



Full Length Review Article

SWACHA BHARAT ABHIYAN MISSION

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ABSTRACT

Pratha Samajik Sanstha marked the celebration of Children's Day and World Toilet Day by carrying out a community sensitization and awareness programme on cleanliness, sanitation, health and hygiene across the slums of Ramabai Nagar, Kamraj Nagar, Nalanda-RTO and Netaji Nagar in collaboration with Municipal Corporation of Greater Mumbai (Municipal Sewage Disposal Project, Slum Sanitation Programme and Solid Waste Management Programme), Balpraffulata and eleven local CBO's of the area. The aim of the six-day long programme was to create awareness about benefits of hygienic and clean surroundings which would reduce open-defecation in the community and make it a better and happier place to live in. Pratha believes that sanitation is not only a parameter of health and hygiene but also a very clear indicator of the level of social development of the community as well as life expectancy of people living there. The programme included medical check-up camp, street plays, clean-up campaigns and open discussion sessions of the community with MCGM Officers. The community thoroughly participated and benefited from the programme. More than 175 children got their medical check-up done in their schools. Women and children got to know about their vulnerability towards unhygienic conditions. The programme was successfully concluded on a positive note and new demands of toilet blocks got generated in the community. The programme brought together all parts of society – Government, Civil Society and Community for a noble cause for a contented society.

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INTRODUCTION

Ramabai Nagar, Kamraj Nagar, Nalanda-RTO and Netaji Nagar form one of the largest slum communities that exist on the Eastern highway in Mumbai. This community is also known as Dalit community. This community lacks full access to basic amenities like water and sanitation through Municipal Corporation. It is the house to almost, 60,000 people. A small percentage of people residing in this community are class IV, employees of the Corporation, rest is involved in the scavenging activities in the city of Mumbai. In this community, there are 11 double storied toilet blocks consisting of 272 seats constructed by Slum Sanitation Program (SSP) of Mumbai Sewage Disposal Project (M.S.D.P.) and 22 toilets constructed by MHADA consisting of 40 toilet seats and 4 more are of pay & use model.

In spite of these big numbers, comparing it to the current population of the community, the provision of sanitation is so less. Therefore excessive open defecation by children as well as by adults is commonly found in the area. As the ratio of toilet blocks to the population is less, it leads to unhygienic and unhealthy surroundings posing a threat to the health and well-being of people residing in the area. With this understanding in mind, Pratha Samajik Sanstha in collaboration with SSP (MSDP), Balpraffulata (an organization working on the issues of child rights), and local CBO's of N ward planned and organized SWACHATA JANJAGRUTIABHIYAN (An Awareness Programme on cleanliness, health and sanitation) from 14th November to 19th November 2014 in this settlement area.

Litreature review

Akkani (2007) - Success of construction projects depends mainly on success of performance. Many previous researches had studied the performance of construction projects.

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Dissanayaka and Kumaraswamy remarked that one of the principle reasons for the construction industry's poor performance has been attributed to the inappropriateness of the chosen procurement system. Thomas et al. identified the main performance criteria of construction projects as financial stability, progress of work, standard of quality, health and safety, resources, relationship with clients, relationship with consultants, claim and contractual disputes, relationship with subcontractors, reputation and amount of subcontracting. Chan and Kumaraswamy stated that construction time is increasingly important because it often serves as a crucial benchmarking for assessing the performance of a project and the efficiency of the project organization. Jackson d. 2011. Social impact assessment (SIA) has not been widely adopted as a component of the assessment process for project or policy appraisal.

This paper focuses on four issues: how we are labeling research on social impacts; what historical events led to the separation of SIA from the environmental impact assessment (EIA) process; whether the Guidelines and Principles for Social Impact Assessment helped focus the research and practice of SIA; and whether there is evidence that we are accumulating a body of knowledge labeled social impact assessment. To become institutionalized EIA-SIA must be a statutory requirement, otherwise agencies and consulting firms that do EIA will not include social impacts. Rabel J. Burdge and Frank Vanclay² Social impact assessment can be defined as the process of assessing or estimating, in advance, the social consequences that are likely to follow from specific policy actions or project development, particularly in the context of appropriate national, state, or provincial environmental policy legislation. Social impacts include all social and cultural consequences to human populations of any public or private actions that alter the ways in which people live, work, play, relate to one another, organize to meet their needs, and generally cope as members of society. Cultural impacts involve changes to the norms, values, and beliefs of individuals that guide and rationalize their cognition of themselves and their society. While SIA is normally undertaken within the relevant national environmental policy framework, it is not restricted to this, and SIA as a process and methodology has the potential to contribute greatly to the planning process. As an example, New Zealand health professionals have recently been planning the introduction of new health care systems in the indigenous Maori communities and were looking at SIA to assist in the process of evaluation of alternatives, and to help in their understanding and management of the process of social change (Association for Social Assessment 1994)

MATERIALS AND METHODS

Objectives

- To delineate the selective measures taken by BMC to remove open defecation from slum for the city.
- To study the social impact of the selected measures for slum development taken by BMC.
- To reduce open defecation in the area
- To make the community aware about the impact on health due to unhygienic environment (especially for

women and children)

- To make the community aware about the inter-relation between sanitation and communities.
- To create awareness on sanitation in the community.

Hypothesis

- BMC has taken active measures to ensure slum development for a city.
- Measures taken up by BMC have positive social impact.

Data Collection and Analysis

Secondary data from BMC's website was obtained to identify measures taken by BMC in ensuring slum development for a city. Sources like BMC's City Development Plan, Environmental Status Reports (ESR), City Sanitation Plan and newspaper reports were also referred. Information was also obtained from websites of JNNURM and Primary data was collected by making stratified random sample survey of 1870 resident's from all twenty three wards of Mumbai City regarding their satisfaction about BMC's social infrastructural provisioning and maintenance measures and their awareness regarding BMC's projects and services. Qualitative analysis of data and social impact evaluation was carried out.

Slum Improvement

Increasing rural-urban migration, limited land availability for development and high land value due to commercial development challenged public authorities' ability to provide basic sanitation services to slums. In the latter part of 1990, many government and private agencies were vested with the responsibility of constructing toilet blocks in slum areas of Mumbai. The following figure of slum population served under sanitation sheds some light on the progress achieved by these agencies. Despite of the large number of toilet blocks developed by different agencies by construction of toilet blocks, quality of basic sanitation services offered to slum dwellers remained poor and inadequate. The developing agencies encountered numerous obstacles in effectively addressing of sanitation issue. Most of the toilet blocks constructed were load bearing structures with asbestos cement roofing sheets with poor quality of construction resulting in a short life span of average 3 years. unavailability of water was the main cause behind poor cleanliness causing medical hazards to users. The lack of electricity restricted time to use these toilets and aggravated an issue of open defecation causing huge inconvenience to slum dwellers specifically to women of this section. Due to these reasons, conditions of toilet blocks became unhygienic and unusable. The users lacked a sense of ownership of maintenance of these toilet blocks and contributed for rapid dilapidation of these services. This cycle of failure was perpetuated aggravating already bad situations and increasing health issues and epidemics.

Health Care Facility

Mumbai Municipal Corporation provides public health services through 47 health centers, 9 Diagnostic centre, 11 Maternity Homes, 3 Pediatric Hospital and one 500 bedded

Chatrapati Shivaji Maharaj Hospital. Total Private Hospitals in BMC areas are 409 with 6322 Bed facility. Standard norms for number of beds in hospitals are one bed for 550 persons. Hence as per norms there should be 4849 beds for 40 lacks Population. It shows that BMC has good medical facility as total beds are 4156 including private and public hospitals .But as far as Government facility is considered ratio comes to 0.14 beds for 550 persons. IPD and OPD status of CSM Hospital shows great stress on Government facility as total number of IPD and OPD cases from April 2007 to March 2008 were 162351 and these were 236478 from April 2009 to March 2010. Health Department of BMC carries out health survey every year for controlling infectious disease, family planning, women & child health care issues. Infectious diseases status shows that there is twofold increase in diaphoriya. This indicates BMC has to pay more attention towards public health care facility by improving relevant infrastructure. On the occasion of Children's Day, the awareness programme was conducted in two municipal schools and one private school to make the children aware about the importance of personal hygiene cleanliness. The children thoroughly enjoyed the programme. A medical check-up camp was also organized in collaboration with the Family Planning Association of India (FPAI) where more than 500 children from all these schools were checked for occurrence of general infections/diseases which cause cold, cough or fever. This entire programme was organized and supported by Pratha Samajik Sanstha along with Mumbai Sewage Disposal Project, MCGM and Local CBO.

Development of Social Culture

- **Education:** 14 projects - school building, boy's hostel, nursing college and hostel or 008
- **Health:** 7 projects- Primary Health Centers (PHC), Dispensary, Maternity home
- **Housing:** 11 projects
- **Welfare:** 17 projects consisting of Community center, Library, Mahila Udyog Kendra, Multi- purpose hall
- **Administrative:** 12 projects- Ward offices, fire station, administrative building
- **Commercial:** 11 projects- Shopping center, Market
- **Traffic and Transport:** 5 projects - Parking plaza, Parking Zones
- **Art and Environment:** 5 projects - Art gallery, drama theater, convention center, art center
- **Sport and Recreation:** 9 projects - Sports complex, play ground, garden, and parks

On 15th November 2014, SSP staff, MCGM Officers, staff of Pratha Sanstha, Balpraffulata and others local CBOs were involved in the cleanliness campaign. All the participating organizations and volunteers opted for subway cleaning which is an important route for the residents to travel in or out of the community. The local ex-councilor, Mr. Parmesh war Kadam and local community were also involved in the cleaning campaign. More than 100 volunteers were involved in this exercise. Partnerships are emerging of BMC with different stakeholders, which further will make cost saving and improvement in overall infrastructure in future. 16th November 2014: Street Play (*NukkadNatika*). The local mandal known as Dreams Mahila Mandal and youth mandal performed a street

play for awareness of the community. More than 20 student volunteers were involved in this play. It was their debut street play and they were full with courage and enthusiasm to make a difference in the well-being of the society. The youth team performing the play was deeply involved with their heart and soul for the issue of sanitation and spread inspiring message to the community on importance of hygienic sanitation. Through this street paly they brought out issues like open defecation, health hazards focusing women & child.

Through this street paly Pratha was able to connect to the larger community as it was performed on the main landmarks and assembly points of the community and it was witnessed by the community at large. Whether they know that Dryads wet garbage is separated at household level, On this day, the participating organizations and community took pledge "NO to open defecation" in the community. The pledge taking event saw a good attendance by women of the community. Numerous MCGM officials and community residents were a part of this. Pratha Samajik Sanstha aimed at facilitating different ways of celebrating SWACHATA ABHIYAN.

17th November 2014: The Pledge Day "No to Open Defecation" On the same day, the volunteers gathered in a garden at Ramabai Nagar which was not clean. The volunteers with Pratha Samajik Sanstha took a pledge on garden for its cleanliness, healthy environment and free from open defecation. The MCGM officers Mr. Anand Jagtap (OSD, SSP, MCGM), Mr. Shashikant Jagtap (CDO, SSP, BMC) and Mr. Bauchand Rathod (CDO, SSP, BMC), Pratha Samajik Sanstha staff, Balpraffulata staff and others local CBO and many women participated in the pledge. 18th November 2014: Open Sessions for the community with Officers. Through this campaign, Pratha gave the opportunity to community to interact with MCGM officials of N ward to voice the issues related to basic amenities provided by the Corporation. Residents presented their problems and day to day issues related to cleanliness in community. The concerned ward officer listened to the issues raised by the community and addressed all of them. 19th November 2014: World Toilet Day celebrations- "Toilet for ALL- Keep them CLEAN" On the occasion of International World Toilet Day, all the eleven CBOs came together and made the community and users aware about the keeping clean toilets, issuing monthly pass to the users. The CBOs also did minor repairs, coloring and lightened up all SSP toilets to mark the celebrations of World Toilet Day. With the tagline "We Cant Wait", the Day is an opportunity to inspire action and underscore the urgency needed to end open defecation, especially for the women and girls who are particularly vulnerable.

- Collection and transportation of garbage is done by private contractors, there is dumping ground at Bhand up and Ghatkopar in Mumbai.
- BMC provide trees amplingstocitizens and schools for tree plantation,
- Artificial ponds are created by BMC for idol immersion during Ganpati festival,

There are some NGOs like Pratha Samajik Sanstha, Samidha Samajik Sanstha. BMC gives rebate of 10% on property tax on installation of solar water heating system to existing residential

buildings, BMC gives 5% discount in property to the societies recycling solid waste by 50%. An environmental status report for Thane and various projects taken up by BMC are published on BMC website (www.mcgm.gov.in) every year, The Commissioner along with officers from various service departments attend the complaints of the citizens personally on 1st and 3rd Monday of every month, BMC encourages private sector participation for projects like road building, improvement of traffic islands, development of Nature Park, conservation of creeks, lakes and its beautification. Awareness among stake holder's will help determine reach of BMC's projects and programmers. It was found that the entire resident sample was aware on an average of 5 of these activities. BMC thus has to play more active role in making people aware of its various projects and services and to raise their participation as it will improve reach of their programmers.

Conclusion

The social impact evaluation of BMC measures for sustainable development is found to be participative and also proactive. Analysis of BMC measures in areas of slum redevelopment, health and education initiatives and its cost effectiveness by emerging partnerships with other stakeholders validates the first hypothesis that was made BMC has taken active measures to ensures sustainable development for the city.

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