



**Delivering a convenient
user experience while
providing FSSM
services to citizens**

May 2019

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1 Background

Berhampur Municipal Corporation (BeMC) is one of the Atal Mission for Rejuvenation and Urban Transformation (AMRUT) Mission towns to implement Faecal Sludge and Septage Management. BeMC initiated the execution of the following activities to ensure safe containment, emptying, treatment and disposal of faecal sludge.

- ▶ Generated awareness to adopt better containment practices through communication campaigns facilitated by Community based organizations (CBOs)
- ▶ Promoted women sanitation entrepreneurs facilitated this through Self Help Groups (SHGs) for operation and maintenance of community toilets.
- ▶ Built sustainable sanitation infrastructure for safe treatment and disposal of waste through the construction of a Septage Treatment Plant (SeTP)
- ▶ Engaged local private sector players for municipality enabled sanitation service delivery. Private sector engagement for cesspool operations is one such example. BeMC currently operates three cesspool vehicles wherein three vehicles are operated by private operators.

While the above-mentioned activities enabled infrastructure and engaged relevant stakeholder, the system for generating request and payment for emptying services remained an issue for citizens. The user had to visit the Corporation to generate requisition and make payment. The process between generating request and availing services was long. In case the services were not provided, the user would have to visit the Corporation and follow a tedious process to avail the refund amount.

Given that the process was not user friendly, the Corporation witnessed an increasing number of grievances from the public. To ease the process, a user centric model was initiated by BeMC that covered four modes of requisition for services and spot payment mechanism for cesspool services.

The comparison of the existing process and the user centric model has been detailed in the section below.

2 The Process

2.1 Regular payment mechanism

In case of the regular payment system the customer raises a request and deposits INR 800 for emptying at BeMC. Post receiving the payment, BeMC shares the details of household with the operator. Once the operator has received 3-4 requisitions, the service is provided to the households.

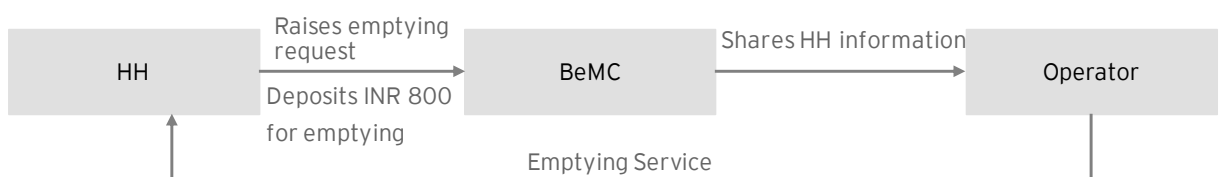


Figure 1: Regular payment process

If the service is not provided because of narrow accessibility or any other technical crunch, then the deposited amount is refunded. The repayment procedure is a tedious task in the regular payment system as it takes layers of sign off from dealing assistance, health officer, chief finance officer and finally a go ahead from commissioner. This process takes time and hence is inconvenient for the customer.

2.2 Spot payment

Given the long process for payment and the tact time for providing cesspool services, BeMC has introduced four options for customers to make their requisitions effortlessly. The options are:

- ▶ Requisition through Self Help Groups
- ▶ Requisition through Single Window System at BeMC
- ▶ Requisition through e-suvidha app
- ▶ Requisition through toll free number

The features of above mentioned options are as follows:

- ▶ The conversations are recorded for reference in case of requisition made through toll free number
- ▶ Service delivered (from morning 5 am to 6 pm)
- ▶ Emptying service provided within 24 hours of receiving request
- ▶ Hassle free solution to access cesspool services
- ▶ Cesspool operator will collect money on the spot after service and will give money receipt
- ▶ If the service not delivered citizen will have to pay only for the distance covered by the cesspool vehicle

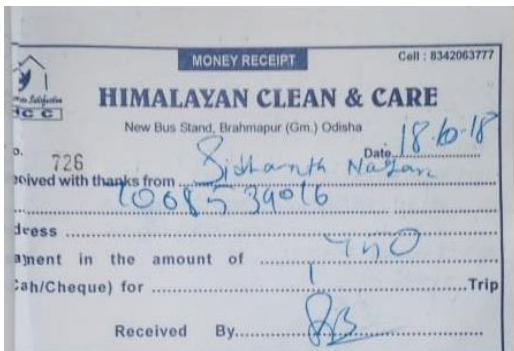


Figure 2: Refund process for regular payment mechanism

Figure 3: Spot Payment Receipt of Private Operator

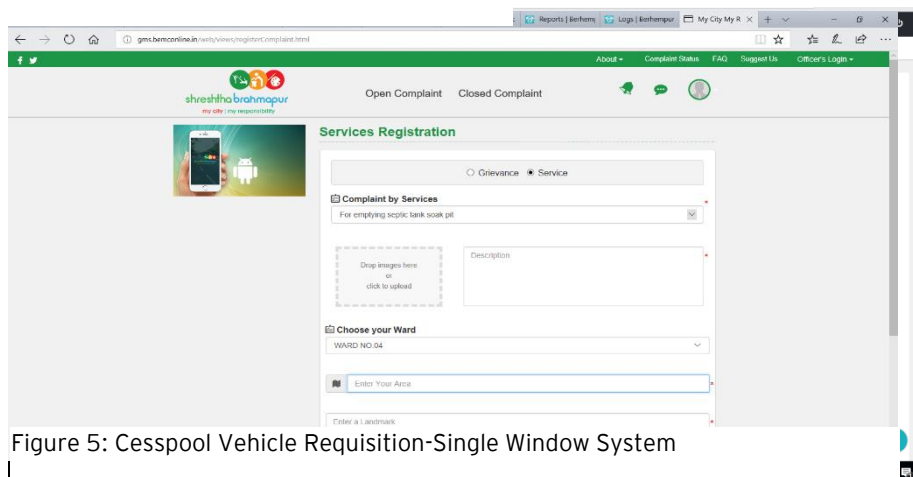


Figure 5: Cesspool Vehicle Requisition-Single Window System

The seven step process using any option for raising requisition is described below along with a process map:

Step 1: Customer raises emptying request through multiple ways like the toll free number, reporting to SHGs, single window system and BeMC e-suvidha app. BeMC toll free number for cesspool emptying services is active in between 8am to 6pm

Step 2: The request from multiple channels are channelized to the BeMC authorised private operator. The operator has to provide service within three days of the request received.

Step 3: Based on the convenience of the household and the accessibility the operator and customer mutually decide which vehicle i.e cesspool truck or mounted tractor to be provided for the cleaning purpose

Step 4: Once the service is completed by the cesspool truck (3000L) the customer is charged INR 800 per trip and the money receipt/bill/invoice is given to the customer on the spot. The money can be paid by cash or debit/credit card

Step 5: If the service is done through mounted tractor the amount charged is INR 1300 (4500L)

Step 6: The operator submits the vehicle log book in which the money receipt number and the amount charged is reflected to the FSSM nodal officer or dealing assistance at BeMC

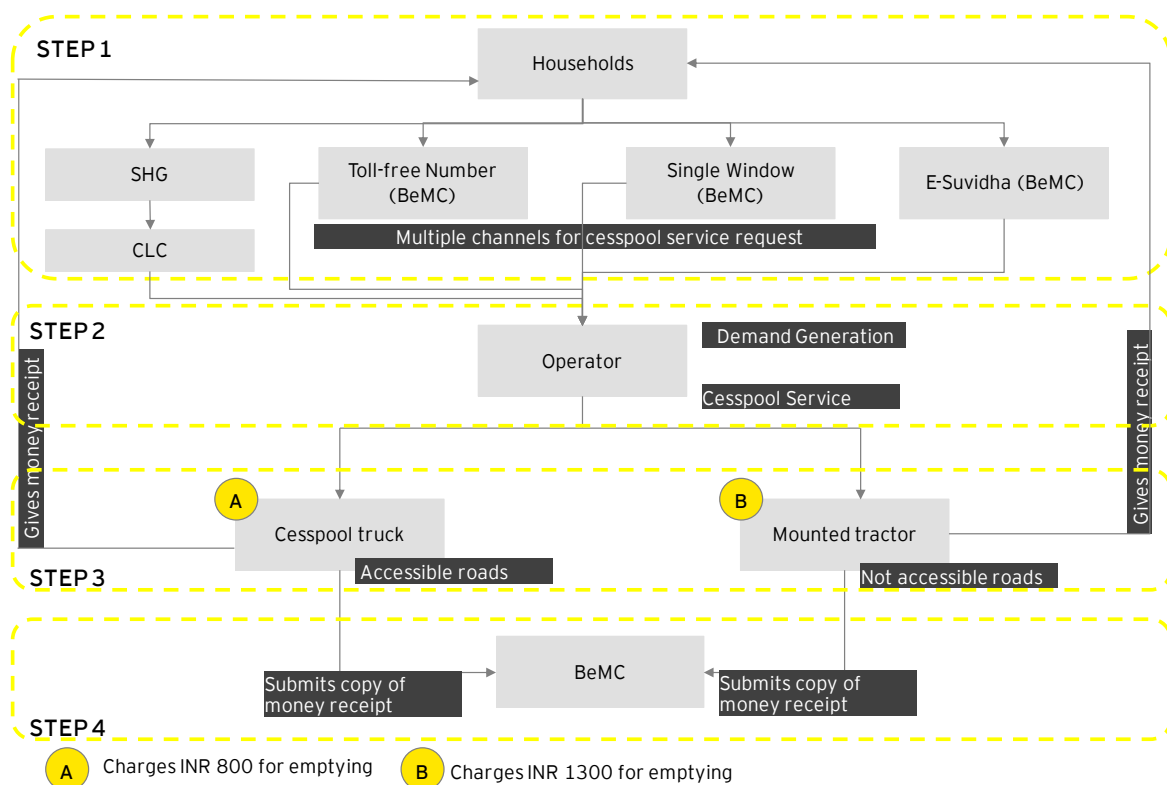


Figure 6: Spot payment process

3 Sustaining spot payment system

The spot payment is one of the easiest way of doing business for the operator as well as a convenient system for the citizens to avail services. Once the citizen has received the service, then the payment can be made directly to the vehicle operator and money receipt/invoice/bills can be collected by the customer. To enhance and sustain the system BeMC has taken following initiatives:

- a) **Tracking with single window system** - BeMC has installed GPS systems in the cesspool vehicles to get live update on the movement of cesspool vehicles by tracking the kilometres (km) travelled, the turnaround time of the pickup request and most importantly monitor the waste disposal practices (timestamp of request submission vs the timestamp of collection and disposal). These updates are being tracked by BeMC to ensure that services are being delivered to citizens.
- b) **Operator- Monthly submission of report based on vehicle register-** To capture the payment details, a register is being maintained by the private vacuum truck operator mentioning each payment receipt number along with kilometer travelled details. The households are also requested to share their feedback post desludging and the same is deposited along with monthly report to the ULB. The report is tracked along with database of single window system to match the cesspool request.
- c) **Interactive Voice Recording (IVR) consumer feedback system-** BeMC has recently implemented an IVR system to track the requests and grievances received from toll free number. FSSM nodal officer monitors the whole process daily. The process including number of call received, missed and grievances with respect to delay in services or non-satisfactory services.

The total number of calls received since February till April is 56 out of which 18 were missed. The FSSM Nodal officer tracks these missed calls, shares the contact information with the cesspool operator and ensures that the service is delivered within 72 hours of raising the request.

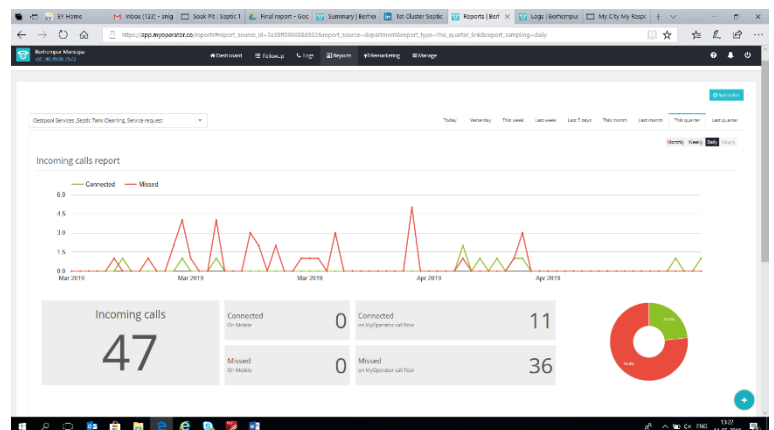


Figure 7: Quarter report of calls received and missed

The intervention aimed to indirectly increase the demand for cesspool operations by improving the cesspool requisition booking experience. A notable indicator to measure the success of the initiative is the comparative increase (monthly) in number of trip increase. If service is not provided within three days of the request FSSM nodal person reports the same to the Health Officer and then to the Commissioner.

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