

# Swachha Maharashtra Mission(Urban)



## Vengurla

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**



# Contents

1	City Profile .....	1
2	Sanitation Scenario prior to the launch of mission.....	1
3	Targets set by the council under SMMU .....	1
4	Initiatives by the council .....	1
4.1	Announcement of Scheme and capacity building of ULB staff .....	1
4.2	City wide Household Level Sanitation Surveys .....	2
4.3	Awareness Generation and Advertising of Scheme.....	2
4.4	Application Process and Monitoring Mechanism .....	3
4.5	Monitoring of likely Open Defecation (OD) spots to prevent OD.....	3
4.6	Process of individual toilet construction under SMMU.....	4
5	Declaration and Validation of ODF City by the Government .....	5
6	Strategy for Sustainability .....	5
6.1	Preventing Open Defecation in the City.....	5
7	Strategy for Moving towards ODF++ City .....	5
8	Initiatives in SWM.....	5
8.1	Collection of waste in a segregated manner .....	5
8.2	Plastic ban and reuse of plastic .....	6
8.3	Use of Solid waste for different purposes .....	6
9	Success Team .....	6

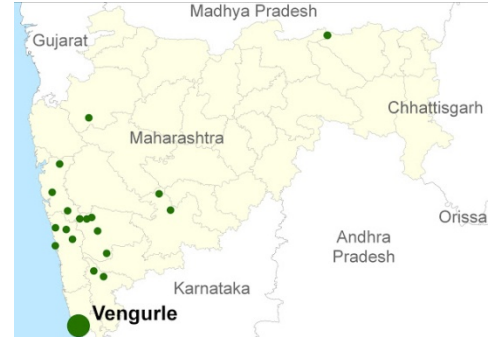


# Vengurla, Maharashtra

## 1 City Profile

Vengurla is a town in Sindhudurg district of Maharashtra. It covers an area of 12.98 sq kms and as per Census 2011 has a population of 12,392. The town has a rich cultural heritage. Vengurla Taluka has some temples including those of Shri Sateri, Shri Rameshwar and Shri Navadurga at Kanyale Redi.

The city is governed by a C class municipality, Vengurla Municipal Council (VMC) headed by President Shri Prasanna Kubal. The administrative wing is headed by Chief Officer Shri Ramdas Kokare.



Map 1 Vengurla and other ODF cities in Maharashtra

## 2 Sanitation Scenario prior to the launch of mission

According to Census 2011, out of 2,962 HH in the city 2,134 households had toilets on premises. Of the 828 households that do not own a toilet, 564 depend on community toilets while 264 defecate in open. The toilets are connected to septic tanks which let off effluent into road side drains. The city has a network of open or closed drains along the roads.

The city provides septic tank emptying service and empties about 100 tanks annually.

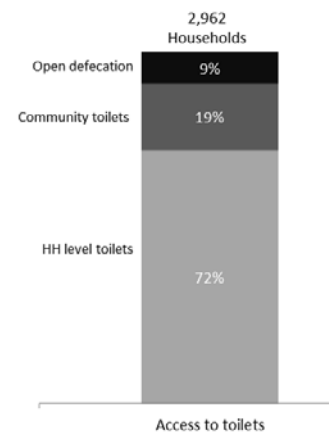


Figure 1: Access to type of sanitation facility

## 3 Targets set by the council under SMMU

VMC decided to end open defecation in the city by providing individual household latrines (IHHL) to all the households defecating in the open.

## 4 Initiatives by the council

To move towards the status of ODF, Vengurla Municipal Council's President and Chief Officer first themselves studied the components of Swachh Maharashtra Mission, based on which they prepared an action plan for the implementation of mission. The step wise action plan is stated below:

### 4.1 Announcement of Scheme and capacity building of ULB staff

On 25<sup>th</sup> May 2015, VMC announced that beneficiaries shall receive a subsidy of Rs 12000/- for construction of individual toilet and to avail the benefits of the scheme they need to apply in municipal council office. Similarly, they circulated the GR and guidelines on Swachh Maharashtra Mission to the city councillors.



Photograph 1: Council meetings



Photograph 2 Swachhta Shapath by VMC staff

On 1<sup>st</sup> June 2015, under the leadership of the Chief Officer, the entire municipal staff pledged to make Vengurla an ODF city by 2<sup>nd</sup> October 2015. For successful implementation of the mission the wardwise activities were accordingly divided among all the municipal staff. This led to easy co-ordination and faster implementation and led to a sense of responsibility among the ULB staff. Identification of Swachhta Doot and formation of Swachhta Committee

A meeting of municipal staff, city councillors and citizens was conducted on 06<sup>th</sup> June 2015. During this meeting wardwise “swachhta doots” were identified and “swachhta committees” were formulated to achieve the target ODF and segregation of solid waste.

#### 4.2 City wide Household Level Sanitation Surveys

VMC appointed an NGO to conduct citywide household level sanitation survey to identify HHs without toilet and HHs defecating in open. As per the survey report submitted by the NGO to VMC on 08<sup>th</sup> June 2015, 234 HHs were found to be defecating in open.

#### 4.3 Awareness Generation and Advertising of Scheme

Based on the survey, reasons for open defecation were identified in different areas and actions were taken accordingly. Realising importance of awareness generation at household level, VMC formulated programmes and implemented various activities from 01 June 2015 like making announcements through autorikshaws, displaying posters and banners on public places and community and public toilets, distributing hand-outs, conducting ward level meetings and focus group discussions, making presentations at festivals and local gatherings, organising essay and drawing competitions in schools etc. Announcements of scheme helped getting 125 applications till 06th June 2015. Applications from households were accepted even during holidays also.



Photograph 3 Awareness campaigns



Photograph 4: Essay competitions held for school children on safe sanitation

#### 4.4 Application Process and Monitoring Mechanism

VMC established a Swachh Maharashtra Mission Committee to monitor the application process under SMM. This committee not only encouraged HHs to apply but also uploaded applications on SBM portal, verified them on ground, approved/ rejected applications, disbursed funds, etc. Out of 396 applications that were received, 204 were approved for toilet construction. VMC reported to have completed construction of 115 toilets by September 2015 while 89 were under process.

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

VMC made efforts on mission mode to eliminate open defecation in the city. They formed a “Good Morning Pathak” to identify the OD spots within the city and prevent people from defecating at these spots. Good Morning Pathak monitors the OD spots twice a day, during early morning and at the night. Strict penal actions were taken against the people defecating in open. They were explained the health hazards linked to

open defecation and were warned to stop such practices. This resulted into elimination of open defecation practices in the city. Good Morning Pathak is monitored by the Chief Officer and other officials.

#### 4.6 Process of individual toilet construction under SMMU

To accelerate the process of toilet construction, awareness week was conducted from the period of 24<sup>th</sup> August to 30<sup>th</sup> August 2015. During this period, activities like ward level meetings to disseminate information on scheme, area visits to encourage households, essay competitions, rallies, felicitation by Hon'ble Collector of households that have constructed toilet, etc were conducted. During this week, rallies by schools and colleges witnessed participation of 1006 students. Land tenure was identified as a major hurdle in granting building permission for construction of toilets. The VMC decided to use the SMMU as an opportunity to delink tenure from permission for toilet construction for the benefit of public health. This enabled households living in slums to avail benefit of the scheme.



Photograph 5: Newspaper advertisements and banners



Photograph 6: Construction of individual household level toilets under SMMU



Photograph 7: Construction of septic tanks under SMMU



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

VMC declared Vengurla ODF on 28<sup>th</sup> September 2015 and submitted a report to Government of Maharashtra. Site validation was done at district level by the collector office, Konkan on 30<sup>th</sup> September 2015 and a positive report was submitted to the GoM. On 2<sup>nd</sup> October 2015, VMC was awarded by the Hon. Chief Minister of Maharashtra during the State level event organised by the GoM. Further, in January 2016, State Level Validation Committee conducted an in-depth validation as per the process set and the checklist provided by the GoM. VMC passed both this validation stages and is now listed as an “ODF City” in Maharashtra.

## 6 Strategy for Sustainability

### 6.1 Preventing Open Defecation in the City

Early morning and evening visits to likely OD spots will be continued by VMC'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. Strict actions against those found defecating in open shall be continued.

## 7 Strategy for Moving towards ODF++ City

Vengurla has achieved the target of ODF by eliminating all the OD spots and providing access to toilets either through individual toilets or community toilets. Now the city targets to move towards ODF+. As per the framework set by GoM to become ODF+ and ODF++, Vengurla aims to achieve the first two indicators of ODF+ by providing access to individual toilets to 80% of HHs. However, Municipal Council has yet not planned is passionate to plan for safe conveyance and treatment of collected septage.

## 8 Initiatives in SWM

Vengurla Municipal Council self declared Vengurla to be a “Swachh city” on 26<sup>th</sup> January 2016. To achieve the status of Swachh city following initiatives were taken by the council in solid waste management.

### 8.1 Collection of waste in a segregated manner

Wet waste, dry waste, plastic and glass/iron, etc are major constituents of solid waste. To collect the waste in a segregated manner 4 different types of dustbins have been installed by the municipal council at different locations of city. Households dispose off their waste in segregated manner in these dustbins. VMC has installed GPS on solid waste collection vehicles so that the Municipal Council staff can keep a track on the location and movement of the



Photograph 8 Dustbins for disposal of segregated waste

vehicle. This helps them to ensure that 100% door to door collection is achieved. Also, VMC has established a complaint redressal system for the citizens through website, whatsapp, toll free no. (18002332099). This was possible because of the vision of the Chief Officer and acceptance and involvement by the citizens.

### **8.2 Plastic ban and reuse of plastic**

To ban the use of plastic in Vengurla, VMC 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 05<sup>th</sup> June 2015, VMC 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.

Apart from plastic bags, VMC has planned to reuse plastic used in packaging, water bottles, etc by crushing them with the help of plastic crushing machine. The crushed plastic granules can be then used along with tar for construction of roads. UNDP has agreed to give financial support to VMC in buying plastic crusher machine.

### **8.3 Use of Solid waste for different purposes**

Currently, around 7 MT of solid waste is generated in Vengurla out of which, 1.5 MT- 2 MT is wet waste, 4.5- 5MT is dry waste and remaining constitutes to plastic. Wet waste is used in biogas plant for generation of electricity and compost. The electricity generated from this biogas is then used in street lights and the compost is sold to the farmers thereby generating revenue to the ULB. Dry waste collected is used as briquettes which are used as a substitute to coal. The income generated from the sale of compost, briquettes, etc is used in the operation of these techniques.



**Photograph 9 Use of dry waste for briquettes**

Thus, Vengurla has not just attained the status of ODF city but is moving towards the Swachh city of Maharashtra.

## **9 Success Team**

Following is the list of team members in Vengurla who have made a significant contribution towards making Vengurla an open defecation free city:

1. Mr. Prasanna Kubal, President
2. Mr. Ramdas Kokare, Chief Officer
3. All Staff from Sanitation departments/ Safai Karmachari
4. Citizens of Vengurla



## *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



एक कदम स्वच्छता की ओर

