Swachh Bharat Mission

Making India ODF

Dinesh Mehta, CEPT University, Ahmedabad, INDIA

Challenge of Open Defecation

Globally, 100 million people in urban areas resort to open defecation
Of these 48% are in India

INDIA

- India, 48.2
- Indonesia, 17.3
- Nigeria, 12.4
- Sudan, 2.5
- Pakistan, 2.3
- Philippines, 1.6
- Madagascar, 1.4
- Ethiopia, 1.3
- Benin, 1.2
- South Sudan, 1.1
- Rest of the World, 15.5
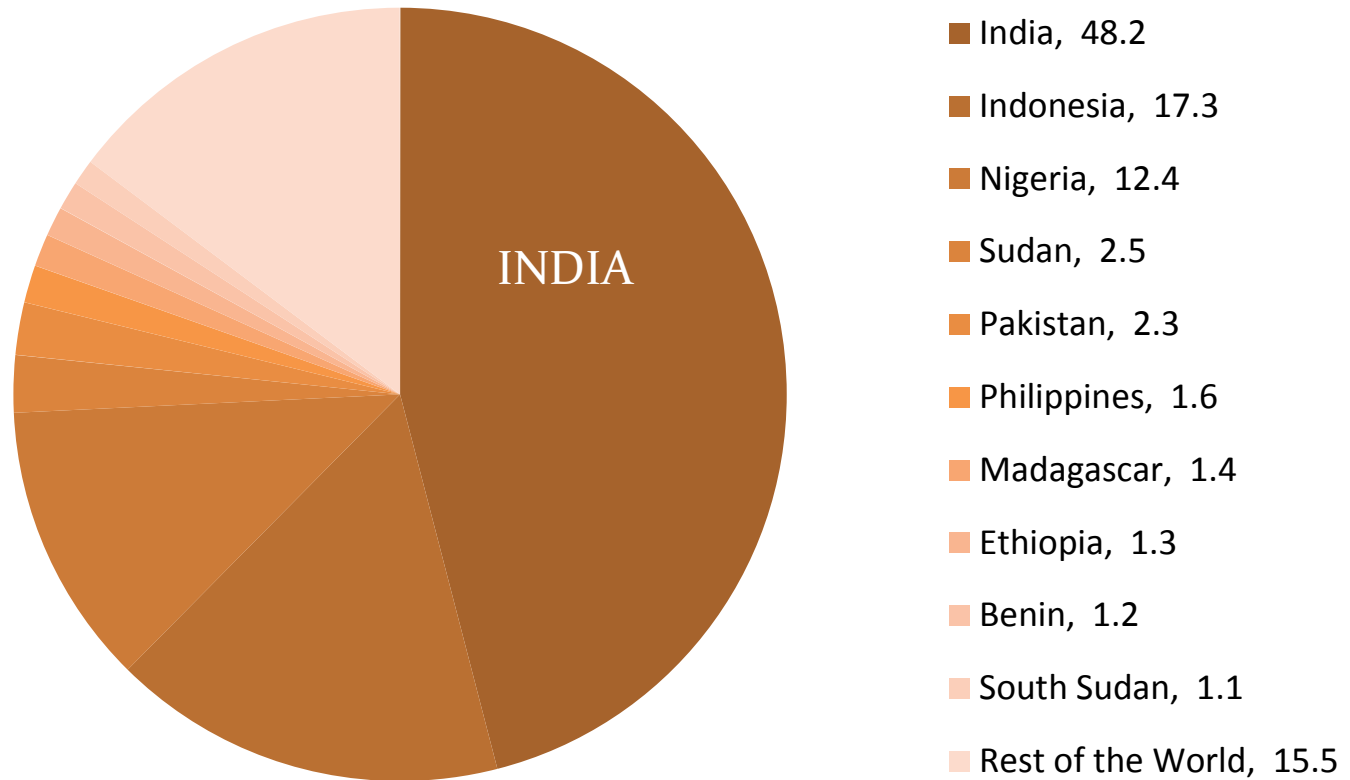
Source: Based on information from WHO / UNICEF Joint Monitoring Programme (JMP – 2013) for Water Supply and Sanitation; Retrieved on 20th Sep 2013 from http://www.wssinfo.org/data-estimates/table/

In Urban India

(Urban Population 380 million)
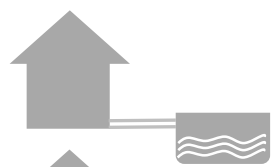
62 million people HAVE **NO TOILET**

42 million people PRACTICE **OPEN DEFECATION**

20 million people DEPEND ON **COMMUNITY TOILETS**

25 million households USE **SEPTIC TANKS**

30 Billion litres daily UNTREATED WASTEWATER

Swachh Bharat Mission

JMP, 2015 revealed that nearly 600 million Indians lack access to safe and private toilets

In August 2014, the Prime Minister announced an ambitious programme, "Swachh Bharat Mission" (Clean India Campaign), with a goal of making India Open Defecation Free and making a toilet accessible to every Indian

PAS @ CEPT University

- We have been tracking urban water and sanitation service delivery since 2009 in India.

- This is through a major action **research grant** from Bill and Melinda Gates Foundation for developing a **statewide Performance Assessment System (PAS)** for urban water supply and sanitation in Maharashtra and Gujarat, now extended to states of Chhattisgarh, Telangana, Assam, Jharkhand….

- CEPT University was invited by the Government of Maharashtra to support implementation of the **Swachh Maharashtra Mission in Urban areas** of the state

- This presentation describes our ongoing work in the state of Maharashtra for the past two years

PAS

Performance Assessment System

Annual service delivery profile for

870+cities in **5** States

Time-series data for **7** years for 400 cities

National database for 1800 cities
For 18 states for 3 years

www.pas.org.in

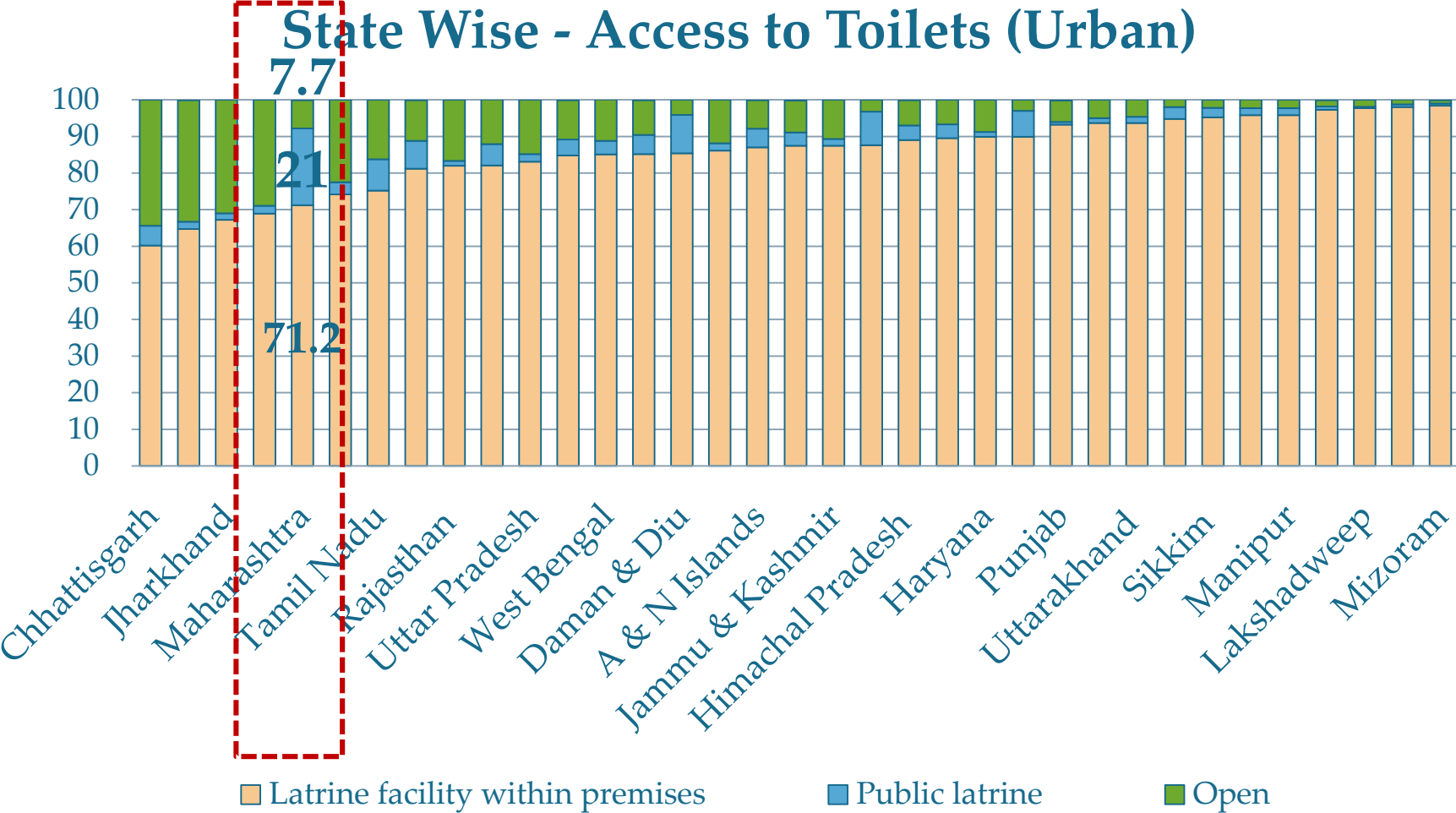**Water supply, Waste Water, Solid waste Management & Storm Water**

Old city area

Newly developing colonies

Sanitation in Maharashtra

High Usage of Shared Toilets in Maharashtra

Urban India reports **18.6%** of households having no latrine facilities.

State Wise - Access to Toilets (Urban)

Values shown for Maharashtra: 7.7, 21, 71.2

Categories: Chhattisgarh, Jharkhand, Maharashtra, Tamil Nadu, Rajasthan, Uttar Pradesh, West Bengal, Daman & Diu, A & N Islands, Jammu & Kashmir, Himachal Pradesh, Haryana, Punjab, Uttarakhand, Sikkim, Manipur, Lakshadweep, Mizoram

Legend: ☐ Latrine facility within premises ◼ Public latrine ◼ Open

Support to GoM for Swachh Maharashtra Mission

CEPT University signed MoU with Government of Maharashtra for providing support for implementing Swachh Maharashtra Mission
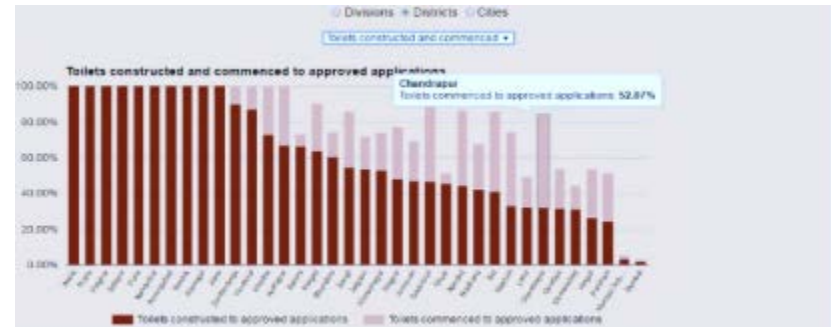
Key areas for CEPT support

Development of various policy guidelines

CMO Maharashtra @CMOMaharashtra · Oct 2
Some MoU's were signed for this cleanliness drive with CEPT university, Ahmedabad, All India Local Self Govt and Aquacraft.
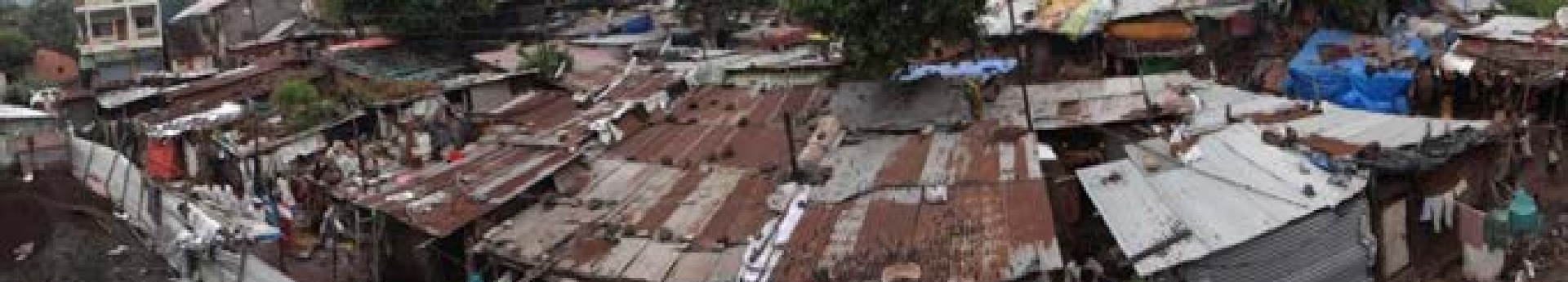#SwachhBharat

↩   ⟲ 37   ★ 63   ···

Review and monitoring of progress of SMMUA

Building capacity of local governments and technical support to cities for becoming ODF+

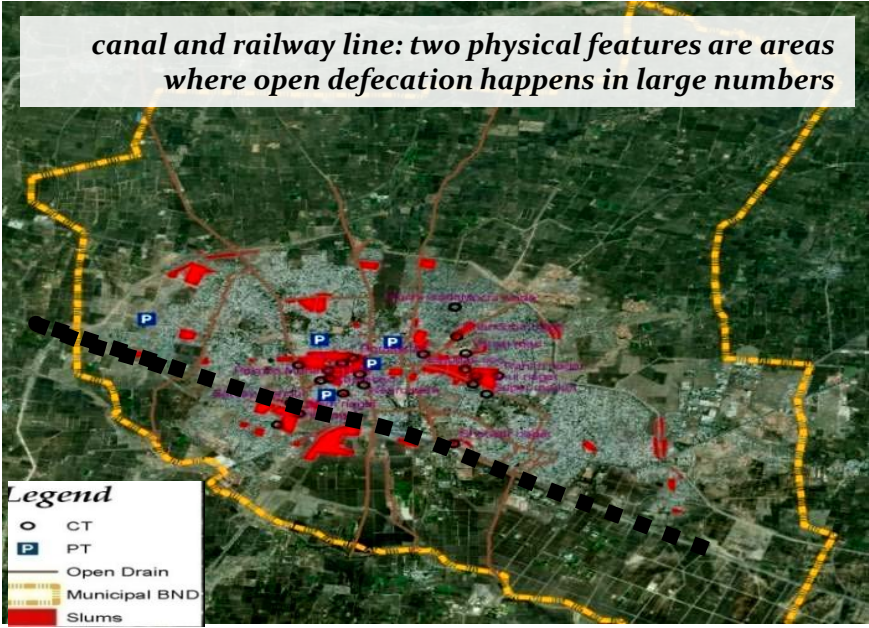# Making Cities Open Defecation Free

Open Defecation in Cities

Major Defecation Sites found Near Community Toilet, Open Drains And Forest Land

canal and railway line: two physical features are areas where open defecation happens in large numbers

Key Reasons
- No individual toilets- lack of funds and space
- Poor condition of community toilets

Absence of child friendly seats leads to OD by children

Open Site = OD Site

Open Defecation in Cities

Major Defecation Sites found Near Community Toilet, Open Drains And Forest Land

2011/06/20 10:09

canal and railway line: two physical features are areas where open defecation happens in large numbers

Legend
- ○ CT
- P PT
- Open Drain
- Municipal BND
- Slums

Absence of child friendly seats leads to OD by children

Open Site = OD Site

1751

1751

Stage Wise Implementation

Formation of Scheme Implementation Cell at ULB

Possible implementation mechanism for the scheme

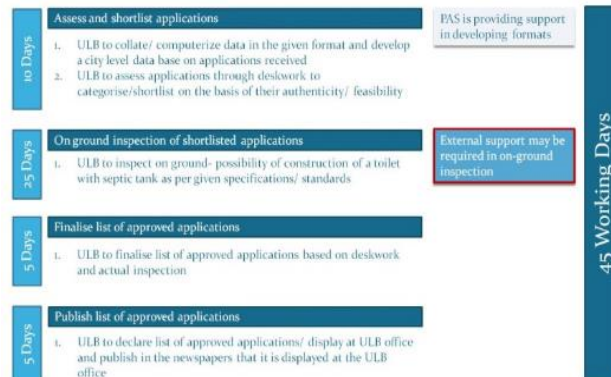PAS is providing support at all stages of the scheme

Stage 1. Dissemination of scheme

Implementation Stage 1 - Creating awareness and advertising the scheme
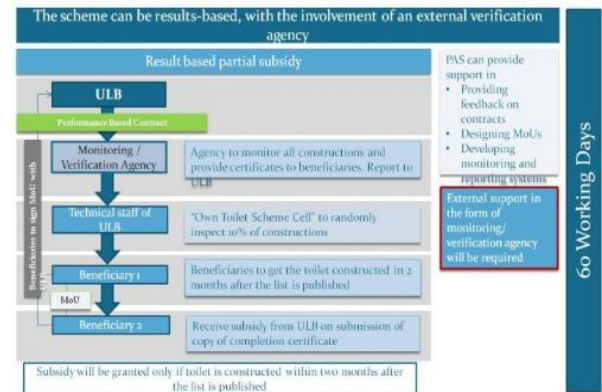

Stage 2. Application Process

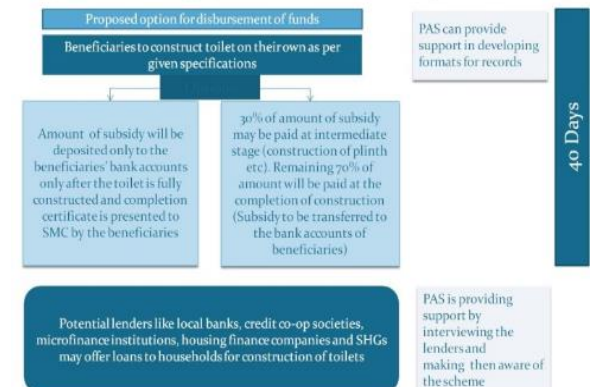Implementation Stage 2 - Application process

Stage 3. On-ground Implementation

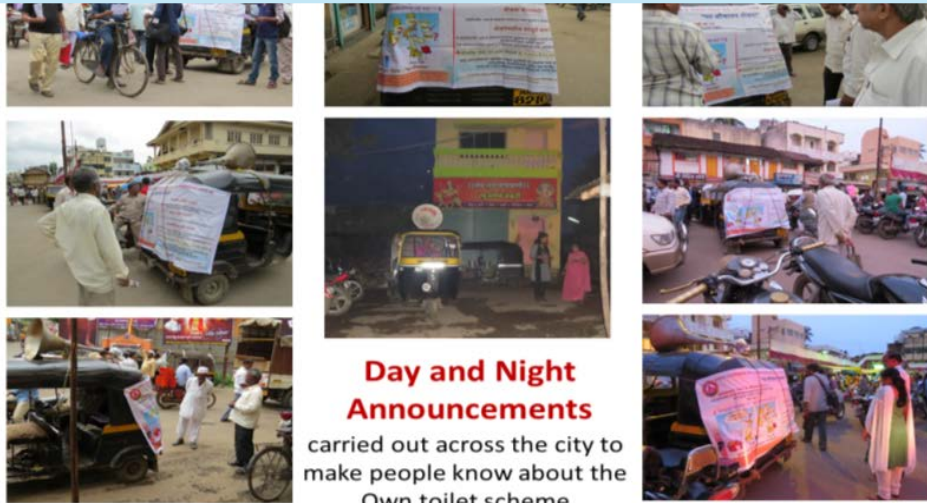Implementation Stage 3 - Construction of toilets

Stage 4. Disbursement of Subsidy

Implementation Stage 3 - Disbursement of subsidy

Activities for **Awareness** and **Scheme Promotion. .** (1/2)

Announcements . . .

Day and Night Announcements carried out across the city to make people know about the Own toilet scheme

Banners displayed . . .

Market Places

Wai Municipal Council Area

Community Toilets

Community Toilets

20 Banners and more than 100 posters on benefits of sanitation placed at CTs, near temple, residential areas, at crossing, market places, OD spots, etc.

Forms distributed at meetings . . .

Elected representatives to lead the meetings and encourage households

Organizing **Community Level Meetings** and presentations to raise discussions

Videos played at large gatherings .. . .

Informative audio visuals were showcased during these meetings

Utilizing **Large Gathering Events** like *Ganpati* for conducting Area meetings and presentations

Movies and **Jingles** on scheme . . .

The movies and jingles were played at various location in the city to make people aware of ill effects of OD and the Own Toilet Scheme

Do's and don'ts for construction of toilet

School Activities. . .

Organizing

Drawing Competitions

in schools and

Presentations

were made to teachers, students and parents to bring awareness about constructing individual/ group toilets

Target households / **areas** . . .

Training of local contractors in cities ...

For PROPER construction of TOILETs and SEPTIC TANKs
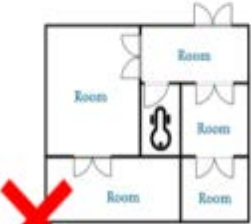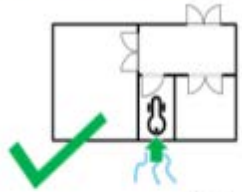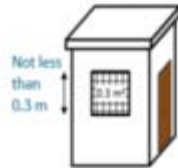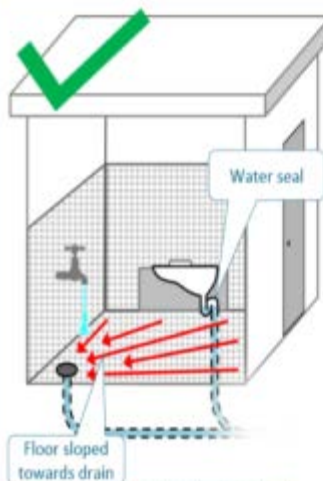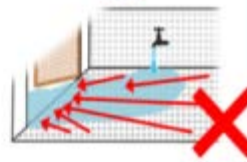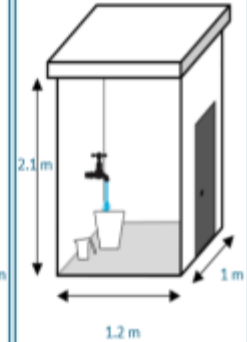
Support to ULBs for **OD Spot Monitoring** & ODF Sustainability plan

To discourage the HH practicing OD and encourage behavioral change, WMC declared a **fine of Rs. 500 per person.**

Visits conducted

across the city at early mornings and late nights to identify people resorting to OD and imposing Fine. This led to reduction in number of people resorting to OD

Wai declared as an **ODF City**

person.

late nights to identify people resorting to OD and imposing Fine. This led to reduction in number of people resorting to OD

The Milestones of Swachh Maharashtra…

19 cities laid the foundation of ODF Maharashtra on **2ⁿᵈ Oct. 2015**

Maharashtra
Census Year : 2011
Percentage of Open Defecation

Legend	No. of Cities
<5	56
5 to 15	61
15 to 30	72
>30	63

District Boundary
Road Network
Scale

The Milestones of Swachh Maharashtra...

19 cities laid the foundation of ODF Maharashtra on **2nd Oct. 2015**

19 cities ODF	→	**+ 33** cities ODF	→	**+ 50** cities ODF	→→→	**Urban State ODF**
2nd October 2015		31st January 2016		13th October 2016		**2nd October 2017**
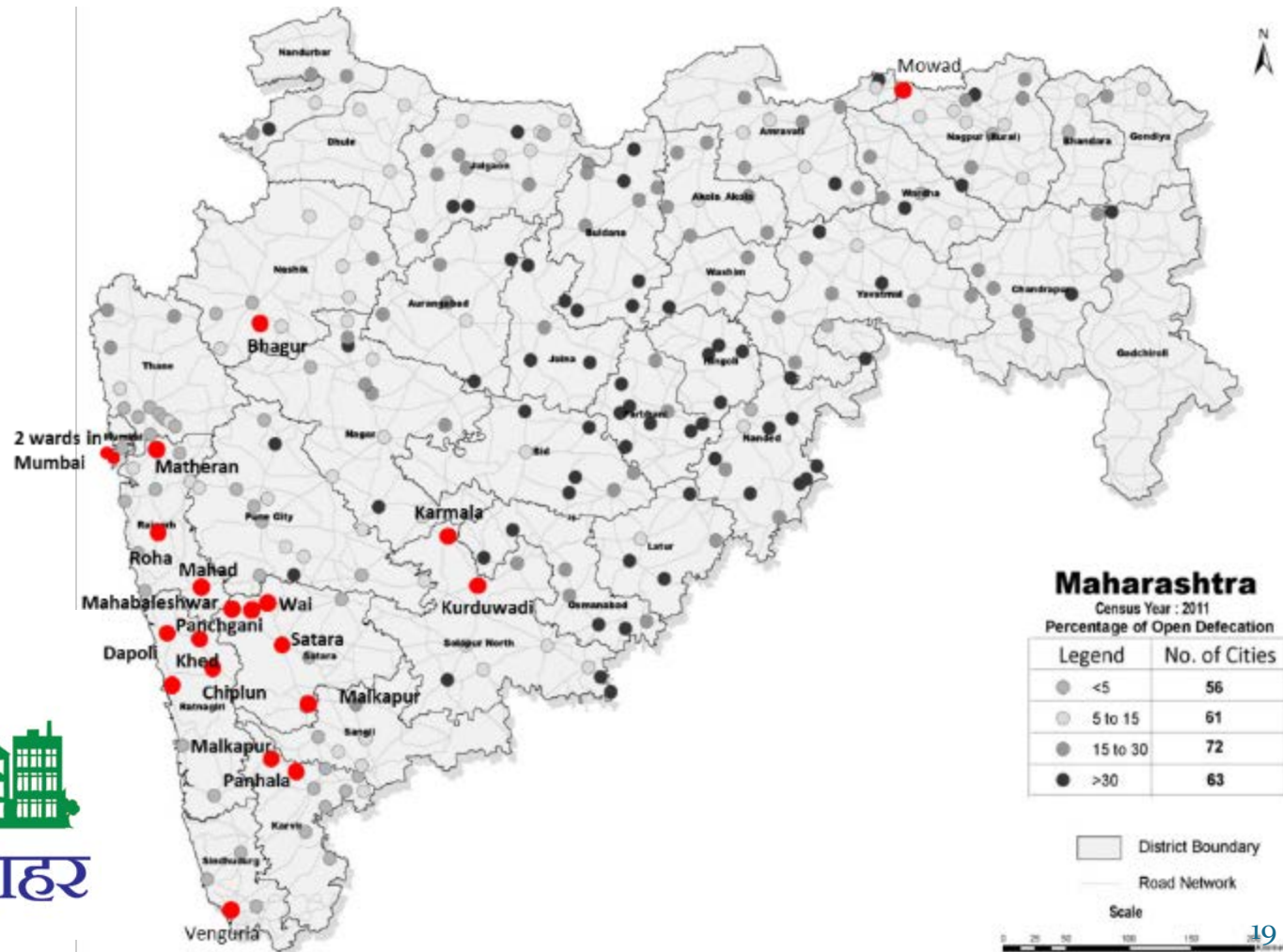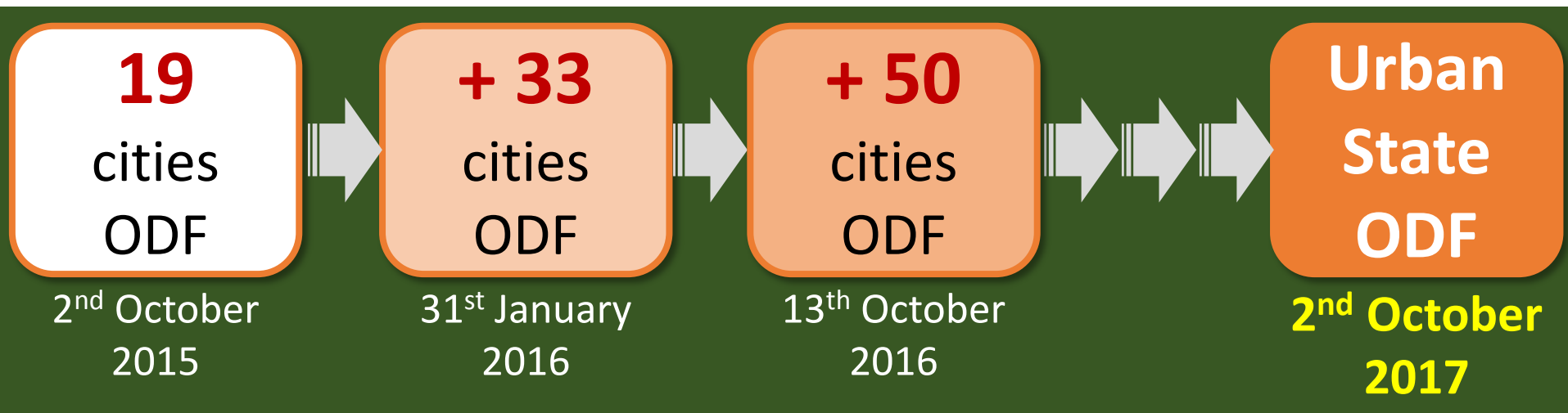
50 out of 100 ODF cities declared at national level are from Maharashtra

हगणदारीमुक्त शहर

○	5 to 15	61
◔	15 to 30	72
●	>30	63

☐ District Boundary

Road Network

Scale

Framework for ODF + and ODF ++ cities

ODF

- No visible OD, faeces
- **100%** — 100% access to own/community/public toilet
- All toilets connected to disposal system

ODF+

- No visible OD, faeces
- **>80%** **<20%** — At least 80% have access to own toilet; rest CT/PT
- All toilets connected to disposal system; **safe collection conveyance and treatment of septage**

ODF++

- No visible OD, faeces
- **>95%** **<5%** — At least 95% access to own toilet; rest CT/PT
- All toilets connected to disposal system; **safe collection conveyance and treatment including effluent/grey water**

Sustaining ODF – Financial Incentives

	ODF Cities (Rs.)	Swachh Cities (Rs.)	Linked to Sustainability
A Class	20 million	20 million	**30%** released on first validation, if positive
B Class	15 million	15 million	
C Class	10 million	10 million	**70%** released on 2nd validation after a year, if positive

Utilisation of funds for

Sustainability and moving towards ODF+ and ODF++

Sanitation Financing

Urban Sanitation Financing is "end" heavy

- Typically, national governments consider toilets as "private good", while sewerage is treated as "public good".

- Large public investments in sewer networks, usually in metro cities, provide high subsidies

- But of the 4500 cities, only 400 cities have sewerage network

- In other cities, where only on-site sanitation prevails , households have to bear the full cost of sanitation service chain

Latent Demand for "Own toilets"

Based on the 2011 Census of India, there is high latent demand for 'own toilets' in urban India at **14.7 million households**.

(This could be much higher given the definition used in Census)

Two-thirds of this demand is in "non-slum" areas.
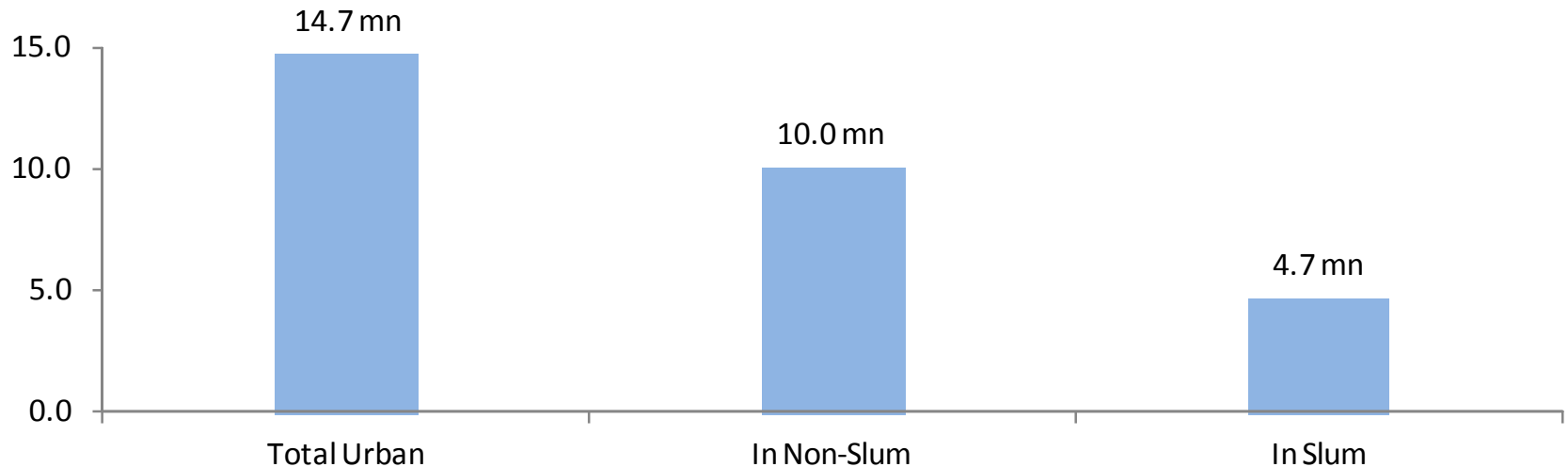
Need for Sanitation Finance

- **Swachh Bharat Program for urban areas envisages a partial subsidy of ~ Rs 12,000** (€ 160)
- **but toilet costs are Rs. 30-40,000** (€ 400 -500) so need to leverage additional funds

- High potential demand for household level sanitation finance (credit) – estimated Loan fund requirement of ~Rs 20,000 crore (€ 20 billion) to achieve full coverage of own toilets

- Conventional approach is to consider MFI lending. But it is **limited and faces constraints**: high costs of funds and hence lending, high mobilization costs, added costs of new product and monitoring

Landscape of Financial Institutions in India

Many opportunities for HHs to mobilize credit

Credit Coops

MFIs

HFIs

Banks
SCBs
UCBs
RRBs
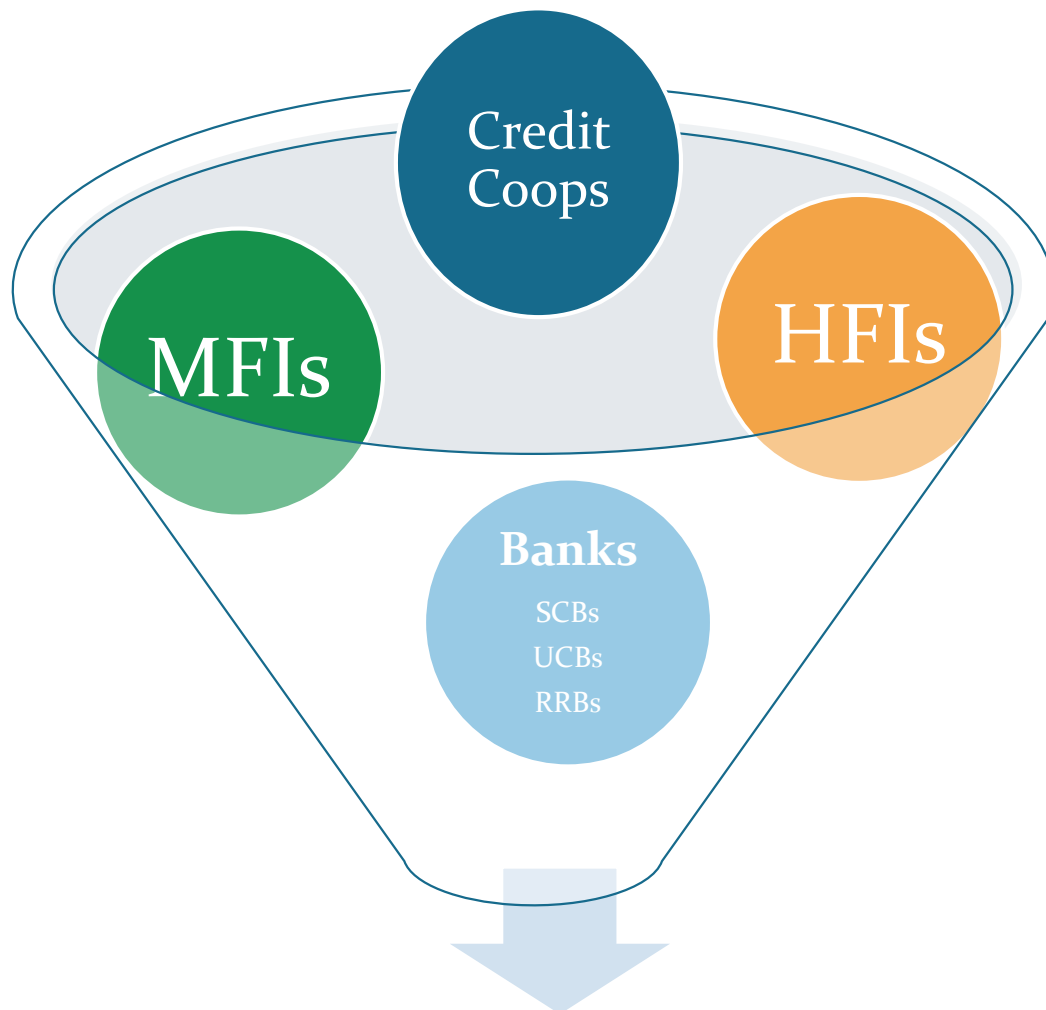
Household Sanitation Credit

A key aspect is to **facilitate households to make their own possible choices** from potential lenders

Inter-departmental coordination in Government agencies and **Nodal Agencies** involved in empowering SHGs can play an important role in Demand Generation & Awareness Creation

Explored different types of credit providers for financing toilets

Self help groups (SHGs)	Micro-finance institutions (MFIs)	Credit societies	Commercial banks	Housing finance companies (HFCs)
• Groups of 5-10 women of similar socio-economic background, that make loans to members at low interest rates • Loans are financed through member contributions supplemented with borrowing from banks	• Provide loans to economically weaker sections who do not have access to traditional banking • Loans are usually given for income generating activities but could also be given for consumption. A periodic repayment needs to be made which is usually enforced through a peer liability model	• Autonomous association of people united voluntarily to meet their common economic needs through a jointly-owned and controlled enterprise • The members make deposits and in turn loans are given out to those in need at reasonable rates of return	• Commercial banks accept deposits and make loans to individuals and business enterprises • The lending is usually secured thorough a collateral but can also be unsecured • Repayment follows an EMI model with a defined rate of interest	• Housing finance companies (HFCs) are financial institutions one of whose primary businesses is housing loans • HFCs vary in the stringency of collateral requirements, but several players cater to low income populations

Organizations referenced:
- Self help groups: Deep Griha Society, Seva Sahayog
- Micro-finance institutions: Suryoday (Enabling Dreams. Empowering Lives.), Annapurna Parivar
- Credit societies: Chaitanya Credit Cooperative Society, Jalaram Co-Op Credit Society Limited
- Commercial banks: State Bank of India, ICICI Bank
- Housing finance companies: GRUH FINANCE LIMITED (We help you build homes), MICRO HOUSING FINANCE CORPORATION LIMITED, DHFL (Changing Rules Changing Lives), shubham

Source: Reserve Bank of India, National Housing Bank, Monitor Inclusive Markets, "Building houses, Financing Homes", 2010

Landscape of Financial Institutions in India

MFIs	HFIs	BANKS	CO-OPs
Minimum Documentation	Property papers & Past Debt Details	Income Proof Required	Income Proof Required
No Collateral	Collateral Required	No Collateral for loans up to 1,00,000	No Collateral
High Rate of Interest	Lower Rate of Interest	Low Rate of Interest	Low Interest Rate
Better Outreach	Better Outreach	Widespread presence, but low outreach to customers	Better Outreach
Presence focused in Rural Areas	Presence focused in Urban Areas	Presence across Rural & Urban Areas	Limited Presence
Cost of funds to MFIs is generally higher	Can access low-cost funds from apex bodies like NHB	Mandated to lend for Sanitation	lends to members only

Performance Assessment Systems (PAS) for Urban Water Supply and Sanitation in India

Aggregators support to MFIs-HFIs

	MFIs	HFIs	Banks (SCBs)	Credit Cooperative Society	NHB
Amount	25,000 – 30,000	up to 50,000	50,000	up to 50,000	**Re-financing to HFIs at 8.4%** Outcome of the pilots under 'Low Income Housing Finance' project yet to be published
Interest Rate	20-27%	15-21%	10-15%	low Rate of Interest, margin not exceeding 5%	
Tenor	1-2 years	2-7 years	1-5 years	4-5 years	
Documents	ID & address proof	Credit History, ID, income, property ownership & address proof	ID, income & address proof, toilet construction estimate	KYC	
Collateral	Not required	Insurance Policy or Mortgage	Not required for loans up to 1,00,000	Guarantor required; borrower needs to be member of the society	
Broad Outcomes of Meetings	• **Most of the MFIs & HFIs willing to pilot** • **Most of the FIs met requested Technical Support** • **A few requested Intimation on Subsidy Release by ULB** • **Most of them stated difficulty towards aggregation/ loan origination and requested support**				

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Pilots to demonstrate household sanitation credit being explored with a few **Financial Institutions** in Mumbai, Nagpur, Nashik, Sinnar and a few other challenging cities

Demand Assessment Survey

What inhibits Toilet Construction in Urban Areas

What inhibits Application under SBM by eligible HHs

To what extent Lack of Funds is an important constraint

HOUSE-HOLD SURVEY

Awareness among HHs on various Credit Options

Understand use of credit from HH that have successfully built toilets

SURVEY OBJECTIVES

- To discern various reasons which impact the construction of IHHT under SBM

- To assess demand among HHs for Sanitation Credit

Conducted Toilet and Lender fair in cities to mobilize more applications

Fair was an attempt to create a platform for interaction of all the sanitation technology providers, sanitary ware suppliers, financial lending institutions and the applicants of Swacch Bharat Mission toilet scheme.

Mobilizing SHGs for toilet construction in Wai

SHGs mobilization support by CHF India Foundation (CHFIF) in Wai

- **Assessment of Self Help Groups in Wai** (Completed 150 SHGs (1500+ families) assessment)
- **Awareness generation towards need of individual toilets** (Mobilize 400+ toilet applications)
- **Assess and establish links with potential lenders**
- **Facilitate access to loans for toilets and linkage with financial institution**

- With capacity building support, **SHGs can play an important role to expedite SBM progress**
- Mobilizing SHGs would bear results quickly

CEPT-DASRA-ISC Association

Exploring CSR for Swachh Maharashtra under the aegis of Secretary, UDD, GoM

- Stakeholder mapping carried out by CEPT

- Dasra to find corporates, donor agencies and development partners pointedly working in the field of Sanitation

- Association with ISC through Dasra to assess the baseline of what the mission entails and further exploring their CSR interest

Corporate Roundtable Event

Corporates, NGOs, Donor Agencies
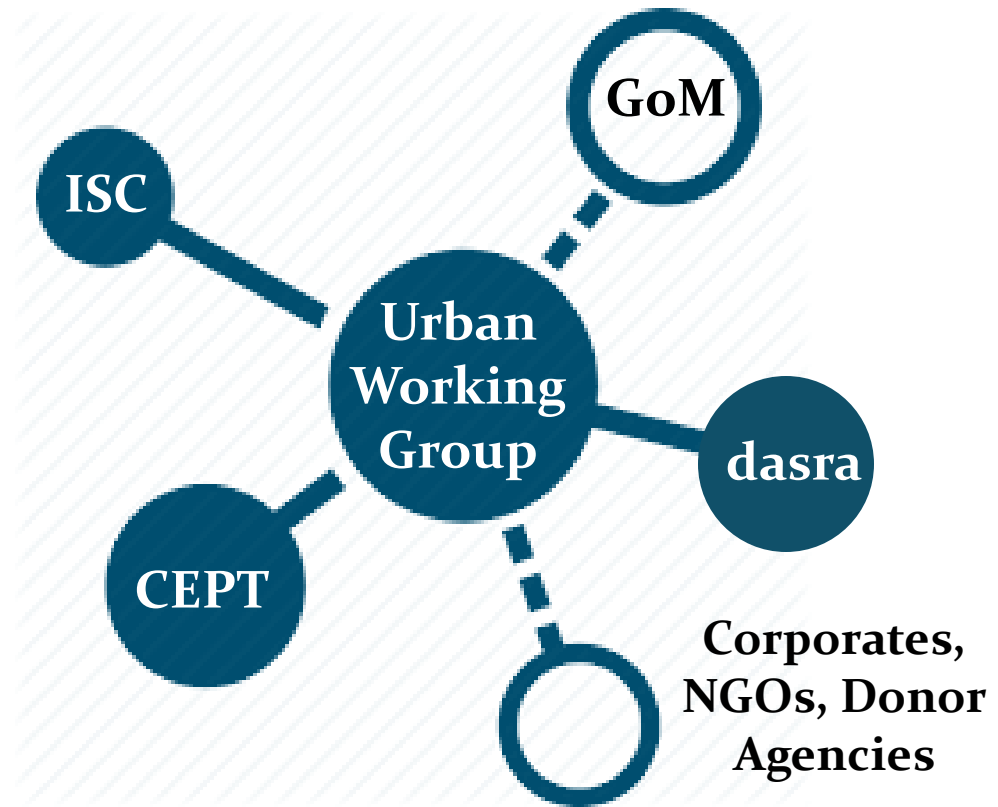
- Formation of **Urban Working Group** including 8-10 corporates with specific interest in Sanitation CSR

- Leading to stakeholder engagement and finally culminating into a '**Corporate Roundtable**' event

Crowdfunding is fast emerging as an important source

Approaches & Experiences with CFPs

Spacehive

Crowdfunding- Civic Projects

- First funding platform for **Civic Projects**

- Fee charged from Project conceptualizer only when targeted goal is achieved

Milaap

Indian Micro-lending Platform

- Crowd provide interest-free loan to Milaap, no interest charged to lenders, Milaap charges 5% fee from Field Partners
- **Funds construction & renovation of toilets for individual households in rural & semi-urban areas**
- Till June 11, 2014; **1733 sanitation loans and** have overall raised US$ 1,506,655 with 9,785 loans

Crowd funding under the purview of SEBI

- Equity and debt based Crowd funding under SEBI purview
- SEBI has invited suggestions from industry and markets regarding different possible structures for crowd funding within existing legal framework

In conclusion: Maharashtra will become ODF due to…….

Partnership
- State, local governments, other stakeholders and institutions (CEPT and AIILSG- Technical Partners)

Political commitments at State level and continuous monitoring

Local Leadership and autonomy in implementation

Demand based approach for toilet and consultations with people has worked

Building toilets is not enough…ODF sustainability and ODF+ essential

Various Research Outputs from our work

Our action research on sanitation planning, policy and financing has been disseminated through a series of reports and papers

These are available online
http://pas.org.in/urban sanitation

Assessing Credit Options for Household Sanitation in Urban Areas

June 2016
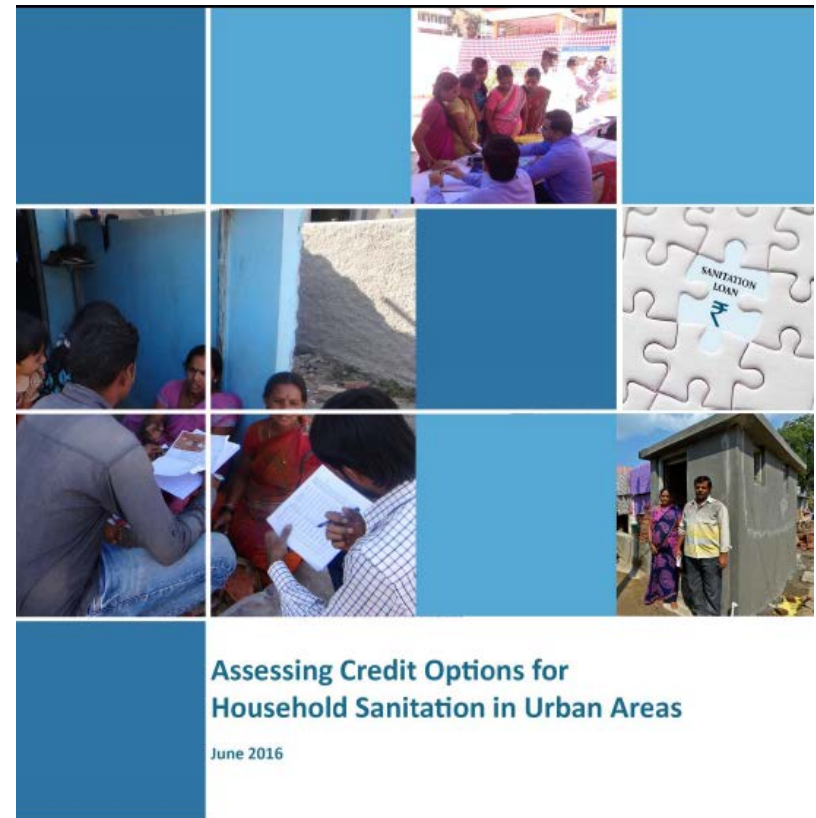
Sanitation Activities under PAS Project

Worked at city levels – From planning to implementation support

PIP
Performance improvement plans
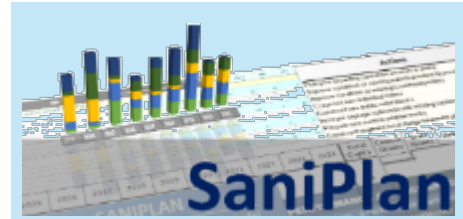
CSP
City Sanitation Plans

ODF
Open Defecation Free Plans

FSM
Fecal Sludge Management Plans

Supporting Statewide Program - Maharashtra

Monitoring SBM

ODF framework

State level guidelines for ODF , IFSM

Capacity building programmes

Documentation support

Sanitation Planning tools

SaniPlan

Integrated Fecal Sludge Management
Tools for Citywide Assessment and Planning

SaniTab
Mobile Application for Sanitation Services Assessment

PSP in IFSM

Onsite sanitation

FSM guidelines

SanBenchmarks

Capacity building of cities and local contractors

Sanitation Finance

Sanitation Credit

City Sanitation Fund

Demand assessment

Crowdfunding

pas performance assessment system

Thank you

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