

Swachha Maharashtra Mission (Urban)



Mowad

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

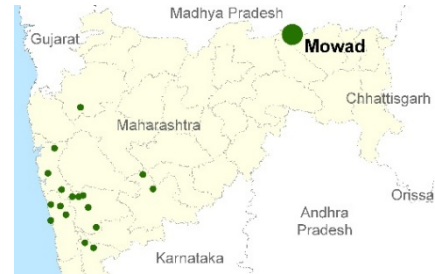
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Mowad, Maharashtra

1 City Profile

Mowad, a C class council is situated in Nagpur district of Maharashtra and is at a distance of 95 kms from Nagpur. The municipal council was established in the year 1867. It has an area of 6.6 sq. km and is divided into 17 wards. According to census 2011, Mowad has a population of 8732.



Map 1: Mowad and other ODF cities

2 Sanitation Scenario in Mowad prior to the launch of mission

Mowad is one of the oldest towns in Vidarbha region and is located on the banks of Wardha River. On 30th July 1991, Mowad was devastated in due to flooding in river. The floods were severe causing heavy loss of life, property, crops and infrastructure. The entire town was re established till 1995 by Maharashtra Housing and Development Authority in a much planned way. At that time the houses built by MHADA were provided with sanitation facilities.



Map 2: Planned Mowad city along banks of river Wardha

Apart from the sanitation facilities provided by MHADA, Mowad municipal council had provided households with toilet facilities under various government schemes like IHSDP, Ramayi Awaas Yojna, Navvabaudha Gharkul Yojna, etc. A total of 646 individual toilets were constructed along with public and community toilets. Thus, it is observed that Mowad MC has been making efforts in eliminating OD since 2010.

According to census 2011, Mowad has a total number of 1971 households, out of which 1196 HHs have toilet within premises 618 are dependent on community toilets and 157 defecate in open. Of the HHs having toilet facility within premise 68% are connected to twin pit latrines with slab/ ventilated improved pit.

3 Targets set by Council under SMMUA

3.1 To become the first city in Nagpur division to become ODF:

On the launch of Swachh Maharashtra Mission, Mowad Chief Officer had decided to become the first city in Nagpur division to become ODF since the no of HHs resorting to OD was well within the achievable limits. For the same, Chief Officer formulated an action plan to achieve the status of ODF status in consultation with the municipal staff.

“Mowad Municipal Council decided to make Mowad the first ODF city in Nagpur division. Since it is a planned city, it has become easy for us to implement any scheme by government. Like other schemes, we will take full advantage of Swachh Maharashtra Mission too and not only become an ODF city but shall become a Swachh City soon”



- Chief Officer, Mowad Municipal Council

4 Initiatives by the council

To achieve the targets following initiatives were taken by Mowad municipal council.

4.1 City wide Household Level Sanitation Surveys

Mowad Municipal Council (MMC) conducted a baseline survey in July and August 2015, to understand the present sanitation scenario and set the target for making city ODF. Based on the survey, reasons for open defecation were identified in different areas and actions were taken accordingly. Survey reports indicated that 157 HHs lacked toilet facility within premises. Majority of HHs that lacked toilet facility are dependent on CTs and only a few resorted to OD.

4.2 Awareness Generation and Advertising of Scheme

To eliminate OD from Mowad, MMC decided to formulate various activities like conducting rallies, displaying posters in public spaces of Mowad, making announcements on objectives of the scheme through auto rickshaws to make HHs aware. They were made aware of the ill effects of defecating in open and were encouraged to use individual or community toilets. Awareness generation campaigns continued for nearly 1.5 months to motivate people.



Photograph 1: Ward level meetings



Photograph 2: Street plays

4.3 Application Process and Monitoring Mechanism

Baseline survey helped MMC to identify HHs that are without sanitation facilities and HHs that are defecating in open. Municipal staff encouraged these HHs to apply for the scheme and avail benefits. 354 applications were received out of which 166 were approved and verified and 175 rejected. It was made sure that benefits are given to eligible HHs by rejecting applications made by the HHs who already have toilets. A meeting of households that had applied for the scheme was conducted on 28/09/2015 in council office. These HHs were distributed first instalment of the subsidy and were instructed to start with the toilet construction on an urgent basis.

4.4 Construction of IHHL under Swachh Maharashtra Mission

With rigorous follow up and strict inspection by Chief Officer and municipal staff, the process of toilet construction took up quite speedily in Mowad. Toilet construction started immediately with the release of first instalment to the beneficiaries because of the strict instructions from Chief Officer. Out of 166 approved applications, toilet constructions of 103 toilets have been completed and 63 are on the verge of completion. However, open defecation is prevented completely by enabling access to clean community toilets.



Photograph 3: IHHL Constructed under SMMUA

4.5 Operation and management strategy for CTs

As mentioned earlier, 646 individual toilets were constructed from the period of 2010 to 2014. As a result 129 households (~3HHs on one seat) are dependent on community toilets (CTs). In spite of the fact, council regularly monitors the maintenance of these toilets so that they are in a good and functional condition. Mowad MC has 4 community toilets having 46 seats within the city limits. MMC has displayed instructions on every CTs wall for the users that help in further maintenance of CTs. HHs found not obeying the rules are levied a fine of Rs 100/-



Photograph 4: Instructions for users on CT wall of ward no 7



Photograph 5: Cleaning of CTs



Photograph 6: CT in ward no 6

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

To eliminate OD from the city, MMC formed a “Good Morning Pathak” to identify the OD spots within the city and prevent people from defecating at these spots. This pathak comprises of 83 individuals that includes school teachers, councillors, *safai karmachari*, citizens and municipal staff. 16 batches of 4-5 people in each batch were formed. These batches monitor the OD spots from 5.30 - 7.30 during morning. People found defecating in the open were explained the health hazards linked to open defecation and were warned to stop such practices. If they were found continuing this practice in spite of warnings, their names were announced in respective wards and were levied a fine of Rs. 50/- This resulted into elimination of open defecation practices in the city. Good Morning Pathak is monitored by the Chief Officer.



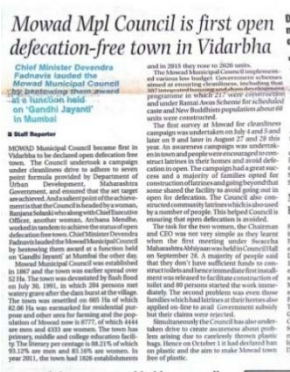
Photograph 7: Batch of Good Morning Squad monitoring OD spots



Photograph 8: Banner at OD spot

5 Declaration and Validation of ODF City by the Government

MMC declared Mowad ODF on 28th September 2015 and submitted a report to Government of Maharashtra. Mowad is the first city to be declared as ODF in Nagpur division. On site validation at district level was done by the collector office, Nagpur on 30th September 2015 and positive report was submitted to the GoM. On 2nd October 2015, MMC was awarded by the Hon. Chief Minister of Maharashtra during the State level event organised by the GoM. Further, on 2nd & 3rd January 2016, State Level Validation Committee conducted an in-depth validation as per the process set and the checklist provided by the GoM. MMC passed both of these validation stages and is now listed as an “ODF City” in Maharashtra.



Photograph 9: Newspaper clippings on Mowad's ODF status



Photograph 11 On site inspection by State level validation committee

6 Strategy for Sustainability

To sustain the status of ODF in future, MMC has prepared an action plan mentioned below:

6.1 Preventing Open Defecation in the City

Early morning and evening visits to likely OD spots will be continued by MMC's *pathak* initially on daily basis and then on periodic basis as per the need. Besides this, strategy for discouraging open defecation includes awareness generation, 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.

6.2 Penalising HHs resorting to OD

OD has been recognised as a punishable offence and MMC will continue levying a fine of Rs 50/- from people who found defecate in open.

7 Strategy for Moving towards ODF++ City

Mowad has achieved the target of ODF by eliminating all the OD spots and providing access to toilets either through individual toilets or community toilets. Presently, ~70% of toilets in Mowad are connected to twin pit latrines. Now the city targets to move towards ODF+. As per the framework set by GoM to become ODF+ and ODF++, Mowad aims to achieve the first two indicators of ODF+ by providing access to individual toilets to 80% of HHs. Mowad Municipal Council is exploring the treatment options for safe conveyance and treatment of collected septage.

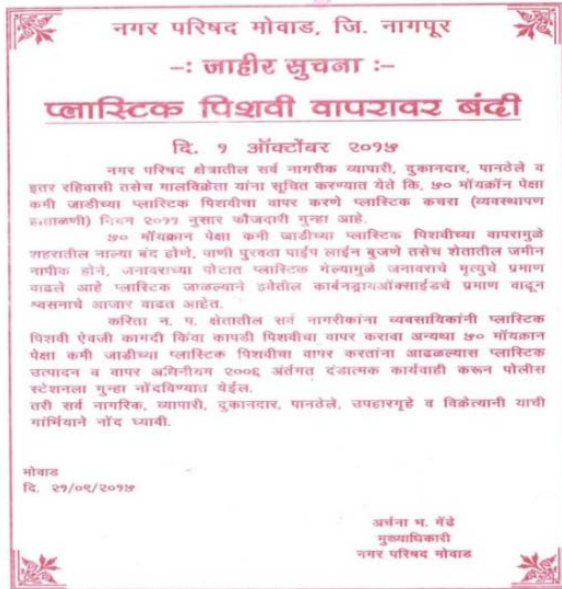
	Elimination of OD practices	Access to toilets	Conveyance and treatment of faecal waste
ODF City	<ul style="list-style-type: none"> • Not a single person found defecating in the open • No traces of faeces are visible in the city at any time of the day. 	<ul style="list-style-type: none"> • All the properties 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 Initiatives taken in SWM

8.1 Ban on use of plastic

To ban the use of plastic in Mowad, MMC organised a workshop for citizens and commercial property owners. They were explained the disadvantages of using plastic. It was decided in this workshop that sellers as well as consumers should not use plastic less than 50 microns. On 01st October 2015, MMC passed a resolution on ban of plastic use. This resolution stated to take strict police action against people found using plastic more than 50 micron.

Various awareness generation activities like street plays explaining the ill effects of plastics, workshops for school students, etc were conducted to ban plastic in Mowad.



Photograph 12 Resolution on "Plastic Ban"



Photograph 13 Street play on ban of plastic

9 Team behind the Success



Photograph 10: Chief Officer, Shrimati Archana Mendhe



Photograph 11 President, Shrimati Ranjanatai Solanke



Photograph 12: Staff of Mowad Municipal Council

Nagarsevaks

Sau Ranjanatai Solanki, Shri Suresh Khasare, Shri Deepak, Bele, Sau Kalpanatai Kalambe, Shri Namdev Wadbudhe, Shri Purushottam Bagde, Sau Harshaltatai Kadu, Shri Ravindra Vaidya, Shri Anil Sathone, Shri Pandurang Waghe, Shri Sharda Banayit. Sau Pushpabai Luge, Sau Ranjitatai Hedao, Sau Varshatai Nasre, Sau Kumudtai Kolhe, Sau Lalitatai Akarte, Shri Bhushan Thakre, Shri Mo. Ismail Sheikh, Shri Bharat Khokle.



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)***

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Government of
Maharashtra

