

# TACKLING THE SANITATION CRISIS IN PORBANDAR

## TATA WATER MISSION, TATA TRUSTS – CENTRAL INDIA INITIATIVE

- **Background**

Tata Trusts through its flagship programme, Tata Water Mission (TWM) envisages to create a healthy future for 100 Lakh households (HHs) across 7,000 villages of the nation, out of which Gujarat is serving ~1 lakh HHs in 800 villages through provision of safe, assured and adequate drinking water as well as improved sanitation and hygiene facilities to rural communities. The mission advocates a decentralized, demand-responsive and community-managed approach to achieve the goal. It also aims at promoting innovative technology enabled and economically sustainable solutions.

SBM-G team in Gujarat wished to set the ball rolling in the State and make the State ODF by March 2017. They chose Porbandar to lead by example and in the process, pay tribute to Mahatma Gandhi on his Birth Anniversary i.e. October 2, 2016. TWM – Gujarat found this as a good opportunity to work in a mission mode and support SBM-G Gujarat in realizing their goal.

Porbandar is a compact district with only 149 villages and had a strong presence of an efficient SBM team, strong NGOs in the area and efficient Self-Help Groups (SHGs) in the region.

- **Location, Date**

Porbandar, Gujarat; 2016

- **Areas**

Rural

- **Stage/Scale**

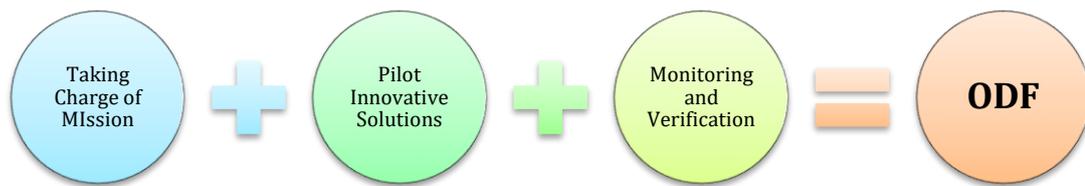
Fully implemented in Mission Mode

- **Objective of the assignment**

To make the district ODF

- **What was done**

The roll out of the mission started on September 10, 2016 with a vision to make Porbandar ODF by October 2, 2016, by constructing the remaining 10,000 IHHLs. A meeting at State level under the chairpersonship of Commissioner - Rural Development, was the starting point of the Mission work in Porbandar. First step was to set up a Central Team and appoint a Coordinator for the same; and TWM offered its services to do so. The team was placed in Porbandar by September 15, 2016 to carry out the work. The following strategy was adopted.



TWM took the lead in demonstrating work by deploying its own Human Resources and coordinating with Partners as well as Local Community Institutions like SHGs;

- Innovative solutions were thought of and demonstrated to tackle the bottlenecks of serving the last mile households. For instance,
  - Bridge Finance (in the form of Revolving Funds- RF) was given to SHGs to start digging the pits, which was not possible otherwise, since Government mechanisms did not ensure advance payment of funds;
  - JCBs were deployed to speed up the pit digging, which would otherwise be very time consuming in hard rock areas;
  - The erection of prefabricated superstructures was demonstrated - which could get erected in 90-100 minutes, against the total construction time of 2-3 days, if done through conventional ways.
- TWM also ensured the quality of work by deploying a special team of 100 students for daily monitoring, follow up and verification on ground.

## • Impact

- 87% of overall Porbandar had IHHLs;
- Usage of toilets by family members was ~95% while the availability of water in the toilets, maintenance of fly proof and hygienic toilets by 86% HHs. This indicated the positive change in behaviour of the villagers;
- Hand Washing practices have been fairly adopted in the villages;

**800 IHHLs**  
40-50 IHHLs constructed per village by SHGs through JCBs and Revolving Fund

**Hard Rock Management**  
40 JCBs operated for 14 days & nights

**Effective use of Revolving Fund**  
16 SHGs geared up to use the RF to remove the bottleneck of advance

**Mobilizing District officials**  
~ 200 people got associated in the mission mode to achieve objective

## • Challenges and Issues

- **Tackling Hard rock issues and Breaking the bottleneck of advance funds**  
SBM reimburses the beneficiary after they have constructed the IHHLs however due to hard rock issues, the beneficiaries did not take risk to construct IHHLs. However, with provision of RF funds and JCBs to dig pits in hard rock areas, the bottleneck was tackled efficiently.
- **Involvement of SHGs and village level workers**  
SHGs always existed in the village but they never were efficiently involved in the process of making their village ODF. During mission mode, they were given the primary task of contributing towards the goal and were engaged formally in tri-partite MoU with Taluka, TWM and themselves. The SHGs were oriented to efficiently use the RF and manage the JCBs in their villages.
- **Convincing District Level Officials towards Mission Mode working**

Initially, the district officials were not convinced for the mission mode strategy and they wanted to carry out implementation in a conventional way. However, the TWM team took charge of the Financing mechanisms and Construction bottlenecks, thus spurring the officials into action.

## • Innovation

The major innovation was to implement the project in **Mission Mode** where all the relevant resources of the planning and implementing team i.e. Human, Technical and Financial, converge and work in tandem to achieve the overall goal of 'Making the entire district ODF' in a very short span of time; which otherwise would not be possible through routine ways of working.

## • Lessons learnt

- One of the major takeaways of the exercise was the hands-on experience gained by the TWM team in terms of managing multiple stakeholders efficiently, in a time bound manner.
- **Follow up with Nigrani Samities:** The success of mission mode work depended on efficient follow up post the triggering process in the community. Hence, with involvement of 100 students during mission mode, it was ensured that follow up was done daily to maintain the momentum of construction of IHHLs in the area

## • Financials

The total amount associated with the program was INR 1, 11, 59, 800 (INR 95, 95, 000 under government's and INR 15, 64, 800 under TWM contribution).

## • Economic sustainability/Revenue Model

Non-availability of advance provisioning of the government funds was an issue. Hence, this becomes a huge bottleneck for the programme. To break this bottleneck, TWM deployed the advance amount of INR 8000-10000/- per IHHL in the form of Revolving Funds to the Community Based Institutions like Federation or SHGs. In Porbandar, ~INR 1,000,000/- was offered as a Revolving Fund to 16 SHGs, which gave them the required liquidity for constructing around 100-150 IHHLs in their respective work areas. The incentive received by SHGs, was recovered in cycles, which enabled them to construct further IHHLs in their respective village. The cycle continued and once the village received ODF status, the SHG returned the Revolving Fund to the TWM. The highlight of the mission mode working was that the output of worth INR 108 Lakhs (Fund contribution from SBM-G scheme of Govt.) was obtained with minimal financial contribution of approx. INR 3.25 Lakhs by TWM team.

## • Implementer Contact Persons

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## • Sources and References

- Study submitted by Tata Trusts