

Support for Urban Water and Sanitation in India (SUWASI)



A look at India's water and sanitation journey so far

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

Nirmal Bharat Abhiyan / and TSC 2009-14

Largely rural focused; aimed at toilets and other infrastructure including SLWM

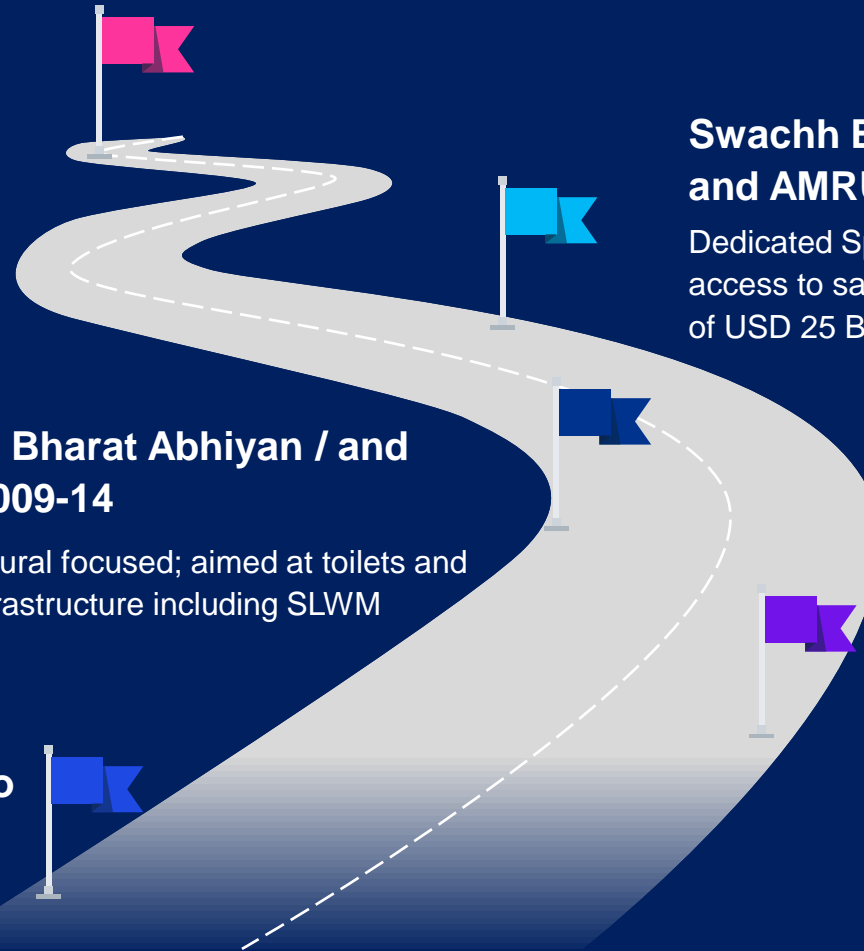
Total Sanitation Campaign (TSC) 1999 to late 2000s and Water Supply Programs

Provided subsidies to poor in urban areas for construction of household toilets + providing water services to underserved communities

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



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

4800+ cities

~ 400 million urban population

More than 4000 smaller cities with < 100,000 population

From '0' ODF cities in 2014 to more than 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

> 6 million Household toilets
95% of the country became ODF within a short span of 8 years

> 500,000 toilet seats in CT/PTs
More than 50% of the country achieved ODF+ Status

All cities now plan, design, procure and implement their projects on their own

Supply driven service delivery to demand driven services

Several innovations in implementation such as Swachh Survekshan and Technology enablement

1

2

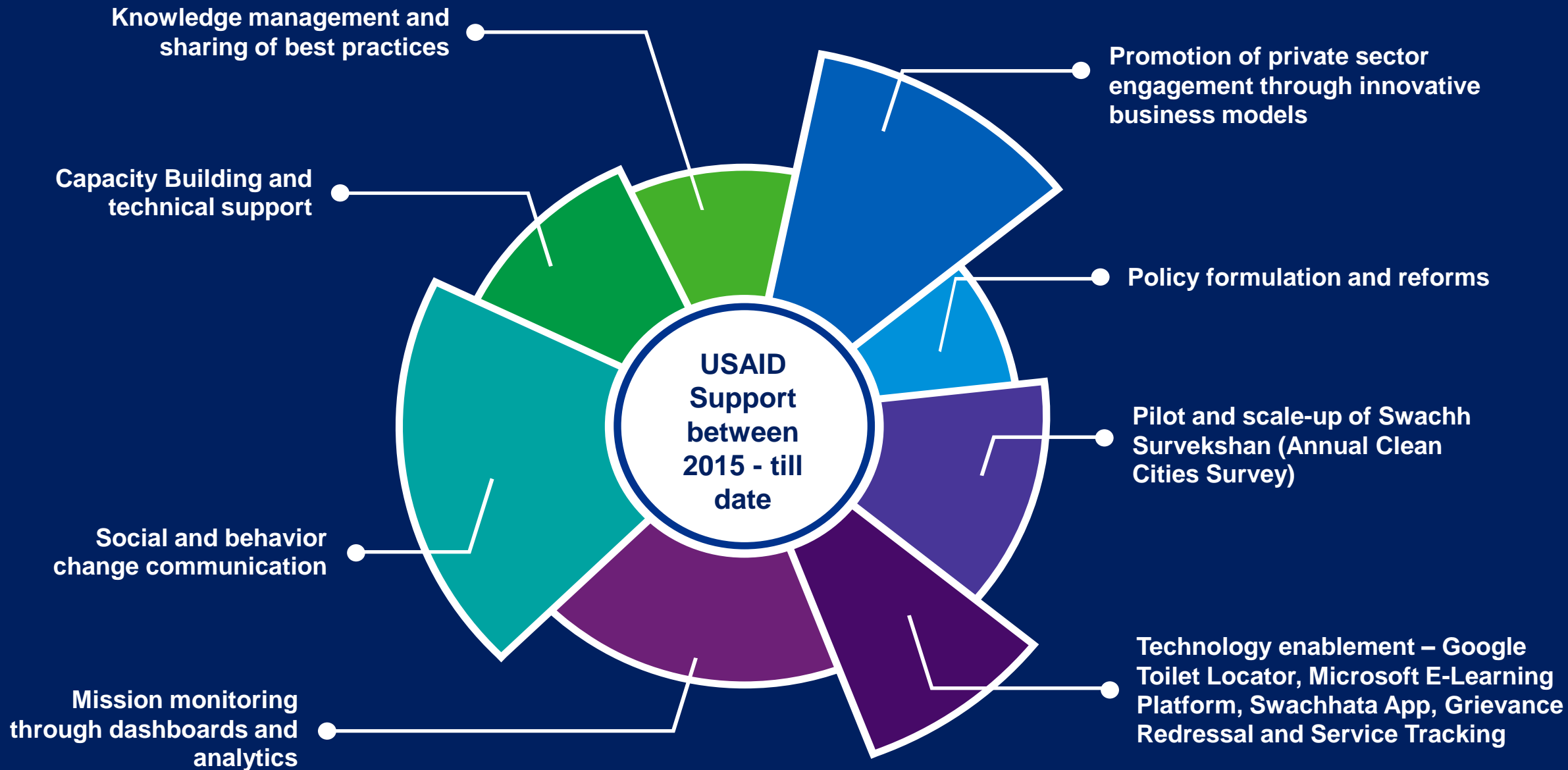
3

4

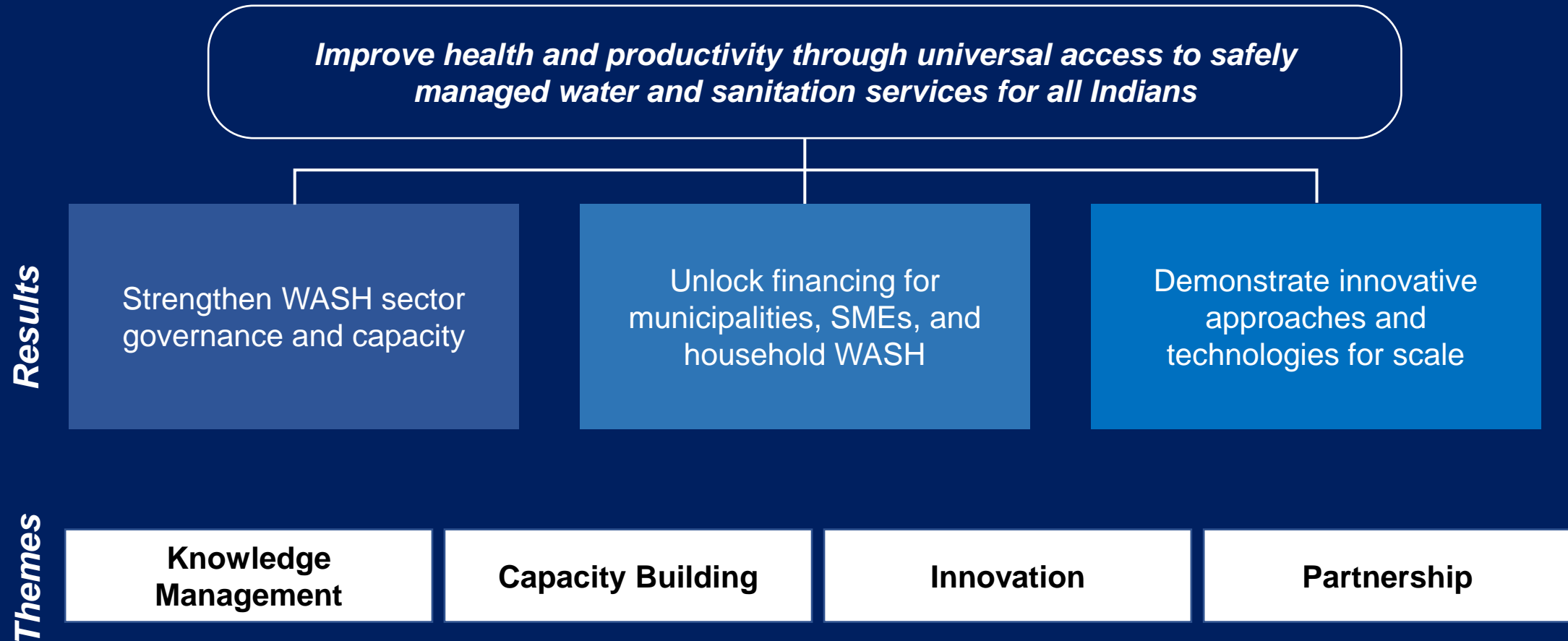
5

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



SUWASI – Results Framework and Goals



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



01

Support policy reforms and policy formulation

02

Technical expertise

03

Design and implementation of Swachh Survekshan

04

Design and roll out behavior change communication

05

Build individual and institutional capacities for WASH

06

Leverage digital technologies for speed, scale and sustainability

07

Facilitate private sector participation

08

Mission monitoring and management

01

**KPMG and WASH
Institute**

Day to Day Programme
Implementation and Technical
Support to

- Central Ministry - MoHUA
- States – 4 SUWASI-focused
States
- Cities

Community engagement
and capacity building
support

02

**Centre for Urban
and Regional
Excellence (CURE)**

03

AVPN India

Private sector engagement,
investor linkages, capacity
building and knowledge
dissemination on private
sector participation in WASH

- Monitoring, Learning
and Evaluation
- Data and Analytics
- Documentation of
Case Studies and
best practices on
WASH

04

Athena Infonomics

05

**University of North
Carolina**

Research, capacity building
and knowledge management
in water and sanitation



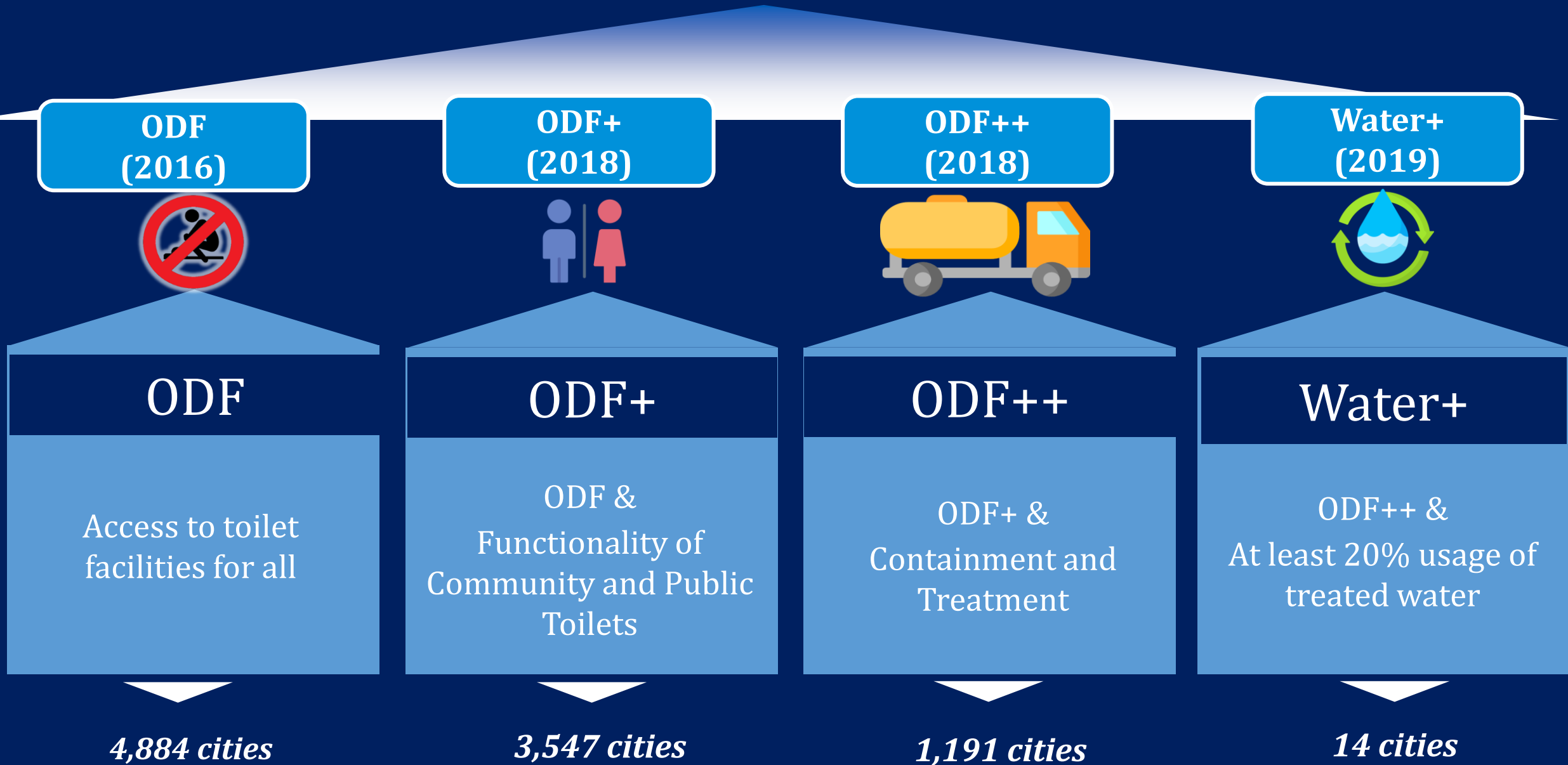
KPMG

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



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*

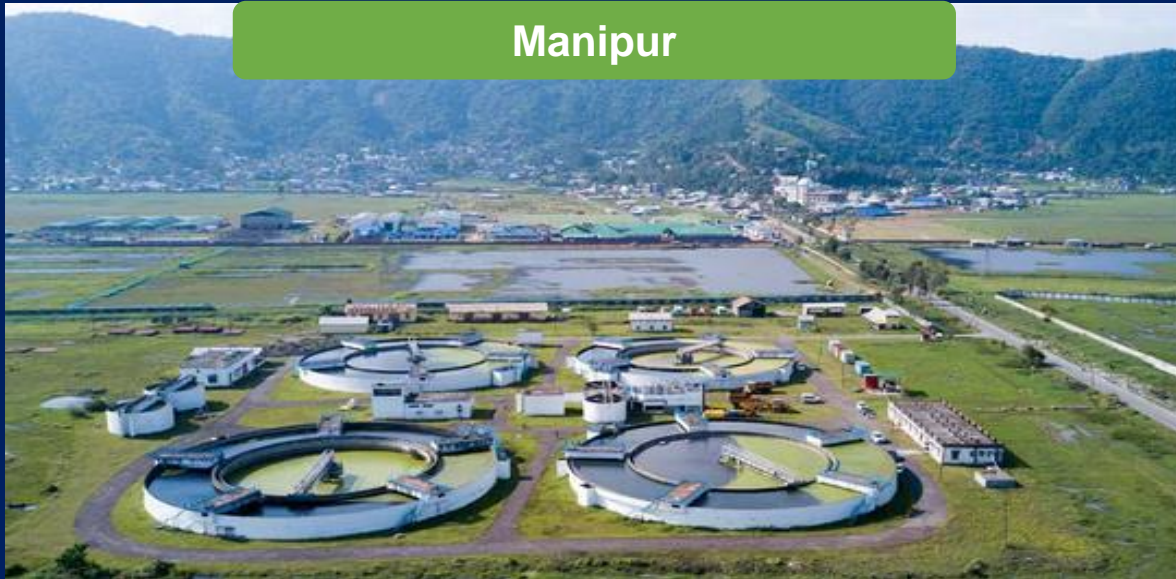


Used Water Management

Mangalore



Manipur



- 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, Bhubaneshwar, Odisha



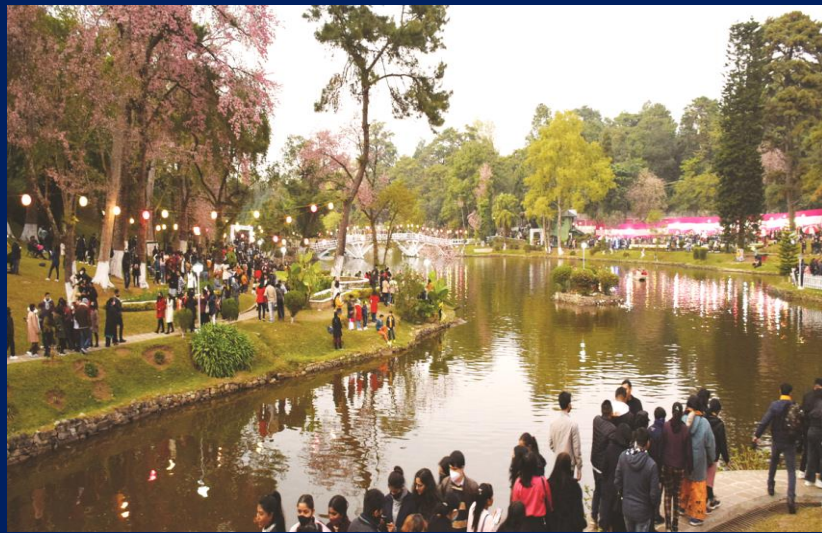
Sewage Treatment Plant

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



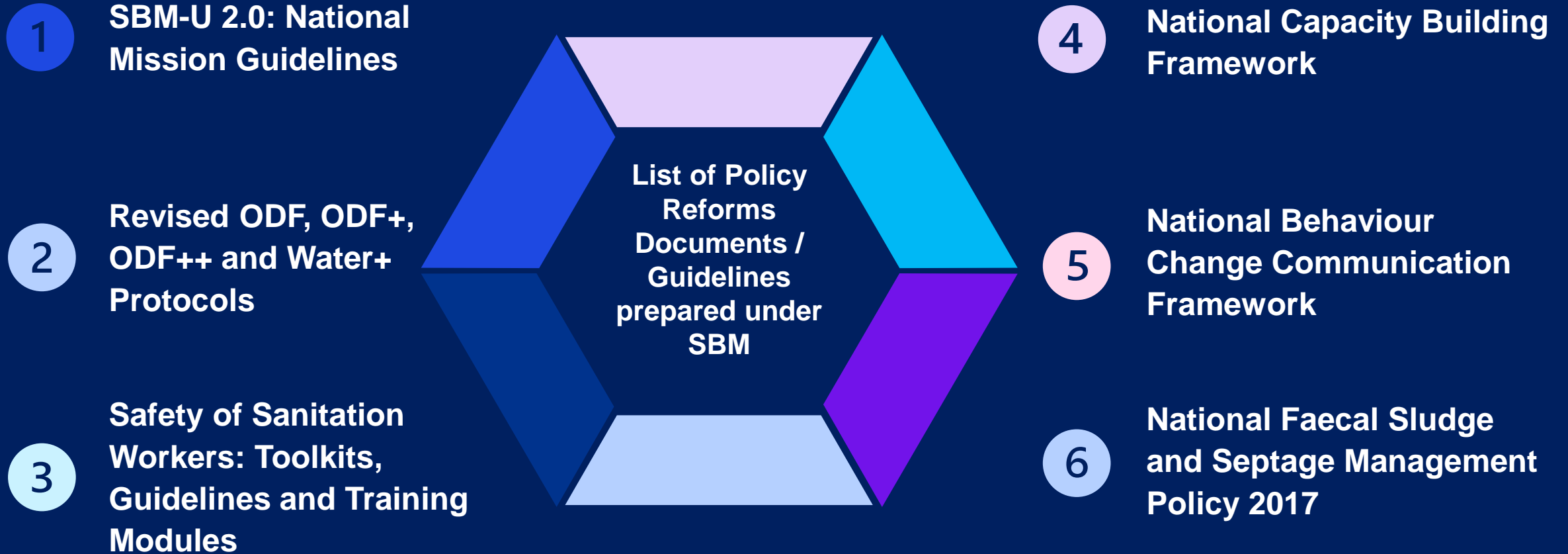
Maner tank, Patna, Bihar



Indradyumna tank, Puri, Odisha

Key Enablers





Fostering healthy competition among cities

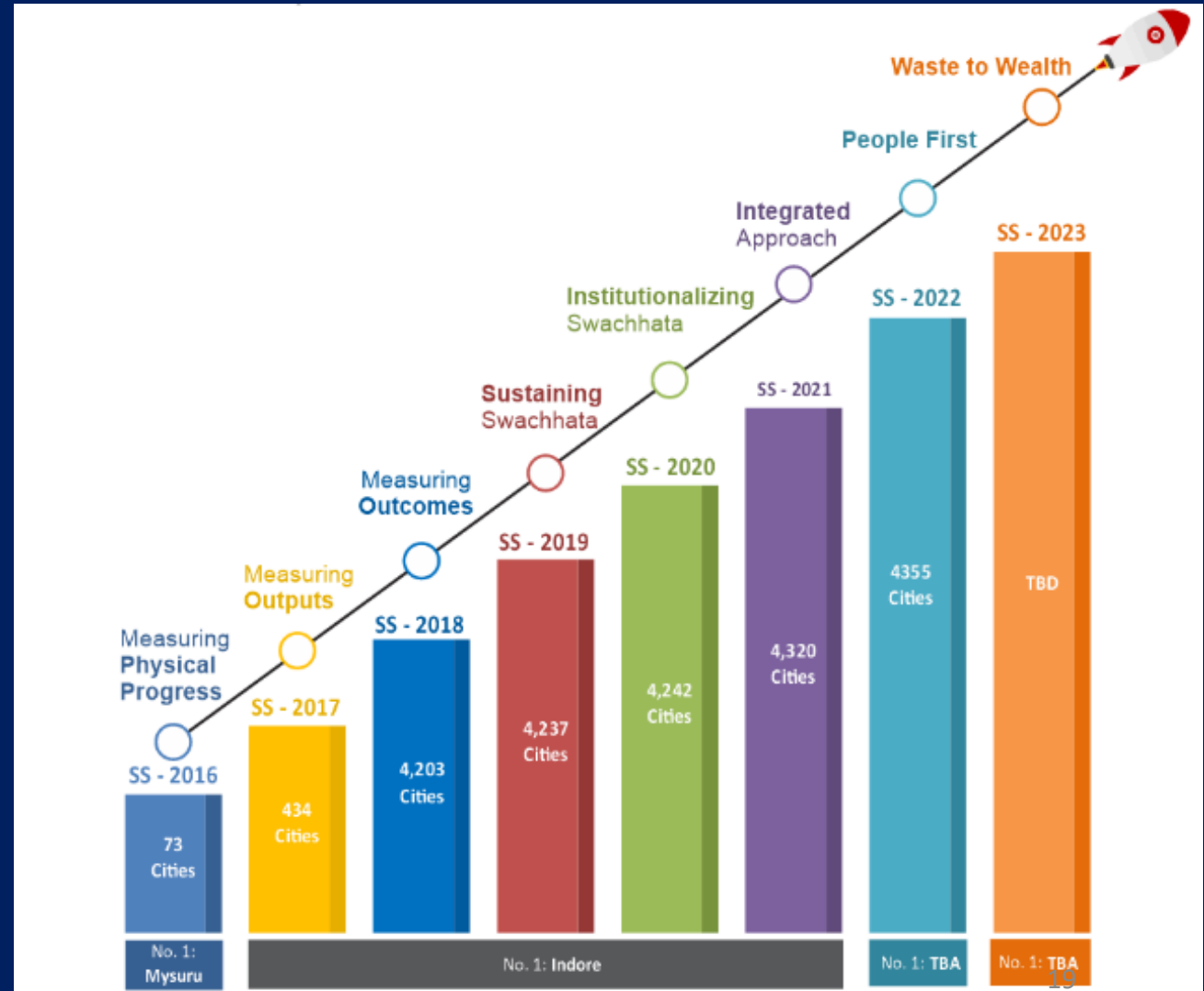
Swachh Survekshan: The largest annual urban cleanliness and sanitation survey in the world

Acts as enabler for Mission acceleration in the cities

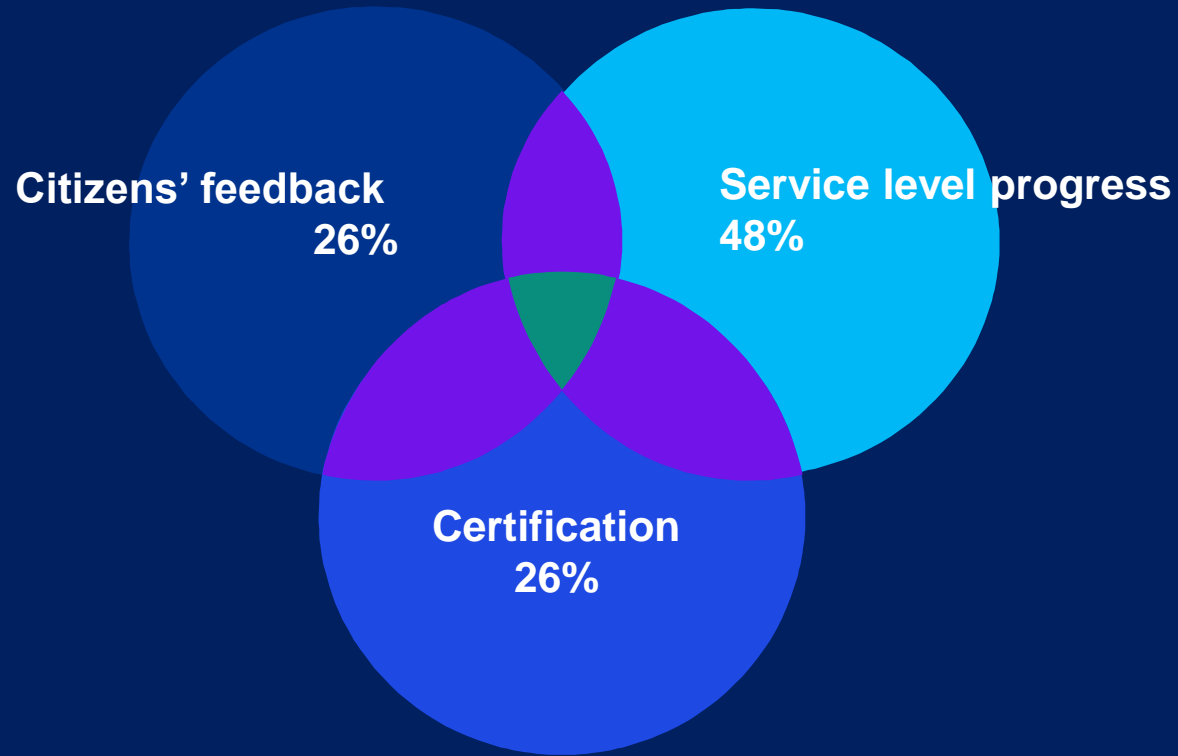
Foster healthy competition among cities to improve their performance on sanitation parameters

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



SS-2023 Total Marks 9,500

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

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

PJS Awards marking against achievement in selected fields

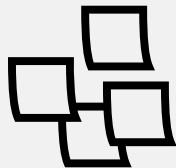
Focus Area	Max. Score
Water Utility Services	700
Used Water Utility Services	700
Water Bodies	200
Non- Revenue Water	200
Best Practices & Innovation	300
Total	2100



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 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



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

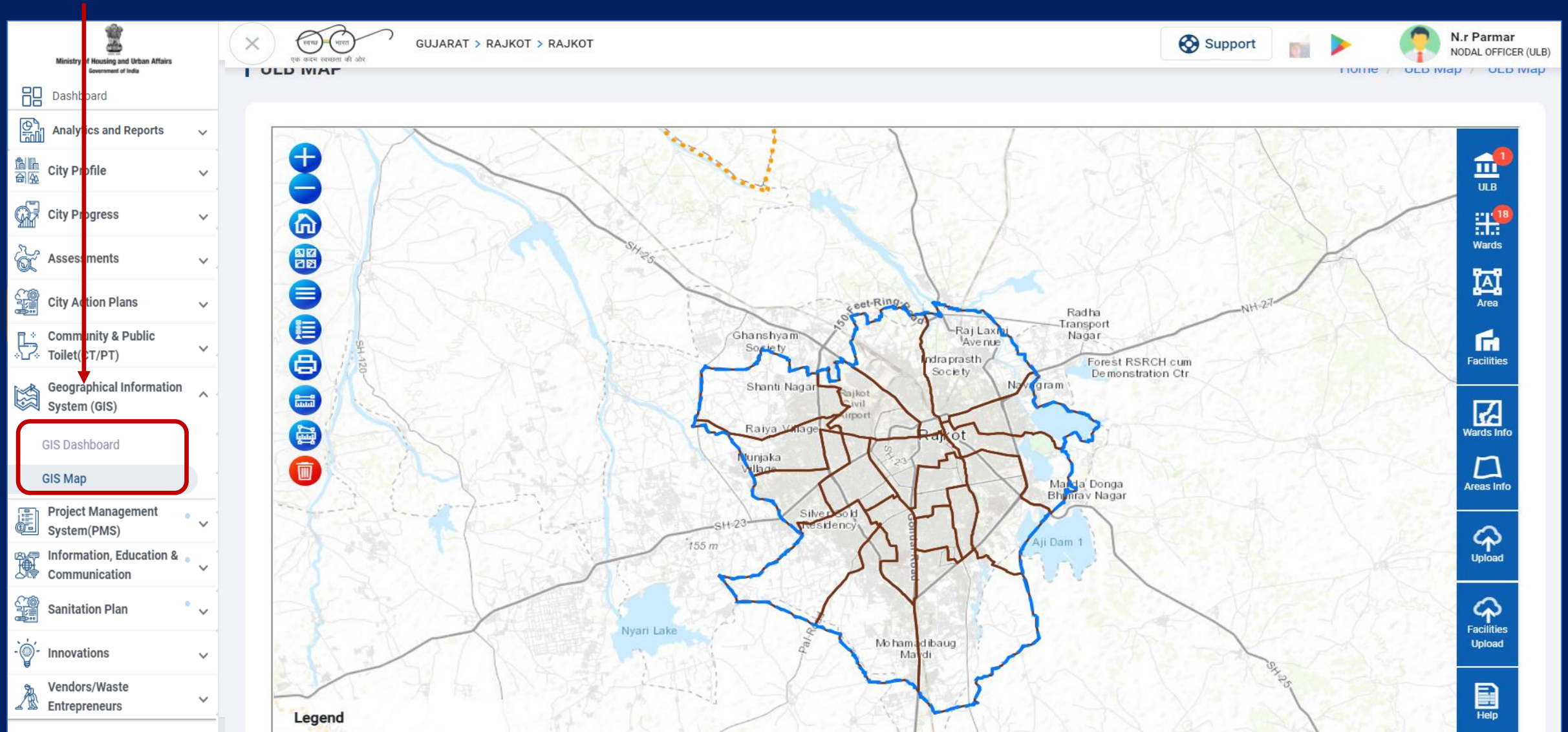
20.8 Million+ users
94% resolution rate

Integrated MIS for Mission Governance



Profiles of 36 State/UTs, 4372 ULBs, 88,109 Wards

Geographical Information System (GIS)– ULBs to update all the Wards, Area boundary.



The screenshot displays the GIS Map interface for Rajkot, Gujarat. The interface is divided into several sections:

- Top Navigation Bar:** Shows the location "GUJARAT > RAJKOT > RAJKOT" and includes a "Support" button, a user profile for "N.r Parmar, NODAL OFFICER (ULB)", and navigation links for "Home", "GIS Map", and "GIS Map".
- Sidebar Menu:** Lists various modules such as "Dashboard", "Analytics and Reports", "City Profile", "City Progress", "Assessments", "City Action Plans", "Community & Public Toilet (CT/PT)", "Geographical Information System (GIS)", "Project Management System (PMS)", "Information, Education & Communication", "Sanitation Plan", "Innovations", and "Vendors/Waste Entrepreneurs". The "GIS Map" option is highlighted with a red box, and a red arrow points to it from the top left.
- Main Map Area:** Displays a map of Rajkot with various landmarks and roads. A blue outline highlights the city boundary, and a brown outline highlights the ward boundaries. Labels on the map include "Ghanshyam Society", "Shanti Nagar", "Rajkot Civil Airport", "Raj Laxmi Avenue", "Indraprasth Society", "Nandigram", "Radha Transport Nagar", "Forest RSRCH cum Demonstration Ctr", "Munjaka Village", "Rajkot", "Silver Gold Residency", "Mohamed ibaug Maidi", "Aji Dam 1", "Majda Donga Bhimav Nagar", "Nyari Lake", "Pal R", "Government Hospital", "150 Feet Ring Road", "SH-25", "SH-23", "SH-120", "NH-27", and "155 m".
- Right-Hand Toolbar:** Contains icons for "ULB", "Wards" (with a red notification badge showing "18"), "Area", "Facilities", "Wards Info", "Areas Info", "Upload", "Facilities Upload", and "Help".
- Map Controls:** A vertical toolbar on the left side of the map includes icons for zooming in (+), zooming out (-), home, full screen, layers, and other map navigation functions.

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



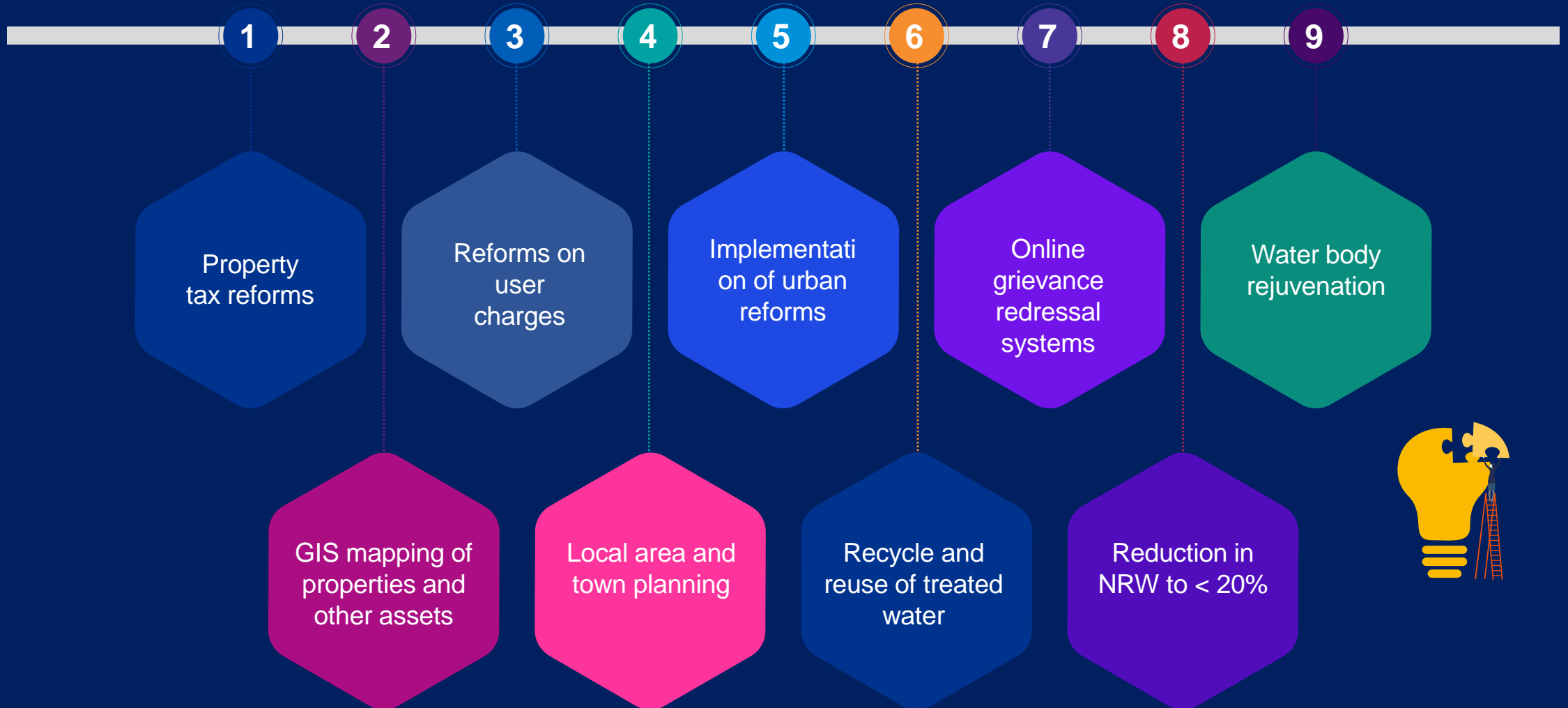
QR code - based citizen feedback system



**67,407 public toilets
(3,326 cities) mapped
on google**

**Improved sanitation
facilities based on
citizen feedback**

AMRUT 2.0 Reforms



Thank you



For more information:

Kumar Saket

Project Director, USAID SUWASI
Technical Director – Government & Public Services
KPMG India
kumarsaket@kpmg.com | +91 8527914777

Sandeep Paidi

Partner and Head, Health Human and Social Services
Government & Public Services
KPMG India
sandeppaidi@kpmg.com | +91 9910611223

Arpit Guha

Partner, Government & Public Services
KPMG India
arpitguha@kpmg.com | +91 9873347552