United States Agency for International Development (USAID)

Support for Urban Water and Sanitation in India (SUWASI)

KPMG
August 2023
A look at India’s water and sanitation journey so far

**Total Sanitation Campaign (TSC) 1999 to late 2000s and Water Supply Programs**
Provided subsidies to poor in urban areas for construction of household toilets + providing water services to underserved communities

**Nirmal Bharat Abhiyan / and TSC 2009-14**
Largely rural focused; aimed at toilets and other infrastructure including SLWM

**Swachh Bharat Mission Urban 2.0 and AMRUT 2.0**
Moving towards universal access to safe drinking water and safely-managed sanitation services in all 4800+ cities and towns in India

**Swachh Bharat Mission – Urban 2014-19 and AMRUT 2015-20**
Dedicated Specific Purpose Grant for universal access to safe sanitation and water, with a total outlay of USD 25 Billion

**JNNURM – 2005-12**
Basic Services including water and wastewater management, housing for urban poor, slum upgradation/redevelopment, economic development of the city
Only 65 cities in India
India’s Urban WASH Landscape

Moving from Coverage to Access to safe drinking water and safely managed sanitation services

- More than 4000 smaller cities with < 100,000 population
- From ‘0’ ODF cities in 2014 to more 95% of ODF cities
- 72% water supply (2015) to more than 90% (2022) coverage in 500 cities
- Enhanced wastewater treatment capacities – though long way to go
- Women as customers to women led sanitation
Key achievements over the past eight years

1. > 6 million Household toilets 95% of the country became ODF within a short span of 8 years
2. > 500,000 toilet seats in CT/PTs More than 50% of the country achieved ODF+ Status
3. All cities now plan, design, procure and implement their projects on their own
4. Supply driven service delivery to demand driven services
5. Several innovations in implementation such as Swachh Survekshan and Technology enablement

The biggest achievement under in the last 8 years is that water and sanitation, has now become a citizen-led movement.
How USAID has supported India’s WASH achievements since 2015

- Knowledge management and sharing of best practices
- Capacity Building and technical support
- Social and behavior change communication
- Mission monitoring through dashboards and analytics
- Promotion of private sector engagement through innovative business models
- Policy formulation and reforms
- Pilot and scale-up of Swachh Survekshan (Annual Clean Cities Survey)
- Technology enablement – Google Toilet Locator, Microsoft E-Learning Platform, Swachhata App, Grievance Redressal and Service Tracking
- USAID Support between 2015 - till date
**SUWASI – Results Framework and Goals**

**Themes**

- Knowledge Management
- Capacity Building
- Innovation
- Partnership

**Results**

- Strengthen WASH sector governance and capacity
- Unlock financing for municipalities, SMEs, and household WASH
- Demonstrate innovative approaches and technologies for scale

**Improve health and productivity through universal access to safely managed water and sanitation services for all Indians**

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SUWASI provides technical, policy and programmatic support to Government of India

1. Support policy reforms and policy formulation
2. Technical expertise
3. Design and implementation of Swachh Survekshan
4. Design and roll out behavior change communication
5. Build individual and institutional capacities for WASH
6. Leverage digital technologies for speed, scale and sustainability
7. Facilitate private sector participation
8. Mission monitoring and management
<table>
<thead>
<tr>
<th>SUWASI Partners</th>
<th>Day to Day Programme Implementation and Technical Support to</th>
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</thead>
</table>
| KPMG and WASH Institute | • Central Ministry - MoHUA  
  • States – 4 SUWASI-focused States  
  • Cities |
| Centre for Urban and Regional Excellence (CURE) | Private sector engagement, investor linkages, capacity building and knowledge dissemination on private sector participation in WASH |
| AVPN India |  |
| Athena Infonomics | Monitoring, Learning and Evaluation  
  • Data and Analytics  
  • Documentation of Case Studies and best practices on WASH |
| University of North Carolina | Research, capacity building and knowledge management in water and sanitation |
As USAID’s implementing partner, KPMG India has been supporting India’s urban water and sanitation sector transformation by providing policy, technical, programmatic and mission management support to Government of India over the last eight years.
Key Achievements
Moving from safe sanitation to safely managed sanitation services

**ODF (2016)**
Access to toilet facilities for all

**ODF+ (2018)**
ODF & Functionality of Community and Public Toilets

**ODF++ (2018)**
ODF+ & Containment and Treatment

**Water+ (2019)**
ODF++ & At least 20% usage of treated water

- **4,884 cities**
- **3,547 cities**
- **1,191 cities**
- **14 cities**
Not just toilets but smart and inclusive toilets

- Innovative revenue generating O&M models developed
- Water and energy efficient toilet designs
- Inclusive toilet facility design
Safaimitra Suraksha: An Initiative for the Safety of Sanitation Workers

Focus areas:

- Thrust on mechanized cleaning of sewers & septic tanks
- Availability of protective gears & equipment in case manual entry is unavoidable.
- Creation of conducive eco-system through:
  - trained workforce,
  - large scale citizen outreach,
  - 24x7 helpline,
  - enforcement mechanisms
Used Water Management

- For cities with less than 100,000 population
- Funds provided for STPs, I&D and desludging vehicles
- Target - 13,000 MLD by 2026
- 20% reuse of treated water
- Approved Capacity 4920 MLD
- Approved Project Cost ~ USD 1.41 Billion

• **SBM-U 2.0 aims to address used water management in cities with <100,000 population and ULBs with >100,000 population is catered under AMRUT 2.0.**

• **The target is to set up Used Water Treatment Plants with processing capacity of 13,000 MLD by 2026**
Key achievements towards urban water security

01
13.7 million household tap connections provided
+ 14.8 million new connections planned

02
10.05 million household sewer connections provided

03
Focus wastewater reuse, aquifer recharge, rejuvenation of water bodies and water sector reforms along with operational and financial sustainability

Rainwater Harvesting Tanks, Kavarrati, Lakshadweep
Water Supply Scheme, Bhubaneswar, Odisha
Sewage Treatment Plant
Mission Amrit Sarovar ‘Jal Dharohar Sanrakshan’

- People’s movement
- Rich heritage of water storage & conservation system
- Rejuvenation- make cities ‘water secure’
- Connecting youth to heritage & culturally significant water bodies
- Rejuvenation of water bodies under AMRUT

Gurdwara Dukh Nivaran Sahib, Patiala, Punjab

Ward's lake, Shillong, Meghalaya

Maner tank, Patna, Bihar

Indradyumna tank, Puri, Odisha
Key Enablers
Policy Reforms

1. SBM-U 2.0: National Mission Guidelines
2. Revised ODF, ODF+, ODF++ and Water+ Protocols
3. Safety of Sanitation Workers: Toolkits, Guidelines and Training Modules
4. National Capacity Building Framework
Fostering healthy competition among cities

Swachh Survekshan: The largest annual urban cleanliness and sanitation survey in the world

- Acts as enabler for Mission acceleration in the cities
- Foster healthy competition among cities to improve their performance on sanitation parameters
- Encourage large scale citizen participation and create awareness about importance of Swachhata
- Improved sanitation services delivery by cities to its citizens
Swachh Survekshan: The largest annual urban cleanliness and sanitation survey in the world

Scale of the SS 2022 survey

- 4,355 ULBs participated
- 85,868 Wards covered
- 212,000 Locations visited
- 550,000 Documents assessed
- 11.4 million Citizen Feedback
- 470,000 Citizen validation in field
- 2.338 million Photos & Videos (evidence) collected
- 1.724 million Data points collected

SS-2023 Total Marks 9,500

Citizens’ feedback 26%
Service level progress 48%
Certification 26%
AMRUT – Pey Jal Survekshan

- A challenge process to instill healthy competition among cities for better delivery of water related services
- Conducted in 485 AMRUT cities
- Launched in September 2022

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<tr>
<th>Focus Area</th>
<th>Max. Score</th>
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<tbody>
<tr>
<td>Water Utility Services</td>
<td>700</td>
</tr>
<tr>
<td>Used Water Utility Services</td>
<td>700</td>
</tr>
<tr>
<td>Water Bodies</td>
<td>200</td>
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<tr>
<td>Non-Revenue Water</td>
<td>200</td>
</tr>
<tr>
<td>Best Practices &amp; Innovation</td>
<td>300</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>2100</strong></td>
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AMRUT – Pey Jal Survekshan - Components

**CLAIM WRT SERVICE LEVEL**
- Documentary evidence for the key indicators in support of claims for achieving service levels

**CITIZEN FEEDBACK**
- Citizens and ULB officials to be interviewed for their perception about: water quantity, quality, water meter availability, bill payments, grievance redressal, awareness on water conservation etc.

**DIRECT OBSERVATION INCLUDING LAB TEST FOR WATER QUALITY**
- Water Quality testing
  - Water treatment Plant
  - Tap water
  - Treated used water
  - Water bodies
- Rainwater Harvesting structures in park

Evaluation for all 485 ULBs in under progress and ranking will be released shortly in coordination with MoHUA
Capacity building of government

- Focus on learning needs of frontline staff
- Learning anywhere, anytime across all platforms
- Partnerships with universities, training institutes, CSOs, private sector
- Building Centre(s) of Excellence

**Human resource strengthening**
- Swachhata Knowledge Partners
- E-learning based capacity building for 90,000+ State and Municipal officials

**Human resource augmentation**
- Subject Matter Experts for on-demand technical advisory and consultancy
- Swachhata Margdarshaks – Pool of experts

**Institutional strengthening**
- Centre(s) of Excellence
- Human Resource Assessment
- Training Needs Assessment
- Skills Gap Assessment
- Chair Professorships
- Research collaborations with leading academic institutes
Private Sector Engagement under WASH

Private sector engagement in access to basic sanitation facilities

- Community Toilets (CTs) and Public Toilets (PTs)
- O&M of these CT/PTs
- Capex and O&M both

Private sector engagement in water supply and wastewater management

- AVPN is supporting in investor linkages – identifying potential investors
- Create and disseminate knowledge on successful deals in WASH sector
- Orientation and capacity building of ULBs—particularly smaller ULBs in private sector engagement in WASH

01 Bridging the financing gap in capex and opex

02 Provider of technologies—software and hardware

03 Service level contracts and other forms of contracts
Promoting Start-ups

Facilitate and promote Technology Start-ups in WASH

- More than 100 Start-ups identified
- Incubation support
- Access to credit
- Twinning with cities to test their solutions
Digital Innovations

SBM Toilet locator and user feedback mechanism

65,500+ toilet blocks from 3,196 cities

Swachhata App to report Swachhata related grievances
- Only Mobile App for Grievance Redressal for ~3800 smaller cities
- 20.5 Million+ Complaints Posted
- ~600 City Apps Integrated

Integrated MIS for Mission Governance

20.8 Million+ users
94% resolution rate

Profiles of 36 State/UTs, 4372 ULBs, 88,109 Wards
Geographical Information System (GIS) – ULBs to update all the Wards, Area boundary.
Google Toilet Locator 2.0

- State/City CT/PT status Dashboard
- CT/PT updates – Addition/Modification
- Mobile Application to Add CT/PT/Urinals
- Citizen Feedback – QR code based
- Update on Google Maps
67,407 public toilets (3,326 cities) mapped on google

Improved sanitation facilities based on citizen feedback
AMRUT 2.0 Reforms

1. Property tax reforms
2. Reforms on user charges
3. GIS mapping of properties and other assets
4. Local area and town planning
5. Implementation of urban reforms
6. Recycle and reuse of treated water
7. Online grievance redressal systems
8. Reduction in NRW to < 20%
9. Water body rejuvenation
Thank you

For more information:

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