

Communication for Urban Development



Topics to be studied

- **Urban Sanitation**
- **Consumer Awareness**
- **Slum Development**

Urban Sanitation

- Sanitation is defined as safe disposal of human excreta including its safe confinement, treatment, disposal and associated hygiene practices.
- Sanitation also depends on other elements like environmental sanitation along with the management of drinking water supply.
- Sanitation situation in most urban areas in India is a serious problem. It is negatively impacting environmental health and quality of life.

Urban Sanitation

- According to an estimate, India stands second among the worst places in the world for sanitation after China.
- The problems are increased because of the demographic change that is taking place by rural to urban drift. This drift which is rapid and uncontrolled has been fuelled by rural populations' desire for jobs

Urban Sanitation

- Sanitation itself is in crisis, not only in India but throughout the world. 2.6 billion people worldwide - 40% of the world's population - does not have a toilet.
- Yet, despite the fact that 5,000 children die every day from diarrheal diseases, there has been no political action on the issue.

Important reasons for Urban Sanitation

- **Health**
- **Privacy and convenience**
- **Security**
- **Livelihoods**
- **Environment**

The constraints in urban sanitation are:

- **Uncontrolled Growth**
- **Informal settlements**
- **No access to adequate service**

SANITATION STATISTICS OF URBAN INDIA

7.87% urban households do not have access to toilets and defecate in the open

More than 60% of the country's GDP is being lost due to public health and environmental costs due to unsafe sanitation

More than 37 % of the total human excreta generated is unsafely disposed

75% of all surface water across India is being contaminated due to the discharge of untreated municipal wastewater



How it can be achieved?

Household Hygiene Practice

- These include changing hygiene behaviors' such as ensuring appropriate use and maintenance of sanitation facilities, hand washing with soap, proper disposal of children's diapers, clean water use and storage, control of flies and other insect vectors.

National Urban Sanitation Policy (NUSP)

- With the aim of improving the situation, in October 2008 the Government of India sanctioned a policy paper prepared by the Ministry of Urban Development (MoUD) as the “National Urban Sanitation Policy” (NUSP).

NUSP

- The NUSP defines sanitation as “safe management of human excreta, including its safe confinement treatment, disposal and associated hygiene-related practices”.
- It further recognises that integral solutions are needed to take account of other elements of environmental sanitation, such as solid waste management, generation of industrial and other specialised and hazardous wastes, drainage and management of drinking water supply.

NUSP

- In the NUSP, the GoI recognises that sanitation is a state subject and calls all:
- State Governments in India to prepare State Level Sanitation Strategies and
- Urban Local Bodies (ULB) to prepare City Sanitation Plans.
- GoI will be supporting the states in developing and implementing innovative strategies to accord priority to urban sanitation.

What a city needs to do, to become totally sanitised?

Act as per the **National Urban Sanitation Policy 2008,**



Universal access to toilets for all, including urban poor

Ensure safety of sanitation workers

Open-defecation-free city

Ensure reuse/recycle of treated waste water

Eliminate manual scavenging

Ensure safe collection, treatment and disposal of all wastewater, solid waste, stormwater

Award Schemes

- The Ministry of Urban Development (MoUD) introduced in November 2009 a new benchmarking tool and award scheme, aiming to address poor sanitation conditions in India's urban areas.
- Nirmal Shahars Puraskar
- Nirmal Gram Puraskar

No.	Category	Description	Points
1	Red	Cities needing immediate remedial action	< 33
2	Black	Needing considerable improvement	34-66
3	Blue	Recovering	67-90
4	Green	Healthy and clean city	91-100

- Every two out of five cities “need immediate remedial action” in terms of sanitation facilities and were rated in the “red” category and more than half need “considerable improvement” and fall in the black category.
- Only four cities are found to be in the category of “recovering” in terms of sanitation facilities. These are Chandigarh at the top with a score of 73.480, followed by Mysore (70.650), Surat (69.080), and the New Delhi Municipal Corporation administered area (68.265). With a score of 16.750, Churu in Rajasthan is at the bottom of the list.

Swachh Survekshan

- *Swachh Survekshan* (Cleanliness survey) is an annual survey of cleanliness, hygiene and sanitation in cities and towns across India.
- It was launched as part of the Swachh Bharat Abhiyan, which aimed to make India clean and free of open defecation by 2 October 2019.
- The first survey was undertaken in 2016 and covered 73 cities (53 cities with a population of over a million, and all state capitals); by 2020 the survey had grown to cover 4242 cities and was said to be the largest cleanliness survey in the world.
- The surveys are carried out by Quality Council of India

In the 2020 survey

- Indore, in Madhya Pradesh, is India's cleanest city
- Surat, in Gujarat, Ranked second cleanest city of india and was followed by Maharashtra's Navi Mumbai
- Varanasi was adjudged the 'best Ganga town' in the central government's cleanliness survey.
- https://en.wikipedia.org/wiki/Swachh_Survekshan

CONSUMER AWARENESS

- The most important step in consumer education is awareness of consumer rights.
- However, consumer education / consumer awareness is incomplete without the responsibilities and duties of consumers, and this influences individual behaviour to a great extent.
- It means that consumers should be aware of products or services, its characteristics and the other marketing P's (place to buy from, price, and promotion).

CONSUMERISM

- ‘The protection of the purchaser’s interests is termed **consumerism**’.
- By definition consumerism is an organized movement of concerned citizen and the government to enhance the right and powers of buyers in relation to sellers.
- This is practiced by the government through legislation. Committed persons in society may form consumer organizations for this purpose.

Why it is required?

- There is variety of products and there is little control over standards.
- Consumers get cheated in several ways. Lack of awareness of consumer regarding their rights is another reason why they should be armed with proper education about their rights.
- They need to be alert and cautious, well informed against the various misleading tactics of the market.

Consumer Protection Laws



After getting negative response from the department, we have decided to do without the government funds. Our members in the NGO are kind enough to spend from their own pockets.

— DEV RAJ SHARMA,
DIRECTOR , AMRITSAR
CONSUMER WELFARE FORUM

Consumer Protection Act, 1986:

- The Consumer Protection Act overrides most of the legislations promulgated earlier, as it empowers the consumer under many different circumstances. It applies to all goods and services.
- Consumer disputes (allegations), defect (fault, quality, quantity, potency...), deficiency (imperfection, fault, inadequacy...), can be taken to 'District Forum' means a 'Consumer Disputes Redressal Forum'

Consumer Rights

- Right to be protected against the marketing of goods hazardous to life and property.
- Right to be informed about the quality, quantity, potency, purity, standard and price of goods in order to be protected against unfair trade practices.
- The right to be heard and to be assured that the consumers' interests will receive due consideration at appropriate forums.
- The right to be assured wherever possible access to a variety of goods at competitive prices.
- The right to seek redressal against unfair trade practices or unscrupulous exploitation of consumers.
- The right to consumer education.

Consumer Disputes Redressal Agencies

- **District Consumer Disputes Redressal Forum (DCDRF):** Also known as the "District Forum" established by the State Government in each district of the State.
- **State Consumer Disputes Redressal Commission (SCDRC):** Also known as the "State Commission" established by the State Government in the State. It is a state level court that takes up cases valuing less than 10 million.
- **National Consumer Disputes Redressal Commission (NCDRC):** Established by the Central Government. It deals with matters of more than 10 million.

VARIOUS CONSUMER ORGANISATIONS

- Consumer Education And Research Centre (Ahmedabad)
- Bureau Of Indian Standard
- Federation Of Consumer Organisation In Tamilnadu
Mumbai Grahak Panchayet
- Consumer Voice (New Delhi)
- Legal Aid Society (Kolkata)

Slum Development

- "A Slum is a compact settlement of at least 20 households with a collection of poorly built tenements, mostly of temporary nature, crowded together usually with inadequate sanitary and drinking water facilities in unhygienic conditions"

Problems in Slums

- **Garbage & Filth**
- **Miserable Toilets**
- **Deplorable condition of School**
- **Public Park**
- **Cramped Houses**

Programmes

- **Valmiki Ambedkar Awas Yojana (VAMBAY)** was launched in December 2001, VAMBAY was a centrally sponsored scheme with an in-built subsidy for undertaking construction of dwelling units for slum dwellers. The scheme was successful in providing affordable houses to the urban poor and with the launch of JNNURM, elements of this scheme were dovetailed into JNNURM.
- **Rajiv Awas Yojana**

- **Jawaharlal Nehru National Urban Renewal Mission (JNNURM)** was launched on 3rd December, 2005 with the objectives of augmenting infrastructure facilities in cities and towns along with provision of shelter and basic civic services to slum dwellers/urban poor.
- **Integrated Low Cost Sanitation (ILCS):** This scheme envisages the conversion of dry latrines into water seal twin-pit sanitary latrines on a whole town basis

- **Swarna Jayanti Shahari Rozgar Yojana (SJSRY)** aimed at providing gainful employment to the urban unemployed and under-employed poor, through encouraging the setting up of self employment ventures by the urban poor living below the poverty line, skills training and also through providing wage employment by utilizing their labour for construction of socially and economically useful public assets.

- **Affordable Housing in Partnership (AHP):** It seeks to promote various kinds of public-private partnerships -government with the private sector, the cooperative sector, the financial services sector, urban local bodies, etc-to create affordable housing stock. Under the scheme, the Government provides subsidy at the rate of Rs.50,000 per affordable unit or 25% of the cost of infrastructure(internal and external),whichever is lower.