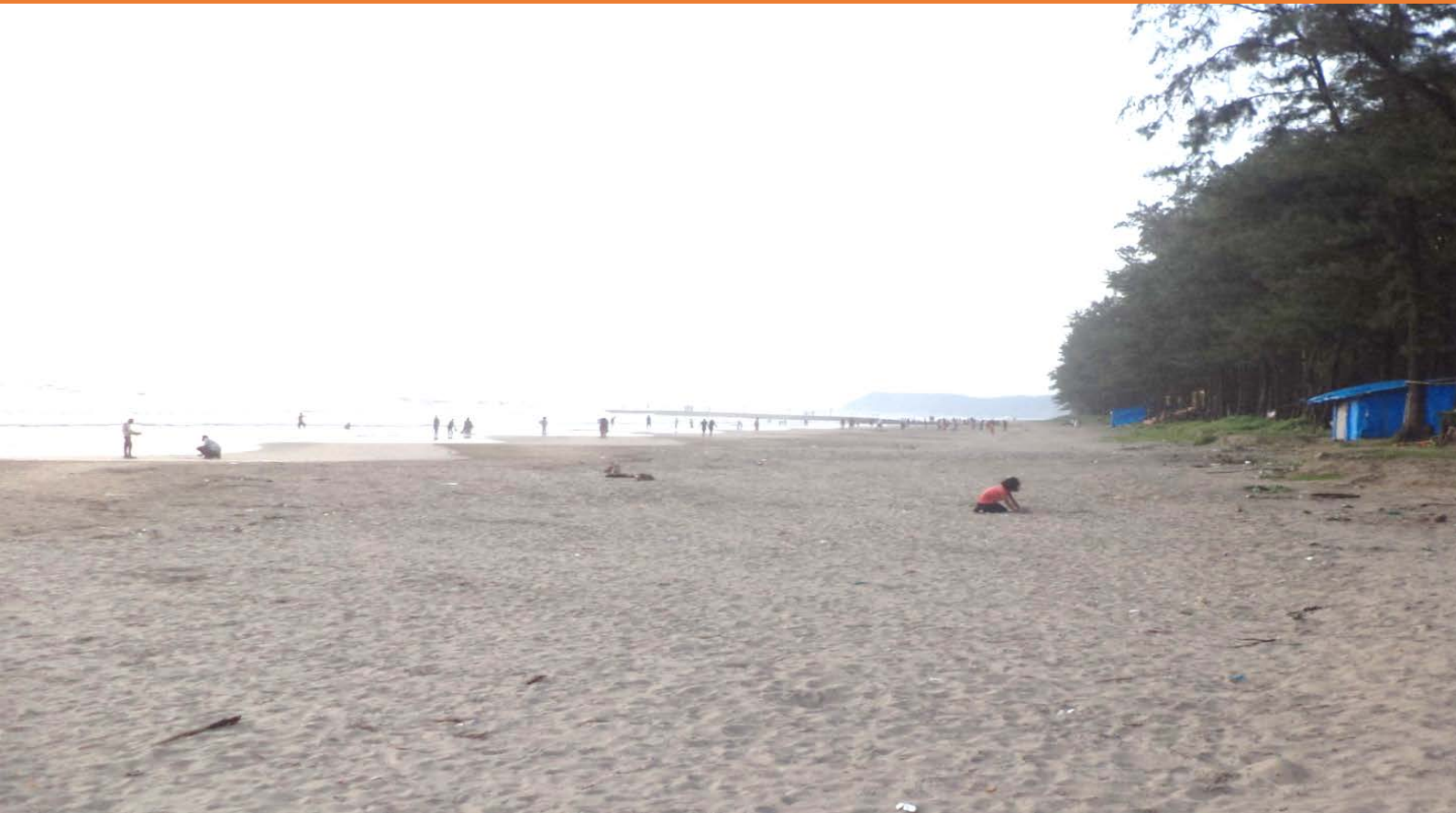


# Swachha Maharashtra Mission (Urban)



## Guhagar

**An Open Defecation Free City in Maharashtra**

Declared on 2<sup>nd</sup> October 2015

**Journey of a town towards becoming ODF**

**Urban Development Department  
Government of Maharashtra**



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# Guhagar, Maharashtra

## 1 City Profile

Guhagar is a Nagar Panchayat in Ratnagiri district of Maharashtra, with a population of 9466 (Census 2011) and area of 18.47 Sq. Km. Guhagar, a small coastal town of Maharashtra is known for its virgin beach, coir items, coconuts, betel nuts and mainly Haapus- Alphanso mangoes. The nearest city and railhead is Chiplun. The economy of Guhagar boomed after the Dabhol Power Company, which was commissioned in the early 1990s.

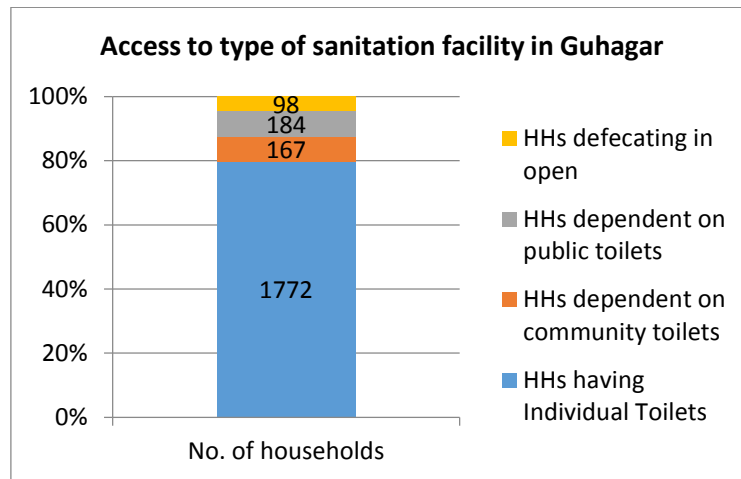


Figure 1: Access to type of Sanitation facility in Guhagar

## 2 Sanitation Scenario in the city prior to the launch of mission

Out of 2221 Households in the city (as reported by Guhagar Nagarpanchayat), 1772 households had toilets on premises, 167 households were dependent on community toilets, 184 on public toilets and 98 households were defecating in open. All the toilets were connected to septic tanks with soak pits. Guhagar Nagar Panchayat does not have vacuum emptier to clean these septic tanks. Hence, the septage is cleaned by private operators.

## 3 Targets set by the council under SMMU

Guhagar Nagar Panchayat has decided to move towards Open Defecation Free Guhagar and has planned to provide clean and maintained community toilets, provide toilets for floating population, create awareness among citizens to prevent open defecation, as well as to provide funds for individual toilets.

## 4 Initiatives by the council

### 4.1 Action Plan for Implementation of Mission at City Level

Guhagar had been declared as Nagar Panchayat on 6th October 2012 by amalgamation of Grampanchayat Guhagar and Grampanchayat Asgoli. These villages have received the Nirmal Gram Puraskar in 2006 and 2007.

But the cases of open defecation were still found in the newly formed Nagarpanchayat. To eradicate the same, Nagarpanchayat prepared the action plan which started with city survey and community toilets survey.

Action plan was prepared about implementation of the scheme, as well as to distribute the grants to households which don't have individual toilets (4000/- Central share and 8000/- state share + 5000/- from 14<sup>th</sup> finance commission= 17000/- per household).

#### 4.2 City wide Household Level Sanitation Surveys

To confirm the current sanitation status, the survey has been conducted by Nagar Panchayat. For the population of 9466, total 1772 individual toilets and 101 community toilets (62 blocks) are available. According to survey done in the city, 3 OD spots were found. The reason behind these was the non-functional and dirty community toilets. These toilets were then repaired by Panchayat on priority. Even after this effort, open defecation was not reduced. Hence, the survey was conducted again and it was found that, people tend to defecate in open by the habit, even if the community toilets are available. So the behavioural change was required. To change the behaviour of people, the awareness campaign was organised.

#### 4.3 Awareness Generation and Advertising of City Level Scheme

Awareness generation was carried out in the city through morning parades, essay competition, notices, speaker announcements, posters and street plays. Significance of using toilets was published in local newspapers.

The ward meetings were organised by councillors for the citizens to solve problems related to community toilets. Even after these efforts open defecation was not lowered. Hence, The Panchayat formed the “Good Morning Squad”, to stop people from defecating in open.



Photograph 1: Awareness campaign and citizen participation

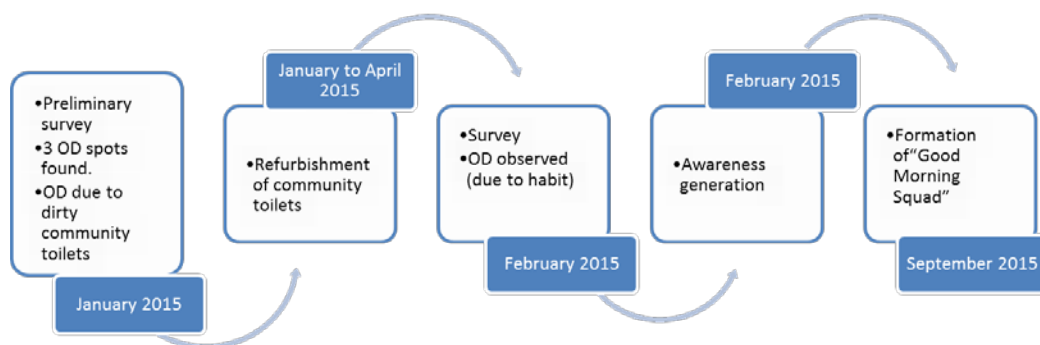


Figure 2: Initiatives by Guhagar Nagar Panchayat to prevent OD-Timeline

#### 4.4 Application Process and Monitoring Mechanism

The next challenge was provision of individual toilets to the households defecating in open. Nagarpanchayat formed the “**Shauchalay Pathak**” to receive applications for individual toilets.

Applications were received for individual toilets construction. The scrutiny has been done for these application which was then followed by monitoring of the beneficiaries households. All the applications were uploaded on SMMU website. After the scrutiny of documents, consent letters were taken from beneficiaries. These beneficiaries have been given the work orders after which construction of toilets started. Nagarpanchayat received total 207 applications. Out of which, 98 beneficiaries have been given 1<sup>st</sup> instalment of 6000/-. Out of these 98 beneficiaries, 35 beneficiaries have been also given 2<sup>nd</sup> instalment of 5000/-.

One supervisor has been hired on contract basis for monitoring of whole process. His job is to supervise the process - i.e. from application till construction of toilet for particular household. He is being paid on the basis of no. of toilets he monitors.



Photograph 2: Individual toilet through subsidy

#### 4.5 Participation of Social Organizations and Citizens

Meetings were organised amongst self-help groups and citizens, to generate awareness. Door to door campaign was also organised by these groups to create awareness about SMMU.

#### 4.6 Efficient Maintenance of the Community and Public Toilets

Community toilets were repaired by Panchayat on priority. De-sludging of the septic tanks was done by vacuum emptier. Schools in Nagarpanchayat were having toilets. But these toilets were not being used by students, due to bad condition. Hence these toilets were repaired in April 2015. Students were encouraged to use toilets. Water tanks as well as cleaning material were provided for maintaining school toilets by Nagar Panchayat.

#### 4.7 Monitoring of likely Open Defecation (OD) spots to prevent OD

The “**Good Morning Squad**” used to visit the OD spots and clicked the photographs of the people defecating in open as well as emphasised them about importance of having individual toilets. The names of people defecating in open were also published in local newspapers. On the second visit, the squad used to file a case against them as per Bombay Police Act.



Photograph 3: Provision of benches at open spaces to prevent open defecation-Guhagar

These spots were cleaned as well as the lights and benches were provided so that these places became good hang out places for people.

As a result, open defecation was reduced at these places. These efforts were well

acknowledged in local newspapers.

Guhagar is the tourist city with 5 to 6 Km of coastal line. Hence it was the challenge to provide toilets for the floating population. Panchayat has proposed the **Swacchalay** with Toilet and Bathroom for this population from Nagarotthan scheme. Due to SMMU, coastal cities have got relaxation in CRZ rules and the building permission procedure for building toilets in CRZ areas have been made simpler. Guhagar Nagar Panchayat is considering this as an opportunity for moving towards ODF city.

## 5 Declaration and Validation of ODF City by the Government

On 25th September 2015, Guhagar Nagar Panchayat was declared as an ODF city and submitted a report to the Government of Maharashtra (GoM). On site validation at district level was done by the collector office on 30th September 2015 and positive report was submitted to the GoM. On 2nd October 2015, Guhagar Nagar Panchayat was awarded by the Hon. Chief Minister of Maharashtra during the State level event organised by the GoM. Further, on 30th and 31st December 2015, State Level Validation Committee conducted an in-depth validation as per the process set and the checklist provided by the GoM. Guhagar Nagar Panchayat passed both this validation stage and is now listed as an “ODF City” in Maharashtra.

## 6 Strategy for Sustainability

Guhagar Nagar Panchayat has given an utmost priority to achieving the target in such a way that it is sustained in the future. It has prepared an action plan for sustaining city to be ODF, which mainly includes following–

### 6.1 Regular Monitoring of likely OD Spots/ Open Spaces

Early morning and evening visits to likely OD spots will be continued by “**Good morning squad**” initially on daily basis and then on periodic basis as per the need. Whatsapp number of Nagarpanchayat has been shared with citizens to complaint about any OD cases observed.

Besides this, strategy for discouraging open defecation would remain continued which includes awareness generation through Morning parades, street plays, banners, posters and distributing pamphlets. Ward level meetings will be conducted by councillors to guide citizens about construction of individual toilets.

Panchayat has opened one CSR bank account. Nearby construction companies have agreed to donate some money through this account. This will be used for sanitation activities like repair and maintenance of community toilets, awareness generation, etc.

### 6.2 Encourage construction of own toilets by provision of ULB level subsidy

Guhagar Nagar Panchayat has decided to provide subsidy to more beneficiaries for getting their own toilets built.



## 7 Strategy for Moving towards ODF+ / ODF++

As a sanitation improvement strategy for cities, GoM has developed a framework defining ODF+ Cities in Maharashtra, which are as follows –

	<b>Elimination of OD practices</b>	<b>Access to toilets</b>	<b>Conveyance and treatment of faecal waste</b>
<b>ODF City</b>	<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 have access to either own toilet or community/ public toilet</li> </ul>	<ul style="list-style-type: none"> <li>• All toilets are connected to a disposal system</li> </ul>
<b>ODF+ City</b>	<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 80% of residential properties have access to own toilets</li> <li>• Remaining properties 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 collection, conveyance and treatment of all the faecal matter</li> </ul>
<b>ODF++ City</b>	<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 95% of residential properties have access to own toilets</li> <li>• Remaining properties 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 safe collection, conveyance and treatment of all faecal matter and waste water including septic tank effluent and grey water</li> </ul>

Guhagar has already achieved the first indicator of this framework by eliminating open defecation practices in the city and is continuing its efforts to provide individual toilets to 100% households in order to achieve second indicator of the framework i.e. ODF+

To achieve the status of ODF+, Guhagar Nagar Panchayat has planned to purchase vacuum emptier using funds from 14th finance commission. Nagar Panchayat is also planning to install the bio methanation plan for septage treatment.

## 8 Success team

A journey towards becoming Open Defecation Free Guhagar cannot be described without the continuous efforts of Guhagar Nagar Panchayat and citizens. Following team is behind success of Guhagar ODF campaign:

- Mrs. Sneha Varande - President
- Mr. Jaydev More - Vice President
- Mr. Naresh Pawar – Chairman, Sanitation and drainage committee
- Mr. Prasad Shingte – Chief Officer
- Mr. Pritam Varadkar - Clerk
- Mr. Sunil Navjekar – Sanitary Inspector
- Mr. Arun Gurav



## *Swachhta Pledge*

*Mahatma Gandhi dreamt of an India which was not only free but also clean and developed.*

*Mahatma Gandhi secured freedom for Mother India.*

*Now it is our duty to serve Mother India by keeping the country neat and clean.*

*I take this pledge that I will remain committed towards cleanliness and devote time for this.*

*I will devote 100 hours per year, that is two hours per week, to voluntarily work for cleanliness.*

*I will neither litter nor let others litter.*

*I will initiate the quest for cleanliness with myself, my family, my locality, my village and my work place.*

*I believe that the countries of the world that appear clean are so because their citizens don't indulge in littering nor do they allow it to happen.*

*With this firm belief, I will propagate the message of Swachh Bharat Mission in villages and towns.*

*I will encourage 100 other persons to take this pledge which I am taking today.*

*I will endeavour to make them devote their 100 hours for cleanliness.*

*I am confident that every step I take towards cleanliness will help in making my country clean.*



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 report is part of a series documenting the efforts made by 19 cities in Maharashtra towards becoming open defecation free. These cities have laid the foundation of "ODF Maharashtra" as envisaged under **Swachh Maharashtra Mission (Urban)***

*It has been prepared in consultation with Urban Local Government and **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**.*



Government of  
Maharashtra



एक कदम स्वच्छता की ओर



**pas** performance  
assessment  
system