

Swachha Maharashtra Mission (Urban)



Mahabaleshwar

An Open Defecation Free City in Maharashtra

Declared on 2nd October 2015

Journey of a town towards becoming ODF

**Urban Development Department
Government of Maharashtra**

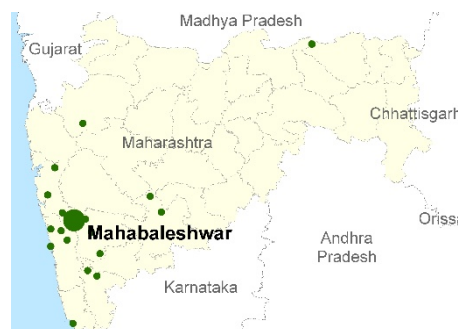
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Mahabaleshwar, Maharashtra

1 City Profile

Mahabaleshwar, located in Satara district, is a hill station located in the Western Ghats range. It is situated at an elevation of 1,372 m from the mean sea level and is about 120 km southwest of Pune and 285 km from Mumbai. The city population is 13,405 and covers a total area of 19.55 sq Km (Census 2011). The total number of households (HH) is 1751. It attracts around 10 to 15 lakhs tourist annually.



Map 1: Mahabaleshwar and other ODF cities

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

According to Census 2011, out of 1751 HH in the city, 1371 HH had toilets on premises, 330 HH were dependent on community toilets and 50 HHs defecated in the open. A survey was conducted in July 2015 according to which the total number of HH in the city was 1827.

Mahabaleshwar already has 60% (PAS data, 2014-15) coverage of sewer network in the city. It has two STPs with 4MLD and 2 MLD capacities.

3 Strategy for ODF/ Targets set by the council under SMMU

Mahabaleshwar Municipal Council targets for “100% coverage of own toilets” in Mahabaleshwar. According to the survey conducted in July 2015, 57 households were found to be defecating in the open. The city targets to increase the coverage of sewer network to 100%.

4 Initiatives by the council

4.1 City wide Household Level Sanitation Surveys

After the launch of Swachh Bharat Mission, a household level survey was conducted in July 2015.

Individual Toilets

As per the survey conducted in July 2015, 1456 households use individual toilets which constitute 76% of the total households. The IEC campaigns carried out in the city to generate awareness received good response across the city.

Public Toilets

There are 27 public toilet blocks in the city comprising of 95 seats for women and 105 seats for men. As per the survey, there are 314 households dependent on public toilets constituting 17% of the total households. Seva Foundation from Pune has been contracted to carry out the operations and maintenance of the public toilets.



Photograph 1: Public and community toilets in Mahabaleshwar

Community Toilets

As per the survey, there are 79 households dependent on community toilets constituting 4% of the total households. The city targets to completely eliminate the dependency of households on community toilets by construction of individual toilets.

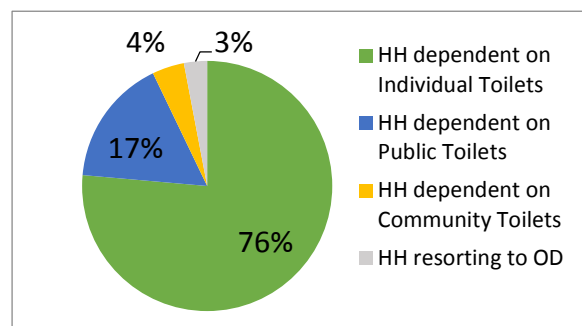


Figure 1: Access to types of sanitation facility (Based on the survey conducted in July 2015)

Households resorting to open defecation

There were 57 households resorting to open defecation based on the survey conducted in July. Again a second round of targeted survey was conducted on 12th August, 2015 by the supervisors. It was found that 11 households started the construction of individual toilets from their own funds.

4.2 Launch of ‘Green Mahabaleshwar, Clean Mahabaleshwar’

After the launch of Swachh Maharashtra Mission, Hon. Chief Minister of Maharashtra reiterated the importance of making the cities of Maharashtra open defecation free thus making them clean. On 5th June 2015, an event was organised to launch the ‘Green Mahabaleshwar, Clean Mahabaleshwar’ under the presence of Hon. Chief Minister of Maharashtra. As part of the event tree plantation was carried out in the city. News channel, ABP Maza supported this event as part of their CSR activity.



Photograph 2: Function organized for launch of ‘Clean Mahabaleshwar, Green Mahabaleshwar’ initiative

4.3 Awareness Generation Activities

Realising the importance of awareness generation at household level, MMC implemented various activities like site visits, ward-wise meetings, essay and elocution competitions in schools and colleges, rally and street plays. Door-to-door visits were also conducted by the councillors to bring about awareness amongst the 25 households whose applications were verified.

Under the IEC program, MMC along with Pune based NGO- Shashwat Eco Solutions, ABP News and Bank of Maharashtra, under the presence of MLA carried out various awareness generation activities in the city. A weekly awareness generation activity program was given to all the ULBs in Pune division. Under this, one week awareness program was organised in the city. Marathi actor, Aadesh Bandekar was made the brand ambassador for Clean Mahabaleshwar initiative.

Date	Subject
18/09/2015	Meeting on the progress of the work done for making city ODF and informing people about the government GR
19/09/2015	Site visits conducted by Councillors and Council staff
20/09/2015	Ward-wise site visits conducted for encouraging people and for conducting awareness generation activities by Councillors and Council staff
21/09/2015	Essay and elocution competitions were conducted in schools and colleges
22/09/2015	Students and teachers from various schools and colleges were taken for site visits , thus creating awareness amongst them and further catering to more number of households through children
23/09/2015	Ward-wise problems were discussed with councillors and council staff
24/09/2015	Way forward was discussed on the last day. Information was passed on to everyone to construct individual toilets

During the ward-wise visits various land related issues were discussed with the respective people and the problems were resolved by the council members.



Photograph 3: Council members taking Swachta Shapath



Photograph 4: IEC activities in schools and colleges - Elocution and Essay competitions



Photograph 5: Street plays and student rally

4.4 Application Process and Monitoring Mechanism

The surveys helped to identify the households which lacked sanitation facilities in the city. City administration and the councillors of the city followed up with such households at ward

level to make them construct their toilet. Construction of toilets is also being monitored as per the process set up by Swachh Bharat Mission. Till 24th September 2015, 9 beneficiaries received grants under SBM for the construction of individual toilets. Immediately after this, 32 new forms were uploaded on the SBM website and grants for toilet construction were released to these households. Council completed the application verification of 25 households.

Household that does not have individual latrines have applied for subsidy under Swachh Bharat Mission (SBM) and Swachh Maharashtra Mission (SMM). Mahabaleshwar Municipal Council received 36 applications for toilet construction out of which 28 applications have been verified and 27 applications have already been approved. Till now construction of 15 toilets is completed and 12 are under construction. The households which have not yet applied for individual toilets have shifted to community toilets.



Photograph 6: Individual toilets constructed under SBM

4.5 Participation of Social Organizations and Citizens

There was an active participation from the elected members as well as citizens of Mahabaleshwar to make the city open defecation free. President, vice president and all the council members actively participated in the awareness generation activities carried out in the city. Under their guidance the open plot (government land), which was used by the people for open defecation, is now under transformation is being converted to park and dhobi ghat.

4.6 Monitoring of likely Open Defecation (OD) spots to prevent OD

In order to monitor the open defecation sites in the city a Good Morning Squad was formulated to identify the OD spots within the city and prevent people from defecating in

these spots. Apart from local people, the problem of open defecation was majorly created by the tourist vehicles arriving early morning to the city. Strict penal actions were taken against the people defecating in the open. They were explained the health hazards linked to open defecation and were warned to stop such practices.



Photograph 7: Newspaper article announcing "Good Morning Pathak"

5 Declaration and Validation of ODF City by the Government

Mahabaleshwar was declared ODF on 28th September 2015 by the Mahabaleshwar municipal council. A report was submitted to the Government of Maharashtra (GoM).

On-site validation at district level was done by the collector office, Mahabaleshwar on 29th and 30th September 2015 and a positive report was submitted to the GoM. On 2nd October, 2015, Mahabaleshwar Municipal Council was awarded by the Hon. Chief Minister of Maharashtra during the State level event organised by GoM.

Further, on 5th December 2015, State Level Validation Committee conducted an in-depth validation as per the process set and the checklist provided by the GoM. Mahabaleshwar Municipal Council passed both this validation stage and is now listed as an "ODF City" in Maharashtra.

6 Strategy for Sustainability

6.1 Preventing Open Defecation in the City

Mahabaleshwar has given an utmost priority to achieving the target in such a way that it is sustained in the future. Early morning and evening visits to likely OD spots will be continued by Council's *pathak*- initially on daily basis and then on periodic basis as per the need. Apart from this other awareness generation activities will be carried out in the city on 'as and when required' basis.

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

Under Swachh Bharat Mission and Swachh Maharashtra Mission a total subsidy of Rs.12,000/- is being provided per household for the construction of Individual Household latrine (IHHL). To further encourage the people of Mahabaleshwar to build their own toilet, the council is providing a subsidy of Rs.5000/- from the funds of 14th finance commission and Rs.3000/- from city fund per HH for IHHL. Thus a total of Rs.8000/- is been given to the households as part of local subsidy.

7 Strategy for Moving towards ODF+ / ODF++

Government of Maharashtra has developed a framework to achieve the status of ODF+/ODF++ city as a part of integrated sanitation improvement strategy for the ULBs in Maharashtra. Mahabaleshwar has already achieved the first set of indicators of the framework mentioned in the GR and has been declared ODF on 2nd October 2015.

As a sanitation improvement strategy for the city, Mahabaleshwar Municipal Council has decided to address entire sanitation value chain rather than only constructing toilets to satisfy all three indicators of “ODF++ cities”. Mahabaleshwar already has 60% (PAS data, 2014-15) coverage of sewer network in the city. It has two STPs with 4MLD and 2 MLD capacities. The coverage of sewer network has increased to 80% in January 2016. The city targets to increase the coverage of sewer network to 100% by the end of the year 2017. Thus, Mahabaleshwar Municipal Council will achieve the ODF++ status by year 2017.

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

8 Team behind Success

Team members in Mahabaleshwar who have made a significant contribution towards making Mahabaleshwar an open defecation free town includes:

- Mrs. Ujwala Ratikant Toshaniwal- President
- Mr. Santosh Maruti Aakhade- Vice President
- Mr. Sachin Marutrao Pawar- Chief Officer
- Mr. baban Anand Jadhav- Sanitary Inspector
- Mr. Arun Shivram Vaydande- Writing Mukadam
- Mr. Manoj Sultan Chavan- Swachhta Mukadam
- Mr. Sunil Dhondiba Kalgane- Swachhta Mukadam
- Mr. Ayub Alimohammad Varunkar- Swachhta Mukadam
- Mr. Pandurang Gulabrao Kakade- Swachhta Mukadam
- Mr. Sanjay Chhotu Jedhe- Swachhta Mukadam

Citizens of Mahabaleshwar Municipal Council



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 (AIIISG), Mumbai** under the **Performance Assessment System (PAS) Project**.*



Government of
Maharashtra

