

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 ...

Swachh Maharashtra Abhiyan

launched on 15th May 2015 by

Shri Devendra Fadnavis, Hon. Chief Minister of Maharashtra

“Creating and Sustaining ODF Communities”

And

“Moving towards ODF+ and ODF++ Cities”

Maharashtra: A Pioneering State



एक कदम स्वच्छता
की ओर



स्वच्छता सप्तपदी





Maharashtra: A Pioneering State

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 incentives / disincentives
- #8 Make toilets mandatory for elected representatives
- #9 Launch “mission OD Watch”, for vigilant monitoring of likely OD spots
- #10 Moving beyond toilets with safe and sustainable septage & wastewater management



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#1 Concept of ODF Cities



हगणदारीमुक्त शहर

Focus NOT on Toilet Construction alone,
But creation of “ODF Communities”

#2 Three Tiered Validation Mechanism

1. **Self declaration** by the City

2. Validation at **Collector (District) Level**

3. Validation by **State Level Committee**

State sends the list of State Level Validated ODF cities to MoHUA, GoI

4. **1st Validation** by **Third Party, GoI**

5. **2nd Validation** by **Third Party, GoI**
(6 months after the first validation)

30%

30%

40%

Incentive Scheme
Rewards to ODF cities for moving towards ODF+



#3 Convergence of Funds

Subsidy for each Toilet

| | |
|----------------------------------|--------------------|
| Government of India | INR 4000/- |
| Government of Maharashtra | INR 8000/- |
| Urban Local Body | INR 5000/- |
| Total subsidy per Toilet | INR 17000/- |

Subsidy Highest amongst all States in India through convergence of funds.



#4 *No-Objection-Certificate (NOC) NOT Required*

Most Households without toilets were on,

- Railway lands
- Forest lands
- Port lands
- Lands owned by the State Government
- Lands owned by Urban Local Bodies

**No NoC required for individual toilets
built on Government Lands**



***#5 Encourage demand driven approach,
Beneficiary led construction of toilets***

***#6 Emphasise quality by discouraging prefabricated
construction and contractor constructed toilets***



#7 Carrot and Stick Approach

Incentives to ODF Cities

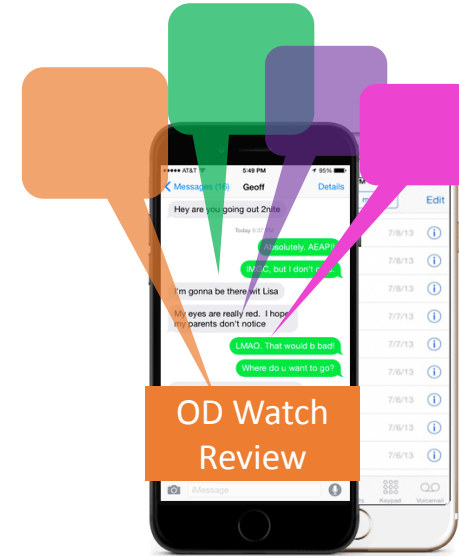
- 30% funds released on ODF certification
- 30% funds released after 6 months of ODF Sustainability
- 40% funds released after further 6 months of ODF sustainability

Disincentives to Non-ODF Cities

- From 1st May 2017, NO Discretionary Grants to Non-ODF cities

#8 Individual Toilets made mandatory for Elected Representatives

#9 "Mission OD Watch", for vigilant monitoring of likely OD spots



#10 Moving beyond toilets with safe and sustainable septage & wastewater management



Achieving ODF Communities





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1. Capacity Building

Workshops aimed at

- Orientation
- Triggering local level action
- Technical support
- Monitoring and review
- Knowledge Dissemination
- Handholding Support



2. Community Mobilization and Awareness Generation

- Behaviour Change
- Involvement of Self Help Groups, NGOs, Students and Senior Citizens, Women Groups, Change leaders and Volunteers



3. Good Quality Individual Toilets

- Beneficiary Led Movement
- NO contractors involved in construction of Individual toilets



Nagpur, Nagpur District



Shegaon, Buldhana District



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4. Good Quality Community and Public Toilets

- Pre Fabricated Construction not allowed
- Regular O&M of Community and Public Toilets



Chopda,
District Jalgaon, Maharashtra

Shegaon,
District Buldhana, Maharashtra



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5. OD Spot Beautification

- Conversion of OD spots to useable public Spaces



Bhandara

OD Spot converted to Meditation and Yoga Center and park



Vaijapur

OD Spot converted to Bazaar



Chandrapur

OD Spot converted to Garden



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6. Good Morning Pathak (Squad)

- Daily Good Morning and Good Evening Pathaks (Squads) for vigilant monitoring of OD Spots





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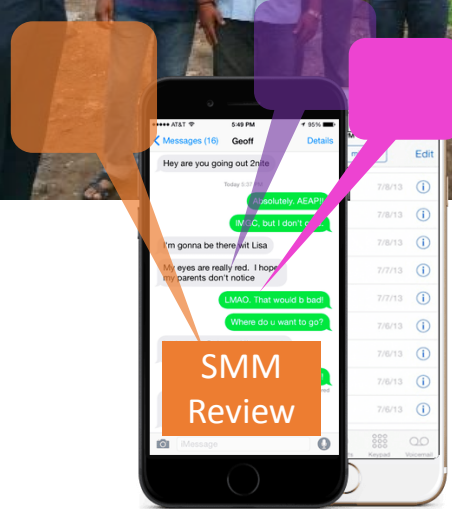
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7. Administration, Governance and Political Will

Creating an enabling environment through

- Govt. Resolutions
- Policies
- Monitoring and review at various levels through Meetings, Workshops, Whatsapp groups
- Field Visits



“Grievances will be accepted only if you have a Toilet”.



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8. Sanitation Financing

Exploring financing options through Sanitation Credit and Corporate Social Responsibility



Swachhata Doot,
who took a loan to construct toilet



Toilet and Lenders Fair



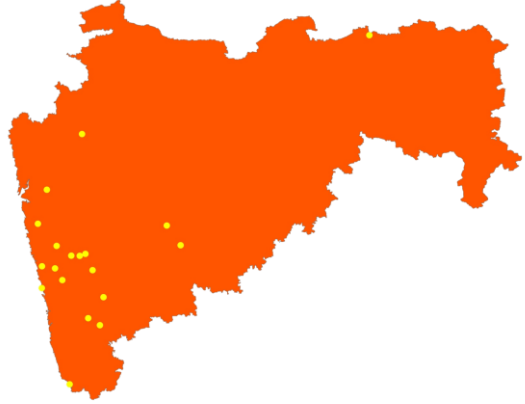
Toilet and Lenders Fair



Journey towards ODF Maharashtra

Milestones of Achievement

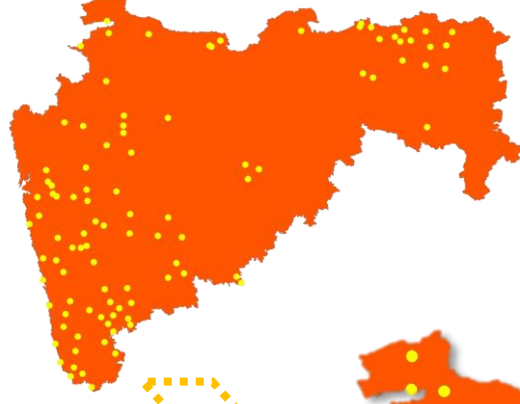
19 CITIES ODF
2ND OCTOBER 2015



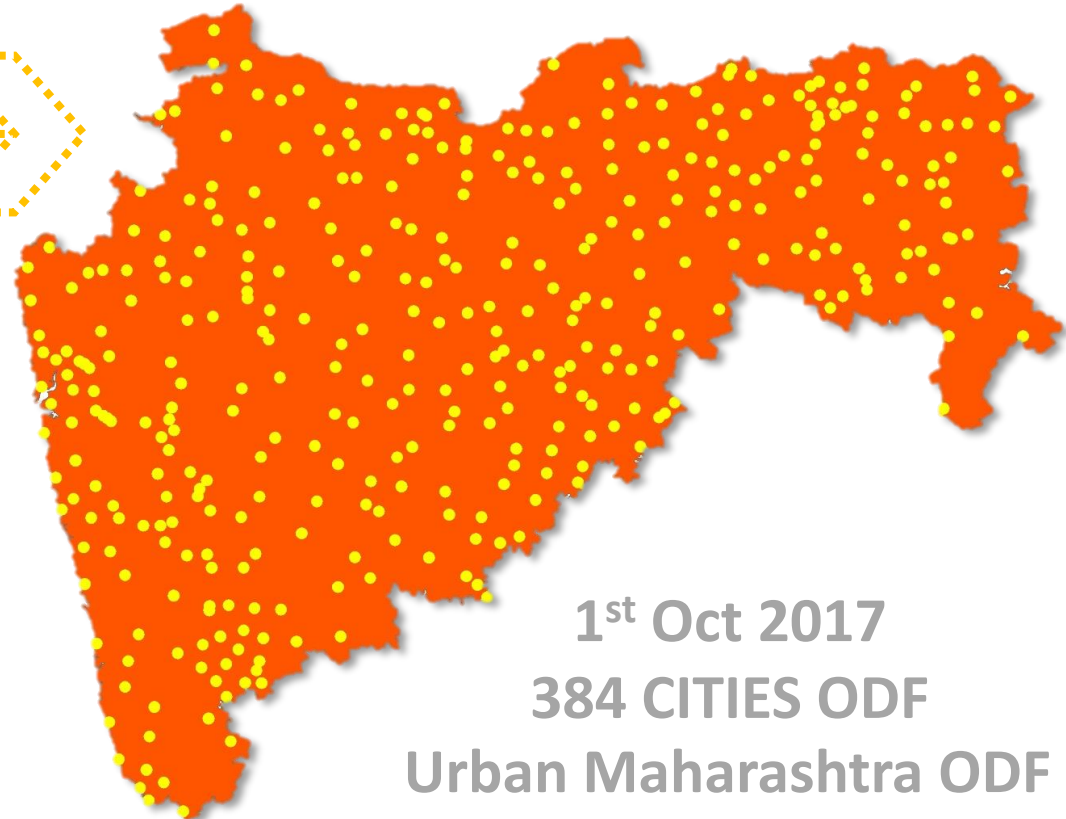
52 CITIES ODF
31ST JANUARY 2016



100 CITIES ODF
13TH OCTOBER 2016



1ST Oct 2017
384 CITIES ODF
Urban Maharashtra ODF





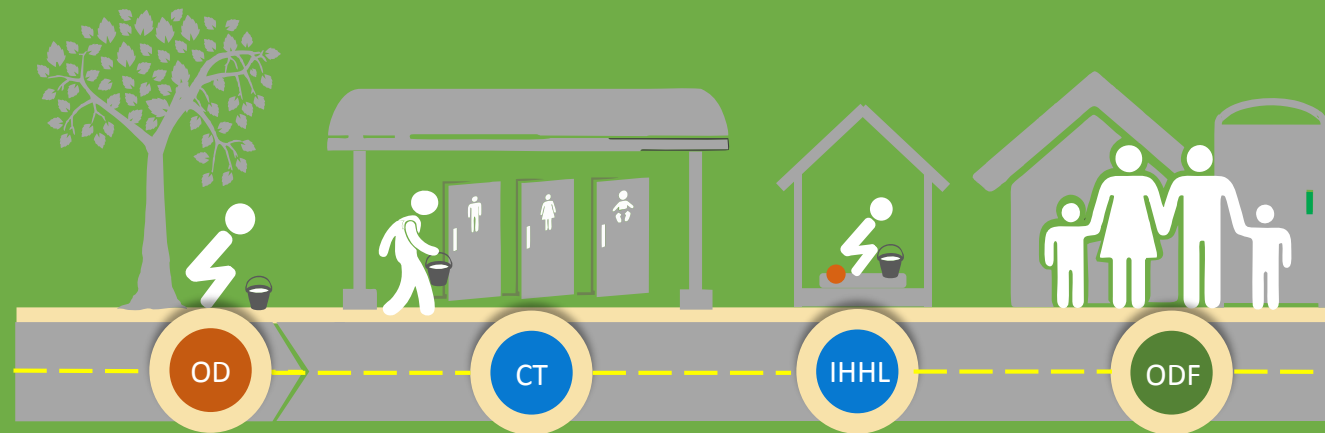
On 1st Oct 2017, Urban Maharashtra declared ODF in the august presence of Hon. President of India



URBAN MAHARASHTRA
is now **Open Defecation Free**
and on **OD watch**



Way Forward - Sustainability





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#1 Framework for ODF


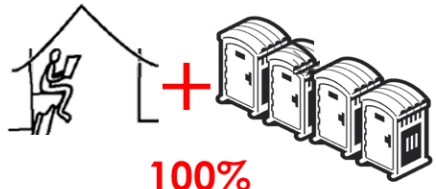
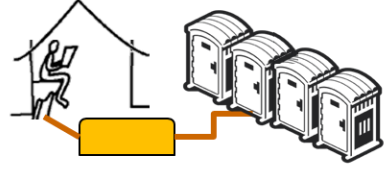

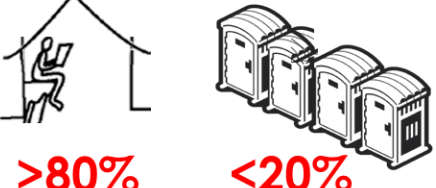
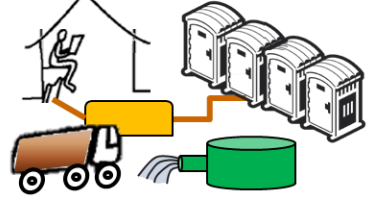


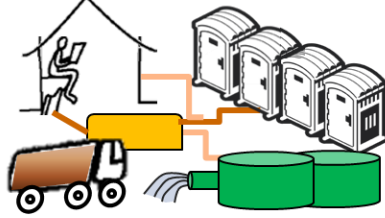
From Open Defecation to,



↓
ODF

↓
ODF+

↓
ODF++

| | | |
|--|--|---|
|  <p>No visible OD, faeces</p> |  <p>100% 100% access to own/community/public toilet</p> |  <p>All toilets connected to disposal system</p> |
|  <p>No visible OD, faeces</p> |  <p>>80% <20% At least 80% access to own toilet; rest CT/PT</p> |  <p>All toilets connected to disposal system; safe collection conveyance and treatment</p> |
|  <p>No visible OD, faeces</p> |  <p>>95% <5% At least 95% access to own toilet; rest CT/PT</p> |  <p>All toilets connected to disposal system; safe collection conveyance and treatment including effluent/grey water</p> |



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Way Forward – The Sustainability Charter

Sustaining the Status of ODF

- #1. Universal Access to Individual Toilets
- #2. Adequate, clean and reliable access to public / community toilets
- #3. Effective Participation of all stakeholders
- #4. Monitoring through “OD Watch” and “ODF Sustainability Tracker”.
- #5. Conversion of OD spots into usable public spaces.
- #6. Recognizing and awarding ULBs for their sustained performance.
- #7. Moving towards ODF+/++





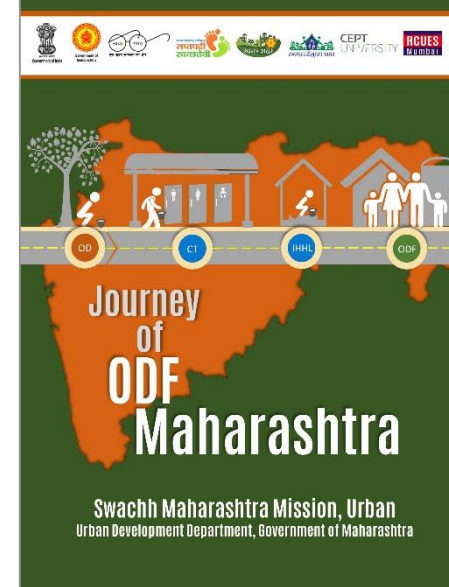
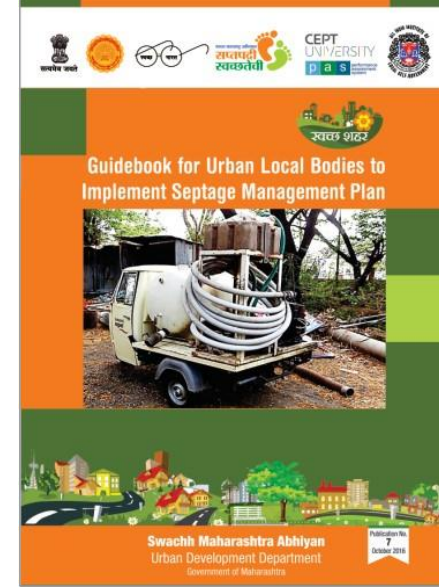
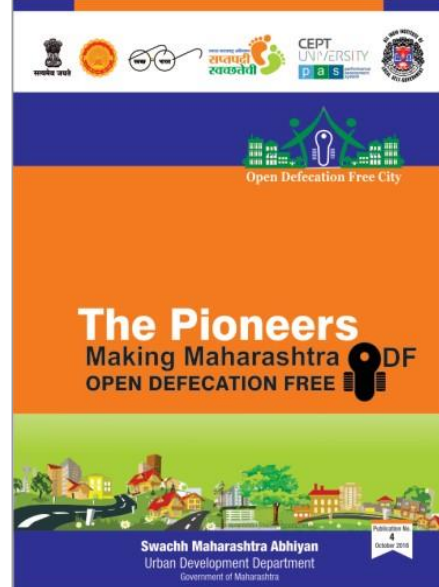
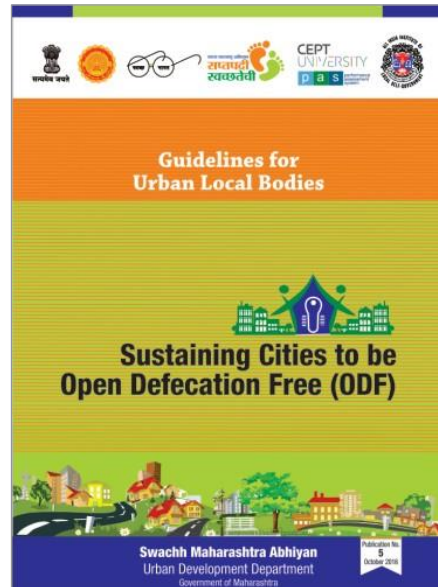
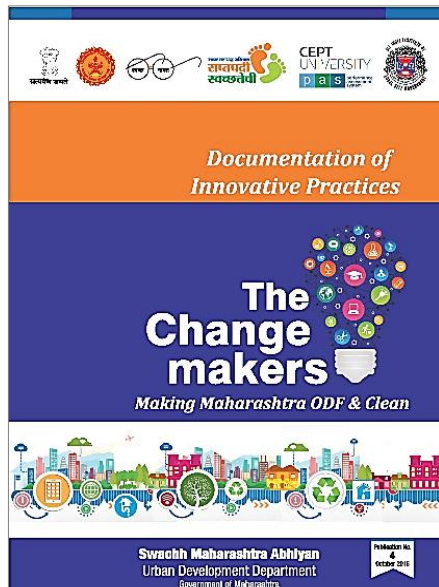
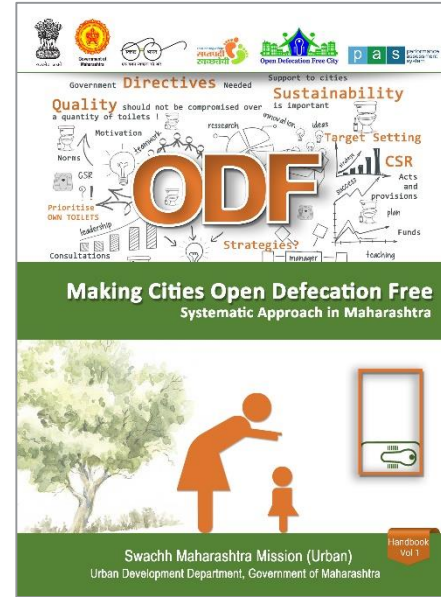
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Publications under SMM

Publications can be accessed at www.swachh.maharashtra.gov.in





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Thank you!