



# WORLD TOILET DAY 2022

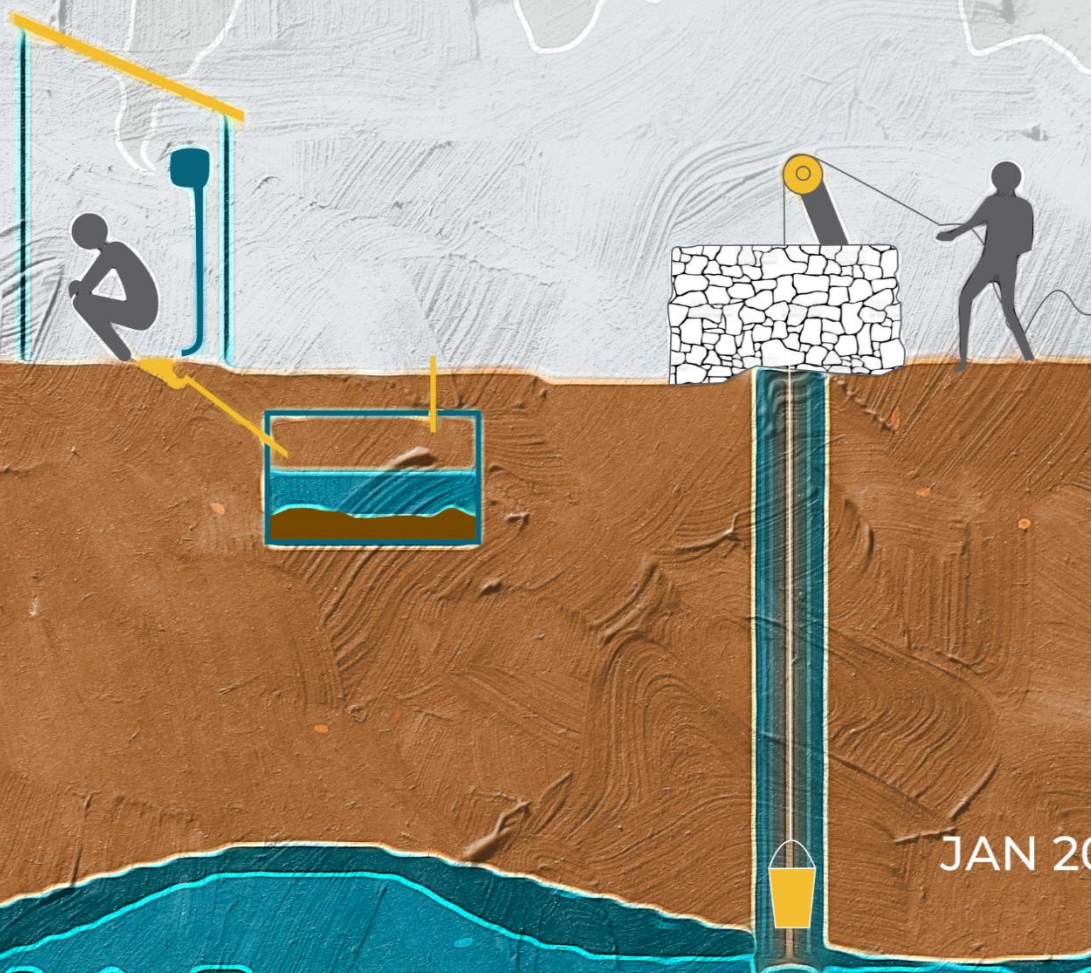
## MAKING THE INVISIBLE VISIBLE

Understanding the link between Sanitation & Groundwater

*Celebration of World Toilet Week*

*Integrated Action by State Government, Local Governments & Development Organisations in*

*Maharashtra*



JAN 2023



19 November

**WORLD  
TOILET  
DAY**



*This report is an intellectual property of RCUES of AILSG, Mumbai and UNICEF Maharashtra. All rights on this report are reserved, therefore a written permission should be obtained from the organizations before citing the content & findings from the report.*



## Table of Contents

<b>Abbreviations</b>	<b>3</b>
<b>Executive Summary</b>	<b>4</b>
1. Introduction	<b>9</b>
2. 34 districts in Maharashtra impacted through positive behavioral change messaging & implementation of notable interventions  'Swachhata Run 2022' in 34 districts of Maharashtra	<b>11</b>
3. Media Engagement by local offices to popularize WTD initiatives	<b>14</b>
4. Technical Interventions from 34 districts that executed various activities for effective FSSM & sanitation infrastructure in Maharashtra	<b>15</b>
5. Strengthened Community and Public Sanitation in Maharashtra through collaborations, in accordance with SBM (U) 2.0 objectives	<b>19</b>
6. 25,000 students engaged in 43 Schools across Maharashtra engaged through competitions on 'WASH in Schools'	<b>23</b>
7. On-ground impact through Youth Advocacy: UNICEF's Youth led program in Maharashtra	<b>25</b>
8. Approximately 7,00,00 school students engaged through concerted campaigns in Maharashtra by CYDA India	<b>27</b>
9. Initiatives to engage residents of Urban slums of Mumbai by CBO's under SSSM	<b>29</b>
10. Concluding note	<b>31</b>

## Abbreviations

AIILSG	All India Institute of Local Self Government
CBO/CBOs	Community Based Organization (s)
CSR	Corporate Social Responsibility
CYDA	Center for Youth Development & Activities
CTs	Community Toilet (s)
DMC	Deputy Municipal Commissioner
ESF	Ecosan Services Foundation
GoM	Government of Maharashtra
GoI	Government of India
Maha-UWES-C	Maharashtra Urban WASH-ES Coalition
MYCA	Maha Youth for Climate Action
NMMC	Navi Mumbai Municipal Corporation
O & M	Operation & Maintenance
PTs	Public Toilet (s)
RCUES	Regional Center for Urban and Environmental Studies
SBM	Swachh Bharat Mission
SDG/SDGs	Sustainable Development Goal(s)
SSSM	Swachhata Sanvardhan Sanstha Mahasangha
SWM	Solid Waste Management
SWSM	State Water & Sanitation Mission
UN	United Nations
UNICEF	United Nations Children's Fund
WASH	Water, Sanitation & Hygiene
WTD	World Toilet Day
WSSD	Water Supply & Sanitation Department

## Executive Summary

***This report entails information on diverse interventions undertaken by WSSD, GoM with support from UNICEF Maharashtra, Maha-UWES-C at RCUES of AILSG, Mumbai in collaboration with Navi Mumbai Municipal Corporation and Ecosan Services Foundation, independent interventions by UNICEF Maharashtra, CBO groups under SSSM and CYDA India, to mark the occasion of World Toilet Day 2022 and spread awareness on significance of essential sanitation facilities.***

On the occasion of World Toilet Day 2022, government departments, along with development organizations conducted various events and programs across the state of Maharashtra to engage citizens and various stakeholders to spread significant awareness on the importance of improved sanitation systems in health & well-being as well as facilitating implementation of various government missions and schemes. Over a week, the department of WSSD, GoM, as per instructions from the Department of Drinking Water and Sanitation, under ministry of Jal Shakti, GoI, conducted 'Swachata run' amongst districts at Gram Panchayat level in Maharashtra, to engage the masses. Swachhagrahis', ASHA workers, volunteers, youth, school children, and local folk artists etc were involved in the activity to enthuse the local populace for participation. WSSD also organized activities and interventions independently to spread awareness on the importance of using and maintaining proper sanitation infrastructure in the remotest areas of Maharashtra.

The Secretariat, Maha U-WES-C, under RCUES of AILSG, Mumbai in collaboration with NMMC and ESF, conducted a seminar on "Strengthening of Community and Public Sanitation in Maharashtra, under SBM (U) 2.0". The Seminar provided a platform for the corporation, alongside many sector experts and specialists, to promote their work in the domain of sanitation and propagate various effective models in the sector. A felicitation ceremony was held while concluding the seminar, as Maha U-WES-C along with ESF felicitated schools and school children, who aced in competitions held on the subject of 'WASH in Schools'.

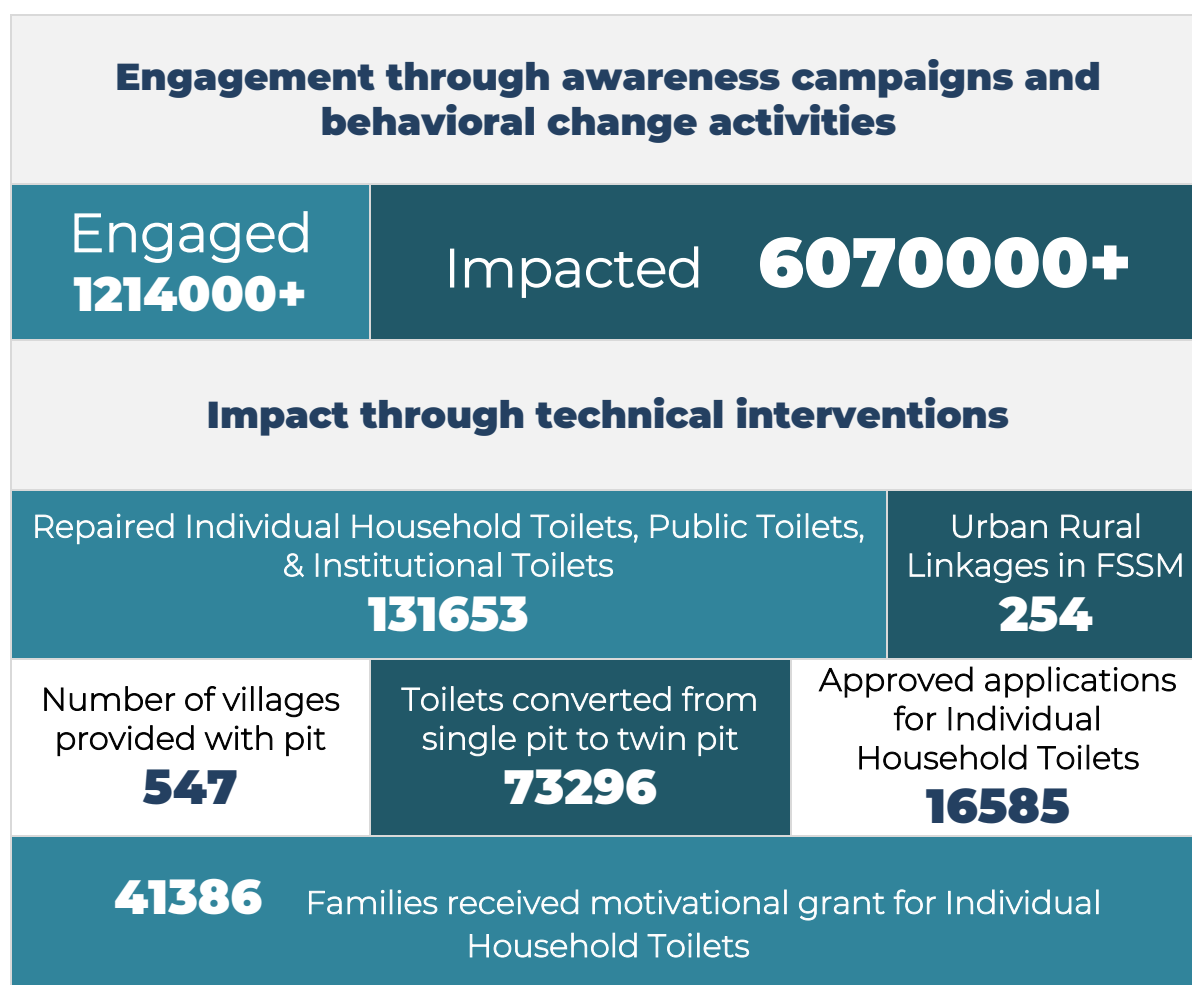
NGOs participated rigorously to celebrate the day, as CYDA and SSSM, conducted various activities with their respective beneficiaries and target groups to inform them about good practices in sanitation. It was imperative to involve school children through advocacy and activities especially through various competitions in schools, as it serves as a learning environment and such engaging initiatives can facilitate percolation of expedited change.

## KEY MILESTONES

Through the above activities, campaigns, and collective efforts for raising awareness on safe sanitation, usage of toilets and for development of sanitation infrastructure, diverse stakeholder groups participated and were engaged in Maharashtra.



The objectives of the World Toilet Week were effectively met through various government programs and citizen engagement by local organisations.



## **Key Takeaways & Action Points**

- 1. Building public movements and participation for implementation of government interventions & preservation of public assets is critical, it aids in achieving noticeable results.***
- 2. Facilitating partnerships and building collaborations within the sanitation ecosystem to tackle the sanitation crisis collectively, is crucial.***
- 3. Engagement of youth in policy implementation and providing the appropriate platform for education & dialogue on sanitation is of key importance.***
- 4. It is essential to engage community-based stakeholders such as ASHA workers, Anganwadi workers, Swachhagrahis, Sanitation workers etc. for mass communication and behavioral change of citizens.***
- 5. Data transparency should be achieved for effective implementation and monitoring of programs and schemes. It is a requisite to set accountability, take corrective action and make citizens realize their role in nation building.***





## QUOTE

A clean India would be the best tribute India could pay to Mahatma Gandhi on his 150 birth anniversary

— *Hon'ble Prime Minister Narendra Modi, at the launch of Swachh Bharat Mission 2.0*

*While delivering the keynote address at the World Toilet Day 2022: India Sanitation 2.0, Hon'ble Minister, MoHUA, Harshdeep Puri stated...*



## QUOTE

This event is symbolic of the power of resolve of 130 crore Indian citizens.

— *Hon'ble Minister, MoHUA, Harshdeep Puri*

# 1 Introduction

**World Toilet Day** is an observance held annually on 19th November. This day has been celebrated since 2013, to spread awareness about access to toilet facilities for all and to tackle the global sanitation crisis. It is critical to take action on war-footing on the issue, as 3.6 billion people across the world live without access to a safe toilet<sup>1</sup>.

To solve this global issue, the UN sustainable development goal 6, propagates access to clean water and sanitation for all, a call to build and enhance global partnerships to strategize upon challenges faced in the domain of sanitation<sup>2</sup>.



## **The World Toilet Day is observed globally with the following objectives:**

- Raising Awareness on the sanitation crisis.
- Facilitating Action through engagement from governments, civil society and the international community to discuss the sanitation issue.
- Mobilizing resources for development of sanitation infrastructure and facilities.

With the theme ***‘Making the invisible visible’*** the campaign of 2022 explores how inadequate sanitation systems spread human waste into rivers, lakes and soil, polluting fresh water resources. Groundwater is the most abundant resource; polluting groundwater could have adverse effects on human and other life as it is used for drinking water supplies, farming, industry and other ecosystems. The contamination of groundwater due to mis-managed sanitary disposal, cannot be overlooked.

The central message of the campaign this year therefore is to protect groundwater resources by effectively managing our sanitation systems. The central and state government missions and schemes are focusing on improving sanitation systems, at community & public level. They

<sup>1</sup> <https://www.worldtoiletday.info/>

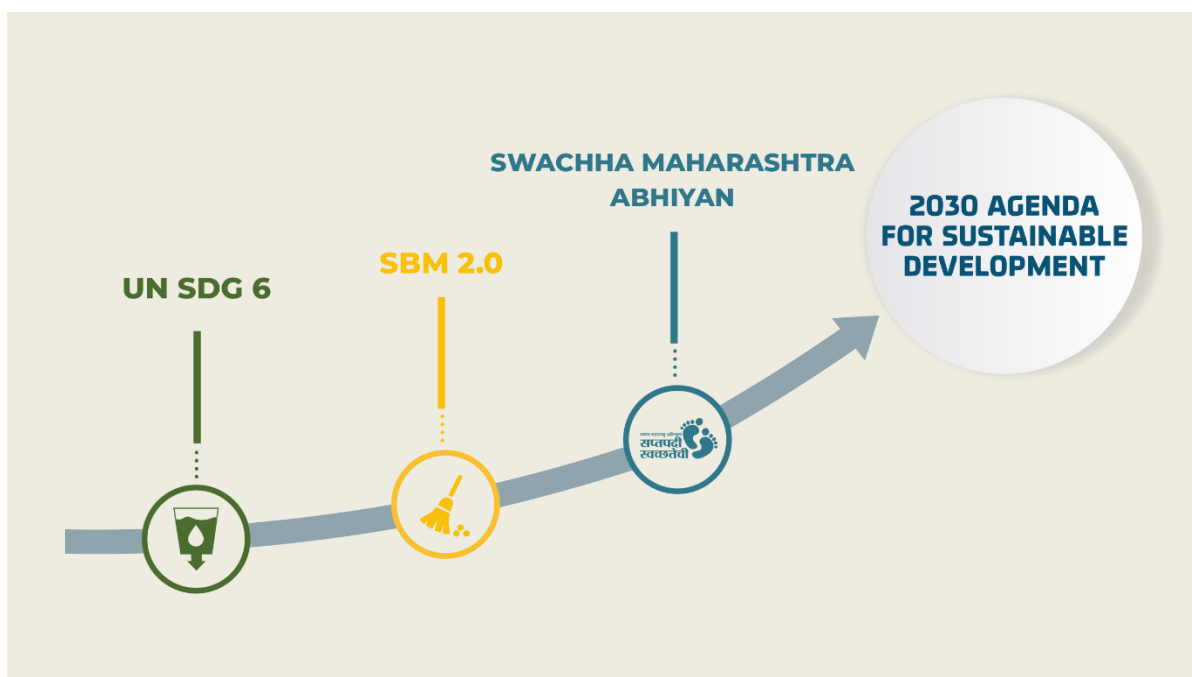
<sup>2</sup> <https://sdgs.un.org/goals/goal6>



have also prioritized development of household and individual sanitary infrastructure. The various missions launched by the government have revolutionized the sanitation domain from the grassroots and have also resolved to involve citizens through rigorous IEC for public participation. The schemes have also placed focus on sanitation workers and informal waste workers, and have highlighted their contribution in the sanitation ecosystem. These schemes have accelerated ground level implementation of safe sanitation practices, to achieve complete access to sanitation facilities in urban and rural parts of the country.

The schemes and missions now not only aim to meet the basic needs of sanitation, but are aiming to inch towards achieving international standards. With the concept of aspirational toilets gaining momentum worldwide, the Indian government has made a resolve to provide toilets with manifold facilities than only basic and regular toilets. SMB (U) 2.0 calls for action from citizens and the WASH fraternity, to work towards functionalization of community and public toilets. In Maharashtra, the state government on 30th September 2022, launched the Swachha Maharashtra Abhiyan (U) 2.0, to strengthen sanitation systems in the state of Maharashtra, in collaboration with sector experts and various stakeholders, through a decentralized approach.

All these missions, along with collaborative efforts through partnerships amongst numerous such organizations and bodies, is leading to positive impact in the state. ***We are slowly inching towards achieving the 2030 goal to ensure safe toilets and sanitation for all.***







**'Swachhata Run 2022' in 34 Districts of Maharashtra**

S.No	District Name	Total No. of GP	Total GP	No. of Participants	Percentage
			Entry Started		(GP's Participated)
1	NASHIK	1369	1369	147360	100
2	PUNE	1400	1044	119501	74.57
3	OSMANABAD	621	324	22757	52.17
4	SINDHUDURG	429	169	7080	39.39
5	YAVATMAL	1193	415	35814	34.79
6	AHMEDNAGAR	1311	379	25786	28.91
7	BULDHANA	866	224	32977	25.87
8	WARDHA	517	116	9126	22.44
9	AURANGABAD	857	154	5934	17.97
10	THANE	429	71	17575	16.55
11	PALGHAR	473	78	16949	16.49
12	NANDURBAR	499	67	5388	13.43
13	GADCHIROLI	456	51	4820	11.18
14	KOLHAPUR	1030	111	9244	10.78
15	SANGLI	699	59	4848	8.44
16	SATARA	1495	106	3895	7.09
17	BHANDARA	536	32	3457	5.97
18	DHULE	551	32	4504	5.81
19	AKOLA	539	26	4561	4.82
20	AMRAVATI	838	35	4383	4.18
21	HINGOLI	563	13	4223	2.31
22	CHANDRAPUR	824	18	2047	2.18
23	BEED	1020	20	740	1.96
24	RAIGAD	796	14	614	1.76
25	NAGPUR	768	11	2016	1.43
26	PARBHANI	703	9	816	1.28
27	JALNA	776	7	281	0.9
28	WASHIM	490	3	639	0.61
29	SOLAPUR	1029	6	1570	0.58
30	LATUR	782	4	1470	0.51
31	GONDIA	550	2	45	0.36
32	RATNAGIRI	845	2	380	0.24
33	NANDED	1304	2	335	0.15
34	JALGAON	1147	0	0	0
<b>Total</b>		<b>27705</b>	<b>4973</b>	<b>501135</b>	<b>17.95</b>

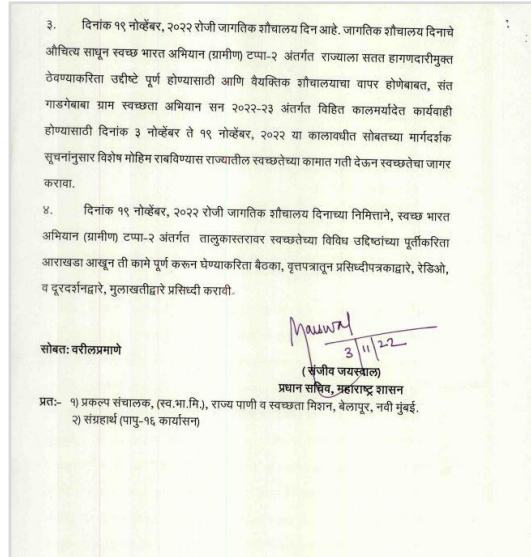
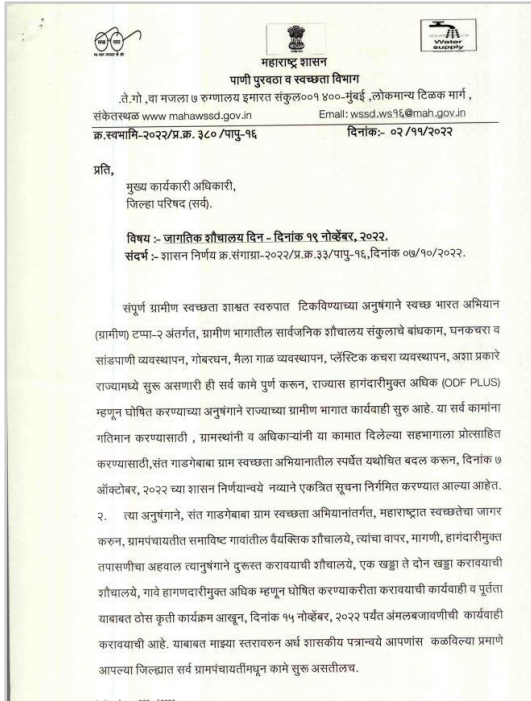
- ***Nashik district sets a record with 100% participation from Gram Panchayats in the initiative.***
- ***Pune & Osmanabad districts also performed exceptionally well on the initiative, 75% participation of Gram Panchayats from Pune & 52% participation from Osmanabad.***
- ***5,01,135 citizens participated in the Swachhata Run campaign in Maharashtra.***





## 4 Technical Interventions from 34 districts that executed various activities for effective FSSM & Sanitation infrastructure in Maharashtra

On the occasion of World Toilet Day 2022, Department of WSSD with technical support from UNICEF Maharashtra along with partner RCUES of AILSG Mumbai, directed districts and local offices in Maharashtra through an extensive advisory, to implement programs as per GOI resolutions and flagship sanitation programs under SBM (Grameen)-II, covering construction of Integrated Sewage Treatment facilities while undertaking arrangements for co-processing of faecal septage from onsite units (septic tanks), encouragement of low cost toilet technologies for on-site management of faecal matter, co-treatment through urban-rural linkages, stand-alone faecal septage management systems & facilities etc, building community and individual toilets, utilization of funds etc.



Letter and guidelines issued by WSSD to the local offices

34 districts of Maharashtra participated in this activity, to plan and execute these initiatives in their respective localities.

### Youtube video of WTD event in Solapur District

**Solapur District CEO taking an oath on World Toilet Day 2022 and encouraging Gram Panchayats to do the same**



## Information from 34 districts of Maharashtra

Districts	Provision of a pit for FSSM in villages with population less than 500			Urban Rural Linkages in FSSM			Repair of unrepaired Individual household toilets			Repair of unrepaired institutional toilets		
	Participating Blocks	Participating Villages	Number of villages that provided the pit	Participating Blocks	Participating Villages	Villages with linkages with Urban areas	Participating Blocks	Participating Villages	Repaired IHHL Toilets	Participating Blocks	Participating Villages	Repaired Institutional Toilets
Ahmednagar	11	71	7	14	156	0	14	785	787	14	102	102
Akola	7	195	0	1	12	12	7	120	125	0	0	0
Amravati	14	100	0	3	85	85	14	448	521	0	0	0
Aurangabad	9	1298	235	9	45	20	9	1298	1628	9	865	265
Beed	11	1364	11	11	35	60	11	440	4342	11	638	723
Bhandara	7	184	0	7	70	0	7	765	0	7	765	0
Buldana	13	38	0	5	10	0	13	65	68	13	54	25
Chandrapur	15	148	0	0	0	0	0	0	0	15	23	24
Dhule	4	26	0	0	0	0	4	539	29	4	539	16
Gadchiroli	12	1482	0	12	1482	0	12	182	37	12	1482	0
Gondia	1	20	2	1	0	0	3	34	23	2	22	8
Hingoli	5	28	0	5	5	0	5	5	30	0	0	0
Jalgaon												
Jalna	8	8	8				8	32	66	8	0	
Kolhapur	9	0	0	12	0	0	0	0	0	0	0	0
Latur	10	432	212	10	20	0	10	785	625	10	785	325
Nagpur	0	0	0	13	26	0	5	20	40	2	2	2
Nanded	16	1515										
Nandurbar	6	116	0	6	16	0	6	310	30	6	12	12
Nashik	15	3	0	3	5	0	15	25	61	15	27	42
Osmanabad	8	324	0	8	7	2	8	520	296	8	17	5
Palghar	8	86	0	1	2	0	8	186	2229	0	0	0
Parbhani	9	438	0	9	10	0	9	810	235	9	810	38
Pune	13	331	32	13	623	3	13	867	24336	13	1022	106
Raigad	0	0	0	0	0	0	15	86	102	15	22	20
Ratnagiri												
Sangli	10	212	22	5	6	6	10	612	8524	10	254	55
Satara	11	15	15	3	12	12	11	568	2562	11	23	23
Sindhudurg	8	215	0	8	526	0	8	741	80475	8	741	488
Solapur	1	2	0	0	0	0	11	147	153	11	147	27
Thane	5	60	0	3	82	37	5	580	670	5	780	0
Wardha	3	69	3	0	0	0	3	86	207	4	6	6
Washim	4	177	0	3	143	0	6	408	149	3	356	4
Yavatmal	16	165	0	5	55	17	16	170	190	16	6	6
<b>Total</b>	<b>269</b>	<b>9122</b>	<b>547</b>	<b>170</b>	<b>3433</b>	<b>254</b>	<b>266</b>	<b>11634</b>	<b>128540</b>	<b>241</b>	<b>9500</b>	<b>2322</b>

### Highlights of the intervention:

- **1,28,540 Individual households repaired** in the state during the campaign.
- **2322 Institutional toilets repaired** during the campaign across Maharashtra.



Districts	Repair of unrepaired public toilets			Construction of a twin-pit for single pit toilet			Action taken on applications for Individual toilets			Pending motivational grant for individual Household toilets		
	Participating Blocks	Participating Villages	Repaired Public Toilets	Participating Blocks	Participating Villages	Toilets provided with a twin pit	Number of applications verified	Number of applications approved	Number of applications disapproved	Motivational grant pending till 31st October, 2022	Number of families that recieved the motivational grant	Number of pending motivational grants
Ahmednagar	14	32	36	14	1096	2139	1045	497	411	7088	25	7063
Akola	0	0	0	7	21	260	366	56	321	1	0	1
Amravati	0	0	0	14	345	850	588	297	209	1216	5625	1560
Aurangabad	9	122	68	9	865	1650	845	468	377	0	0	0
Beed	11	11	11	11	1364	33690	1135	489	646	1680	0	1680
Bhandara	7	765	0	7	145	560	630	390	240	15147	11506	3641
Buldana	1	1	1	13	742	442	1266	580	257	3754	0	3754
Chandrapur	9	9	9	0	0	0	2816	1446	788	1024	106	918
Dhule	4	539	12	4	539	740	310	187	123	290	290	0
Gadchiroli	12	1482	4	12	1482	223	12	1482	507	484	484	0
Gondia	1	1	6	1	20	2	1429	750	679	1307	1324	1055
Hingoli	1	1	1	5	116	530	25	5	20			
Jalgaon												
Jalna	8	2	2	8	16	188	2018	705	542	3228		
Kolhapur	0	0	0	0	0	0	190	114	76	502	57	494
Latur	10	125	20	10	785	625	200	190	10	90	40	50
Nagpur	4	4	4	6	152	1706	685	438	249	191	77	114
Nanded												
Nandurbar	6	0	0	6	310	86	1067	16	1051	1030	421	609
Nashik	15	25	28	15	567	1175	3928	404	3191	2100	175	1925
Osmanabad	8	23	3	8	324	236	279	241	38	575	33	542
Palghar	0	0	0	8	156	432	21	17	4	0	0	0
Parbhani	9	63	5	9	810	36	124	124	0	254	15	239
Pune	13	981	97	13	124	13622	1726	631	1095	634	23	611
Raigad	14	38	40	15	235	2016	55	23	32	1620	665	955
Ratnagiri												
Sangli	10	72	72	10	312	9875	1712	882	526	1275	25	1250
Satara	11	52	52	11	268	268	1042	536	317	994	647	347
Sindhudurg	8	741	284	8	741							
Solapur	11	64	7	11	1126	723	1853	546	185	7927	7010	917
Thane	5	80	22	5	792	350	92	12	80	0	0	0
Wardha	2	2	2	3	52	54	1211	535	303	516	56	460
Washim	2	108	3	6	503	209	1482	1482	3750	0	0	514
Yavatmal	1	2	2	3	106	609	2506	2506	558	2292	12782	2600
<b>Total</b>	<b>206</b>	<b>5345</b>	<b>791</b>	<b>252</b>	<b>14114</b>	<b>73296</b>	<b>30658</b>	<b>16049</b>	<b>16585</b>	<b>55219</b>	<b>41386</b>	<b>31299</b>

### Highlights of the intervention:

- **791 public toilets were repaired** during the campaign across districts in Maharashtra.
- **73,296 toilets converted from single pit to twin-pit toilets.**
- **30658 applications for individual toilets were verified**, out of which **16,049 applications were approved** during the campaign across the 34 districts.







## **5 Strengthened Community and Public Sanitation in Maharashtra through collaborations, in accordance with SBM (U) 2.0 objectives**



On this World Toilet Day, the Secretariat Maharashtra Urban Water, Sanitation and Hygiene & Environmental Sanitation Coalition (Maha-UWES-C), RCUES of AILSG Mumbai, jointly conducted a seminar in collaboration with Navi Mumbai Municipal Corporation - the top ranked city in Maharashtra under Swachh Survekshan 2023- Swachh Bharat Mission - Urban; and Ecosan Services Foundation, Pune to deliberate upon 'Strengthening of Community & Public Sanitation' under SBM urban 2.0, with support from UNICEF Maharashtra and participation of start-ups, entrepreneurs, CBOs, NGOs etc. working in the sector towards innovations and sustainability of the community and public sanitation. The sector specialists discussed issues and challenges in accessibility of community & public toilets and alongside ideated on new avenues and endeavors for provision of sanitation facilities in Maharashtra.

The seminar was inaugurated by the honorable dignitaries Dr. Babasaheb Rajale, Deputy Municipal Commissioner, Solid Waste Management, NMMC, Mr. Manoj Patil, Addl. City Engineer, NMMC, Ms. Utkarsha Kavadi, Director, RCUES of AILSG, Mumbai and Secretariat: Maha-UWES-C, Mr. Anand Ghodke, WASH Officer, UNICEF Maharashtra and Dr. Dayanand Panse, Director, Ecosan Services Foundation (ESF), and partner organizations of Maha-UWES-C, with a brief on the subject matter. The technical sessions commenced with introduction to the projects undertaken by RCUES of AILSG and the Secretariat Maha-UWES-C by the Director of RCUES. The exemplary initiatives and multi-stakeholder approach for WASH in NMMC highlighting the efforts for achieving and sustaining the Water+ certification was showcased by the DMC (SWM), NMMC.

Entrepreneurs and Startups like Woloo, Gandhvedh-Viliso Technologies Pvt. Ltd., ITeS by Vivekanand Education Society, Mr Anand Jagtap highlighted the innovations that can be adopted for sustainable operation and maintenance of community and public toilets. The seminar proved to be an impactful platform for cross-learning and exchange of multi-disciplinary ideas in Community & Public Sanitation.



*Ms. Utkarsha Kavadi, Director RCUES of AILSG, Mumbai*



*Dr. Dayanand Panse, Director, ESF*



*Mr. Anand Ghodke, WASH officer, UNICEF Maharashtra*



*Dr. Babasaheb Rajale, Deputy Commissioner, SWM, NMMC*

Maha U-WES-C's work and credentials in Sanitation across Maharashtra were shared by Director RCUES, Ms. Utkarsha Kavadi. She emphasized upon the need for collaborative action in the sanitation landscape, to support government missions and accomplish their objectives in Maharashtra. Dr. Balasaheb Rajale presented NMMC's initiatives for attaining and maintaining water + status and highest rank in Maharashtra in Swachh Sarvekshan, along with the Community and public sanitation model of NMMC. Ms. Rupali Kelshikar, Co-Founder, Woloo, presented their business model, how the app works and how the app features clean & female friendly toilets. Mr. Chandrashekhar Sakpal, Founder, Viliso private limited explained the need for a continuous monitoring system in CT/PT and introduced the Gandhavedh model to the stakeholders. Dr. Shanta Sandour, Professor, Vivekanand Education Society, shared an ITeS based solution for O&M in CT/PT, and the overall challenges faced and the purpose of the solution, focusing on bringing accountability and transparency in public sanitation. Mr. Anand Jagtap, Former OSD, BMC, emphasized upon the importance of public and community participation in community and public sanitation, reasons for inadequate O&M, and overall challenges in urban sanitation.



Ms. Rupali Kelshikar, Founder, Woloo



Mr. Chandrashekhar Sakpal, Founder, Vilisio technologies



Mr. Anand Jagtap, Former OSD, BMC



Ms. Shanta Sondour, Prof., Vivekanand Edu Soc.

ESF hosted the second half of the event by conducting a session on WASH in Schools to understand the current scenario of school sanitation in India. First speaker of the session was Mr. Pravin Jadhav, Director, CYDA. Mr. Jadhav discussed the work of CYDA under WASH in School in association with UNICEF Maharashtra and other organizations and NGOs in remote areas. He also mentioned about the challenges they faced and observed during their projects under WASH in schools. Mr. Aditya Bhedasgaonkar, Senior Project Manager – CSR from Ecosan services foundation Pune, introduced the audience to ESF and the portfolio of the organization. In school sanitation, ESF works with a strategy to make School Action Plan which include baseline survey, institutionalization of different stakeholders, different behavioral change activity along with the hand holding and monitoring support to schools. Mr. Sandeep Tendolkar, State Consultant, WASH in Institutions, UNICEF Maharashtra highlighted the work of UNICEF under WASH in Schools. He also mentioned the challenges in rural school sanitation where lack of availability and adequacy of technical knowledge for infrastructure implementation leads to poor operation and maintenance of sanitation infrastructure in rural and peri-urban areas. He mentioned that to fulfill Swachh Vidyalaya Guidelines, schools need to address gaps in provision of all categories of sanitation facilities including running water, functional toilets, Handwashing facility, regular operation and maintenance, along with BCC and IEC activities.





Mr. Pravin Jadhav, Director, CYDA



Mr. Aditya Bhedasgoankar, Senior Manager, ESF



Mr. Sandeep Tendolkar, State Consultant, UNICEF Maharashtra

A total of **72 delegates** from prominent development organizations, urban local bodies and schools, attended the seminar.

## **6 25,000 students engaged in 43 Schools across Maharashtra through competitions on ‘WASH in Schools’**

ESF, Pune had organized three competitions for WASH in Schools namely, ‘The big Squat’, ‘My Toilet My Responsibility’, ‘WASH to be celebrated’, to spread awareness of sanitation among school students in Maharashtra. The competition was launched online on Global Handwashing Day 2022. Schools were instructed and provided with informative flyers for participating in the different competitions.

### **Competition details are given below:**

**The Big Squat** - This was a school decoration competition revolving around creating awareness among the students on toilets, their usage, and maintenance. The schools were encouraged to conduct a PTI meeting on the day when schools decorated their classroom/hall/toilet to make parents and the community understand the importance of WASH in the school.

**My Toilet - My Responsibility** – The aim of the competition was to generate awareness among students about responsible usage of toilet facilities. The pledge can help to generate a sense of responsibility among students. In this competition, the school was asked to prepare a pledge on the topic “My Toilet – My responsibility.” The winning school’s pledge from the competition was included in the seminar, wherein all participants collectively undertook an oath.

**WASH – To be Celebrated** - This competition aimed to celebrate Wash campaigns in school through different modes of awareness. In this competition, schools were asked to prepare poems/songs/jingles on WASH.

Different categories of schools participated in the competition from all over Maharashtra, including Government schools in rural and urban areas, Semi aided or Trust run schools, Private Schools, Private aided, Aided schools, Private Aided schools. The winning schools from Raigad, Mumbai, Nashik, Chiplun were felicitated by the dignitaries.



**Winning schools list:**

**The Big Squat Winners:**

- 1st Prize - Dnyanmandir High School Ghatkopar (Mumbai)
- 2nd Prize - Tupe Patil Pragati vidyalaya kaleboratenagar Hadapsar Pune
- 3rd Prize - Raigad Zilla Parishad School Chavane.

**My Toilet - My Responsibility Winners:**

- 1st Prize - Dr. Dataa Samant Madhyamik Vidyalaya Kanjurmarg
- 2nd Prize - Utkarsh Mandir Primary Malad East
- 3rd Prize - Maulana Azad High school Byculla.

**WASH – To be Celebrated Winners:**

- 1st Prize - Hon. Sharadraoji Pawar Madhyamik Vidhyalaya, Nigdol Tal. Dindori, Dist. Nashik
- 2nd Prize - Shivam Vidya Mandir Tunga Village, Chandivali, Mumbai
- 3rd Prize - New English School Boraj, Chipalun.

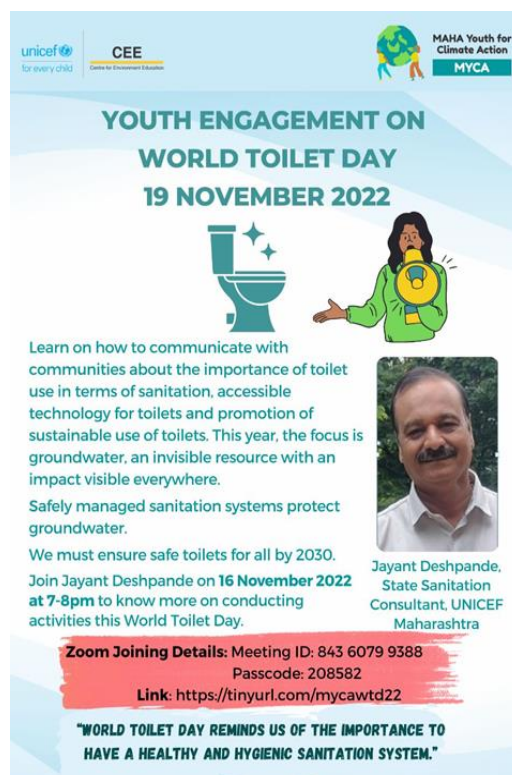
Winners were awarded with prizes, trophy, and certificate at the valedictory function of the event.



## 7 On-ground impact through Youth Advocacy: UNICEF’s Youth led program in Maharashtra

Unicef Maharashtra’s Maha Youth for Climate Action (MYCA) unit, in collaboration with CEE conducted a webinar on how youth can engage and create awareness on World Toilet Day 2022. Unicef Maharashtra team had reached out to 300 MYCA fellows across Maharashtra to participate in the webinar and contribute in achieving the objectives of World Toilet Day 2022.

Mr. Jayant Deshpande, State Sanitation Consultant, Unicef Maharashtra engaged with these young changemakers to build their capacities on ways to communicate with communities, relevant terms to use for sharing messages on sanitation, accessible technology for toilets and promotion of sustainable use of toilets. He highlighted the theme of the year, to safely manage sanitation systems and protect groundwater.



**YOUTH ENGAGEMENT ON WORLD TOILET DAY 19 NOVEMBER 2022**

Learn on how to communicate with communities about the importance of toilet use in terms of sanitation, accessible technology for toilets and promotion of sustainable use of toilets. This year, the focus is groundwater, an invisible resource with an impact visible everywhere.

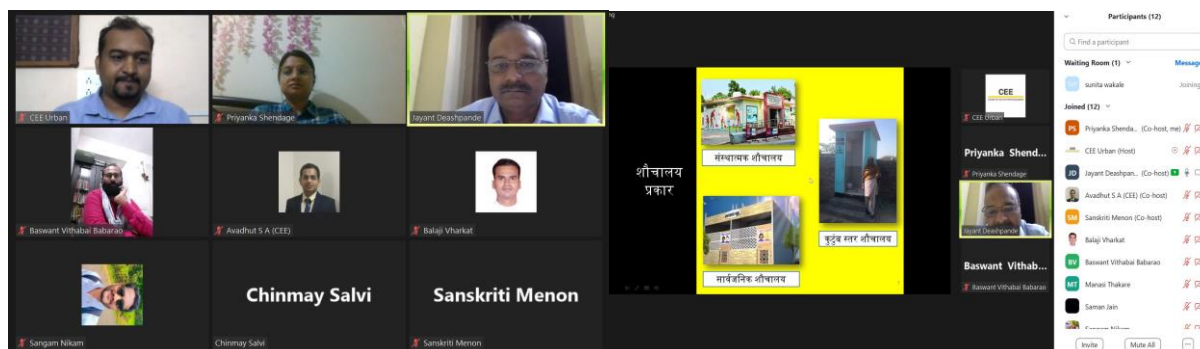
Safely managed sanitation systems protect groundwater.

We must ensure safe toilets for all by 2030. Join Jayant Deshpande on **16 November 2022 at 7-8pm** to know more on conducting activities this World Toilet Day.

**Jayant Deshpande, State Sanitation Consultant, UNICEF Maharashtra**

**Zoom Joining Details:** Meeting ID: 843 6079 9388  
Passcode: 208582  
Link: <https://tinyurl.com/mycawtd22>

**"WORLD TOILET DAY REMINDS US OF THE IMPORTANCE TO HAVE A HEALTHY AND HYGIENIC SANITATION SYSTEM."**



12 fellows attended the session and 1 fellow from Buldhana district of Maharashtra conducted various activities with NYKS, government authorities and a local public school. Mr. Sumit Wakode, part of Maha Youth for Climate Action (MYCA) and Nehru Yuva Kendra Sangathan (NYKS) Buldhana, on the occasion of World Toilet Day 2022, conducted programs to create public awareness by doing IEC around the village. Further, 11 youth participated to coordinate and conduct the awareness campaign. Through door to door campaigning, guidance was shared on how to maintain the single pit and twin pit toilets and how to prevent leakage of toilet outlet drains. There was campaigning with gram sevakas and villagers regarding subsidies for construction of toilets, and for them to avail the benefits of



government schemes. A public awareness rally program was implemented in villages with the help of youth. On this occasion, teachers, students, Anganwadi workers, ASHA workers, volunteers and villagers participated in the program. Students from Zilla Parishad Marathi Primary School Lakhanwada were also engaged in the event. **A total of 50 citizens** were engaged through these activities.



## **8 Approximately 7,00,000 school students engaged through Concerted campaigns in Maharashtra by CYDA India**

CYDA in association with UNICEF and Zilla Parishads celebrated ‘World Toilet Day’ on 19th November 2022, across **16,669 schools from 13 districts** of Maharashtra. **Total 6,87,097 students from 13 districts** of Maharashtra were engaged in interventions such as Street Plays, Selfie with Toilets, Slogan and Drawing competitions.

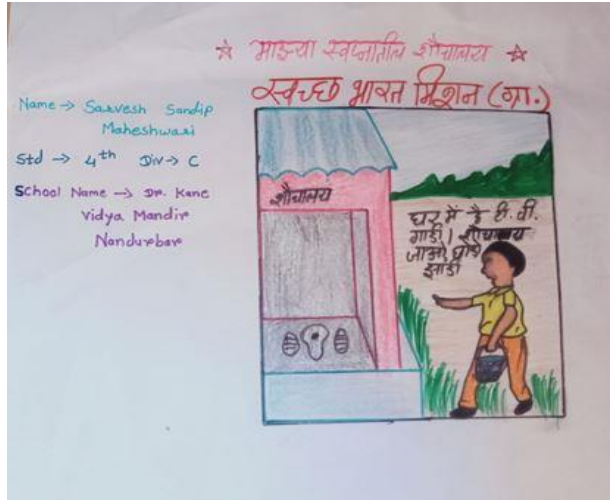
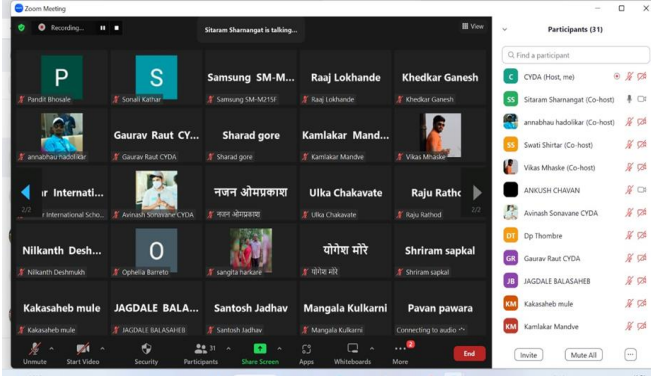
On this occasion, a demonstration on proper use of toilets was conducted in the schools where students were informed about the importance of toilets. During the program, Group Extension Officers, Center Heads, Headmasters, teaching and non-teaching staff, Sarpanch, Deputy Sarpanch, Health and Sanitary Inspectors, School Management Committee members were present from across Maharashtra.

SN	District	Schools	Kendra Pramukh	Headmaster	Teachers	Students
1	Parbhani	995	72	995	2500	45000
2	Jalna	200	32	200	610	8240
3	Gadchiroli	800	80	800	3200	45000
4	Chandrapur	600	60	600	2500	52000
5	Washim	756	41	756	862	26300
6	Hingoli	426	53	526	623	22346
7	Nandurbar	1095	25	1011	936	56986
8	Nashik	3183	98	1995	4560	98775
9	Ahmadnagar	3500	72	1230	4432	110000
10	Jalgaon	2100	56	2100	3450	85000
11	Aurangabad	1290	82	1290	2800	85000
12	Beed	1500	60	950	2250	50000
13	Pune	224	12	224	290	2450

As part of World Toilet Day celebrations, various competitions/activities were also organized, including Street Play, Selfie with Toilet, Slogan and Drawing completion. The students enthusiastically participated in the activities.

### **Seminar and Prize Distribution Ceremony**

The celebration of world toilet day and prize distribution program was organized online through zoom platform. An expert talk on “Importance of Toilet and Black Water Treatment and Management” by Dr. Shitaram Sharnanagat was also organized to make participants aware of handling the sanitation crisis. Total **200 students, 80 teachers and 14 Kendra pramukh attended the program.**



**पुढारी**

**शाळांमध्ये साजरा होणार शौचालय दिन**

**औरंगाबाद :** १९ नोव्हेंबर रोजी होणाऱ्या जागतिक शौचालय दिनाचे औचित्य साधून युनिसेफ व सीवायडीए, पुणे व जिल्हा परिषद शिक्षण विभाग यांच्या संयुक्त विद्यमाने राज्यस्तरीय स्वच्छ शौचालय अभियान राबविण्यात येत आहे. या निमित्ताने चौथी ते दहावीच्या मुलामुलींसाठी विविध स्पर्धांचे आयोजन करण्यात आले आहे, असे पत्र शिक्षणाधिकारी जयश्री चव्हाण यांनी काढले आहे. सर्व स्पर्धा ऑनलाईन पद्धतीने पार पडत असून मंगळवारी (दि. १५) पथनाट्य स्पर्धा शाळा व गावपातळीवर घेण्यात आली बुधवारी होणाऱ्या चित्रकला स्पर्धेसाठी माझी शाळा, माझे सुरक्षित शौचालय, शौचालय वापरण्याच्या योग्य व आरोग्यदायी पद्धती व माझ्या स्वप्नातील शौचालय, गुरुवारी टॉयलेटसह सेल्फी स्पर्धेसाठी स्वच्छ व आरोग्यदायी शौचालयासह सेल्फी, शुक्रवारी शिक्षकांसाठी घोषवाक्य स्पर्धा असून त्यासाठी स्वच्छ व आरोग्यदायी शौचालय हा विषय आहे. या स्पर्धेचा निकाल शनिवारी जाहीर करण्यात येणार आहे.

My Aurangabad Edition  
Nov 16, 2022 Page No. 2  
newspaper.pudhari.co.in

**सी वाय डी ए संस्थे च्या माध्यमातून जागतिक शौचालय दिवस साजरा**

**आवाज वृत्तसेवा**  
दहिवडी, सिरर/प्रतिनिधी --: दिनांक:- १९/११/२०२२  
शनिवार रोजी दहिवडी येथे सी. वाय. डी. ए. संस्थे च्या माध्यमातून जागतिक शौचालय दिवस साजरा करण्यात आला यात विद्यार्थ्यांना आजच्या दिवसाचे महत्त्व अगदी साध्या आणि सोप्या शब्दांमध्ये सांगण्यात आले व मार्गदर्शन करण्यात आले त्यानंतर काशिनाथ महाराज माध्यमिक विद्यालय दहिवडी शाळेच्या विद्यार्थ्यांचा माध्यमातून आजच्या दिवसानिमित्त गावात प्रभात फेरी काढण्यात आली या प्रभात फेरीमध्ये विद्यार्थ्यांच्या माध्यमातून जागतिक दिनानिमित्त घोषणा देण्यात आल्या आणि गावात जनजागृती करण्यात आली. कार्यक्रमाप्रसंगी शाळेचे मुख्याध्यापक तसेच शिक्षक, शिक्षकेतर कर्मचारी आणि सी वाय डी ए संस्थेचे योगेश नेरपागर (प्रकल्प व्यवस्थापक नाशिक ) यांच्या मार्गदर्शनाखाली हा दिवस साजरा करण्यात आला या कार्यक्रमाला CYDA संस्थेचे कर्मचारी अविनाश सोनवणे, किरण बागुल, पंकज राठोड व संकेत मोकळ हे उपस्थित होते.



## 9 Residents in Urban slums of Mumbai engaged by CBO's under SSSM

Community based organizations under SSSM in urban slums of Mumbai undertook awareness raising sessions with women's groups within their communities, as well as engaged school children through relevant initiatives such as painting and essay writing competitions to explain the relevance of maintaining sanitation facilities and practicing safe sanitation practices. A total of **80 students participated in the essay competition and 120 students participated in the painting competition. 50 women attended the awareness session** to learn about safety measures and understand the importance of utilizing public and community toilets.



**SSSM federation, along with their CBO groups, launched their website on the eve of World Toilet Day. They celebrated the day collectively with around 250 CBOs representatives in Mumbai.**

**The website can be accessed here <https://sssms.in/>**



**A total of *500 citizens* were engaged through these activities.**

## 10 Concluding Note

### ***We focused on the Visible & the Invisible!***

Maharashtra has been a frontrunner in execution of various schemes of the central government and also has effectively implemented missions on the ground through a systematic and decentralized approach. Through the campaigns organized and executed by the Department of WSSD, GoM this year, the entire sanitation value chain was positively impacted. As per SBM, collaborations and partnerships with civil society and sector experts is key to drive change on the ground and conduct multi-stakeholder engagement. Through these associations, many essential and far-reaching campaigns were organized to effectively celebrate the World Toilet Week 2022.



