



Ministry of Housing  
and Urban Affairs  
Government of India



## GUIDELINES FOR **COMMUNITY ENGAGEMENT** UNDER SWACHH BHARAT MISSION - URBAN



# Community engagement for ensuring usage of IHL by all members of the household

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## **AIM OF COMMUNITY ENGAGEMENT**

Through community engagement, the aim will be to ensure that the programme and this specific component reaches and benefits populations that are most in need of the facility. For this, the ULB will need to ensure that the community gets informed, duty-bearers engage with the priorities and needs of the community and implementers are capacitated to deliver in a timely and meaningful manner. This would necessitate empowering community platforms and structures and strengthen their linkage with all administrative bodies and programmes, capacitate them and enable them to evolve into a convergent structure such as Single Window.

Key steps are suggested as follows:

### **1) MANDATE COMMUNITY PLATFORMS AND STRUCTURES**

- Identify and orient community facilitators
- These facilitators should be able to reach out to all sections of residents, through door to door outreach and enlist support of all stakeholders



## 2) ENABLE THE COMMUNITY PLATFORMS TO CONVERGE WITH ALLIED PROGRAMMES AND SERVICES

The community platforms could provide space and catalyze opportunities for other programmes and services to reach out to hidden, excluded and less serviced communities. This could bring together frontline providers and groups such as ASHA and Mahila Arogya Samithi of NHM, anganwadi workers with ICDS, community mobilizers and SHGs associated with Livelihood Mission and key implementers of these programmes.

## 3) STRENGTHEN THE CAPACITY TO SCALE-UP

By organizing mega camps where the community platform facilitates the education of their peers on schemes related to construction of Household Toilets. This will help foster closer linkages with frontline workers such as Mahila Arogya Samithi (MAS) members, ASHA workers and community mobilizers appointed by ULBs



## 4) SET UP SINGLE WINDOW MANAGED BY TRAINED AND EXPERIENCED COMMUNITY REPRESENTATIVES

- This will enable representatives of women's forums and community facilitators who are well versed with the schemes and programme to assist all departments in ensuring a systematic last mile delivery.
- They will educate and facilitate their peers to avail the subsidy and other entitlements.
- They will reduce the stress faced by the beneficiary in trying to access schemes and strengthen positive perception of the issue and the programme

## 5) ENCOURAGE WOMEN PARTICIPATION

By documenting good practices and recognizing the untiring efforts of women community representatives to motivate and empower their peers and engage with all concerned.

## 6) DEVELOP LEARNING SITE

- The community platforms may be supported in developing learning sites that can show practices that have emerged from the community-led processes to end open defecation or construct IHHLs.
- The learning site will enable capacity building of representatives of ULBs, women's forums, SHG members, MAS members on community engagement processes.

# Community engagement for ensuring maintenance and usage of community toilets by all members of the community

## AIM OF COMMUNITY ENGAGEMENT

- To facilitate community involvement in maintenance and usage of community toilet blocks, through a participatory process

Key steps are suggested as follows:

### 1) EMPOWER COMMUNITY PLATFORMS AND STRUCTURES BY MANDATING THEM TO:

- Contribute to making the physical structure of CTB sound in design and utility with all amenities provided
- Draw up necessary rules of engagement covering all aspects of management, operation and maintenance and community involvement of the CTBs



- Develop a framework of collaboration and support between Community Platform and the ULBs to enable and sustain community engagement

As a precursor, ULB will need to educate the community platforms and structures about the SBM Guidelines laid out for construction of CTB.

### 2) STRENGTHEN PARTICIPATORY PROCESSES:

- Community-based organization (CBO)s supported by NGOs may do a social audit of existing toilets and recommend steps from repair, renovation to re-construction.
- ULBs will need to ensure that the construction complies with the technical standards laid out
- CBO and Community Forums will need to secure the cooperation of the entire area during the construction of the toilet
- Facilitate the formation of Community Management Committee (CMC), with detailed roles and responsibilities, and ULBs role

To achieve the above, ULB needs to mandate the CMC to manage the CTB in a participatory and rotational manner by creating committees or task force, each in charge of: i) the facility; ii) caring for the vulnerable and in-need-of-support users and; iii) building an enabling environment, fostering relationship with all key stakeholders

### To make the CTB Facility, Service and Community Gender-Sensitive, CMC can initiate the following:

- Facilitate in collaboration with -Sarva Shiksha Mission- special initiatives for young people
- Facilitate in collaboration with ICDS special initiatives for women on Hygiene

and Health with emphasis on linkage between Sanitation and Mother and Child healthcare

- Facilitate in collaboration with NHM community strengthening by empowering Mahila Arogya Samithi to address sanitation issues
- Within the settlements, conduct one to one and group discussions on how development impacts women, girls and transpersons differently
- Hold lane wise interactions to sensitize people and local leaders about the concerns and needs of women, girls and all vulnerable section
- Conduct Safety Audit; enable girls and women to sensitize the agency, caretaker, officials and elected representatives on safety and the differential needs of different categories of users.

### Facility Committee

The committee will focus on user education and strengthen ownership and collective responsibility:

- Through use of visual materials, PA systems, posters and charts to strengthen awareness on cleanliness and proper use of the toilets
- By encouraging the more motivated users and volunteers to educate other users about their common stake in a clean and proper usage of toilet

Facility committee will be in charge of:

- appointing and supervision of the sanitation staff
- conducting special sessions on disposal of waste
- ensuring consistency of toilet usage
- ensuring that users comply with pay and use arrangement, as applicable

### Care and Support Committee

This sub-committee will reach out to more vulnerable households or those who are inconsistent users of CTBs. The committee will counsel, educate and strengthen community-based support to the elderly, disabled and chronically ill women and men



and lactating and pregnant women. This committee will work with a team of Peer Educators such as ASHA, Anganwadi Workers, Mahila Arogya Samithi members and Community Mobilizers to reach out to vulnerable women and households. To plan effective care and support strategies they will conduct surveys and group discussion to enlist the views and preferences and record the concerns and expectations of the community

### Relationship and Environment Strengthening Committee

- To ensure an enabling environment, this sub-committee will form the Communicator Group with youth and other volunteers, to strengthen communication initiatives like use of social media, street theatre and nukkad natak, local wallpapers etc.
- The committee will use triggering exercise to strengthen consciousness on building community ownership in strengthening access to and proper use of sanitation services and facilities, facilitate meetings with officials and key stakeholders;
- Will establish all the linkages that the CMC requires to strengthen meaningful access to sanitation services and facilities and its usage

### 3) BUILD CAPACITY OF COMMUNITY STRUCTURES:

- Strengthen their skills in facilitation, conducting surveys, maintaining record, documentation and relationship-building
- Enhance their technical knowledge about the sanitation value chain-from building, using, maintaining to treating faecal sludge
- Facilitate experts in sanitation, urban local governance, gender and community strengthening to evolve a training curriculum for community representatives and officials

# Community engagement for solid waste management by all members of the community

The Solid Waste Management Rules 2016 are applicable to all areas such as urban agglomerations, census towns, notified industrial townships, areas under the control of Indian Railways, airports, airbase, port and harbour, defence establishments, special economic zones, State and Central government organizations, places of pilgrims, religious & historical importance.

No person should throw, burn, or bury the solid waste generated by them on the streets and open public spaces outside their premises, or in the drain, or water bodies. The segregation of waste at source has been mandated to channelize the waste into wealth by recovery, reuse and recycle.

It would be necessary to mobilize the community and make them aware of the rudiments of handling waste and proper practices of storing it in their own bins at the household-, shop- and establishment-level.



For effective community engagement, the following steps are advised:

- Develop and strengthen existing community platforms (SHGs, CBOs and NULM members)
- Identify community facilitators and orient them on the issue
- Develop IEC tools keeping in mind the cultural sensibilities of the community and enlist creative people from the community
- Train and orient Forum members on the importance of solid waste management and its effective implementation.
- Provide at the household level the technical knowledge on source segregation, and different composting methods
- Organize mega camps and disseminate information, knowledge with all the stakeholders by facilitators.
- Develop Master Trainers from ULBs, and CBOs trained in waste segregation, and facilitate constant mobilization and education of community to ensure garbage segregation both at the household level and at the collection site;
- Plan exposure visit of communities to SWM unit to get hands-on training
- Train and orient Resident Welfare Associations, shopkeepers and market associations on the importance of solid waste management and its effective implementation

# Community engagement for faecal sludge and septage management by all members of the community

## COMMUNITY ENGAGEMENT CAN HELP IN THREE WAYS:

Firstly, it helps raise consciousness about the risks involved in untreated faecal waste (according to WHO, around 630 million people in the South East Asian countries, including India, use faecally contaminated drinking water source).

Secondly, it helps demystify technology options, and deepens awareness about participating in strengthening the regulatory framework for proper construction, transportation and disposal. This includes strengthening three key practices: a) Ensuring that toilets constructed are as per design standards; b) Converting /Retro-fitting existing insanitary toilets to sanitary toilets; c) Supporting periodic desludging practice

Thirdly, it helps community to exercise their choice in the technology they opt for.

## STEPS TO ENGAGE WITH COMMUNITY:

- Develop and strengthen a unified community platform; bringing together associations of middle class colonies or Resident Welfare Association and Association or Forums of urban poor community.



- Form micro platforms at the Ward level as part of the Ward Committee
- Conduct city-wide awareness drive in collaboration with schools, civil society organizations and platforms.
- Make the messaging on this issue as part of the wider messaging on Open Defecation-Free because of the very strong linkage between the two.
- Conduct periodic desludging programmes with participation from community
- Educate community about not letting out septic tank effluent directly into drain. Ensure construction of soak pit where ever feasible.
- Demystify technology options and create awareness among the community on the regulatory framework
- Create awareness on the National Declaration on Septage Management issued by the Ministry of Urban Development, Gol.
- The Primer on Septage Management and Rapid Assessment tool for estimating budget requirement for FSSM put out by MoUD, Gol must be widely shared with all Resident Welfare Associations and Community Collectives.
- Citizen experts must participate in re-orienting institutions and mainstreaming sanitation.
- All policy review and appraisal of the implementation of FSSM must have strong civil society participation from representatives of the Community Collectives and Resident Associations.
- Institute system of Rating or Report Card by Civil Society and Community Representatives from under-served settlements, to assess the functioning of public, community and household toilets from Building to Using to Maintaining to Treatment (this includes assessing the operation and maintenance of all sanitary installations and the extent of proper disposal



- and treatment of sludge from on-site installations (septic tanks, pit latrines etc.)
- Create community involvement with the technology options for on-site sanitation services
  - Organize fairs and exhibitions hosted by Community Collectives and Associations.
  - Ensure that all information on new products gets shared with Associations and Collectives
  - Collaborate with the mass media including public service broadcasters to do consumer education on technology options.
  - Set up demonstration sites where interested consumers can check the appropriateness and viability of the technology.
  - Organize consumer feedback research to understand their expectation and capability.

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