promptly and conveniently as possible, with policy-makers, to seek clarification of doubts, share ideas or give suggestions, which are constructively followed up. A telephone hot line or post box number for written communications could be one of the ways to have inputs from members of the public. The phone must be attended during working hours by polite, responsive and dynamic persons who are well informed, interested in the task and available at all stated times.

7.4.5   Budget for Community Awareness Programme

The authorities should list out various aspects of public awareness programmes as mentioned above and work out the costs for implementing these. With proper evaluation and modifications, if necessary, the programmes can be a success. Further, a form of planning and reporting is needed to monitor and control public awareness activities.

7.5   ACHIEVING COMMUNITY PARTICIPATION

7.5.1   Enabling Environment

Community participation is essential for making democratic processes effective and for strengthening them. It provides a platform to citizens to influence policy/programme development and implementation. While various platforms and systems for citizens' participation have developed organically, there is a need to institutionalize them to make them effective and sustainable. The Model Community Participation Law (MCPL) aims to institutionalize such community participation platforms / systems.

7.5.2   Community Participation Law (CPL)

The steps involved in drafting the CPL are:

a. The State should decide on whether to provide a four-tier (with an intermediary/regional committee) or a three-tier (without the intermediary committee) structure for participation.

b. The State should decide whether the provision would be restricted to certain types of ULBs. That is, the structure could depend on the size of the ULB. For example, the legislative provision for a three/four-tier structure could apply to ULBs with population of more than one lakh. The structure could be two-tiered (at city and ward levels) when the ward population is a manageable size.

c. The legislation should provide the link between the different tiers, especially between an Area Sabha and a ward committee. This could be through the Area Sabha representatives, who may be either elected by the voters in the area or nominated by the ward councillor.
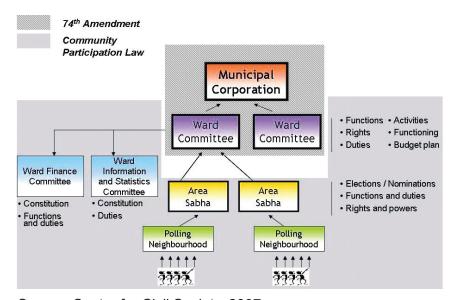
d. The legislation should also specify the manner of selection of the Area Sabha representative and provide the voters the right to recall, if they are dissatisfied with their representative.

e. The State should decide on the functions that it would devolve to the different tiers below the municipal level. The legislation should provide an activity mapping of functions under each tier.

f. The legislation should provide for the responsibilities (based on the activity mapping) and powers of the different tiers.

g. Finally, the legislation should also specify the role of the convener of the different tiers of participation, especially Area Sabha representative, chairperson of ward committee and zonal committee (if present).

h. The rules specified under the law should spell out the guidelines for conducting the business of the different tiers, specifying the process for arriving at the business agenda and resolutions and also provide for checks and balances for the optimal functioning of the different platforms.

The outcomes and related measures are listed below:

a. Resolution by the state governments on establishment of a three/four-tier municipal structure (the municipality, the ward committee and the Area Sabha) in the state along the footprint of the electoral polling station

   • Measure: Adherence to the timeline: six months from the signing of MoU.

b. Introduction of interim participatory platforms mentioned above that will make way for the formal structures upon passing the law

   • Measure: Number of municipalities in a state with such platforms.

c. Devolution of functions

   • Measure: Number of functions devolved and role of the different tiers with respect to each of them.

d. A report documenting the efforts, successes, and failures

   • Measure: Comprehensibility of the document.

e. Enactment of law

   • Measure: Extent of conformity with the spirit of the Model Law.

f. Empowerment of the different tiers

   • Measure: Provision of funds and capacity building at the required tier (s).

g. Strengthening municipal governments by:

 • Institutionalizing citizen participation

 • Introducing the concept of Area Sabhas (consisting of all registered voters of a polling booth) in urban areas

b. Involving citizens in municipal functions like setting priorities, budgeting provisions, exerting pressure for compliance of existing regulations, etc.

JnNURM contemplates the creation of another tier of decision-making in the municipality, which is below the ward-level, called the Area Sabha. All the Area Sabhas in a ward will be linked to the ward level ward committee through Area Sabha representatives, who will be community representatives. There will thus be a minimum of 3 tiers of decision-making in a municipality, namely, the municipality, the ward committee, and the Area Sabhas. In addition, states may choose to have an intermediary level for administrative reasons, clustering multiple wards into a regional structure between the ward and the municipality. Figure 7.3 illustrates the structure of community participation.

Source: Centre for Civil Society, 2007

Figure 7.3 Structure of Community Participation

The Model CPL is a mandatory reform under the JnNURM and it refers to making appropriate provisions in the state-level municipal statute (s) for the establishment of such a three/four tiered structure. The JnNURM makes it mandatory for States to either enact a separate Model CPL or make appropriate amendments to their existing municipal laws. These enactments will need to ensure clear definition of functions, duties and powers of each of these tiers, and provide for appropriate devolution of funds, functions and functionaries to these levels.

If implemented in its true spirit it will have the following advantages:

a. It will help deepen democracy, facilitate efficiency and sustained socio-economic growth and promote pro-poor initiatives.

b. It will help in improving urban governance and service delivery.

c. It will promote transparency and accountability in governance.

d. It will improve the quality of the decisions made, as these would be based on knowledge of local realities and requirements.

e. It has significance for regional planning structures like the District Planning Committee (DPC) and the Metropolitan Planning Committee (MPC) both of which require citizen participation in planning at the grassroots level.

f. Citizens will have a say in determining how information is shared, policies are set, resources are used and plans/programmes are implemented.

7.5.3 Reach the Community

The local body should formulate a sustainable incremental sewerage system among the various geographical wards of their jurisdiction as judged from the density of population, nature of land use and ability to pay for the O&M. This is a very difficult area of activity and unless this is done meticulously, desired results will not be achieved. The essential steps in this direction is to select representative samples of the community and go through a consultative process to ascertain the perceptions of the people about the services being given to them, their expectations and extent to which they are willing to support and participate in the process. Their choice of technological options available also needs to be ascertained. The consultative process could be taken up as described below.

7.5.3.1 Identification of Problems

Identification of problems of absence of sewerage through site visits and consultation with local population should be carried out at the time when the community is generally available for interaction. It may be either early morning or late evening or better still on forenoon of Sundays, in a local community hall. A brief hand-out in local language has to be delivered door to door in advance, through newspaper distributors. In addition, brief presentations in local language should be made in local TV channels at prime time on Sundays, by repeating two to three times before the above said meeting. The TV show must be more of visuals with voice in the background and not a person delivering a sort of mono dialogue. The areas may be selected by following the method of drawal of representative samples. Situation analysis may be done by the persons who know the subject reasonably well, know the local language and can communicate with local population effectively. Such persons may be Non-Governmental Organizations, Community Based Organizations or knowledgeable individuals. They should try to find out the prevalent situation of sewerage in the area under observation and ascertain the perceptions of the people about the services provided. In this exercise the local councillors, local leaders, NGOs, etc., may be invited to participate.

7.5.3.2 Finding out Optional Solutions

Having identified the deficiencies in the system and known the public perceptions, the next essential step is to think of optional solutions to tackle the problems, work out the cost implications and the level of public participation needed.

7.5.3.3 Consult Community on Options Available

Having done this homework, there should be a second round of consultative process where the options may be discussed with the community along with cost implications and their support required. The community may be encouraged to give their views freely.

If we ask the people straightaway the solutions to the problems, they may not be able to give the right kind of suggestions as they have no exposure to aspects of various technological options. They must, therefore be first apprised of the options available and asked to give their opinion on what will work and how much they will come forward.

7.5.3.4 Work out the Strategy of Implementation

After the consultative process, the strategy for implementation of the system may be worked out and pilot demonstration projects may be taken up in the areas where enthusiasm is high, and the successes demonstrated to other areas and gradually implemented in rest of the areas of the city/ town. It is desirable to implement the new programme in a few areas to begin with, monitor its success carefully and extend the programme to other areas, with necessary modifications.

7.6   FORMATION OF PUBLIC RELATIONS UNIT AND PUBLIC REDRESSAL SYSTEM

The following services may be offered under public relations information and facilitation:

a. Registration and redressal of public complaints with feedback from complainant with the help of reply cards, and maintenance of suggestion books for residents to record their suggestions/ remarks on the work done by the public relations counter and sewerage services provider

b. Guidance to the residents for new sewer connections and assistance for connections

c. Guidance to the residents for assessment of new sewer charges, sewer cess, name changes, annual value changes, classification changes and other tax and charge matters

d. Guidance to the residents for meeting the concerned officer to make their representations and redressal of their grievances

e. Supply of pamphlet on procedure related to complaint registration and redressal

f. Obtaining feedback from residents related to redressal of their complaints/grievances

g. Supply of Citizen's Charter to residents to offer knowledge about the service standards of the organization and assurances for adherence to such service standards

h. Creation of single window system for redressal of grievances

i. A separate telephone line should be available round the clock to record complaints and address them.

j. Define service failure and service recovery measures like guarantee.

7.7   COURTEOUS BEHAVIOUR OF PUBLIC RELATIONS STAFF

The public relation and field staff serve as the interface between the community and the sewerage agency. These staff should be properly trained since courteous behaviour towards the community by the public relation staff will give a positive image of the utility. The first impression is very important. It becomes necessary to impress the citizens at the first contact itself.

Public relations staff should follow simple guidelines while answering telephone calls from consumers to create a positive image in the minds of citizens.

It would be important to mention here that courteous behaviour of the community towards the public relation staff is also expected to properly communicate their messages to the public relation staff.

7.7.1 Suggested Guidelines for Answering Calls

The following key points should be considered when answering calls:

a. The staff attending the telephone should answer the call promptly (by the third or fourth ring).

b. The person picking up the call should identify himself/herself.

c. The person taking the call should not conduct conversation on the side and should give full attention to the caller to avoid repetition of names, addresses, etc.

d. The person taking the call should not transfer the calls to other concerned officers unless necessary.

e. A complaint number should be given to every complaint of complainant for easy identification.

7.7.2 Answering Consumer Enquiries

The person taking the call at the Public Relations Counter should:

a. Be familiar with the services and policies of the utility

b. Learn to listen and try not to interrupt the caller

c. Avoid technical jargon/unnecessary high sounding terms while talking to the caller

d. Summarise the caller's problem and repeat it to the caller for confirmation

e. Make every effort to take specific action on the caller's complaint.

7.8 CONTINUAL INTERACTION WITH THE COMMUNITY

A community participation task is not a one-time task. It is continual. It needs to be jointly reviewed in time and appropriate adjustments, both physical and financial, need to be made. The incremental sanitation concept is ideal for implementation in developing countries and especially in India, where the population even within the great urban compass is vastly differing in its resources to pay for the services. In most of India, the economically weaker sections consume virtually 30% or a little higher of the resources of services, but their ability to pay the real cost is far from affordability. Thus, the underlying factor in community dialogue is to make everybody realize how the cross subsidy system is in place and how the affordable have an obligation to subsidize the less fortunate and also how the less fortunate should not grudge the relatively better services availed by the affordable, except in regard to the quality of piped water delivered, which should be the same irrespective of affordability. Thus, community participation is not a vehicle to impose the proposals on the community, but it is in fact a vehicle, which does promote classification of levels of service deliveries with differences in extending it like individual toilets or to share the public toilets.

The objective is not to insult the less fortunate but to take them along by proper explanations, while at the same time exhibiting a willingness to listen and concede whenever feasible.

7.9 NEED FOR ENFORCEMENT

While all efforts should be made to educate the people to effectively participate in the management of sewage, they also need to be told that they can be punished if they fail to discharge their civic duties.

The provision of penalties may be made known to the people and details of those punished should be publicized widely to deter others.

The enforcement should begin at the public places, market places, etc., and gradually extended to cover residential areas.

7.10 CHANGE IN PUBLIC BEHAVIOUR RELATED TO REUSE

Everyone is concerned with the growing problems of wastage of fresh water by a 'once use and throw away' type habit. After all fresh water is already becoming scarce.

Moreover, indiscriminate discharge of untreated or partly treated sewage in flowing rivers and into dry river courses is already threatening a serious water pollution of fresh water sources for drinking itself.

The fate of the Ganga river basin has been documented in Part-A of the manual in Figure 5.51 and Figure 5.52.

The circumstances are alarming. This increases the burden on local bodies to deal with the problem of supplying safe drinking water to the public.

The public are forced to pay high costs for bottled water and sometimes such water does not have the minimum needed minerals, etc.

The following measures are therefore proposed to be taken to encourage reuse and recycling of sewage by all concerned:

a. All industries, which have a significant demand of water for non-human contact type of usage such as cooling water, quenching water in steel rolling mills, etc., should come forward to reuse the recovered water from local sewerage scheme

b. In turn, the local body should permit these industries to discharge their reject waters at about a TDS of 2100 mg/l into the downstream sewers and help the industries

c. The watering of road median lawns, road washing, and public transport chassis washing, etc., should be only by appropriately treated sewage

d. The development of social forestry in barren lands of local body should be encouraged on a PPP model, whereby the land is given on long lease and treated sewage is given at a reasonable cost for the private entrepreneur to develop commercially viable forestry and harvest it himself

7.11 SUMMARY

To achieve 100% sanitation in the community is an activity where community awareness and participation is the key to success. The local body can never be successful in urban sanitation without active community awareness and participation, whatever may be the investments made through municipal or Government funds.

For the successful implementation of any programme involving the community at large in universal sanitation in urban areas, various aspects need to be considered to improve the awareness and participation by involving individuals or voluntary organisations and government agencies.

Various aspects such as the scope of the community awareness programme, the process of building community awareness and involvement, enabling environment and Model Community Participation Law, formation of public relations unit and public redressal system, and courteous behaviour of public relations staff are important.

A community awareness and participation task is not a one-time task, and it is continual. It needs to be jointly reviewed from time to time and appropriate adjustments, both physical and financial, need to be made to make it effective and sustainable. The key is to invoke technologies of scale that are sustainable within the revenues of ULBs and not blindly following inappropriate models.