

# Swachha Maharashtra Mission (Urban)



## Wai

**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 in Wai prior to the launch of mission.....	1
3.	Targets set by the council under SMMU .....	2
3.1.	Making city open defecation free by moving towards 100% own toilets:.....	2
3.2.	Integrated Faecal Sludge Management (Septage Management): .....	2
4.	Initiatives by the council .....	2
4.1.	Preparation of City Sanitation Plan: .....	2
4.2.	Formation of City Level Sanitation Schemes.....	2
4.3.	City wide Household Level Sanitation Surveys .....	2
4.4.	Awareness Generation and Advertising of Scheme.....	3
4.5.	Participation of Social Organizations and Citizens.....	4
4.6.	Application Process and Monitoring Mechanism .....	4
4.7.	Guidelines for Toilet Construction and Training to Contractors .....	4
4.8.	Regular Repair and Maintenance of the Community and Public Toilets and development of open spaces .....	5
4.9.	Monitoring of likely Open Defecation (OD) spots to prevent OD.....	5
5.	Innovative Ideas to Address Specific Challenges .....	5
5.1.	Exploring Credit Options for Construction of Toilets .....	5
5.2.	Toilet and Lenders Fair at City Level .....	6
5.3.	Establishment of Wai Swachata Kosh.....	6
6.	Declaration and Validation of ODF City by the Government .....	6
7.	Strategy for Sustainability .....	7
7.1.	Preventing Open Defecation in the City.....	7
7.2.	Innovative financing for encouraging construction of own toilets .....	7
8.	Strategy for Moving towards ODF++ City .....	7



# Wai, Maharashtra

## 1. City Profile

Wai is a class C council and a small pilgrim city in Satara district of Maharashtra, with a population of 36,025 (Census 2011). Situated along the River Krishna, it is known as Dakshin Kashi and is well known for its Ghats and over 250 temples. It is a picturesque city located 95 kms from Pune and is one of the major shooting destinations for the Indian film industry.



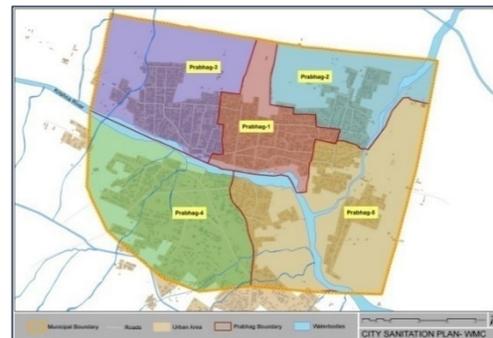
Map 1: Wai and other ODF cities

## 2. Sanitation Scenario in Wai prior to the launch of mission

According to Census 2011, out of 7580 HH in the city 5143 households had toilets on premises, 2300 households are dependent on community toilets and 135 households defecate in the open.



Figure 1: Access to type of sanitation facility



Map 2: Wai, administrative divisions



Photograph 1: Community toilet, Wai

### **3. Targets set by the council under SMMU**

#### **3.1. Making city open defecation free by moving towards 100% own toilets:**

Recognising importance of 'improved sanitation' for improved health, WMC has decided to move towards "100% own toilets" in Wai and has planned to continue giving local incentive subsidy to the households dependant on community toilets for getting their own toilets built. As per the survey conducted by WMC in the year 2015, 245 HHs were found to be defecating in the open

#### **3.2. Integrated Faecal Sludge Management (Septage Management):**

With more toilets being constructed in the city, the council has prioritised efficient management of faecal sludge collected from the septic tanks for improved public health and environment.

### **4. Initiatives by the council**

#### **4.1. Preparation of City Sanitation Plan:**

In 2013, Wai Municipal Council prepared a city sanitation plan with support from CEPT University, Ahmedabad and All India Institute of Local Self Government, Mumbai in partnership with Water Supply and Sanitation Department (WSSD), Government of Maharashtra and Maharashtra Jeevan Pradhikaran (MJP). The CSP suggested an innovative approach for universal sanitation and waste water management.

#### **4.2. Formation of City Level Sanitation Schemes**

WMC decided to take up implementation of two key actions in their CSP for making Wai Open Defecation Free and a city-wide septage management plan. To promote use of individual and group toilets (toilets used by 2 to 4 households), WMC launched a city level demand led scheme even before the Swachh Bharat Mission was launched. WMC passed a city level resolution to grant subsidy of Rs. 10,000 per household from its own funds. For this, WMC designed a scheme, developed an implementation and monitoring framework, did financial assessments of the ULB annual budgets and conducted IEC and awareness activities for scheme promotion with support from CEPT University, Ahmedabad.

With the pan India implementation of Swachha Bharat Mission, implemented in Maharashtra as Swachha Maharashtra Abhiyan, an additional subsidy of Rs. 12,000 per household is being provided to the households. This further acted as a catalyst to the city level scheme launched by the council.

#### **4.3. City wide Household Level Sanitation Surveys**

In order to make the city ODF and implement an integrated faecal septage management plan, council recognized the need for a comprehensive database on existing sanitation

situation for Wai. WMC conducted a city wide property survey using personal digital assistants (PDAs) to generate sanitation database required for implementation of schemes for more targeted and effective interventions.



Photograph 2: household level assessment

#### 4.4. 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, WMC formulated programmes and implemented various activities like making announcements and playing attractive jingles on objectives of SMM through autorikshaw, 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 and decoration competitions during Ganesh Utsav, advertisements on the local cable channel etc.



Photograph 3: Scheme promotion by displaying banners in public spaces



Photograph 4: WMC staff accepting applications for 'Own/Group Toilet Scheme'



Photograph 5: WMC staff on field promoting the scheme among citizens



Photograph 6: ward level meetings



Photograph 7: Presentations at Ganeshotsav Gatherings



Photograph 8: Drawing competitions in schools

#### 4.5. Participation of Social Organizations and Citizens

In order to achieve the aim of SBM, WMC called for the active members of the society, social organizations and other willing citizens and involved them in various activities like awareness generation and follow up on applications etc.



Photograph 9: SHG meetings

#### 4.6. Application Process and Monitoring Mechanism

Surveys helped to identify the households which lacked sanitation facilities. City administration and the councillors of the city followed up with such households at ward level to make them construct their toilet. Follow up bulk SMS were sent to the beneficiaries / HHs who do not have toilets, to avail the benefits under the scheme. Also, through ward level meetings and city level Toilet and Lenders' Fair, applications forms were distributed in bulk. Further, construction of toilets is also being monitored as per the process set up by Swachh Bharat Mission. WMC has maintained household wise database for application process, which helps in tracking the status and identifying gaps etc.



Photograph 10: Individual toilets in Wai

#### 4.7. Guidelines for Toilet Construction and Training to Contractors

In order to check the construction quality of toilets under the scheme, WMC formulated construction guidelines based on the norms for toilet and septic tank designs. Workshops of contractors were conducted to train them for following the given norms for construction of toilets and septic tanks under the scheme. These guidelines were also given to individual household along with the toilet application form.



Photograph 11: Contractor training workshop

#### 4.8. Regular Repair and Maintenance of the Community and Public Toilets and development of open spaces

WMC strictly monitors the private organizations responsible for repair and maintenance of the community as well as public toilets. Regular repair and maintenance has helped maintaining the toilets functional and clean and making them available for the households who do not have an individual toilet. On the other side, all the open spaces in the city were maintained clean and provided with required facilities like street lights etc. to discourage open defecation at such spaces.



Photograph 12:Community Toilets, Wai

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

WMC made efforts on mission mode to eliminate open defecation in the city. They prepared a systematic action plan and formed a “Good Morning Pathak” of 40 in house *Safai Karmacharis* 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.

### 5. Innovative Ideas to Address Specific Challenges

#### 5.1. Exploring Credit Options for Construction of Toilets

The survey found that affordability was main reason for not having toilet on premises. With an aim to provide access to credit to the households, WMC is working to make available ‘Toilet Loans’ to the households willing to construct a toilet. Discussions with banks, credit cooperative societies, housing finance institutions micro finance institutions and the potential borrowers were held. A common platform for interaction between lenders and borrowers was provided at a city level by arranging a Toilet and Lenders Fair. Lending for toilets through existing Self Help Groups is also under process in Wai.

## 5.2. Toilet and Lenders Fair at City Level

Recognising the need for awareness generation at household level about various sanitation technologies available in the market, likely costs for the same and financial institutions lending for construction of toilets, a city level “Toilet and Lenders Fair” was organised by WMC in which various new sanitation technology providers, sanitary ware suppliers and financial institutions had participated from Wai and cities around Wai. It was found very useful at the household level as considerable interests and inquiries for sanitation facilities and “toilet loans” were reported by the participants.



Photograph 13: Toilet and lender fair in Wai

## 5.3. Establishment of Wai Swachata Kosh

The council understands that mobilization of funds is of the utmost importance to implement these schemes and that the ULB’s own funds are a key source to be tapped, but may not be sufficient to meet the desired outcomes. Therefore, to achieve the target of 100% own toilets, WMC is also trying to mobilize funds from a variety of local benefactors. This has become even more pronounced with the provisions for Corporate Social Responsibility (CSR) in the new Companies Act. For this ‘Wai Swachhata Kosh’ has been set up by the council to converge all funds mobilized from various sources at one point and support implementation of schemes and in providing local level subsidy for the ODF component.



Photograph 14: Meeting for Wai Swachhata Kosh

## 6. Declaration and Validation of ODF City by the Government

On 29<sup>th</sup> September 2015, WMC declared Wai as an ODF city and submitted a report to the Government of Maharashtra (GoM). On site validation at district level was done by the collector office, Satara on 30<sup>th</sup> September 2015 and positive report was submitted to the GoM. On 2<sup>nd</sup> October 2015, WMC was awarded by the Hon. Chief Minister of Maharashtra during the State level event organised by the GoM. Further, on 1<sup>st</sup> January 2016, State Level Validation Committee conducted an in-depth validation as per the

process set and the checklist provided by the GoM. WMC passed both this validation stage and is now listed as an “ODF City” in Maharashtra.

## 7. Strategy for Sustainability

WMC has given an utmost priority to achieving the target in such a way that it is sustained in the future. It has prepared an action plan for sustaining city to be ODF, which mainly includes following–

### 7.1. Preventing Open Defecation in the City

Early morning and evening visits to likely OD spots will be continued by WMC’s *pathak*-initially on daily basis and then on periodic basis as per the need. Safai Karmacharis are encouraged to perform this activity regularly by announcing city level prize for the best performing karmachari. 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.



Photograph 15: Penal action against OD

### 7.2. Innovative financing for encouraging construction of own toilets

WMC has decided to extend local level subsidy to all the households dependant on the community toilets for getting their own toilets built. To enable this WMC is strengthening its “Wai Swachhata Kosh” by approaching local benefactors and corporates. Besides this, for meeting further financial gaps at household level, “toilet loans” are being introduced to the beneficiaries, which will help articulate demand for toilets.

## 8. Strategy for Moving towards ODF++ City

As a sanitation improvement strategy for the city, WMC has decided to address entire sanitation value chain than only constructing toilets to satisfy all three indicators of

“ODF++ cities” of the framework developed by the GoM for defining ODF Cities in Maharashtra, which are as follows -

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

WMC has already achieved the first indicator of this framework by eliminating open defecation practices in the city and is making efforts to make available own toilets to its 100% households (as explained in 7.2 above) to achieve second indicator of the framework.

With more toilets being constructed in the city, WMC has prepared and implementing a septage management plan to ensure safe management of faecal sludge. The plan ensures that the onsite sanitation systems functions well, regular septic tank emptying services are provided and all the human waste collected is treated through simple, efficient septage treatment facility. To ensure proper functioning of this system, WMC has planned to engage private firms to build and operate these facilities and has introduced a sanitation tax to make sure that adequate funds will be available for operation and maintenance.

Presently, effluent from septic tanks and grey water from kitchen and bathroom is being collected through open drains and allowed to flow in the river without any treatment. Wai being located along the river Krishna, as a part of National River Action Plan, proposal for safe management of waste water in Wai is also in place and is being pursued.



## *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

स्वच्छ महाराष्ट्र अभियान  
सप्तपदी  
स्वच्छतेची



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

