

Swachha Maharashtra Mission (Urban)



Satara

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**

Contents

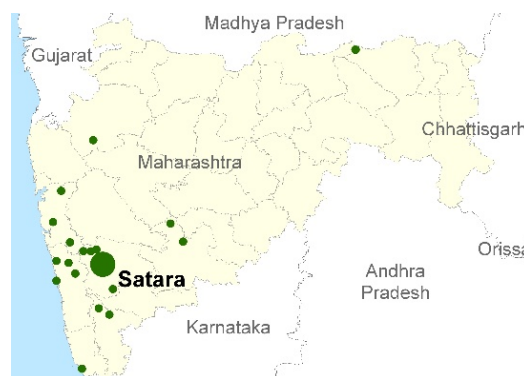
1	City Profile	1
2	Sanitation Scenario in the city prior to the launch of mission	1
3	Targets for making Satara Open Defecation Free	2
4	Initiatives by the council	2
4.1	A Beginning: The 1990s.....	2
4.2	Early 2000's: Shift towards sub-contracting	2
4.3	Participation in the 'Sant Gadge Baba Nagari Swachta Abhiyan (SGBSA)'	2
4.4	Government Resolution of 2006	3
4.5	Beyond 2010: New Initiatives.....	3
4.6	City wide Household Level Sanitation Surveys	4
4.7	Advocacy and Awareness Generation Campaigns.....	4
4.8	Application Process and Monitoring Mechanism	5
4.9	Participation of Social Organizations and Citizens.....	6
4.10	Construction and Efficient Maintenance of the Community and Public Toilets.....	6
4.11	Monitoring of likely Open Defecation (OD) spots to prevent OD.....	8
5	Innovative Ideas to Address Specific Challenges	8
5.1	'Dry Day': An innovative method	8
5.2	Use of Social Media.....	9
6	Declaration and Validation of ODF City by the Government	9
7	Strategy for Sustainability	9
8	Strategy for Moving towards ODF+ / ODF++	9
9	Team behind Success	10

Satara, Maharashtra

A Journey towards becoming ODF City....

1 City Profile

The city is situated in the Satara district at a height of 2320 ft. above the mean sea level. It is bound by Ajinkya fort in the south, Yavteshwar hill on the west and the Pune- Satara road on the north. With its proximity to the Pune- Bangalore national highway, it emerges as a transit point between three major cities of the state- Mumbai, Pune and Sholapur. The city population is 120,079 and covers a total area of 8.15 sq Km (Census 2011). The total



Map 1: Satara and other ODF cities

number of households (HH) is 27,056 with an average household size of 4.14.

Under the Swachh Bharat Mission, 476 Class-1 cities, each with a population of above one lakh were surveyed for assessing sanitation practices which covered aspects like extent of open defecation, solid waste management, septage management, waste water treatment, drinking water quality surface water quality and mortality due to water born diseases (MoUD 2015). Satara ranked 194 out of 476 surveyed cities.

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

According to Census 2011, out of 27,056 HH in the city, 21,020 HH (78%) had toilets on premises, 5,494 HH are dependent on community toilets and 542 HHs defecate in the open. As per the SMC records, there were 104 community toilet blocks with 824 seats. The total toilet coverage stands at 98%. Households with individual toilets depend on septic tanks for wastewater management. Approximately 78% of the households are dependent on septic tanks for waste disposal. Community toilet blocks built by the SMC also have septic tanks.

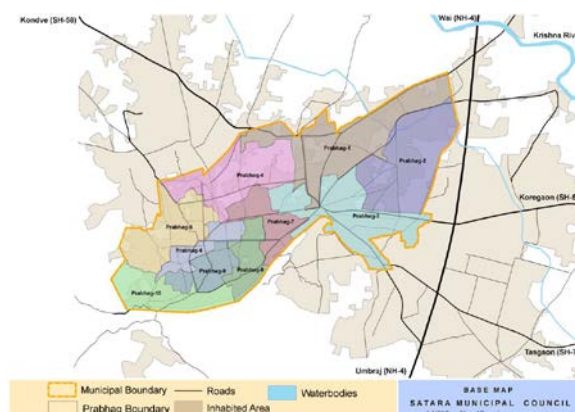
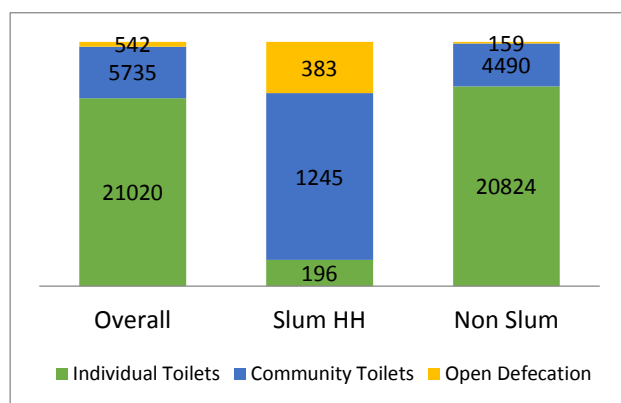


Figure 1: Access to types of sanitation facility in Satara Map 2: Satara administrative divisions (Number of HH)

3 Targets for making Satara Open Defecation Free

Satara Municipal Council decided to make the city open defecation free by moving towards 100% own toilets. SMC has, over years, made use of central and state government schemes to improve the sanitation situation in the city. It has been successful in implementing all the government schemes and provided individual toilets and maintained the community toilets in good condition.

4 Initiatives by the council

4.1 A Beginning: The 1990s

‘Ghar Tithe Shauchalaya’ – A toilet in every house

From 1994 to 2002, SMC directed its efforts towards convincing the residents to avail the benefits of the scheme under which focused on individual toilets with grants of Rs. 3000 to the individual households for construction materials. However the scheme was discontinued to widespread malpractices.

Central scheme for Integrated Low Cost Sanitation

Around the same time Central Government introduced the Integrated Low Cost Sanitation (ILCS) scheme with the aim of ending manual scavenging. The main objective of ILCS was to construct low-cost pour flush latrines connected to leaching pits. The city completely terminated the practice of manual scavenging by 1999. Under another grant of Rs. 1000 to the households from GoM, all the latrines in the city were connected to septic tank.

4.2 Early 2000’s: Shift towards sub-contracting

Involvement of local councillors

Around this time, some councillors took the lead in constructing community toilets utilising their own funds. The active involvement of political leaders has remained an important contributing factor through the years.

Sub-contracting maintenance of community toilets

With limited staff and cleaning equipment, it was difficult for the Health Department of SMC to carry out the daily cleaning and maintenance of the toilet infrastructure in the city. Hence, in 2002, the SMC passed a resolution to outsource this activity to private agencies. Outsourcing the maintenance of community toilets assured regular cleaning and thus increased their accessibility to users.

4.3 Participation in the ‘Sant Gadge Baba Nagari Swachta Abhiyan (SGBSA)’

In 2000–01, the GoM’s Department of Water Supply and Sanitation launched a massive SGBSA – aptly drawing on the inherent message of cleanliness via its associative title. This campaign focused on ‘Hagindari Mukta’ (open defecation free) villages and embodied the ‘facilitator’ role of the government. It was patterned as a competition wherein overall cleanliness assessment and ranking was based on predefined parameters achieved through community

involvement and innovation. Information, education and communication (IEC) was a critical feature in this campaign. A number of different strategies were employed during this period not only to inform and educate people but also to create a sense of involvement among the citizens. Construction of individual toilets was also undertaken during this period.

Satara was awarded the prize under the SGBSA for three consecutive years. It was awarded the first prize at the district level (2005–06); a second prize at the division level (2006–07); and the first prize at the state level (2007–08). These awards were for overall performance with 60 per cent marks for overall cleanliness and sanitation.

4.4 Government Resolution of 2006

Under this resolution it was made compulsory for all the government officials to have individual toilets. Employees were expected to submit to the SMC's Health Department attested proof – in the form of a self-declared certificate – stating their accessibility to, and usage of, individual toilets. The SMC, in turn, issued a 'Cleanliness Proof' (Swachata Daakhala) to the employees. Non-compliance with the GR would result in discontinuation of housing allowances. Under the policy, fines would be levied on those who did not have an appropriate arrangement and continued to defecate in the open. This policy is in operation till date.

4.5 Beyond 2010: New Initiatives

Involvement of Elected representatives

Local councillors were actively involved in ground level dynamics and continuously showed efforts to make the city ODF. To stop open defecation at various open plots in the city, the councillors undertook beautification projects utilising their own funds and turned these spaces in public gardens. This transformation was given enough publicity and was inaugurated with pomp and ceremony, thus creating public awareness. The councillors also made efforts to clear a few existing open defecation locations of debris and garbage, thereby changing their physical character from that of an ignored and misused open area to a clean and accessible one.



Photograph 1: Open Defecation sites transformed into well maintained public parks

Continued emphasis on maintaining cleanliness levels in the city

Currently, the Council is continuing with the strategy of sub-contracting all sanitation services of the city to private contractors. There are 39 contracts for door to door collection, two for

cleaning community toilets, four for sweeping streets and public areas, and four for cleaning of drains and gutters.

Maharashtra Sujal Nirmal Abhiyan

Under the Maharashtra Sujal Nirmal Abhiyan (MSNA), in 2010, a house to house survey of Schedule Caste and Navbuddha families was carried out in the city. This survey identified 2,024 beneficiary families that did not have access to individual toilets. Out of these, only 1,641 could be covered as inclusion of the remaining 383 beneficiaries was difficult due to space constraints. The MSNA has provisions of financial support to households with 90 per cent grants (that is, Rs 10,800) and the remaining 10 per cent (that is, Rs 1,200) as beneficiary contribution. For the 383 that remained excluded, the SMC has build community toilets with approximately 40 seats in 16 locations under its ownership.

Integrated Housing and Slum Development Programme (IHSDP)

Grants under the IHSDP were approved for Satara in 2011. Under this, 1473 slum dwellers have been provided with households each with individual toilets. By the end 2016, council targets to complete the remaining 300 households.

4.6 City wide Household Level Sanitation Surveys

After the launch of Swachh Bharat Mission, a four day long, household level survey was conducted from 4th July 2015 with the help of school teachers. Under this survey it was observed that 158 households were resorting to open defecation. The number had reduced from 542 households in 2011 to 158 households in 2015 which were resorting to open defecation. Before starting the survey a training programme for the teachers was carried out by the council members.



Photograph 2: Survey Training programme for teachers

4.7 Advocacy and Awareness Generation Campaigns

Along with the penal measures, a number of activities for advocacy, awareness generation and participation were launched in the entire city. 'Hagindari Mukta' Satara formed an important message in all these campaigns. Pamphlets were extensively distributed; posters, billboards and banners were exhibited prominently in important public places.

Rallies

Numerous rallies were undertaken on the streets of Satara to make people aware of the ill effects of open defecation. Such rallies proved to be an effective means of propagating the message of cleanliness and good hygiene practices. Students from various Nagarpalika schools enthusiastically participated in these demonstrations. Repeated public processions displayed the high level of commitment of the SMC and were successful in drawing the citizens.

Involvement of ‘Savings Groups’

Numerous ‘Mahila Bachat Gats’ were mobilised for awareness building in their own areas of operation. Leaders of the ‘Bachat Gats’ toured the city and held several night meetings in neighbourhoods.

Puppet shows, dramas and street plays

These activities were used as effective means of spreading the twin messages of cleanliness and ‘Hagindari Mukta’ Satara. Street plays and folk songs reflected local customs and issues and were designed in the local language. Folk singers and theatre groups were invited to perform. This proved to be a very effective medium of spreading public awareness.

Community pressure

The officials of the SMC’s Health Department urged users to stop the practice of open defecation. Simultaneously, they also appointed a few conscientious citizens to informally supervise the overall sanitation in their neighbourhoods and reproach those still defecating in the open. This social pressure exposed uncooperative households and created fear of ridicule from others.

4.8 Application Process and Monitoring Mechanism

Household that does not have individual latrines have applied for subsidy under Swachh Bharat Mission (SBM) and Swachh Maharashtra Mission (SMM). Satara Municipal Council received 600 applications for toilet construction out of which 560 applications have been verified and 542 applications have already been approved. More than 300 toilets have been constructed and the pictures are uploaded on the SBM portal for 204 toilets.



Photograph 3: Individual toilets constructed under SBM

4.9 Participation of Social Organizations and Citizens

NGOs, council members and citizens were actively involved in making their city open defecation free. With the help of NGOs, various awareness generation activities were conducted by the council members, including the President and the Vice President.



Photograph 4: Well maintained community Toilets by SMC



Photograph 5: 'Pay and Use' Toilet in SMC

4.10 Construction and Efficient Maintenance of the Community and Public Toilets

Construction of community toilets at the areas which lacked such facilities was one of the important initiatives taken by the council. The SMC undertook the building and repair/maintenance of toilet blocks as a top priority. Efforts were also concentrated in constructing 'pay and use' model of community toilets, especially close to the markets and commercial areas of the city. By 2013, council completed construction of 119 community toilets blocks 868 toilet seats.

To stop open defecation, provision of mobile toilets was made by the council for the slum dwellers during the slum rehabilitation period.



Photograph 6: Mobile Toilets for slum dwellers



Photograph 7: Vacuum emptier for septic tank cleaning

Monitoring system for Maintenance of Community Toilet Blocks

Mukadams are allotted one *prabhag* depending on the population served in each. Every week, Sanitary Inspectors, along with the Mukkadams, prepare a schedule charting out expected

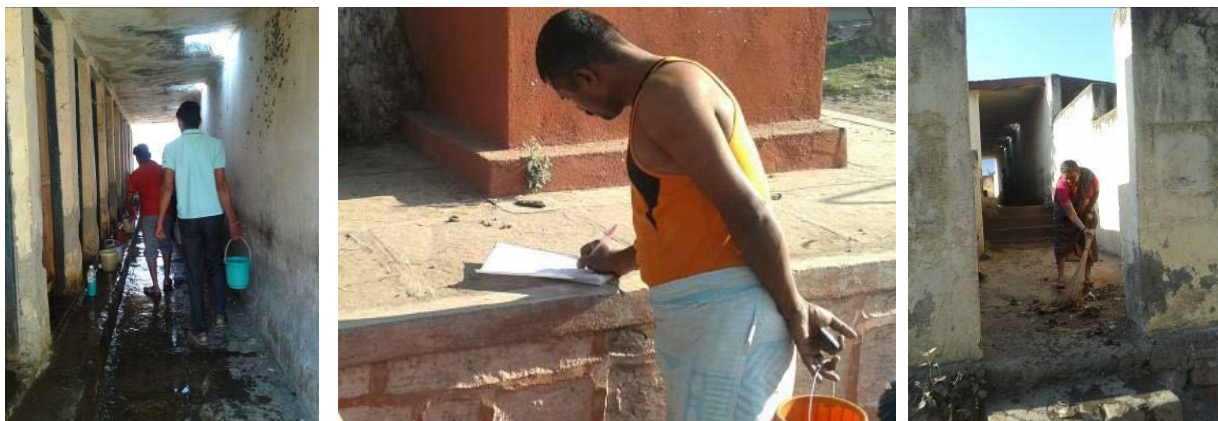
routes of cleaning vehicles so as to cover the entire *prabhag*. These daily routes are planned such that each seat in a community toilet block is cleaned at least every two days.

This weekly cleaning operation, represented in a 'Daily Schedule', outlines details such as day of the week, corresponding area to be covered that day, total number of toilet seats in the community toilet blocks of that area, actual seats cleaned and the signature of the Mukkadam. Further, the same schedule also contains another level of detailing, that is, name of specific area, total seats cleaned in that area and signatures of the citizens who verify the cleaning operation. This participatory element assures a system of field level monitoring. The 'Daily Schedule' is further tracked by the Sanitary Inspectors in their own area. Every evening, a review of areas covered and the status of each *prabhag* is monitored by the Sanitary Inspector. Thus, anomalies can be detected and attended to in a reasonable time frame. Signatures are taken from citizens as part of user verification.

The SMC also maintains a city-level record of the cleaning operations by compiling and updating *prabhag* level information from time to time. These city-level records contain details of wards, location of community toilets, number of male and female seats, age of the community toilet blocks and frequency of cleaning per month.



Photograph 8: Community toilets in Satara



Photograph 9: Cleaning operation in community toilets and user verification of cleaning operations

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

Penal Measures

Sanitary Inspectors, along with the police, undertook numerous early morning visits, through their Good Morning 'Pathak' and arrested people defecating in the open. They were placed in police custody for a day and fined. Numerous public boards were displayed at suspected open defecation site to warn citizens about the consequences of engaging in this practice. The prospect of arrest and the public shame that followed proved to be a very effective curb and an immediate, visible decrease was noted.



Photograph 10: Public board warning of the legal consequences of open defecation



Photograph 11: Good morning 'Pathak'

5 Innovative Ideas to Address Specific Challenges

5.1 'Dry Day': An innovative method

The SMC introduced a 'Dry Day' concept in the city. On a pre-decided day every week, households pledged to follow a 'Dry Day' thereby getting rid of all stagnant water and making a conscious effort and motivating citizens to participate in this initiative. In some areas, citizens displayed a stubborn reluctance to join, in which case officials had to forcefully empty containers in which water had been stored for a long time. This often led to volatile situations escalating to public confrontations. Despite this, the officials of Health Department continued with firmness and kept up their constant vigilance and pressure to clean their surroundings. Sanitary Inspectors and Mukkadams visited different areas of the city, persuading. Finally, repeated outbreaks of water-borne diseases in such areas convinced its residents of the threat posed by stale and, in some cases filthy, water. As more citizens joined in, those resisting too were swept by the enthusiasm of others.

5.2 Use of Social Media

Satara Municipal Council used social media platforms to connect with the citizens. Social platforms like whatsapp, facebook and twitter were used to receive complaints from the citizens and also to inform the citizens about various activities undertaken in the city, news updates regarding the scheme and for awareness generation.



Photograph 12: Public announcement on social media

6 Declaration and Validation of ODF City by the Government

Satara Municipal Council was declared ODF on 29th September, 2015 by the council. A report was submitted to the Government of Maharashtra (GoM).

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

Further between 22nd and 24th November, 2015, State Level Validation Committee conducted an in-depth validation as per the process set and the checklist provided by the GoM. SMC passed both this validation stage and is now listed as an “ODF City” in Maharashtra.

7 Strategy for Sustainability

Satara has given an utmost priority to achieving the target in such a way that it is sustained in the future. Early morning visits to likely OD spots will be continued by Council’s Good Morning *pathak*- 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. Strategy also includes timely cleaning and maintenance of community toilets and continuous development of open spaces.

8 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. Satara has already achieved the first set of indicators of the framework by eliminating open defecation and has been declared ODF on 2nd October 2015.

The council is now making efforts to make available own toilets to its 100% households and to achieve second indicator of the framework. It targets to completely remove the household’s

dependency on community toilets by 2017. As a sanitation improvement strategy for the city, Satara Municipal Council has decided to address entire sanitation value chain. SMC has bought vacuum emptier, under the government schemes, for effective cleaning of septic tanks in the city. Currently, under a pilot project, the council is reusing the waste through the composting methods.

	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

9 Team behind Success

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

- Mr. Abhijeet Bapat- Chief Officer
- Mr. Vijay Badekar- President
- Jaywant Bhosle- Vice President
- Shivdas Sakhare- Senior Health Inspector
- Ganesh Tope- Health Inspector
- Dattatray Ranadive – Health Inspector
- Pravin Yadav- Health Inspector

Citizens of Satara 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 ताम 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

