

Communication for Sustainable Sanitation

Wai, Maharashtra

October 2020

Context

Center for Water and Sanitation (CWAS), CEPT University has supported the city of Wai in its efforts for improved sanitation since 2012. The first achievement for Wai was to become an open defecation free (ODF) city and thereafter become one of the first cities in India to successfully implement scheduled desludging and get its faecal sludge and septage treated at a state-of-the-art treatment plant. It is also selected as one of the eight cities globally for implementing the City Wide Inclusive Sanitation (CWIS) principles.

This journey of Wai to ODF and beyond required work on various fronts. A key challenge in the initial years was to change people's behaviour and ensure that no one defecates in the open. Based on a qualitative assessment, various communication protocols were developed by the CWAS team. These protocols were used during interactions of community leaders with residents, as well as elected councillors' interaction at ward levels and at various religious gatherings.

It was expected that there will be some difficulty in communicating the notion of 'scheduled' desludging to Wai residents. Various communication materials were developed for this. However, the councillors conveyed the message of scheduled desludging linked with sanitation tax very well and there was a ready acceptance of scheduled desludging by Wai residents.

This document has both the approach as well as various communication materials developed by the CWAS team and used successfully in Wai. The fact that Wai was among the first group of cities to become ODF suggests that the approach and communication campaign has worked well. Wai residents also accepted scheduled desludging wholeheartedly, when they recognized the benefits.

While the communication materials presented in this report are specific to Wai, they are replicable in other similar contexts as well, with minor adaptation.



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Executive Summary (1/2)

Center for Water and Sanitation (CWAS), CEPT University has been supporting the municipal council of Wai (WMC) to become an open defecation free (ODF) city and there after become one of the first cities in India to successfully implement fecal sludge and septage management (FSSM).

As part of FSSM, scheduled emptying of septic tanks at 3 years emptying cycle has been implemented along with treatment of collected septage at a dedicated Faecal Sludge Treatment Plant (FSTP). The city is now declared ODF++.

In 2018, Wai was chosen as one of eight cities globally for the City Wide Inclusive Sanitation (CWIS) Programme supported by the Bill and Melinda Gates Foundation (BMGF). With this, the city continues its journey in proving itself to be a model city in the sanitation sector. Lessons in sanitation planning from Wai have been disseminated across all urban centres across the state of Maharashtra, under the Swachh Maharashtra Mission for Urban Areas.

During different stages of support to make Wai a model city for sanitation, various communications and awareness initiatives have been developed and carried out. The success of the effective implementation of FSSM and CWIS principles in Wai is in part due to our communication protocols.



Executive Summary (2/2)

The communication protocols were developed on the basis of a qualitative assessment of required messages to meet the objectives, identifying the intended groups and choosing the appropriate mode for conveying these messages.

Various platforms and media such as poster, banners, wall paintings, pamphlet distribution, fairs, workshops, trainings, and social media posts have been used for generating awareness, consultations and building capacities.

Messages were developed with support from Wai Municipal Council (WMC) at each stage. For example, for sending out message to stop open defecation and sustaining ODF audio messages by councillors were used. Short cartoon video was made and shared on various social media groups in the city and on local cable television.

This document provides an overview of interventions and a collation of resources that were developed over the years in Wai for communications for making Wai a model city in sanitation.





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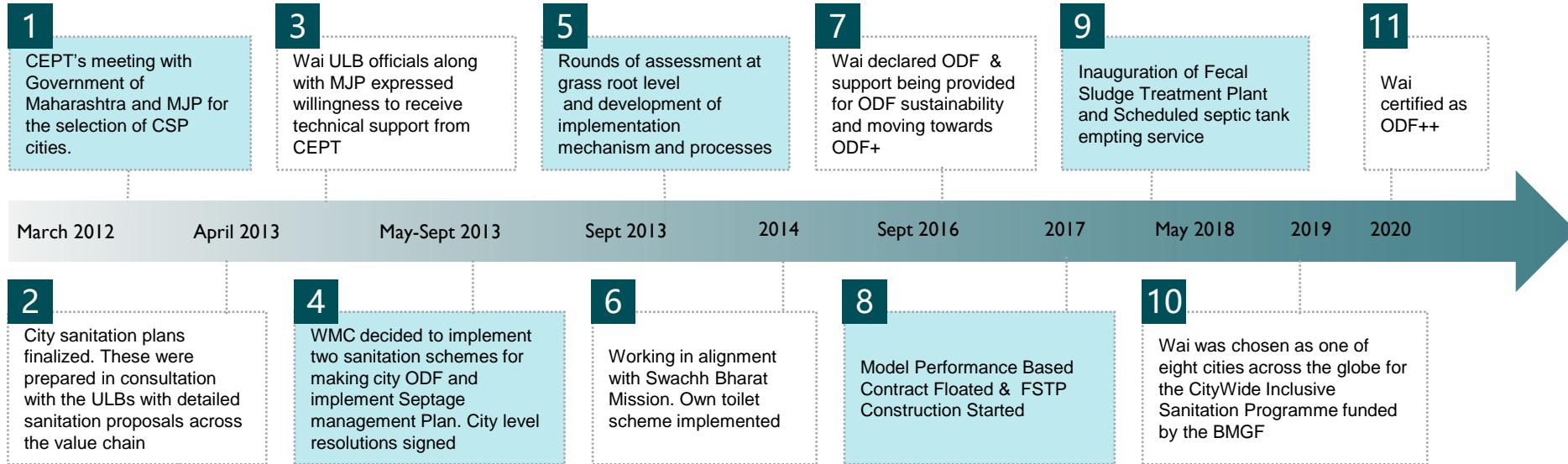
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Long term engagement with Wai ULB – eight years of technical support

In 2012, CEPT was working on a making a case for non-networked sustainable sanitation for small and medium towns. The city of Wai was chosen as one of four cities, where City Sanitation Plans would be prepared. Since then Wai has become a model city, attaining ODF status and sustaining ODF. It is one of the first cities to implement scheduled desludging and treatment

of faecal sludge. The city now aims to move towards universal access to sanitation and implement the City Wide Inclusive Sanitation (CWIS) principles. **This timeline details out the various interventions made over the years in Wai.**



Communication is critical for implementation of sanitation programme



Awareness activities are critical for successful implementation of community based programmes such as Faecal Sludge and Septage Management (FSSM) and increasing coverage of individual toilets.

For achieving each milestone, the communications strategy took an adaptive approach to achieve results depending on the interventions planned.

The communication approach at every stage was aligned on three aspects

Objectives to be achieved

Messages to be conveyed

Target audience

Formative Research to develop communication approach (1/2)

The communications approach was developed through a consultative process with the city government, as well as surveys and focus group discussions with citizens to understand the sanitation situation and their perceptions.



Observations

- High dependence on community toilets.
- Limited open defecation

Perceptions

- Since space is not there continue to use community toilets
- There are no sources for getting finance for constructing own toilets
- Easy access to community toilets

Communications approach

- Generating awareness about the need for an individual household toilet, sources of finance, sanitation credit, risks of using community toilets.



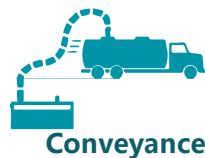
- A majority of toilets are connected to septic tanks.
- Septic tanks are oversized
- Septic tanks not emptied regularly

- It is better to construct oversized septic tanks
- Septic tanks should be emptied only when it overflows

- Generating awareness about the need regular emptying and standards for septic tank construction.

Source: CWAS, CEPT University (2019) *Wai – City-wide inclusive sanitation*. Retrieved from: https://pas.org.in/Portal/document/UrbanSanitation/uploads/Wai_Citywide%20inclusive%20sanitation%207.2.20.pdf
 CWAS, CEPT University (2015) *City Sanitation Plan Wai Municipal Council*. Retrieved from: https://pas.org.in/Portal/document/UrbanSanitation/uploads/CSP_Wai_full%20report.pdf
 PAS Project, CEPT University (2015) *SANITAB a Sanitation Survey Tool*. Retrieved from: <https://pas.org.in/Portal/document/UrbanSanitation/uploads/SANI%20Tab%20Sanitation%20Survey.pdf>

Formative Research to develop communication approach (2/2)



Conveyance

Observations

- Very few septic tanks were cleaned annually

Perceptions

- Desludging is needed only when the households feel the requirement to empty
Thus, a demand-based desludging service as 'complaint redressal' is sufficient

Communications approach

- Ensuring that ULB officials understand how scheduled desludging is implemented and managed, generating awareness for scheduled desludging



Treatment and disposal

- There was no treatment facility and the waste was dumped at the solid waste site

- ULB did not have the technical knowhow for FSTP

- Awareness building of ULB officials for technology and O&M of FSTP, generating awareness for treatment among sanitation workers and councillors



Inclusive sanitation

- Though there are 50% elected women representatives, their participation in local governance needs to increase.
- Sanitation workers do not regularly use PPE and face health risks.

- FSSM sector for women involvement and engagement not thought about.
- Sanitation workers didn't feel the need for PPE
- Monitoring of PPE is not required

- Reaching out to elected representatives and sanitation workers to generate awareness on the FSSM and safe sanitation practices

Source: CWAS, CEPT University (2019) *Wai – City-wide inclusive sanitation*. Retrieved from: https://pas.org.in/Portal/document/UrbanSanitation/uploads/Wai_Citywide%20inclusive%20sanitation%207.2.20.pdf
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Objectives for addressing sanitation issues and effective interventions

Objectives and interventions were structured along the sanitation value chain.



Achieving ODF and ODF sustainability

- Stopping OD
- Inviting applications for Own toilet scheme and Swachh Bharat
- Addressing financing gap
- Connection to safe containment systems

FSSM – Safe conveyance services

- Introducing system for regular emptying
- Customer co-operation in service delivery
- Safe and efficient services

FSSM - Post-treatment planning

- Planning for reuse of water and sludge

Inclusive services

- Sanitation worker safety
- Gender mainstreaming at all stages

Wai as a model city

- Programme awareness

Target Audience, methods and channels

Communications covered a wide range of activities along the lines of **behaviour change and communication, awareness generation, capacity building and dissemination.**

The **target audiences** for these activities are the **ULB representatives, service providers, citizens, sanitation workers and others such as masons building septic tanks etc.**

For each audience, appropriate channels were chosen for communicating the messages

Targeting the right audience



Decision makers



Build capacity for self sufficiency
Programme ownership
Gender mainstreaming



Citizens



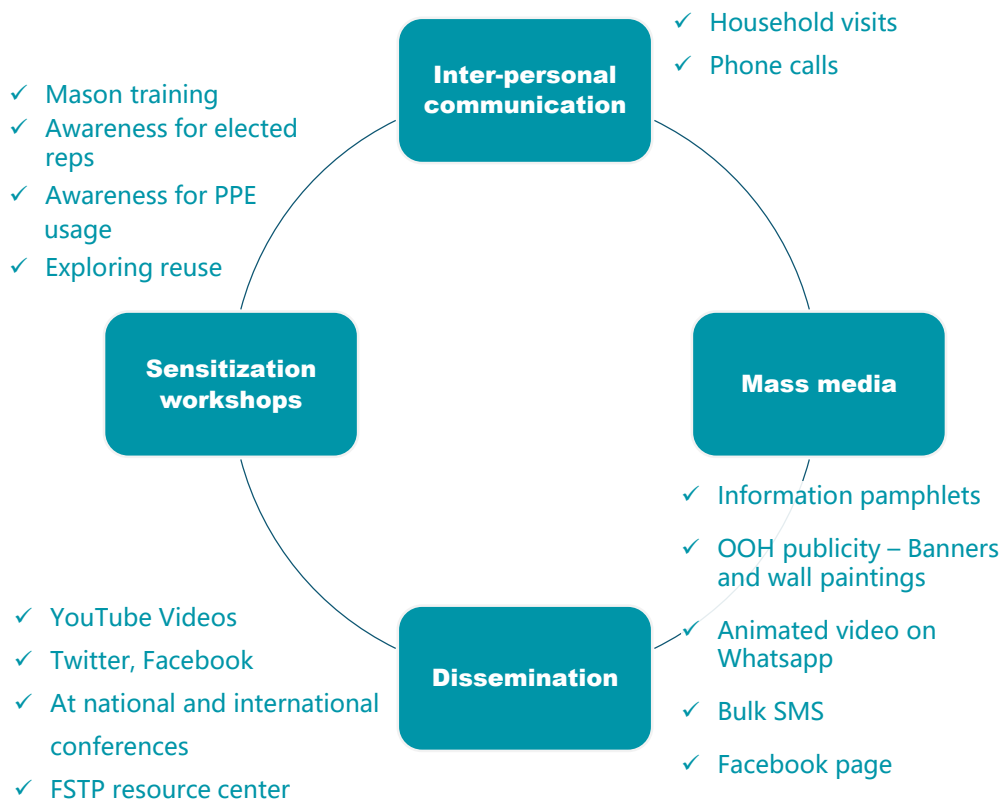
Demand for toilet construction
Leveraging SHGs
Desludging co-operation



Service operators



Safe desludging and PPE use
Connecting with options for reuse



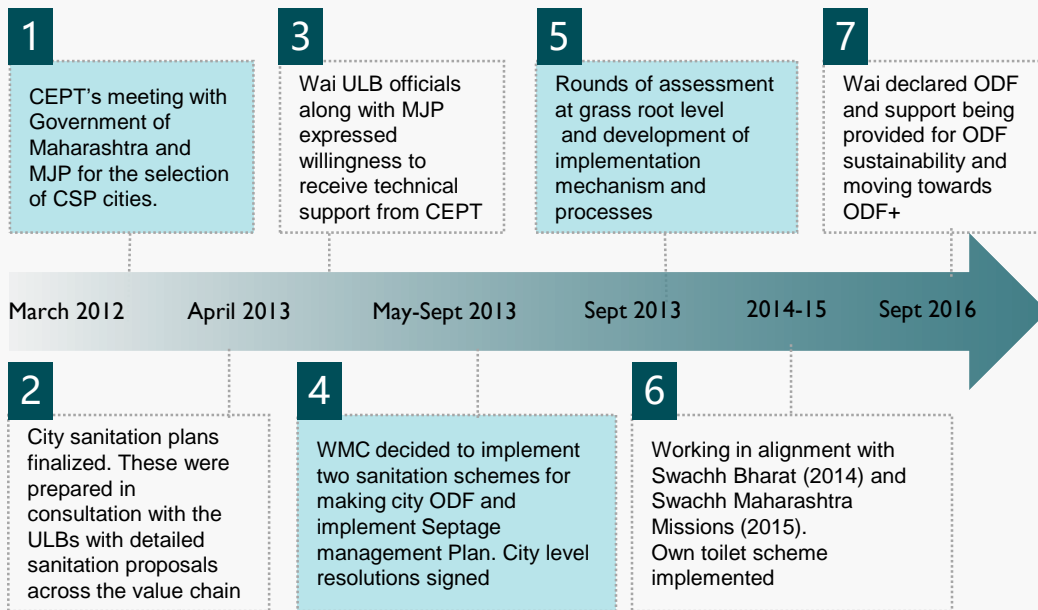


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Open Defecation Free Wai



Under the '**own toilet scheme**' every HH without toilet was provided an incentive of INR 10,000/-. The citizens had to fill up an application form and submit it to WMC. WMC developed an implementation and monitoring framework, did financial assessments of their annual budgets and conducted IEC and awareness activities for scheme promotion with support from CWAS.

- In 2012, the Government of Maharashtra via the Water Supply and Sanitation Department (WSSD) and the Maharashtra Jeevan Pradhikaran (MJP) chose the city of Wai along with 3 other cities for developing City Sanitation Plans (CSPs) with support from CEPT University and AILSG.
- After a thorough assessment process and development of multiple sanitation options, the city government focused on **2 main solutions based on its priorities**. As further support, CEPT remained a partner to the WMC for implementation of the project. **Making the city open defecation free was one of the priorities**
- In February 2014, Wai Municipal Council passed a resolution to implement the own toilet scheme
- In 2015 Swachh Maharashtra Mission was launched in line with the Swachh Bharat Mission (SBM). The mission aimed to stop open defecation and increase coverage of individual toilets and safe conveyance and treatment of faecal sludge.
- Hence the **Own Toilet Scheme was aligned** to the Swachh Maharashtra Mission.
- Correspondingly the **communication strategy was also realigned to focus on** eradicating open defecation, generate demand for individual toilets and promote SBM
- Wai was declared ODF in 2016 and has since been re-certified.

Messaging for Open Defecation Free Wai and ODF Sustainability



1. Stop Open Defecation

- It is harmful for human health and environment.
- There will be fines for it.

2. Build own toilets

- They are better than community toilets
- Group toilets are also an option

3. Avail govt. subsidy schemes

- Apply for subsidy and benefit from Own Toilet scheme and Swachh Bharat Mission

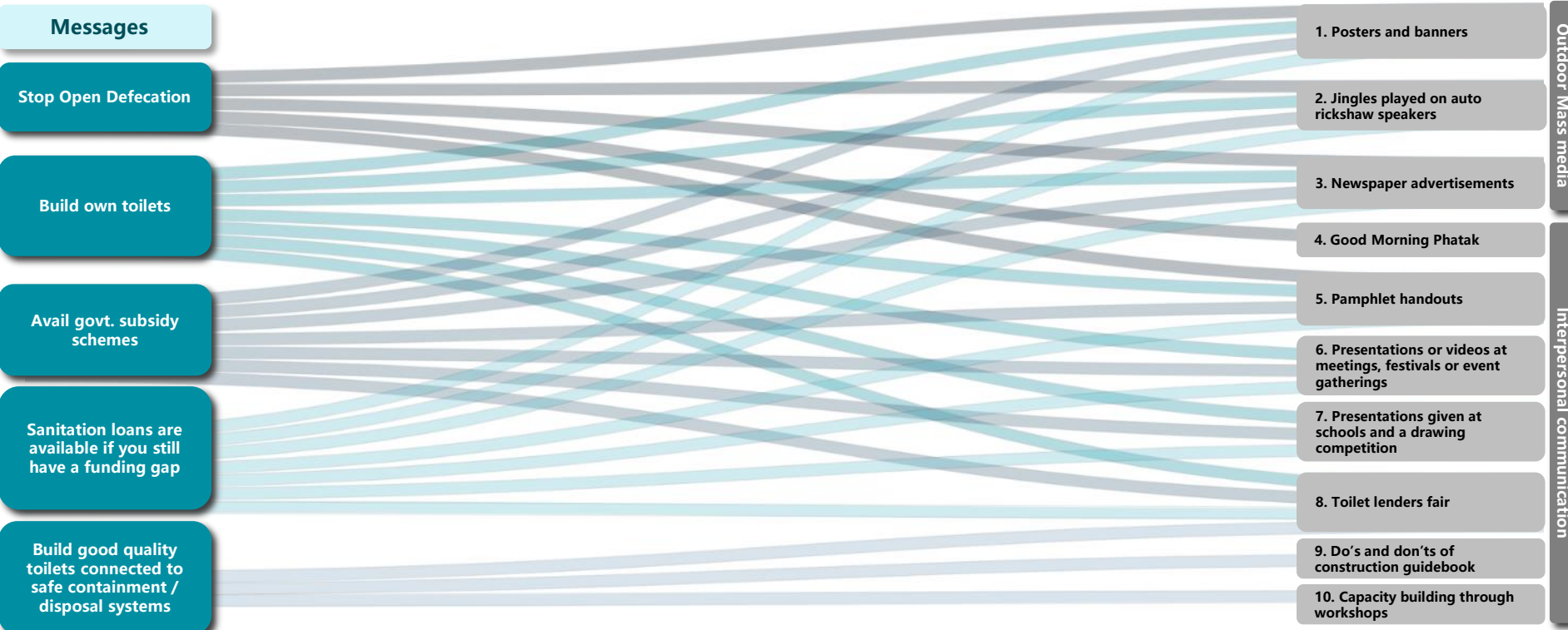
4. Sanitation loans are available if you still have funding gap

5. Build good quality toilets connected to safe containment / disposal systems

- Build super structure and septic tank as per suggested design specifications
- Share specifications with your mason and supervise the construction

Mixed media were used to convey the interconnected messages

As the different messages are interconnected, there is an overlap in the mediums utilized to convey the same. A combination of outdoor mass media and interpersonal communication mediums were used to ensure that these messages reach a maximum target audience.



Messaging for Open Defecation Free Wai and ODF Sustainability (1/3)



1. Stop Open Defecation

- It is harmful for human health and environment.
- There will be fines for it.

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- They are better than community toilets
- Group toilets are also an option

3. Avail govt. subsidy schemes

- Apply for subsidy and benefit from Own Toilet scheme and Swachh Bharat Mission

4. Sanitation loans are available if you still have funding gap

5. Build good quality toilets connected to safe containment / disposal systems

- Build super structure and septic tank as per suggested design specifications
- Share specifications with your mason and supervise the construction

Stop OD: Good Morning Pathak squad walks conducted at common OD spots

- To discourage the citizens from practicing OD and bring about behavioral change, WMC declared a fine of Rs. 500 per person.
- Monitoring squads called **'Good Morning Pathak'** visited common OD spots during morning and evening hours talked to people about the importance of using a toilet over open defecation and given toilet subsidy forms.
- These are composed of ULB staff and citizen volunteer-



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वाई शहरामध्ये कोठेही
उघड्यावर शौचास बसण्यास सक्त मनाई आहे
उघड्यावर शौचास बसल्यास

रु.५००/- दंडाची आकारणी करून संबधीत

व्यक्तीविरुद्ध कायदेशीर कारवाई केली जाई

अदिवाररून
मुख्याधिकारी, वई नगरपरिषद



Target audience : Citizens practicing OD

Stop OD and build own toilets: Posters and banners placed in strategic locations

- Banners and posters were developed to share information on the harmful effects of OD and its role in the spread of disease and water pollution. 120 banners and posters displayed prominently across the city in high footfall areas - near temples, in residential areas, at road crossings and in market places. These posters further explained how to avail funds for constructing own toilets.
- Identified OD spots were developed into usable public space and notices were put up about fines for offenders

Target audience : General citizens, Areas with low number of HH toilets, common OD spots.



Messaging for Open Defecation Free Wai and ODF Sustainability (2/3)



1. Stop Open Defecation

- It is harmful for human health and environment.
- There will be fines for it.

2. Build own toilets

- They are better than community toilets
- Group toilets are also an option

3. Avail govt. subsidy schemes

- Apply for subsidy and benefit from Own Toilet scheme and Swachh Bharat Mission

4. Sanitation loans are available if you still have funding gap

5. Build good quality toilets connected to safe containment / disposal systems

- Build super structure and septic tank as per suggested design specifications
- Share specifications with your mason and supervise the construction

Build own toilets and avail incentives: Banners and posters placed at strategic locations

More than 150 posters and 30 Banners displayed to generate awareness on on benefits of sanitation and availability of government subsidy. These were placed at CTs, near temple, residential areas, at crossing, market places, OD spots, etc.

Target audience : Community toilet users, High footfall locations, areas with low number of HH toilets, OD spots, Public gatherings and events

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https://www.pas.org.in/Portal/document/UrbanSanitation/uploads/Poster4_Sinnar%20own_group%20toilets%20scheme.jpg

Build own toilets and avail incentives: Announcements through jingles played on auto rickshaw speakers through the city

- Announcements in the Rickshaws to create a buzz at city level to make people know about the Own toilet scheme.
- Local radio and TV spots for animated movies and jingles.
- Day and night announcements and jingles on rickshaw went around the city about the scheme, the subsidies provided under it, and the ease of submitting an application to build own toilets.
- <https://www.youtube.com/watch?v=tdyUMxd1DHO>

Target audience : Citizens without individual household toilets



Build own toilets and avail incentives: newspaper advertisements

Advertisements were given in the newspaper to inform people for awareness generation about the toilet scheme and about events organized in the city.

Target audience : Citizens without individual household toilets

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वैयक्तिक शौचालय बांधू इच्छिणा-यांसाठी
वाई नगरपरिषद
आयोजित करत आहे

“शौचालय” तसेच “वित्तीय संस्थांचा मेळावा

कर्ज देणा-या संस्था

सॅनिटरी फिटिंग्सचे वितरक

या मेळाव्यामध्ये शौचालय व त्यासंबंधित स्वच्छता सुविधा पुरविणाऱ्या संस्था, सॅनिटरी फिटिंग्सचे वितरक तसेच कर्ज देणाऱ्या संस्था सहभागी होणार आहेत. तरी, वैयक्तिक शौचालय बांधण्याची इच्छा बाळगणाऱ्या **सर्व नागरिकांनी मेळाव्यास जरूर भेट द्यावी व संधीचा लाभ घ्यावा !!!**

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सूचना: मेळाव्याचे सर्व हक्क वाई नगर परिषद यांचेकडे सुरक्षित

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नगरपरिषद: **₹. १०,०००**

अनुदान

अनुदान मिळाल्यानंतरही शौचालय बांधायला पुरेसे पैसे नाहीत?

शौचालय बांधण्यासाठी पुरेशी जागा नाही?

मग तुम्ही कर्ज घेण्याचा विचार केला आहे का?

तुम्ही गट शौचालय बांधून चौकशी केला आहे का?

आजच नगरपालिकेत या बाबत चौकशी करा व अर्ज भरा !!

स्वच्छ वाई , स्वस्थ वाई

स्वच्छ महाराष्ट्र अभियान

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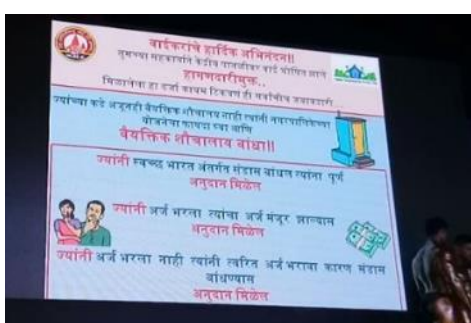
स्वच्छ वाई , स्वस्थ वाई

https://www.pas.org.in/Portal/document/UrbanSanitation/uploads/6_Newspaper%20article_Toilet%20subsidy%20under%20SBM_Municipal%20own%20toilet%20scheme.pdf

Build own toilets and avail incentive: Presentations and videos at community meetings, festivals and local gatherings (1/2)

Informative audio visuals were showcased utilizing Large Gathering Events like Ganapati and a body building event for conducting area meetings and presentations.

Target audience : Citizens without individual household toilets



Build own toilets and avail incentive: Presentations and videos at community meetings, festivals and local gatherings (2/2)

- Community and ward level meetings and presentations with elected representatives to encourage households to opt for own toilets.
- More than 200 forms are given out in a day and the demand for own toilets was visible.



Target audience: Citizens without individual household toilets



Animated video on Own Toilet Scheme



The movies and jingles were played at various location in the city to make people aware of ill effects of OD and the Own Toilet Scheme. Movie and Jingles make the message easy to understand and attractive.

These videos on the Own/ Group Toilet scheme highlights the need for an Own toilet and advertise the scheme by the municipal corporation providing subsidies to build Own/ Group toilets. They also provide details about the subsidies provided for building toilets and who can avail them.

Link :https://www.youtube.com/watch?v=h56uEs2dJ_Y

Build own toilets and avail incentive: Pamphlet handouts

- Pamphlets on the Own Toilet Scheme were distributed which provided information on the subsidies available to applicants.
- Handouts and subsidy application forms were especially given to households without toilets.
- Information on group toilets - Those who lack funds or space for their own toilet can consider the option of group toilet with 2 – 4 households neighboring households.

तुमच्याकडे स्वतःचे शौचालय नाही का??
गिराव महाराष्ट्रातील शहरी शौचालय कुठराकडे एक-दोन शौचालये नाहीत...
आज तुम्ही शौचालय एक बांधावा !!

पण का ??

घरागवे बांधा करी कुठून... ???
ही अधिक परिस्थिती नाही कुठून ???

एकच घरचा घरात
गल्ल्या कुठे बांधू??

घरात बांधावा
शौचालय

तुमच्या का घरागवावर शौचालय बांधून घरात बांधाविकडे तुमच्यासाठी असावी आहे
एक अनोखी योजना
"गट शौचालय योजना"

शौचालय बांधावा घरात कुठराकडे बांधावा घरात बांधावा घरात बांधावा घरात बांधावा
घरात बांधावा घरात बांधावा घरात बांधावा घरात बांधावा

सुखदखर ! सुखदखर !! सुखदखर !!!

स्वतःचे शौचालय बांधावल्या कुठराकडे बांधावा घरात बांधाविकडे विशेष भेट...

घरात बांधावा घरात बांधावा घरात बांधावा घरात बांधावा

"वैयक्तिक / गट शौचालय योजना"

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शौचालय बांधावण्यासाठी काय पणाय पणाय

तुमच्याकडे स्वतःचे शौचालय आहे का?

नाही!!!

पैसे नाहीत ???

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घरात बांधावा घरात बांधावा घरात बांधावा घरात बांधावा

Target audience: Citizens without individual household toilets



Link to flyers: https://www.pas.org.in/Portal/document/UrbanSanitation/uploads/7_Leaflet_Credit%20options%20for%20own%20toilets.pdf

SBM subsidy and own toilets: Presentations at schools along with a drawing competition for the children

Organizing drawing competitions in schools and along with presentations made to teachers, students and parents to bring awareness about constructing individual/ group toilets.

Target audience : School students and their parents



Sanitation loans and credit options: SHG meetings

- SHG meetings were conducted in various areas to assess the demand for 'Toilet Loans'.
- Sustainable options for extending 'Toilet Loans' to the HH are explored. Preferred credit option and repayment period were identified. Consultations with banks, credit cooperative societies, housing finance institutions and MFIs were done.
- Pamphlets were handed out which gave information on building own toilets, availing SBM subsidy and accessing further loans.

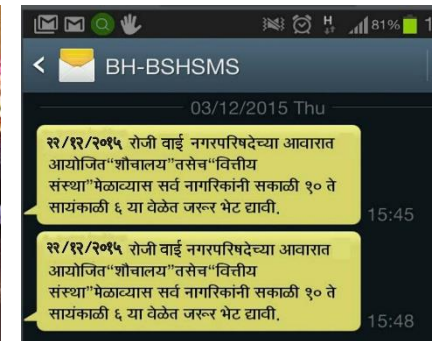


Target audience : SHG Women

One stop shop: Toilet and lender fair to bring together all stakeholders

- A Toilet and Lenders Fair was held on 22nd December 2015 in Wai to bring together potential applicants, financial lenders, sanitation technology providers and sanitary-ware vendors.
- It gave details about SBM and how to apply for government subsidy schemes and also helped citizens connect with loan providers, sanitary ware vendors and builders. Application forms for subsidy were also given out during the fair
- The fair involved 4 financial institutions, 1 toilet technology provider and 4 toilet manufacturers.
- City residents were informed about the fair through: hoardings at prime locations around the city, local audio announcements, bulk SMSs, flyers in the newspapers .
- Students were invited with the dual aim of creating awareness among the young ones and reaching the households

Target audience: Citizens without individual household toilet



Messaging for Open Defecation Free Wai and ODF Sustainability (3/3)



1. Stop Open Defecation

- It is harmful for human health and environment.
- There will be fines for it.

2. Build own toilets

- They are better than community toilets
- Group toilets are also an option

3. Avail govt. subsidy schemes

- Apply for subsidy and benefit from Own Toilet scheme and Swachh Bharat Mission

4. Sanitation loans are available if you still have funding gap

5. Build good quality toilets connected to safe containment / disposal systems

- Build super structure and septic tank as per suggested design specifications
- Share specifications with your mason and supervise the construction

Building good quality toilets connected to safe containment / disposal systems: Banners at the toilet and lenders fair, marketplace

- Guidelines for proper construction of toilets and septic tank shared with toilet subsidy applicants along with the work order and at the Toilet and Lender fair.
- Demonstration of proper construction was also given.

Target audience: People about to start construction , local masons and contractors who build toilets

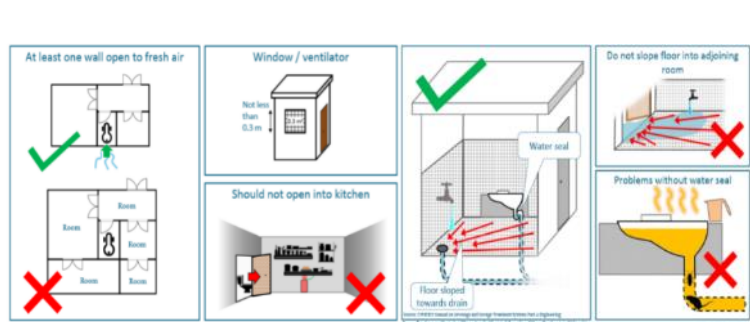
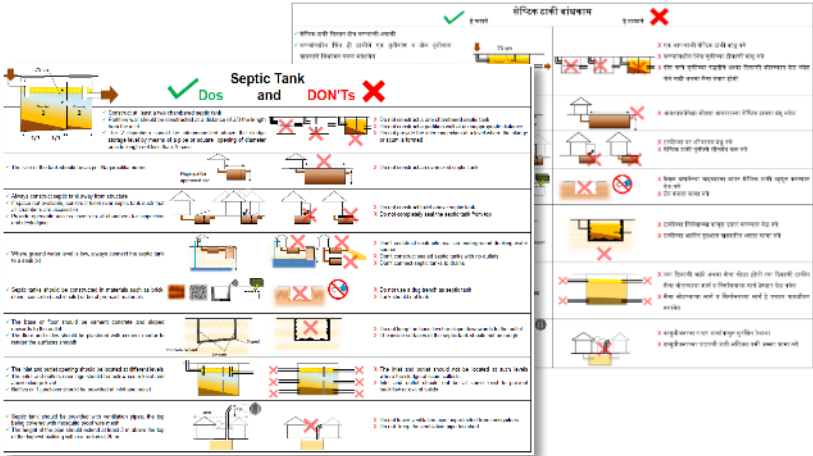


https://www.pas.org.in/Portal/document/UrbanSanitation/uploads/15_Module_Technical%20training%20of%20local%20contractors.pdf

Building good quality toilets connected to safe containment / disposal systems: Training session and guidelines

- An illustrated guidebook and pamphlets in English and Marathi was prepared on the do's and don'ts of construction.
- Pamphlets were handed out work orders for toilet construction.
- Training of local contractors was conducted for good construction practices for toilets and septic tanks. It informed them of correct standards for construction and design specifications.

Target audience : People about to start construction , local masons and contractors who build toilets



Results: Wai became one of first cities in the State to attain ODF status

- No open defecation practiced in the city now and all HHs are either using individual toilets or community toilets.
- 500+ individual toilet applications mobilized. Some HHs have also accessed sanitation credit for constructing individual toilets.
- Wai municipal council was one of the first pioneering cities in Maharashtra to become ODF.
- The city has been successful in maintaining its ODF status through the regular validations from the Central government through these years.
- Citizens are aware about Wai achieving ODF status and their responsibility towards sustaining the ODF status



QCI team visiting Wai for validations

Lessons learnt ...

- For displaying about details of the scheme and information on sanitation credit mass communication through banners etc have better reach.
- For encouraging and raising awareness among citizens on constructing individual toilets, interpersonal communications were more useful, since it aimed at changing their behavior.
- Interpersonal communications with mason proved to be more useful for construction of septic tanks according to design recommendations.



Through communications via different channels people were motivated to construct IHHL in Wai



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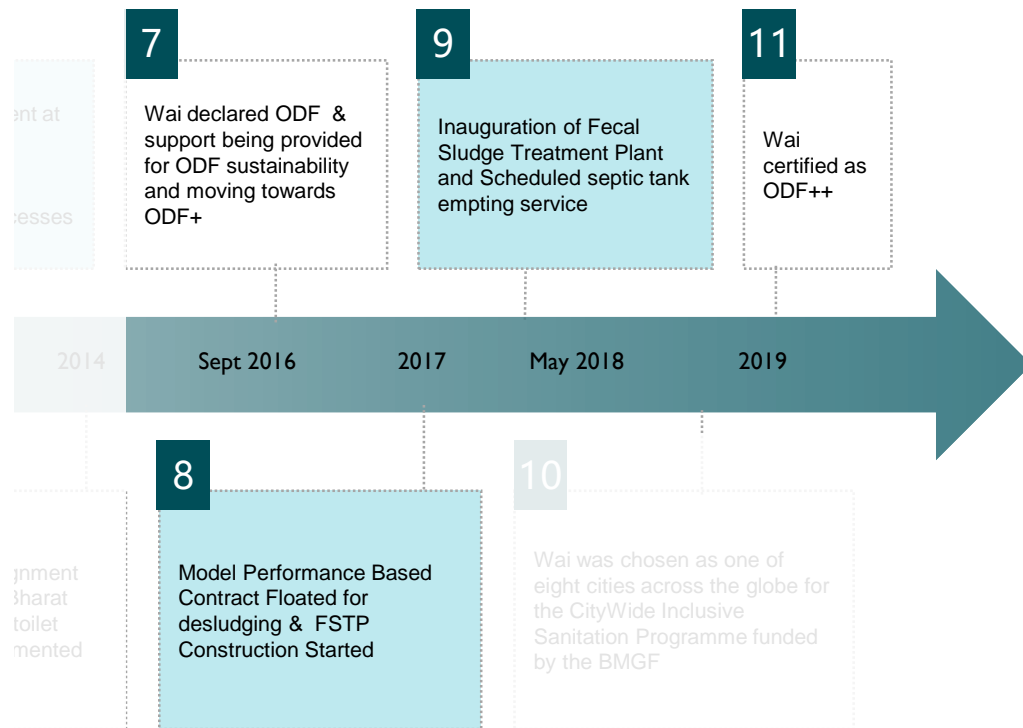
Communications approach for Citywide
Inclusive Sanitation

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Communications approach for Wai as a
model city

Faecal Sludge and Septage Management in Wai

- The next step in the sanitation value chain after toilets was management of the faecal waste coming from the toilets.
- Work on **implementing scheduled desludging and treatment** also initiated in 2016 wherein the communications were designed to increase awareness about the need for regular desludging.
- Initially desludging of septic tanks was on-demand basis and done the suction emptier truck owned by WMC.
- A scheduled desludging plan was envisioned where service will be provided to all properties according to a pre-determined schedule spanning a cycle period of 3 years. The plan ensures that the onsite sanitation systems function well and emptying service is provided to all regularly. This is a first-of-its-kind plan in India and to ensure its success extensive awareness activities were carried out to ensure success.
- In order to ensure scheduled emptying private contractor were engaged after and e-tendering selection process. The contract was designed as a performance linked payments contract.
- To ensure that all the sludge that is collected was disposed safely, a faecal sludge treatment plant was also set up.



Messaging for FSSM and scheduled desludging



1. Understanding Scheduled Desludging

- Regular desludging is important for health and environment.
- Council is rolling out a service for everyone.
- There is no emptying charge for service once in three years

2. What citizens have to do.

- Citizens have to keep certain checks for good quality service which abides with laws and regulations and then only sign the receipt on completion.

3. What a good quality service implies

- PPEs should be used and there is no manual scavenging.
- Transparency in operations and safe delivery - Sign the receipts.
- Requires monitoring

Mixed media were used to convey the interconnected messages

As the different messages are interconnected, there is an overlap in the mediums utilized to convey the same. A combination of outdoor mass media and interpersonal communication mediums were used to ensure that these messages reach a maximum target audience.

Messages

Media

Understanding Scheduled Desludging

What citizens have to do

What a good quality service implies

1. Wall painting and banners across the city

2. Animated video circulated on WhatsApp

3. Training session

4. Pamphlet handed out to households scheduled for emptying

5. House to house visits and prior day SMS

Outdoor Mass media

Interpersonal communication

Messaging for FSSM and scheduled desludging



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Announcing scheduled emptying services: Wall paintings and banners

- Wall paintings and banners across the city announcing the service and its benefits.
- These paintings explain the need for scheduled emptying and that septic tanks should be emptied every three years.
- They also inform citizens that the scheduled emptying service is not linked to a fee.

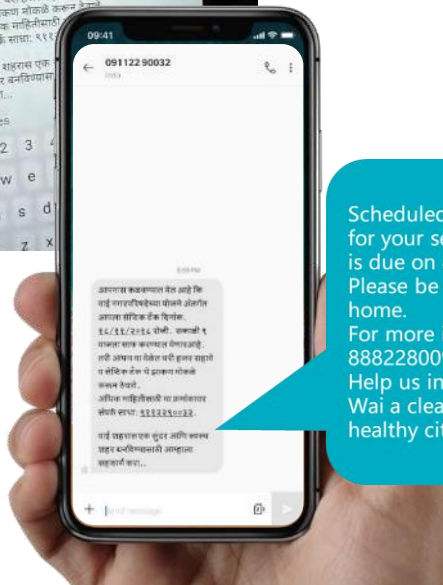
Target audience : Septic tank owners



Customer readiness: Household visits and SMS prior to desludging day

- An SMS is sent to property owner 2 days prior to scheduled service. Households are expected to be ready with their access covers open.
- This is followed by a household visit to explain the details and procedure of the service being provided.

Target audience : Households scheduled for emptying service



Scheduled emptying for your septic tank is due on 8/11/2018. Please be ready at home.
For more info call: 8882280092
Help us in making Wai a clean and healthy city.



Messaging for FSSM and scheduled desludging



a. Understanding Scheduled Desludging

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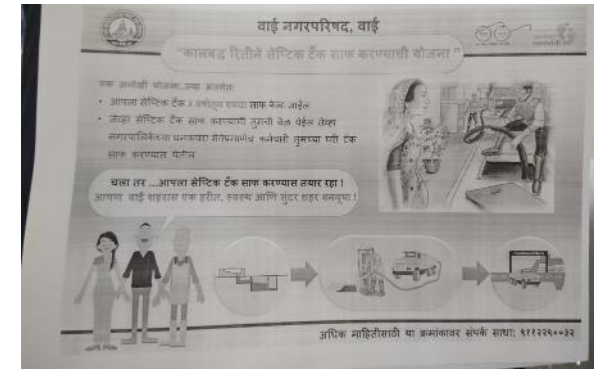
c. What a good quality service implies

- PPEs should be used and there is no manual scavenging.
- Transparency in operations and safe delivery - Sign the receipts.
- Requires monitoring

Customer co-operation and awareness of safety procedures: Pamphlet handouts

- Pamphlet distributed to households explaining what to expect on the scheduled day of service.
- They were given to home owners whose septic tanks were scheduled for service in upcoming days.
- It also informs the septic tank owners to **lookout for unsafe practices**.
- They were available in English and Marathi. Link below.

Target audience : Septic tank owners



<https://www.pas.org.in/Portal/document/UrbanSanitation/uploads/Poster-Septic%20tanks%20dos%20and%20donts.pdf>

Customer co-operation and awareness of safety procedures: Animated video circulated on WhatsApp

- Short animated movie explaining the process of scheduled desludging was prepared and uploaded to youtube.
- The movie also contained a message from the Chief Officer of WMC.
- This was initially sent as a clip on whatsapp to various citizens groups to keep them informed about the process and the procedures and protocols to be followed.

Link below

Target audience : Households scheduled for emptying service and general citizens



<https://www.youtube.com/watch?v=HTNBw5d3j9A&t=97s>

Providing safe and efficient services: Training sessions on monitoring tools for ULB staff

- The WMC staff was trained to use SMART monitoring tools.
- Separate trainings sessions were conducted for sanitation workers who would be using the sani tab app for on field monitoring of scheduled desludging operations
- Training was also conducted for Water Supply and Sanitation Engineer and sanitation Inspector for orienting them on using the Sanitab Dashboard
- The training led to WMC taking ownership in using the SMART Monitoring Tools



Target audience : City government staff for SMART monitoring tools

Results: Scheduled desludging implemented successfully in Wai and has been operational since May 2018 (1/2)



TPI for ODF++, Wai Municipality



- Scheduled desludging and treatment of faecal sludge at FSTP began in Wai from 30th May, 2018
- City has attained ODF++ status as per MoHUA protocol:
- Wai became one of the first pioneering cities to demonstrate scheduled desludging in the country.
- Citizens have been vigilant during scheduled desludging services provided to them which have been recorded through use of SaniTab/SaniTrack.
- In 24% of cases, women managed the process at household end.

Third Party Inspection (TPI) report for Certification of ODF++: Wai Municipality

Date of TPI	23 rd - 24 th September, 2019
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Name of the ULB: Wai Municipality

City Profile

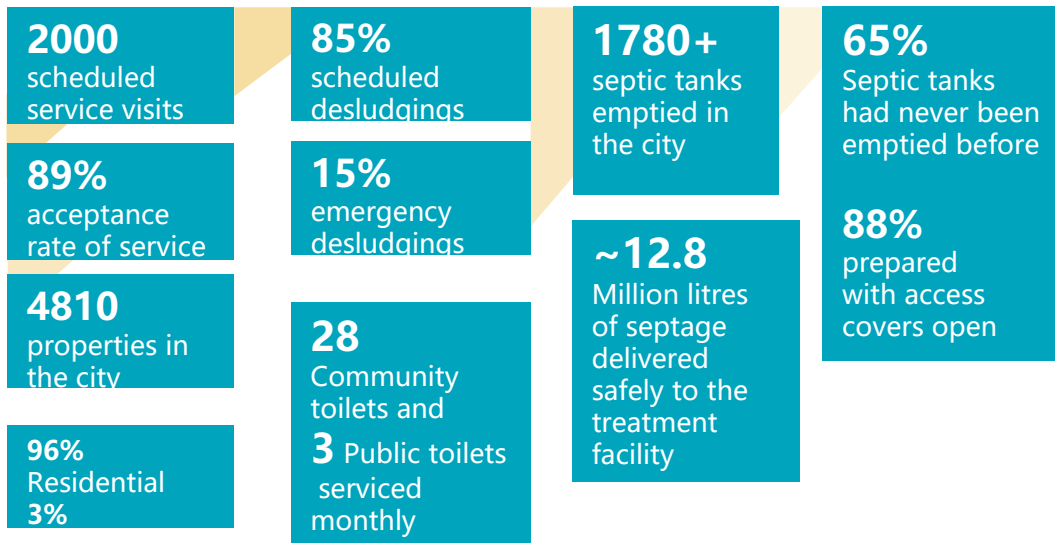
State	Maharashtra
District	Satara
Census Code	802865
Total Population	36,025
Total Number of Wards	10
Fine Collection Mechanism (Yes/No)	Yes
Total No. of Community Toilets	21
Total No. of Public Toilets	3
Total No. of Best Toilets	6
IHHL & CT Seats Target Achieved (Yes/No)	Yes
STP/FSTP/Co-treatment Plant	Yes

As on September 24th 2019 Wai Municipality *can be declared as Open Defecation Free++*.

Results: Scheduled desludging implemented successfully in Wai and has been operational since May 2018 (2/2)

- Higher acceptance rate of 89% has been achieved in Wai which shows the people have acknowledged the importance of FSSM and have supported the Wai municipal council in implementing scheduled desludging successfully.
- Treatment of faecal sludge has been operational at the FSTP. Wai was one of the first cities to cross the mark 10 million litre of septage treated at an FSTP.

*data till 30th September 2020



Lessons learnt..

- Training and interpersonal communications prove to be more useful especially when a new concept like schedule desludging is introduced in the city.
- If mass communications are shared or have a message from local leaders and chief officers they become more relatable and would have more impact.
- For mass communications it is important to keep target audience in mind in
- In order to improve the reach and viewership of mass communications, material should be prepared in vernacular language.
- Communications should be initiated w.r.t to the zone in which scheduled desludging is going to be started.



Perceived challenges for non-uptake of scheduled desludging were addressed through proper communications with all stakeholders



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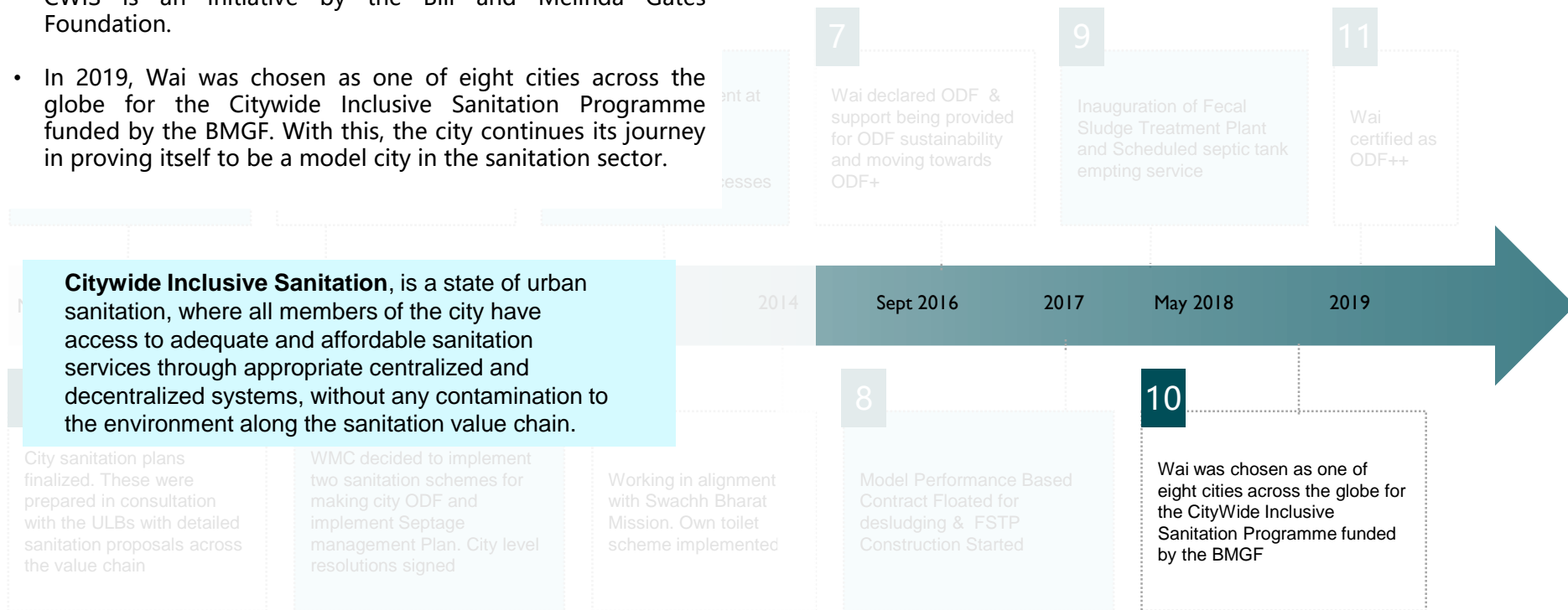
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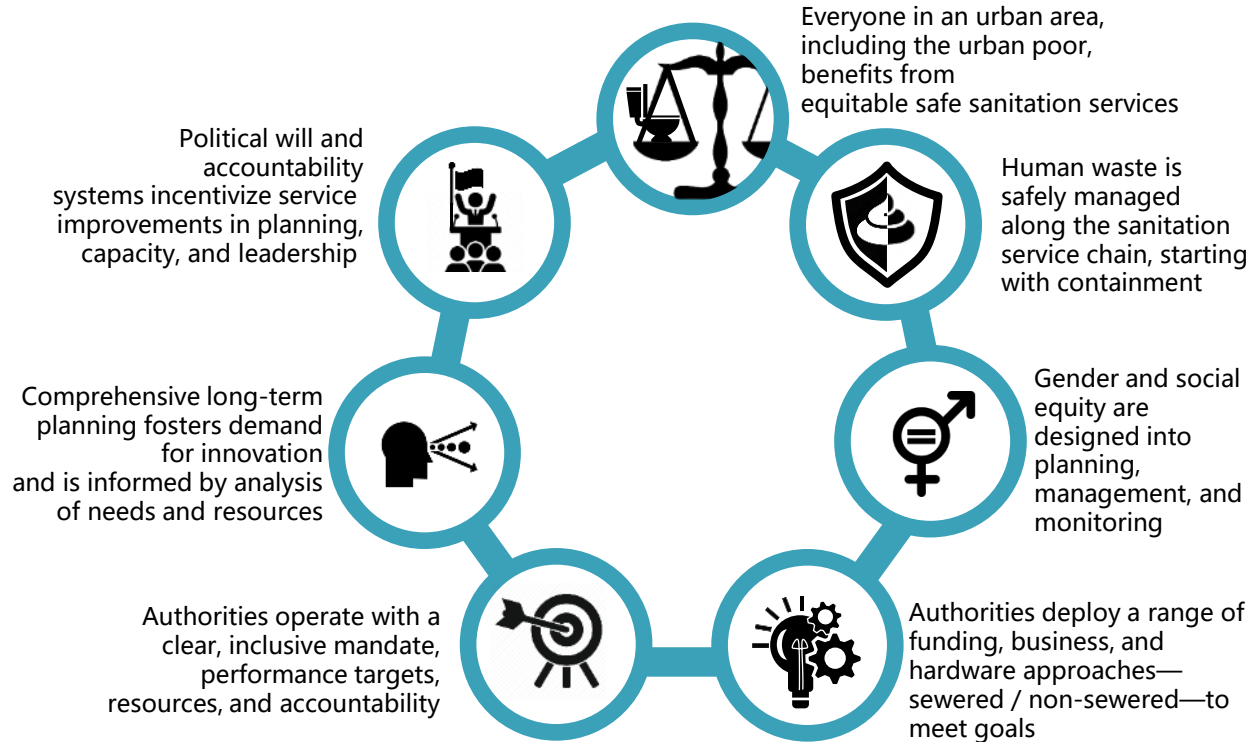
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Citywide Inclusive Sanitation in Wai

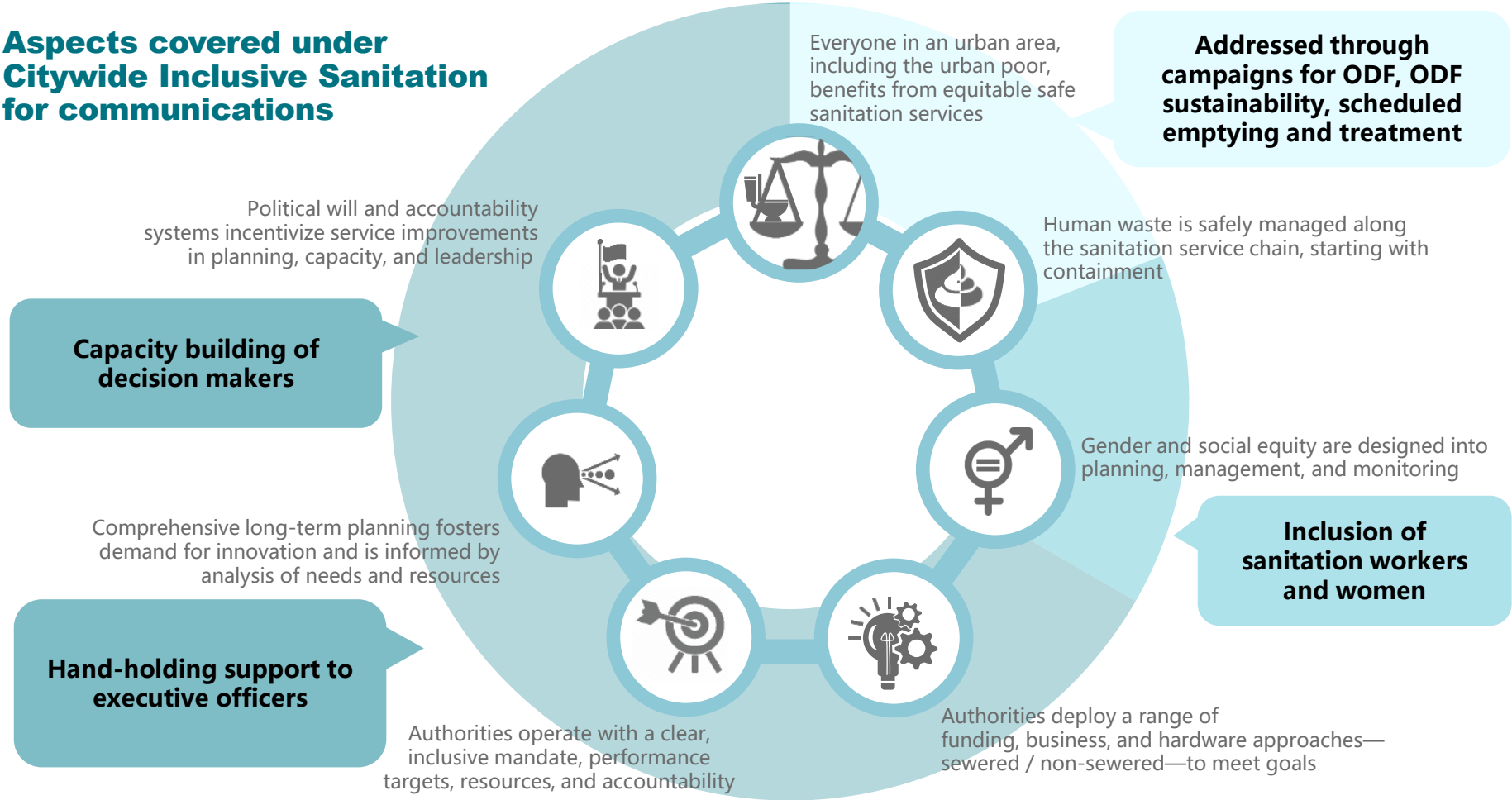
- CWIS is an initiative by the Bill and Melinda Gates Foundation.
- In 2019, Wai was chosen as one of eight cities across the globe for the Citywide Inclusive Sanitation Programme funded by the BMGF. With this, the city continues its journey in proving itself to be a model city in the sanitation sector.



Principles of Citywide Inclusive Sanitation



Aspects covered under Citywide Inclusive Sanitation for communications



Messaging on CWIS



a. Inclusion of Sanitation Workers

- PPE should be used for health and safety of san-workers
- Wear PPE according to your activity with proper use and maintenance
- Always wear PPE at work
- Supporting sanitation workers during COVID-19
- Acknowledging participation of women as sanitation workers

b. Inclusion of Women

- Women take up leadership roles and participate in decision making
- Acknowledging women sanitation champions

c. Capacity building of decision makers

- The need for comprehensive long-term planning informed by analysis of needs and resources
- The importance of political will and accountability systems and how they incentivize service improvements in planning, capacity, and leadership

d. Handholding support for executive officers

- Operating with a clear, inclusive mandate, performance targets, resources, and accountability
- Deploying a range of funding, business, and hardware approaches—sewered / non-sewered—to meet goals

<https://pas.org.in/>

Mixed media were used to convey the interconnected messages

A combination of mass media and interpersonal communication mediums were used to ensure that these messages reach a maximum target audience.

Messages

Inclusion of Sanitation Workers

Inclusion of Women

Capacity building of decision makers

Handholding support for executive officers

Media

1. Posters, flyers

1. Training sessions and Health Camp

2. Workshops, conferences

3. Regular meetings and presentations

4. Short notes, reports, briefs, posters, flyers,

Mass media

Interpersonal communication

Messaging on CWIS



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San-Worker safety: Training workshop for using PPE and health camp

- To sensitize san-workers on the importance of use of PPE and caring for their health a training workshop and health camp was conducted
- The workshop-health camp was organized by WMC with support from CWAS in Nov 2019.
- The objective of conducting the workshop was orient the san workers towards importance of using personal protective equipments (PPE).
- A counselling session along with a health check up for all workers was conducted to assess their health and well being.



Target audience : Sanitation Workers

San-Worker safety: Poster and flyers on use of PPE

- Flyers were designed for the ensuring awareness about PPE in the work place to ensure safety for the san-workers.
- The flyers had sections explaining the rights and responsibilities of the sanitation workers.
- It displayed the types of PPE to be worn and what it would protect them against according to the type of work done.
- The correct use and proper maintenance of PPE along with basic hygiene was also included.
- It was prepared and distributed to all workers during the san workers workshop in English, Hindi and Marathi.

Target audience : Sanitation Workers



San-Worker dignity: Acknowledging san-workers in an attempt to provide dignity to their work in the training workshop and health camp they were recognized

- The san workers were felicitated by WMC and were thanked for their contribution
- The workshop was conducted jointly with WMC, it acted as a platform for the WMC officials to interact with all the san workers.
- WMC officials addressed the participants on work place safety, use of PPE and to follow healthy lifestyle.

Target audience : Sanitation Workers



Social media posts for the acknowledgement and encouragement of san-workers in COVID times was uploaded

- Sanitation workers who continue their daily work at the frontlines are highly vulnerable to COVID-19.
- CWAS supported cities of Wai and Sinnar to ensure that 250 sanitation workers in both cities – employed by the city government and private contractor have adequate protection.

Link: <https://www.youtube.com/watch?v=K3oVQsY8-r8&t=23s>

Target audience : Sanitation workers and citizens



Messaging on CWIS



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- PPE should be used for health and safety of san-workers
- Wear PPE according to your activity with proper use and maintenance
- Always wear PPE at work
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- Acknowledging participation of women as sanitation workers

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- Acknowledging women sanitation champions

Capacity building of decision makers

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<https://pas.org.in/>

Capacity building of decision makers: A training workshop for women elected representative

- The workshop was organized by WMC to build capacities of Elected Women Representatives (EWRs) for effective functioning and participation in local governance focusing on FSSM.
- The training also included field demonstrations to orient participants towards scheduled desludging and treatment operations.
- The workshop was a platform for interaction between sector experts and the ERWs to build their capacity in improving their role as elected members of the council



**Target audience : Elected Women
Representatives and Sanitation Workers**

Social media posts were used to acknowledge the participation of women in FSSM highlighting the role of women as “sanitation champions”

- Social media platforms have been used extensively to disseminate events and resources related to gender inclusion.
- Efforts have been made to acknowledge the participation of women in FSSM through digital medium.
- Social media has been acting as platform for dissemination of interventions for wider audience at global and national level

Target audience : Woman sanitation workers and Woman elected representatives



https://twitter.com/pas_project?lang=en , <https://www.facebook.com/pas.cept/>

Messaging on CWIS



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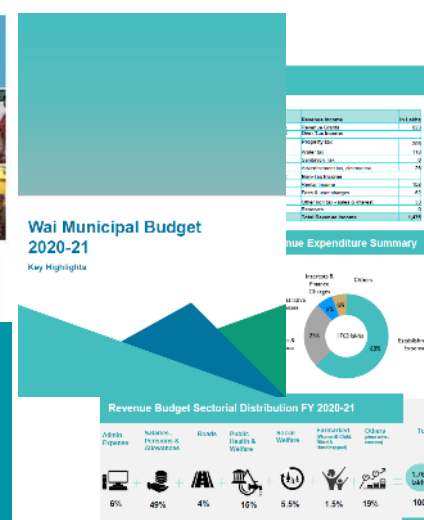
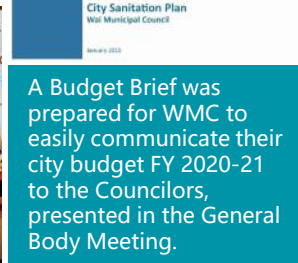
Capacity building of decision makers through advocacy of the programme and ownership through workshops, meetings and presentations

Awareness and capacity building was essential for effective implementation of the various activities, which was done through series of meetings and presentations to decision makers like the President, Chief Officers and elected representatives.

This includes support in preparation of a comprehensive long term plan with proposals, SBM protocols, also strengthening their understanding of technical and financial aspects. It also included baseline assessments and preparation of reports.

Decision makers, share the process, progress and other learnings based on interventions implemented in Wai at various workshops and conferences. This helped them take ownership of the activities.

Target audience: Elected representatives, Chief officer, Chief engineer, President



Messaging on CWIS



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<https://pas.org.in/>

Handholding support for executive officers on implementation and monitoring of FSSM activities

In order to ensure standard operations to achieve performance targets and also effectively manage resources and have a sense of accountability handholding support was provided executive officers for implementation and monitoring of FSSM activities.

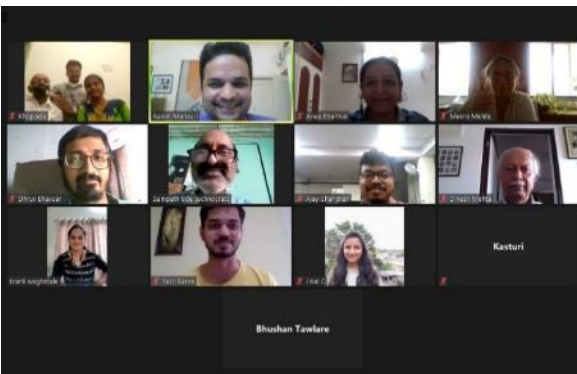
This handholding support was provided to the Chief engineer, sanitary inspectors, engineers in the form of regular meetings, training workshops, reports, flyers and posters.

The officers are assisted on using the monitoring tools for O&M of scheduled desludging services and FSTP.

Ownership of the work by officers and engineers is ensured by their involvement in every step and also through their participation in various conferences to increase awareness.



Target audience : Chief engineer, sanitation inspectors, engineers



Results: Under CWIS program safety of sanitation workers is being institutionalized, and Wai municipal council officials take lead in FSSM related decision making(1/2)

Executive officers and elected representatives taking ownership of day to day activities for FSSM focusing on inclusivity



Ensuring adequate availability of appropriate PPE

Improving monitoring and replacement

Generating awareness about PPE

Interventions implemented by WMC for sanitation workers

- 1 PPE clauses drafted and included in all contracts of Sanitation Dept.
- 2 Revision of PPE procurement tender notice and work order for WMC
- 3 Sanitation supervisors given responsibility to monitor PPE usage and use the monitoring register designed by CWAS
- 4 SaniTab app used by CWAS with support from WMC for FSSM
- 5 Improvements made in the replacement regime as per requirement from guidelines and suggestions from sanitation workers
- 6 Based on assessment of guidelines PPE procured and distributed to all sanitation workers
- 7 Training and orientation workshop on safety at workplace conducted for all sanitation workers
- 8 Health camp and counselling sessions organized for all sanitation workers
- 9 Resource materials designed and used for sanitation workers on PPE usage and maintenance



Due to the regular review meeting, training workshops, informal discussion on inclusive sanitation topics, WMC officials have begun to take ownership and started to themselves implement interventions to implement citywide inclusive sanitation.



Under the CWIS principles one of the aspects is to improve safety of sanitation workers. For this, Wai Municipal Council has acknowledged and has initiated to institutionalize it with the existing system.

Results: Wai municipal council has been taking ownership and have disseminated the learnings on various platforms (2/2)



Both the executive as well as the elected officials Wai municipal council have now taken ownership of the work on FSSM and have acknowledged the importance of addressing the CWIS principles and have shown interest to lead interventions for the same.

Lessons learnt...

- Training and interpersonal communications for women elected representatives made them better equipped and well informed to take decisions related to FSSM.
- Target audience to be kept in mind while designing mass communications materials e.g. for safety of san workers material were pictorial in nature with easy to understand images.
- Physical demonstrations for PPE usage were more relatable to the sanitation workers.



Sentization and self awareness are key factors towards leading to behavior change for inclusive sanitation.



Contents

Executive Summary

- 1 Communications approach in Wai
- 2 Communications approach for Open Defecation Free Wai
- 3 Communications approach for Faecal Sludge and Septage Management in Wai
- 4 Communications approach for Citywide Inclusive Sanitation
- 5 Communications approach for Wai as a model city

Messaging on Wai as a model city

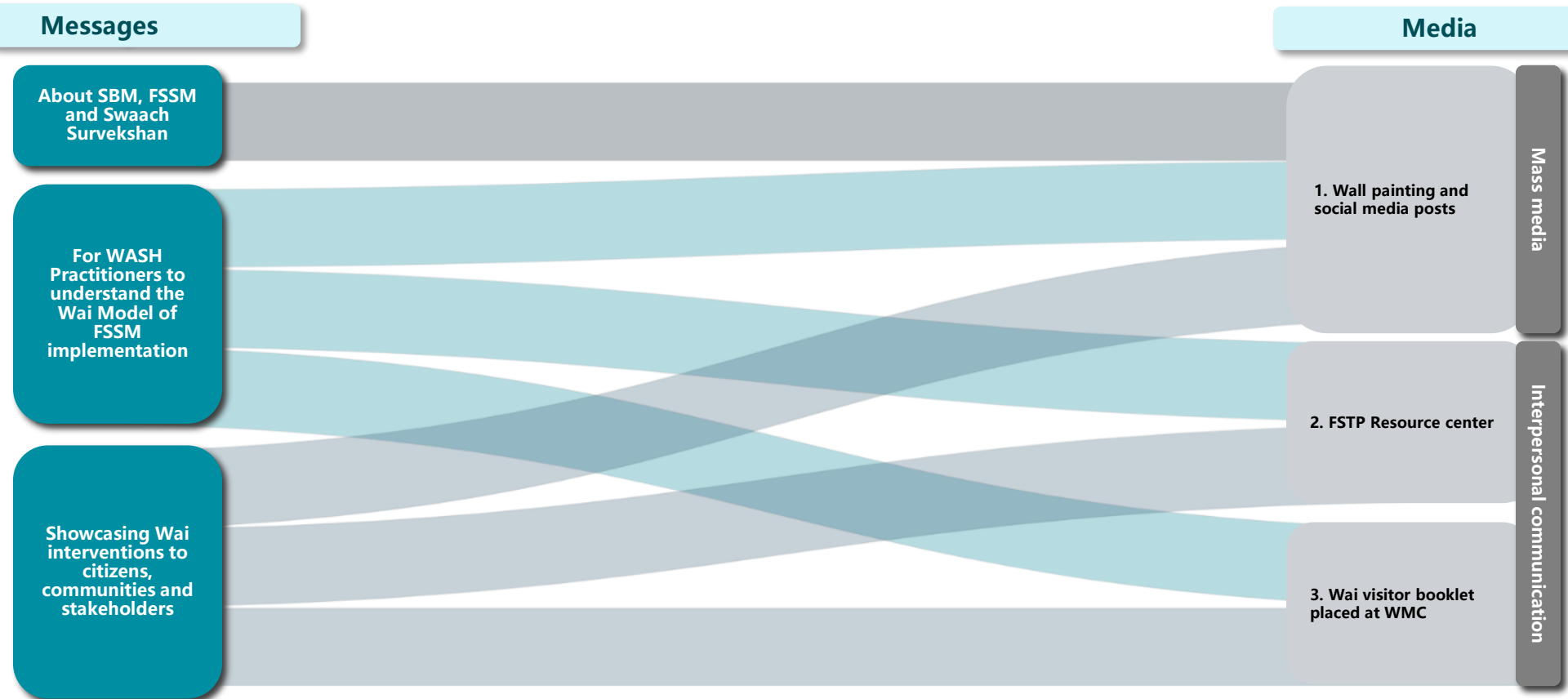


Know about Swachh Bharat Mission FSSM programme and Swachh Sarvekshan,

For WASH Practitioners to understand the Wai Model of FSSM implementation

Showcasing Wai interventions to citizens, communities and stakeholders

Mixed media were used to convey the interconnected messages



To generate awareness about Swachh Bharat Mission and Swachh Sarvekshan, FSSM programme wall painting and social media posts were utilized

- Wall paintings about the Swachh Bharat Mission and Swachh Maharashtra Mission were done around Wai, calling for action in Wai to keep the city clean.
- Wall painting about the idea of FSSM and its service chain were painted explaining the process to the citizens.
- Through the social media pages of the various actors involved in Wai, citizens are informed about the developments happening in the city for sanitation improvements.



Target audience : Citizens of Wai

<https://www.facebook.com/pas.cept/>, <https://www.facebook.com/sumeetwai/>, <https://www.facebook.com/SwachhSinnar/>

The FSTP Resource center disseminates the understanding the entire programme of Wai as a model town

- The FSTP is developed as a resource park as Wai has become a model town for Sanitation services.
- Here those interested in learning about the process can come to understand the process of scheduled desludging and the treatment and reuse process.

Target audience : Citizens of Wai, practitioners from other cities



Videos have been prepared and circulated on social media describing the entire programme of Wai as a model town

- A video was developed describing the programme and the various intervention in Wai to achieve citywide inclusive sanitation.
- Link:
https://www.youtube.com/watch?v=_zKl-7XSLiE&t=510s
- Dissemination through videos so that those who want to understand the entire programme can learn the same.

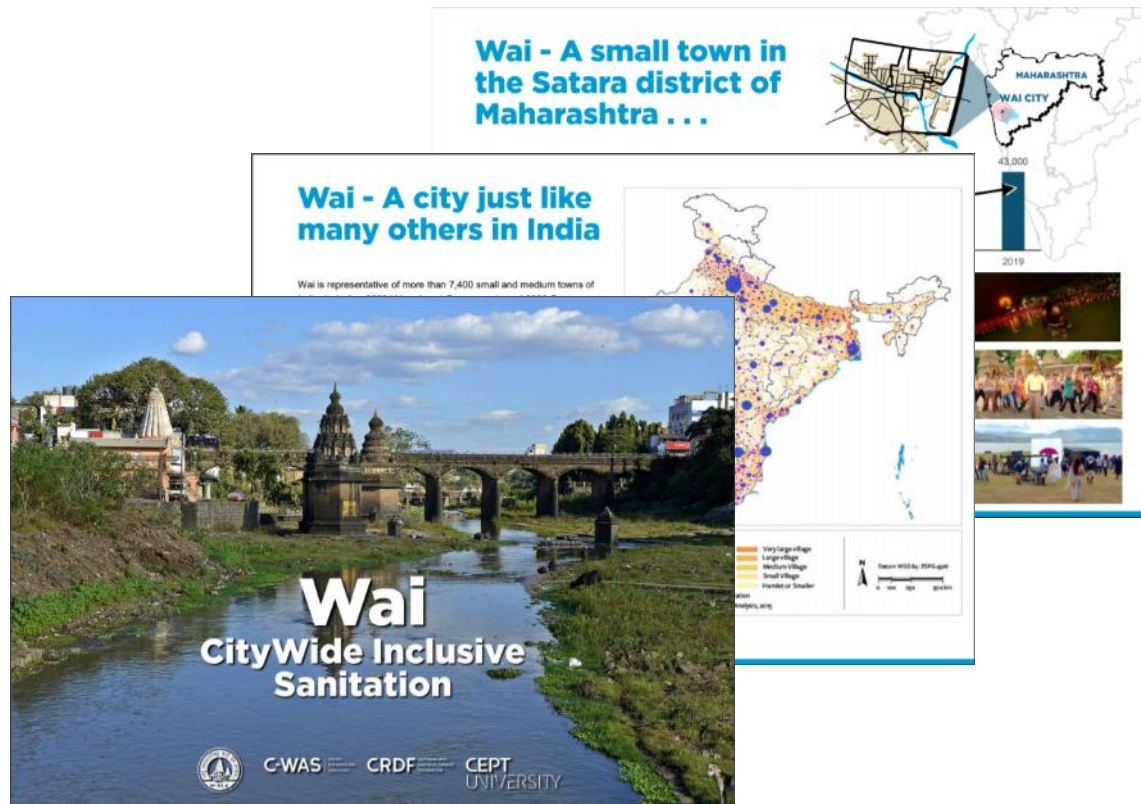
Target audience : Citizens of Wai, practitioners from other cities



Wai visitor booklet placed at WMC which give details about the entire programme of Wai as a model town

- Lessons in sanitation planning from the small city Wai were disseminated across all urban centres across the state of Maharashtra under the Swachh Maharashtra Mission for Urban Areas.
- This booklet gives a holistic view of all the strategies, interventions and activities done in Wai, up until 2018.

Target audience : Practitioners from other cities



https://pas.org.in/Portal/document/UrbanSanitation/uploads/Wai_Citywide%20inclusive%20sanitation%207.2.20.pdf

CWAS

CENTER
FOR WATER AND
SANITATION

CRDF

CEPT RESEARCH
AND DEVELOPMENT
FOUNDATION

CEPT UNIVERSITY

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About us

The Center for Water and Sanitation (C-WAS) at CEPT University carries out various activities – action research, training, advocacy to enable state and local governments to improve delivery of services.



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