



Online **ADB Sanitation Dialogue 2021**  
ACCELERATING INCLUSIVE SANITATION

12–22 April 2021

## Thinking differently about sanitation

# Swachh Bharat Mission and experience from Maharashtra, India

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March 2021

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# Swachh Bharat Mission (SBM) – The Clean India Mission

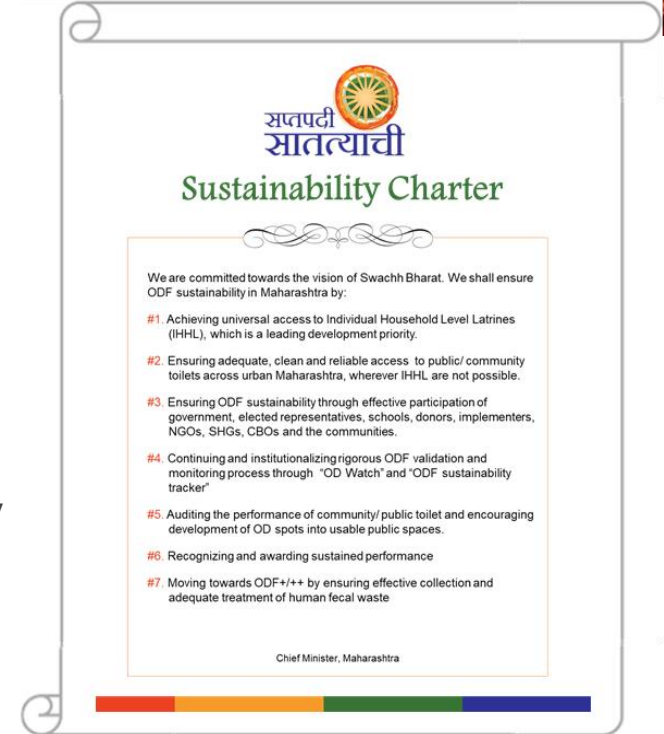
- Major behavioural change programme launched by the **Prime Minister of India** in October 2014
- Initial focus to make India **Open Defecation Free (ODF)**
- Incentive subsidy by government to households for **constructing Individual Household Toilets**
- Backed by countrywide **Behaviour Change Communication** campaigns



- ✓ **6.6 Million Individual household Toilets constructed (urban)**
- ✓ **99% cities have become ODF**

# The western state of Maharashtra in India became ODF for cities with a focus on sustainability

- One of the **largest states in India** - 60 million urban population and 394 urban local bodies
- It became **ODF under SBM** in 3 years - October 2017
- Focus on sustainability – **“Make and sustain ODF cities”**
  - **Sustainability charter** by Govt. of Maharashtra
  - Regular **recertification of ODF cities, Incentive Grants**
  - **Move towards universal access** to individual toilets
  - **Access to credit for toilets** to close financing gap after subsidy  
Women Self Help Groups
  - **Move towards ODF++**



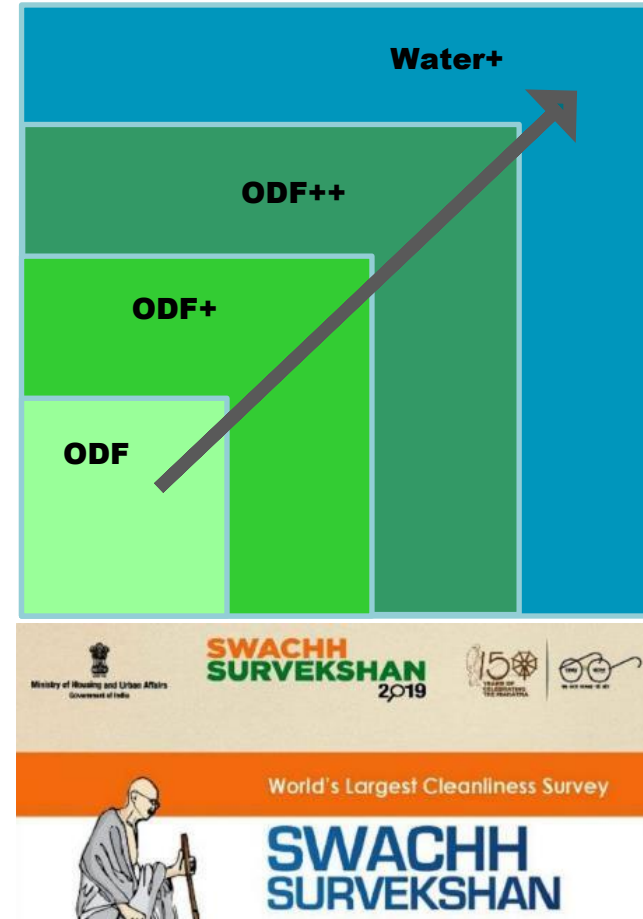
# Financing SBM 2.0 in India for ODF+ and ODF++

- Focus on **ODF+ and ODF++** with ODF sustainability, FSSM and Wastewater Management
- **Budget allocations by Government of India** for SBM, SBM 2.0 in urban and rural areas
- Central Finance Commission Grants – **Fiscal Devolution mechanism in India**
- **Focus equally on monitoring** – particularly on outcomes



# Monitoring Safely Managed Sanitation in urban India from ODF to ODF++ and Water+

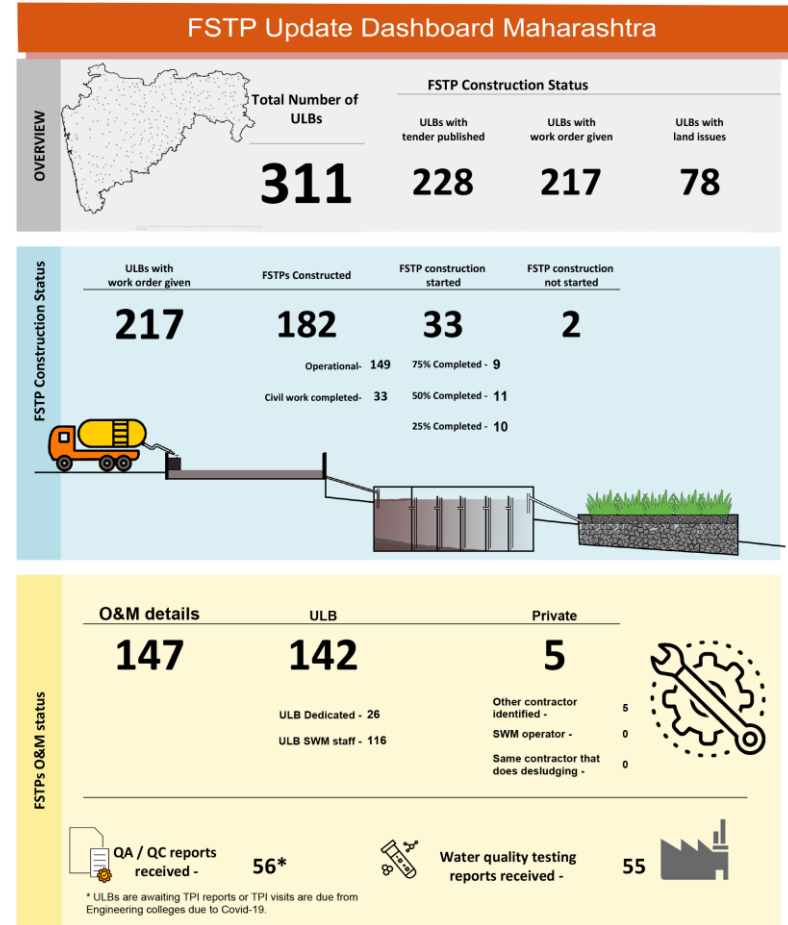
- Maharashtra was the first to develop a **framework for ODF, ODF+ and ODF++** ... later adapted nationally
- Achieving **SDG 6.2 and SDG 6.3** with Water+ protocol
- **Annual survey** of cleanliness under SBM – 4,000+ cities
- Ranking of cities and **State and National Awards** - a **sense of competition and interest in local governments**
- Scoring for a range of indicators including **citizen perception** – generating awareness





# CWAS, at CEPT University supports urban Maharashtra to become ODF++

- Recognition of **Faecal Sludge and Septage Management** in India
- Working at **all levels of Government**, role of **NFSSM Alliance**
- Taking FSSM **state-wide in Maharashtra** –
  - a) co-treatment and b) new FSTPs
- By March 2021, **174 cities are ODF++** in Maharashtra
- **Operationalizing strong Monitoring Systems**



# Citywide inclusive Sanitation in Wai, Maharashtra

Wai: Small town of ~40K population in Maharashtra state of India



## COMPREHENSIVE LONG-TERM PLANNING



### POLITICAL WILL AND ACCOUNTABILITY

### ENSURING SAFE MANAGEMENT



### ACCOUNTABILITY MECHANISMS

CWIS

### RANGE OF OPTIONS

### EQUITABLE & SAFE SANITATION



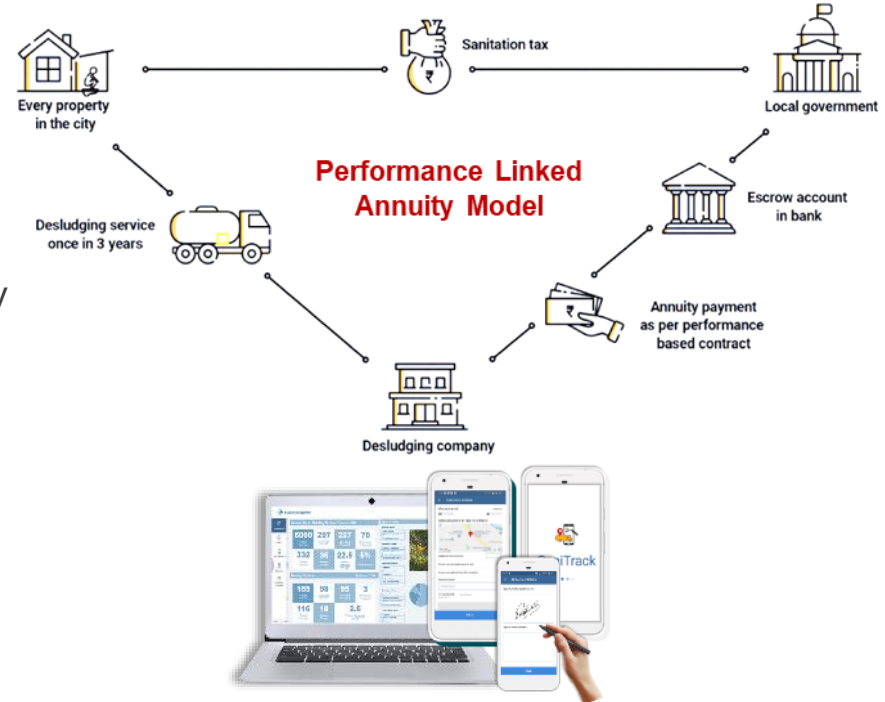
### GENDER AND SOCIAL EQUITY



# Lessons from Wai and Sinnar, Maharashtra on inclusive services

## 1st cities in India to implement citywide scheduled emptying of septic tanks

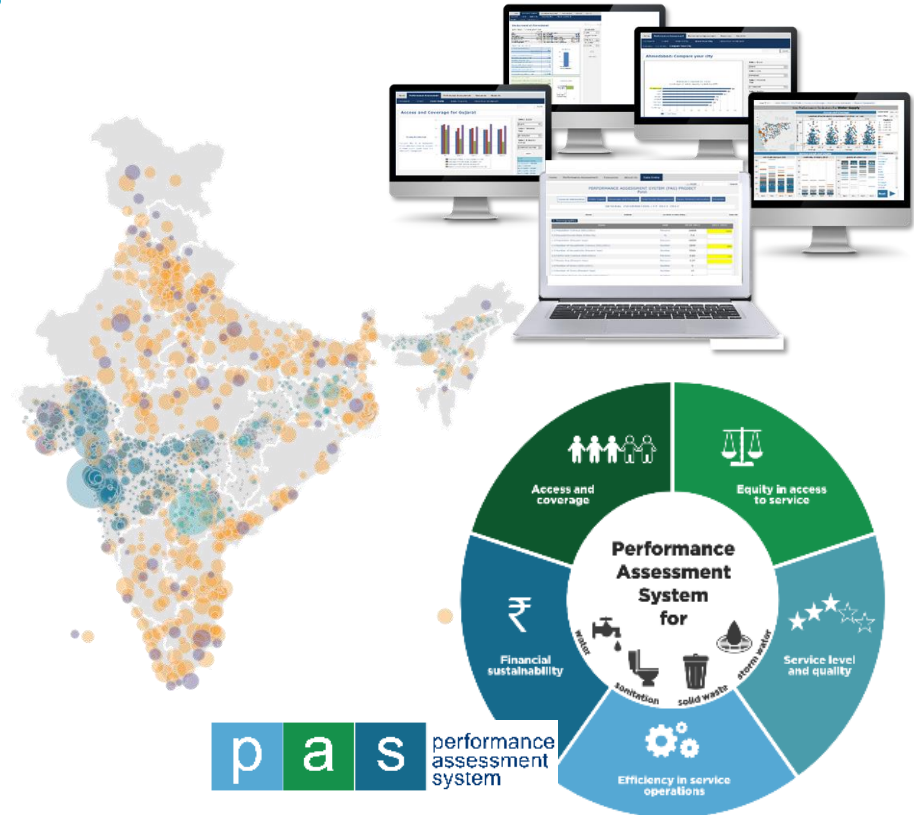
- **Desludging of all septic tanks once in 3 years**  
instead of a demand based system
- **Awareness generation** measures in local language
- **Inclusive – Service is provided to ALL properties,**  
Service de-linked to a direct fee - Sanitation tax paid by all properties
- Engagement of **private sector** through a **PPP contract for citywide services**
- **Performance linked** payments and **monitoring apps**



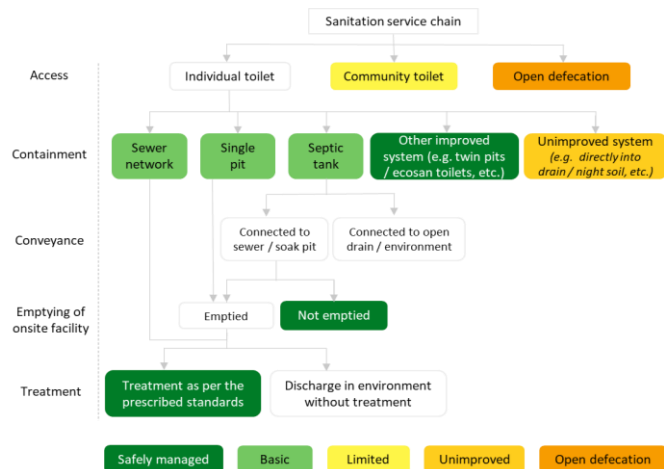


# CWAS's PAS Project for monitoring urban services water, sanitation and solid waste management aligned with National monitoring initiatives

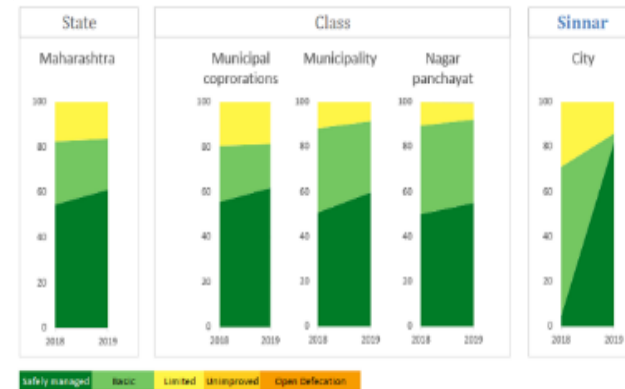
- **Performance Assessment System** for Urban Water and Sanitation Services - Cannot improve what you cannot measure!
- **e-platform for benchmarking** Started with 400 cities, now in 1000+ cities and now exploring **countrywide scale-up to 4000+ cities**
- Information useful to fulfil **mandates for central grants** and developing **improvement plans**
- **PAS++ with San-Benchmarks** - Integrated indicators that include on-site systems



# Exploring the use of PAS to assess SDG 6.2 and CWIS . . .



## Safely managed sanitation services in urban Maharashtra (2018-19)



## Measuring SDG 6.2

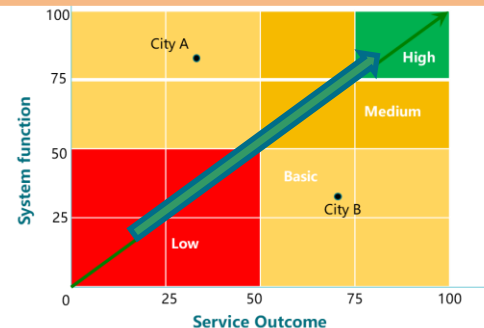
### Modified CWIS principles

Service Outcomes	Coverage in Access	Affordability and Cost Recovery	Safely managed sanitation- conveyance and treatment	Safely managed- Reuse and recycle
System Functions	Inclusivity in mandate	Efficiency optimisation	Resources planning	Collaborative practices



## @ State and City level

### CWIS ladder



# Key summary points

1. National focus on sanitation backed by **POLITICAL PRIORITY** and **PUBLIC BUDGETS**
2. Moving from **ODF GOALS TO ODF++, WATER+ AND SAFELY MANAGED SANITATION**
3. **ROLE of MONITORING SYSTEMS** is critical and should be backed by incentives and recognition, and focus on Country own systems
4. **COUNTRYWIDE SCALING UP OF LESSONS** from city and state approaches. Working with all levels of government
5. **BEHAVIOUR CHANGE OF ALL STAKEHOLDERS – ‘JAN ANDOLAN’** - Households and Communities but also government and political representatives, local government officials, academicians and researchers