

















Swachh Maharashtra Mission, Urban Urban Development Department, Government of Maharashtra



A clean India would be the best tribute India could pay to Mahatma Gandhi on his 150th birth anniversary in 2019

Swachh Bharat Abhiyan

was announced by Shri. Narendra Modi, Hon'ble Prime Minister of India on 15th August 2014, Indian Independence Day & launched on 2nd October 2014, throughout the length and breadth of the country as a national movement.

Though it is a difficult task, it can be achieved and for that, people will have to change their habits.



Declaration

On this eve of the third anniversary of Swachh Bharat Mission, Urban; the Government of Maharashtra is honoured to declare urban Maharashtra Open Defecation Free.

Mr. Devendra Fadnavis Chief Minister, Maharashtra 1st October 2017



Mr. Devendra Fadnavis

Chief Minister, Maharashtra

Foreword

It gives me great pleasure to declare Urban Maharashtra Open Defecation Free today, on the third anniversary of SBM, Urban.

On behalf of GoM, I am pleased to launch this book, 'The Journey of ODF Maharashtra'. This book is a glimpse of our two year journey of making Urban Maharashtra ODF. Our success is largely due to commitments and participation of all the Urban Local Bodies (ULBs), ably led and guided by the Urban Development Department (UDD), GoM.

I congratulate UDD and 'Team Swachh Maharashtra' for playing a critical and catalytic role in achieving the goal of ODF urban Maharashtra. It is heartening to see the seriousness of intent and action among ULBs of Maharashtra to make this a people-led mission.

Our journey has just begun. With political will, backed by a dynamic team and massive support from the people, GoM is all set to sustain the status of ODF and achieve the next milestone of making urban Maharashtra ODF+/++.

This book on 'Journey of ODF Maharashtra' will be very useful for city officials in other Indian States to make their cities ODF. GoM's journey towards becoming ODF State will certainly become a source of inspiration for other States.

Mr. Devendra Fadnavis Chief Minister,

Maharashtra October 1, 2017

Dr. Ranjit Patil Minister of State, Maharashtra

Preface



Government of Maharashtra launched "Swachh Maharashtra Mission Urban" under the visionary leadership of Shri. Devendra Fadnavis, Hon'ble Chief Minister of Maharashtra with a target to declare Urban Maharashtra ODF by 2nd October 2017. In a short span of two years, through concerted efforts of state, district and local government officials and people's representatives, it has been possible to achieve the goal of "ODF Urban Maharashtra".

The Urban Development Department (UDD) has worked tirelessly on this journey in achieving an Open Defecation Free (ODF) urban Maharashtra. "Swachh Maharashtra" is essentially a Mission led by local governments and facilitated by the State Government. It is with continued support and guidance from Urban Development Department and dedicated efforts on ground by Urban Local Bodies, that we are able to declare urban Maharashtra 'Open Defecation Free' today. Local leadership has played a crucial role in shouldering the responsibility to achieve the targets and have responded enthusiastically to Swachh Maharashtra Mission.

I congratulate UDD and 'Team Swachh Maharashtra' for developing this book on "Journey of ODF Maharashtra". It captures glimpses of the systematic approach adopted by state government, leveraging various State level machinery as a guiding force for the Mission and the way cities have implemented this through on-field efforts. This book will be very useful for city managers of other Indian States and also for other Government Missions to achieve the goal in time and at scale.

This is an important milestone achievement for the State under 'Swachh Maharashtra Mission'. We will continue to make dedicated efforts towards sustaining this 'ODF' status and moving towards ODF+ and ODF++.

Dr. Ranjit Patil Minister of State, Maharashtra



Mr. Sumit Mullick, IAS Chief Secretary, Maharashtra

Key Message

Government of Maharashtra launched "Swachh Maharashtra Mission Urban" on 15th May, 2015, with a vision to ensure access to safe and clean sanitation and waste management across the State. Under the leadership of Shri. Narendra Modi, Hon'ble Prime Minister of India, we are committed to make Mahatma Gandhi's dream of Swachh Bharat come true by eliminating open defecation and managing 100% waste in the State.

Since the day of launch of SMMU, the State's Urban Development Department (UDD) has worked hard towards achieving every milestone of the mission. At the same time, division, district and the local governments played the change-maker roles that made this success achievable within the given timeline. "Open Defecation Free Urban Maharashtra" is an outcome of millions of hands joined together at various levels of society. Initiatives, innovative ideas and achievements at city level are the crucial steps towards achieving this milestone of ODF Urban Maharashtra.

I congratulate UDD and 'Team Swachh Maharashtra' on this success and appreciate their efforts on putting together this book 'Journey of ODF Maharashtra' that showcases the journey towards becoming ODF.

With continued contribution of the political wing and dedicated efforts of the passionate team, with massive support from the citizens, GoM will certainly achieve universal access to sanitation and thereby make our cities clean, safe and healthy.

GoM's journey towards becoming ODF State will certainly be an inspiration to many other Indian States and also to ourselves in achieving the milestones of ODF sustainability and ODF+/++ Maharashtra.

Mr. Sumit Mullick, IAS, Chief Secretary, Maharashtra Mrs. Manisha Mhaiskar, IAS

Principal Secretary, UDD. Maharashtra

Acknowledgement



Inspired by the dream of "Swachh Bharat", expressed by Shri Narendra Modi, Hon. Prime Minister of India on 15th Aug'14, Shri Devendra Fadnavis, Hon. Chief Minister of Maharashtra, launched the 'Swachh Maharashtra Mission, Urban' on 15th May'15 and committed to make Urban Maharashtra ODF on 2nd Oct'17.

Maharashtra has been a pioneering state in developing path breaking concepts and strategies to create 'ODF Communities'. State's conscious decisions of encouraging beneficiary led - demand driven approach for toilet construction, enabling financial and administrative framework for ULBs and linking it to incentives and disincentives has led to ODF Urban Maharashtra. It is heartening to note that we have achieved our target and on the eve of the third anniversary of Swachh Bharat Abhiyan, we have declared Urban Maharashtra Open Defecation Free through a rigorous three tiered validation mechanism, as committed on 2nd Oct'15.

This declaration is not the end, but the beginning of our ODF journey. We envisage to sustain the ODF status and become ODF+ and ODF++ by addressing the entire service chain of sanitation. The first step towards a 'Sustainable ODF Urban Maharashtra' is the 'OD Watch campaign', launched on 1st Sep 2017. This campaign encompasses focused efforts towards behavior change to ensure usage and upkeep of all toilets, and elimination and beautification of the OD spots.

I congratulate every ULB for achieving the status of ODF City in a short span of two years. Team Swachh Maharashtra, all Divisional & District level functionaries, our partners in this mission-CEPT University, Ahmedabad and RCUES, Mumbai and every citizen of Maharashtra, deserve appreciation for their contribution in making the dream of ODF Urban Maharashtra come true.

This book on "Journey of ODF Maharashtra" gives a useful insight on the planning, strategizing, implementation and sustainability of ODF Cities as envisaged and achieved by the GoM. It is the result of Hon. Chief Minister's dynamic leadership, Hon. Chief Secretary's constant support & guidance and the team work & synergy of "Team Swachh Maharashtra" ably assisted by CEPT, Ahmedabad and RCUES, Mumbai. I wish to place on record my deep appreciation for this team effort and hope that other Indian States find this book useful.

Mrs. Manisha Mhaiskar, IAS, Principal Secretary, UDD, Maharashtra

Vision

Swachh Maharashtra Mission, Urban

2nd October 2014 - Swachh Bharat Mission

was launched by Shri Narendra Modi, Hon. Prime Minister of India with a vision to make India Open Defecation Free and Clean by 2019.

Under the aegis of the Swachh Bharat Mission, Government of Maharashtra began its journey to make cities Open Defecation Free from 15th May 2015 with a vision of

'Creating and Sustaining ODF Communities' and 'Moving towards ODF+ and ODF++ Cities'

- # Government of Maharashtra, under the leadership of Shri.
 Devendra Fadnavis, Hon. Chief Minister of Maharashtra envisages
 an Open Defecation Free Maharashtra with 100% access to safe
 and sustainable sanitation, thereby improving the health and
 hygiene.
- # The mission aspires to provide a toilet to each household and address the entire value chain of sanitation by ensuring safe management of faecal waste in all cities.

Contents

- Maharashtra- A Pioneering State
- 2. Journey Towards ODF Urban Maharashtra
- 3. Achieving ODF Communities Mission Led By Urban Local Governments
- 4. Mission "OD-Watch"
- 5. Commitment Of Sustainability





490/o population of Maharashtra

384 27 Municipal Corporations 229 Municipal Councils 128 Nagar Panchayat

5.1 crore people

1.1 crore households

households resorting to open defecation

households resorting to open defecation

9 lakh Target of households to be addressed (2011)

6.3 lakh Revised target after SBM baseline survey (2015)

5 lakh+

Individual HH toilets constructed (Sept. 2017)

1 lakh+

Individual HH toilets under construction (Sept. 2017)

12,000+

Community toilet seats constructed (Sept. 2017)

Maharashtra A pioneering state



Government of India's One step towards cleanliness



Government of Maharashtra's Seven sacred steps towards cleanliness



Maharashtra is pioneering in developing path breaking concepts and strategies to achieve ODF cities in true letter and in spirit.

First State to...

- **#1** Develop the concept of "ODF City"
- **#2** Develop three tiered validation mechanism
- #3 Converge funds to increase the share of subsidy
- **#4** Say 'no NOC required' for IHHL on Government lands
- #5 Encourage demand driven approach, Beneficiary led construction of toilets
- #6 Emphasise quality by discouraging prefab and contractor constructed toilets
- **#7** Adopt carrot and stick approach for ULBs, linked to various incentives and disincentives
- **#8** Make toilets mandatory for elected representatives
- #9 Launch "mission OD Watch", for vigilant monitoring of likely OD spots
- #10 Move beyond toilets with safe and sustainable management of septage and wastewater

Key Initiatives by Government of Maharashtra

#1 Developed the concept of "ODF City"

The concept of "ODF City" was developed by GoM in June 2015, even before it was defined nation wide. Open Defecation Free City is where no person is found defecating in the open at any time of the day; thus every person has an access to safe sanitation facilities.



Adopted by Gol

#2 Developed three tiered validation mechanism

A three tiered validation mechanism for verifying the 'ODFness' of cities was developed by GoM, which provided a framework for every city to follow.

[GoM GR dated 29th Oct 2015] 3. State Level Validation (Committee includes 2. District Level State officials, NGO Validation representatives and (Committee includes 1. City Self Declares Journalists) District level officials) as ODF (A city level resolution is passed by general body.)

#3 Convergence of funds

GoM took a conscious decision of dovetailing of 14th FC funds with a mandate to ULBs for spending min. 50% of those on mission related activities, with Rs. 5000/- given as a local level subsidy to encourage construction of IHHL. Rs. 17000/toilet is the highest government subsidy given under SBM, Urban.

[GoM GR dated 21st Nov. 2015]

Adopted by other States

GoI = ₹4000/-

GoM = ₹8000/-

14th FC = ₹5000/-

Total Subsidy = ₹ 17000/ toilet

#4 No NOC required for IHHL on Govt. lands

When city managers faced issues in granting building permissions to IHHL on the government lands, GoM facilitated expeditious construction of toilets by acquiring permissions from various government authorities to construct toilets on such lands without any further NoC to be acquired from them.

[GoM GR dated 28th July 2015]

#5 Demand driven approach - beneficiary led construction

Recognizing that first the demand for toilets needs to be generated for any toilet to be in usage in the future and thus only good quality toilets have to be constructed by the beneficiary themselves to ensure sustainability, GoM discouraged contractor driven model of toilet construction. This unique approach is evident in more than 9 lakh applications for toilets received in all cities, with more than 5 lakh toilets built by the beneficiaries.

#6 Emphasis on quality - discouraging prefab toilets & contractor driven construction

GoM has completely forbidden the use of prefabricated toilets at household level. Also, it discouraged the contractor driven construction and use of precast toilets at scale. However, in critical situations, in cities where precast toilets have no other option, it prescribed the norms and min. specifications that any toilet must meet. This helped ensure high quality sustainable toilets and hence their usage in future. [GoM GR dated 20th November 2015]

#7 Carrot and stick approach - Linked to incentives and disincentives

Adopted by other States

To encourage ULBs for making and sustaining their cities ODF, GoM announced reward of incentive funds on achievement of ODF status, linked to sustainability. Later, they announced that the ULBs shall not receive any development grants on failing to achieve the ODF status.

[GoM GR dated 28th March 2016 and GR dated 2nd March 2017]

City Class	Incentive (Rs.)	Fund Linked to Sustainability
A Class	2 Cr.	30% released on State level validation, if positive 30% on third party validation by GoI, if positive 40% on recertification by GoI, if positive
B Class	1.5 Cr.	
C Class	1 Cr.	

#8 Toilets mandatory for elected representatives

GoM, through a historic decision, made usage of toilets mandatory for elected representatives to be eligible to contest elections, by amending the Mumbai Municipal Corporation Act 1888, Maharashtra Municipal Corporation Act and Maharashtra Municipal Council, Nagar Panchayats and Industrial Townships Act 1965.

#9 Mission 'OD-Watch' -Vigilant monitoring of likely OD spots

"OD-Watch" is the unique tool developed by the GoM to generate awareness, monitor upkeep of the infrastructure and ensure elimination and beautification of likely OD spots in the city. OD Watch was launched on 1st Sept. 2017 and will be continued after 2nd Oct 2017 to ensure no slippage.

ODWATCH

[GoM GR dated 1st Sept. 2017]

#10 Moving beyond toilets - with safe management of septage and wastewater

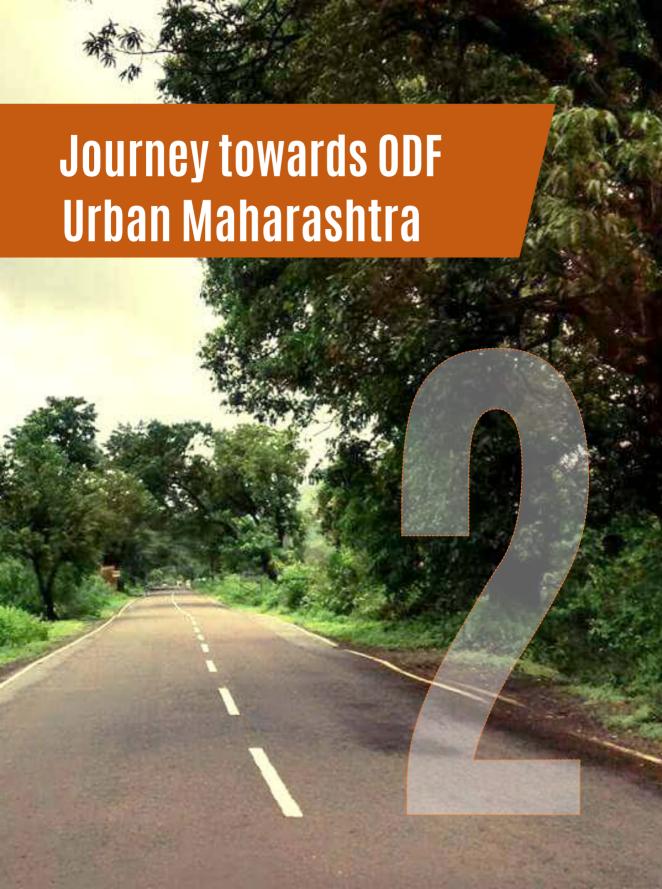
Adopted by MoHUA

GoM, keeping in mind the entire service chain of sanitation, has developed the concept of ODF, ODF+ and ODF++ cities to encourage universal coverage of own toilets and ensure solid and liquid waste management. It has issued guidelines and GR stating that continued construction of IHHL and safe management of Septage are the next steps for ODF cities to ensure sustainability and achieve the status of ODF+ and ODF++ Cities

[GoM GR dated 17th March. 2017]

A city is ODF+ and ODF++ if,

- 1. Coverage of "own toilets" is more than 80%
- 2. Safe collection, conveyance and treatment of septage is in place.
- 3. Safe collection, conveyance and treatment of other waste water including effluent from septic tanks and grey water from kitchen and bathrooms is in place.

















2nd Oct'14

29th May'15

August' 15

October '15

Feb '16

May '16

Swachh Bharat Mission launched Launch of Swachh Maharashtra Mission Urban & Pledge taken Malkapur becomes the first ODF city

Pahile Paulfirst step celebrated with 19 ODF Cities Doosre Paul-Second step celebrated with 52 ODF Cities A review by MoUD is done in the presence of Hon. Shri Venkaiah Naidu













Oct '16

Thisre Paul-Third step celebrated with 100 ODF Cities Second review

June '17

by MoUD in the presence of Hon. Shri Venkaiah Naidu

Sept '17

OD watch concept developed and implemented

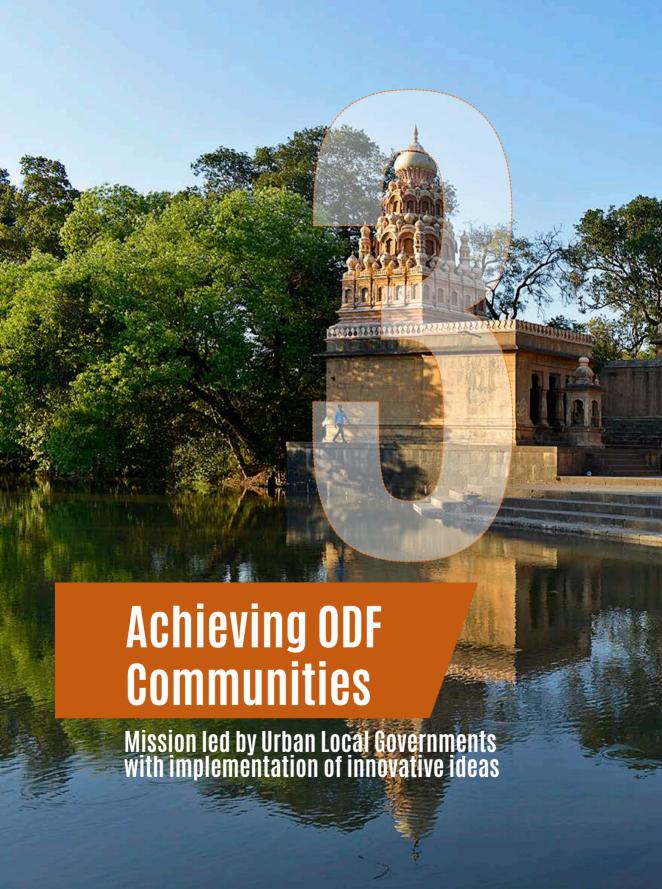
October '17

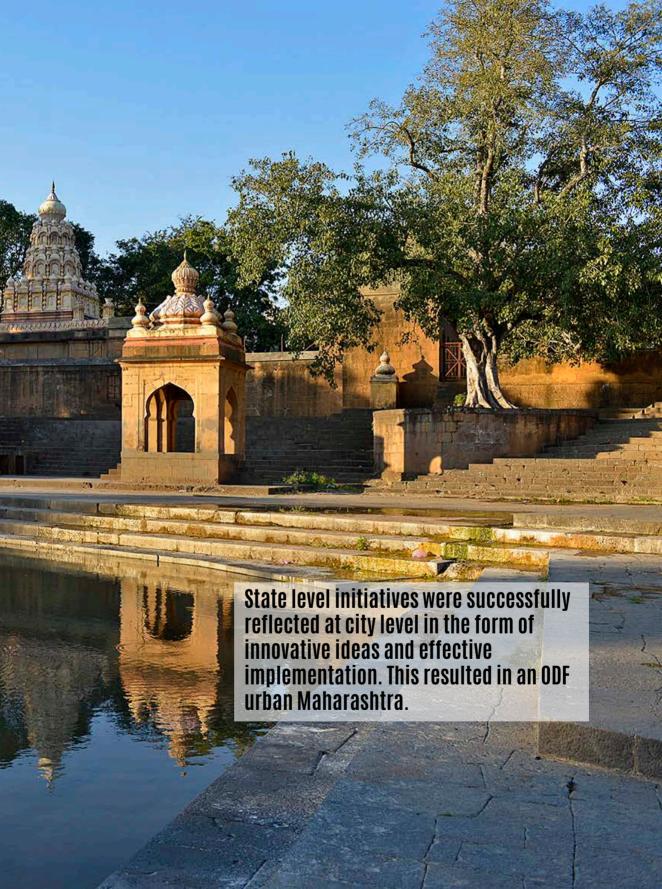
'Sankalppurti' entire Maharashtra -384 cities become ODF

Satatya chi saptapadi

October '17

launched for sustainability of ODF status





CAPACITY BUILDING





Regional workshops led by Hon. Chief Minister were conducted which aimed at triggering the city level activities by briefing all the ULBs about targets envisaged and their responsibilities to achieve the same. Presidents and Chief Officers of all the ULBs participated in these workshops.





In November 2016, 123 new ULBs. Rigorous training sessions for these ULBs were conducted to achieve the target in short duration. Number of divisional and district workshops and reviews helped achieve the target on time.

Workshops were conducted for cities that have become ODF to share strategies and ideas for sustaining the status and enable cities to move towards ODF+ and ODF++ with septage management plans.



City Level Reviews and Trainings



COMMUNITY MOBILIZATION AND AWARENESS GENERATION







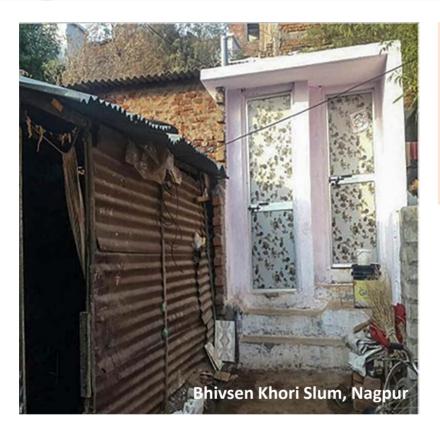
Community mobilization and awareness generation activities was the fundamental step towards this success.

Citizen, children, NGOs took "Swachhta Shapath" and participated actively in swachhata rallies, cleaning of OD spots, cleaning of roads. SHG involvement was also sought in creating awareness.





GOOD QUALITY INDIVIDUAL HOUSEHOLD TOILETS



GoM's insistence on beneficiary led construction and discouragement of prefab toilets and contractor driven construction has led to high quality toilets.

"We had never even imagined such a well constructed toilet in our kaccha house. But the substantial government subsidy provided in Maharashtra allowed us to have a good, permanent toilet, which is not less than our pride for us."





High quality toilets as against houses



"My mother is very old and physically unwell. We always wanted to have better toilet for her. Swachh Bharat Mission was an opportunity we used, to construct a good toilet with commode. We are thankful to the mission"











GOOD QUALITY AND WELL MAINTAINED COMMUNITY AND PUBLIC TOILETS







Community and public toilets- Emphasis on high quality construction with provision of required facilities. Care takers' cabins and recreational areas on top of CT/PTs in many cities.

Walls used for awareness generation and campaigning.













Provision of facilities ensured inside the community and public toilets. Repair and maintenance of toilets is prioritised with performance based monitoring and contracts.

Well designed toilets to attract users.









OD SPOT BEAUTIFICATION







Persistent Open Defecation spots were identified and beautification was done in the area to discourage return to old practices. Some ULBs converted old OD spots to playground, dhobi ghat, auditorium, jogging track, Open gym area or some just cleaned the area.







GOOD MORNING PATHAK











"Good Morning Pathaks" are OD spot monitoring squads that make daily morning and evening rounds in the city. This proved to be very successful in discouraging OD as the offenders were caught and explained the ill effects of OD. ULBs posed fines on offenders and adopted innovative ideas to encourage use of toilets. GMPs are generally led by elected representatives and chief officers; and participated by all municipal officials and volunteers from cities.



ADMINISTRATION AND GOVERNANCE



Success of mission is primarily an output of able governance and administration at Central, State, Division, District and Local level







On-field implementation, monitored through periodic site visits to cities by senior government officials and encouraging ULBs and beneficiaries by felicitating them for good work

Divisional mentors are active at State level who review and provide support to ULBs in respective divisions by maintaining healthy competition within the divisions.





Site visits and ULB level review by State team



SANITATION FINANCING



who took a loan to construct toilet

Mrs. Suvarna Lokhande, a resident of Sinnar City near Nashik, runs a small tailoring business. She is member of SHG since 2008. She took a loan of Rs. 30000/- from the SHG to construct a toilet. She has already repaid the loan fully. She was felicitated as 'Swachhata Doot' by the Hon. Chief Minister of Maharashtra on 2nd October 2015

Sanitation Credit

Exploring sanitation credit options for meeting the gap of funds for construction of toilets was useful in expediting toilet construction. Cities like Wai, Sinnar, Pathri, Ballarpur have households that chose to take sanitation loans from various financial institutions and prioritized toilets over other facilities





Toilet and lenders' fair in cities

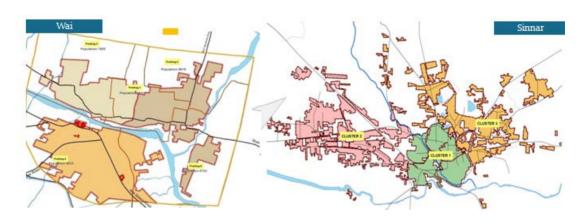
In Ballarpur, an individual (Mr. Lakhan Singh) approached council for adopting a ward. He provided counselling, material and initial capital to fast-track construction of toilets. After receiving SBM subsidy citizens retuned the funds to him.

CSR

Shahar Swachhata Kosh- is a city level kosh that houses CSR funds tapped at local level, to be used an additional subsidy for IHHL, construction of PTs and beautification of open spaces in cities

In Pathari city around 100 applicants applied for loan and successfully completed construction of their own toilets.

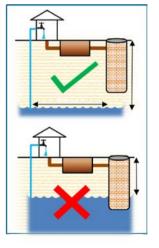
FAECAL SLUDGE AND SEPTAGE MANAGEMENT



Cities of Wai and Sinnar are implementing integrated faecal sludge and spetage management plans. They have planned for system of "scheduled emptying" of septic tanks and proper treatment of collected waste to ensure public health of citizens and pollution free rivers.









Capacity building and guidance to ODF cities for moving towards ODF+ by adopting solutions for safe management of septage have already begun

ODF SUSTAINAIBILITY



All ULBs have facilitated good quality CT/PTs in their city and have ensured their operation and maintenance.



Cities have taken
Swachhata educational drive in schools to prepare the next generation in continuing the ODF status of cities.



ULBs continue Good morning pathak for sustainability . They ensure cleanliness of OD spots.



Many ULBs are moving towards ODF+ by planning further for more own toilets and safe management of septage

Mission "OD Watch"



Mission OD-Watch

LL

It is our responsibility to ensure sustainability of ODF cities in letter and in spirit 77



The status of Open Defecation Free (ODF) City is achievable by creating infrastructure and generating awareness amongst citizens but difficult to sustain without persistent efforts towards behavior change. City is a dynamic entity with a lot of variables coming into play and hence this ODF status, too, is dynamic in nature. In spite of being validated at various levels in the past, it is possible that the city may slip back in pockets owing to multiple factors such as new settlements, floating population, etc. The concept of OD Watch is developed to ensure that the cities keep their guard up after being declared ODF. It is a tool to generate awareness amongst defaulters and vigilantly monitor the infrastructure in the city. It thus acts as driver for sustaining the ODF status of the city.

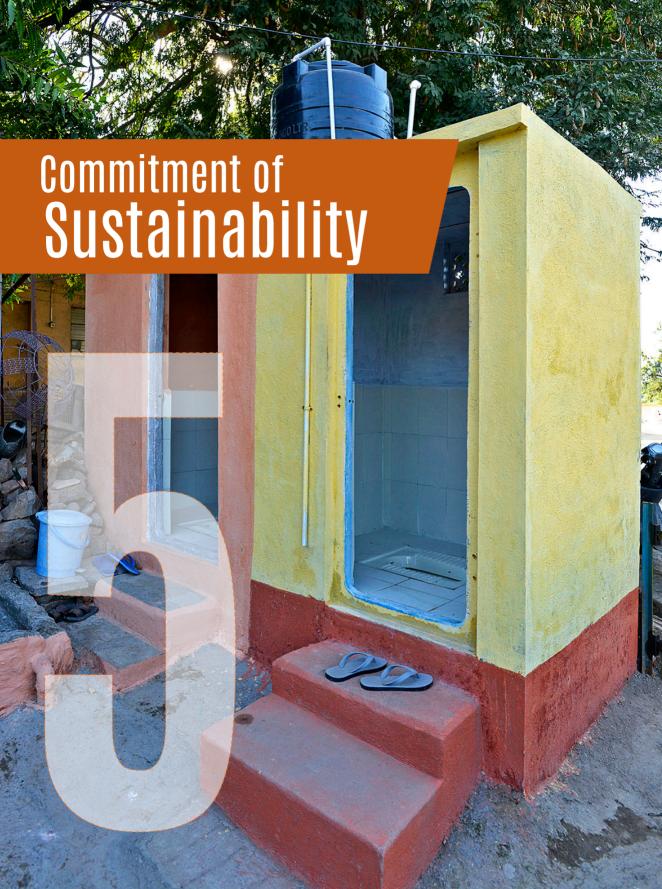
OD Watch, is a vigilant system for consistent monitoring of OD spots at City, District and the State level





7 components of OD Watch:

- #1 Activate a daily 'Good Morning Pathak' to visit critical, traditional as well as new OD spots
- **#2** Administrative heads of the cities to constitute as well as be a part of this Good Morning Pathak. Elected representatives to be encouraged to be a part of this activity
- **#3** Good Morning Pathak to give daily reports of OD seen / Not seen and if OD seen remedial measures must be taken
- **#4** ULB to appoint SHGs or appropriate agencies for 0&M of community and public toilets
- **#5** Administrative heads of ULBs to ensure and certify the quality and upkeep of community and public toilets
- **#6** ULB to upload photos of 100% of IHHLs constructed with respect to targeted OD HHs
- **#7** Administrative heads of ULBs to certify elimination of all OD spots and make efforts towards beautification of OD spots wherever possible.





Sustainability Charter



We are committed towards the vision of Swachh Bharat. We shall ensure ODF sustainability in Maharashtra by:

- #1. Achieving universal access to Individual Household Level Latrines (IHHL), which is a leading development priority.
- #2. Ensuring adequate, clean and reliable access to public/community toilets across urban Maharashtra, wherever IHHL is not possible.
- #3. Ensuring ODF sustainability through effective participation of government, elected representatives, schools, donors, NGOs, SHGs, CBOs and the communities.
- #4. Continuing and institutionalizing rigorous ODF validation and monitoring process through "OD Watch" and "ODF Sustainability Tracker".
- #5. Encouraging development of OD spots into usable public spaces.
- #6. Recognizing and awarding ULBs for their sustained performance.
- #7. Moving towards ODF+/++ by ensuring effective collection and adequate treatment of human faecal waste.

Shri. Devendra Fadnavis

Chief Minister, Maharashtra



Swachh Maharashtra Mission, Urban Urban Development Department, Government of Maharashtra



is now Open Defecation Free

...All cities are now on 'OD-WATCH'

1st October 2017



















Team Swachh Maharashtra

"Team Swachh Maharashtra", who worked tirelessly to achieve the landmark milestone of "ODF Urban Maharashtra", under the dynamic leadership of Hon. Chief Minister of Maharashtra and valuable guidance of Hon. Principal Secretary, Urban Development Department of Government of Maharashtra.

















We are committed to make urban Maharashtra 'Swachh' by 2nd October 2019















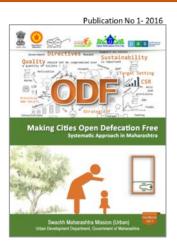




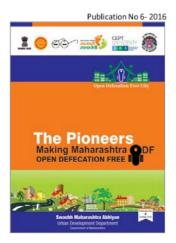




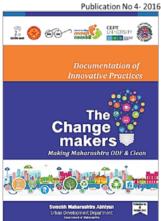


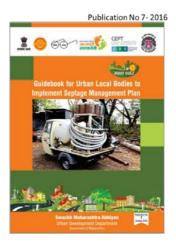












Publications can be accessed at

www.swachh. maharashtra. gov.in

