

Jal Jeevan Samvad



Har Ghar Jal
Jal Jeevan Mission

Building Partnership
Changing Lives

January | 40th Edition | Year 2024



Special Feature

Information, Education and Communication

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Prime Minister on Jal Jeevan Mission

“



Narendra Modi
Prime Minister

Dirty water is a significant cause of illness in poor families. Therefore, our government is currently implementing the Jal Jeevan Mission, connecting every home with a water connection.

The largest number of beneficiaries of these schemes is among the backward and tribal communities. To provide a poor person with a pucca house, a toilet, electricity connection in their home, water supply, and all such amenities, these are the true embodiments of social justice in Modi's guarantee.

PM Narendra Modi's address at the launch of various projects
at Solapur, Maharashtra on 19th January 2024

Our effort is to provide every family with a pucca house and every house with the facility of gas connection, water, electricity, and toilets. Our effort is to expand the scope of cleanliness. Every street, every neighbourhood and every family should be included in it.

PM Narendra Modi's address at Viksit Bharat Sankalp Yatra
via VC on 18th January 2024

”



Note from the desk of Additional Secretary & Mission Director...



New Delhi
31st January, 2024

As we welcome the new year with open arms, I am filled with immense pride and optimism to share with you the remarkable journey of Jal Jeevan Mission. January 2024 came with a milestone for us – bringing the life-sustaining resource of water to 14 crore rural households, covering more than 73% of rural India.

Water, as eloquently described in the ancient Sanskrit verse, "आपो हि ष्ठा मयोभुवस्ता न ऊर्जे दधातना महे रणाय चक्षसे॥", is the source of energy and luminosity, vital for great achievements. It is this philosophy that drives the Jal Jeevan Mission. We believe water is much more than just a necessity; it is a life force that nurtures growth, sustains communities, fosters togetherness, connects to nature and brings development.

Our approach through the Jal Jeevan Mission is as free-flowing and effervescent as water itself. We are constantly adapting, evolving, and embracing innovative solutions to meet the diverse needs of our country. Our mission is not just about providing water; it is about transforming lives and empowering communities for sustainable future of the earth.

This month, our special section, based on RWPF thematic areas, is focusing on Information, Education, and Communication (IEC). It is supported by our RWPF partner Bill & Melinda Gates Foundation (BMGF) – the thematic lead for IEC. The primary objective of our IEC initiatives is to connect with people, engage, learn, educate, inform, and bring about behavioral changes those are lasting and impactful. One such initiative is the Jal Gyan Yatra, supported by UNOPS in collaboration with the Government of Uttar Pradesh. This initiative focuses on creating awareness among children about WASH, instilling values and knowledge that will shape their present and future actions.

The World Toilet Day *Rath Yatra Janajagriti Abhiyan* 2023-24, a collaborative effort between WaterAid and PepsiCo in Pune, significantly impacted rural communities in the region. This initiative aimed to raise awareness and promote behavioral change regarding water, sanitation and hygiene. The campaign targeted five Gram Panchayats and covered multiple settlements within each area.

The '*Samman Connection*' campaign, a Social Behavioural Change Communication (SBCC) initiative by Tata Trusts in partnership with JJM, was initiated to promote behavioral change at individual, household, and societal levels in rural India. The campaign encouraged adoption, appreciation, and celebration of tap water connections in rural households, thereby empowering communities to take ownership of their health and time.

These campaigns, and many more, detailed in this newsletter, highlight the key role of effective communication in achieving our goals and in bringing about a transformation in water and sanitation practices.

IEC activities are integral to the success of Jal Jeevan Mission. Effective IEC strategies lead to informed communities that are more likely to adopt and sustain positive behaviors, making them crucial for the long-term success and impact of Jal Jeevan Mission.

January has been an insightful month, marked by a series of pivotal visits to various states by key figures in Jal Jeevan Mission.

The Hon'ble Union Minister for Jal Shakti, Shri Gajendra Singh Shekhawat visited Chhattisgarh, with a special focus on connecting with indigenous communities. He visited Particularly Vulnerable Tribal Group (PVTG) village in the

state, and interacted with the people there to understand the specific needs of these communities for ensuring that the Mission's implementation is tailored to address their unique challenges.

Meanwhile, Hon'ble Minister of State, Shri Rajeev Chandrasekhar visited Tripura and commended the state for its remarkable progress, from a mere 3.29% accessibility to potable water in 2019 to over 75% tap water coverage.

Smt. Vini Mahajan, Secretary – DDWS, visited Agatti village in the Union Territory of Lakshadweep, observing the progress of ongoing projects and how access to clean water is impacting the health, well-being and economic prospects of the communities there.

My personal visits to villages in Madhya Pradesh, Uttar Pradesh, and Jharkhand and interactions with the local village communities, members of VWSC, and village sarpanches were particularly enlightening, and instrumental in gauging the success of the Mission and in identifying areas that require further attention or improvement.

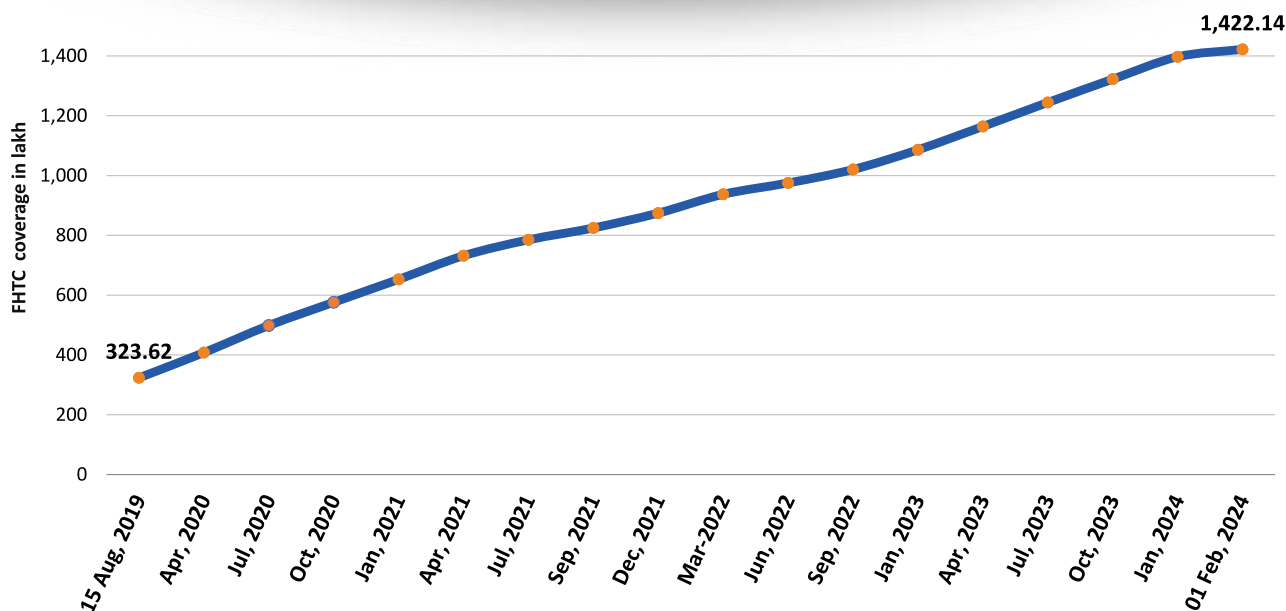
We are acutely aware of the challenges of rural India and are committed to addressing them with a long-term perspective. Our focus extends beyond immediate solutions; we are building a foundation for a future where water scarcity is a problem of the past. The infrastructure development under Jal Jeevan Mission is a key component of this vision. We are, however, not just laying pipes and constructing tanks; we are building a resilient and sustainable water ecosystem, with active participation of the communities.

As we progress, let us remember that every drop counts. The journey of Jal Jeevan Mission is a collective effort, and each one of us plays a pivotal role. I extend my heartfelt gratitude to all stakeholders for their continued support and commitment. Let's march forward with greater zeal and determination, making Jal Jeevan Mission an example of what we can achieve when we come together for a common cause.

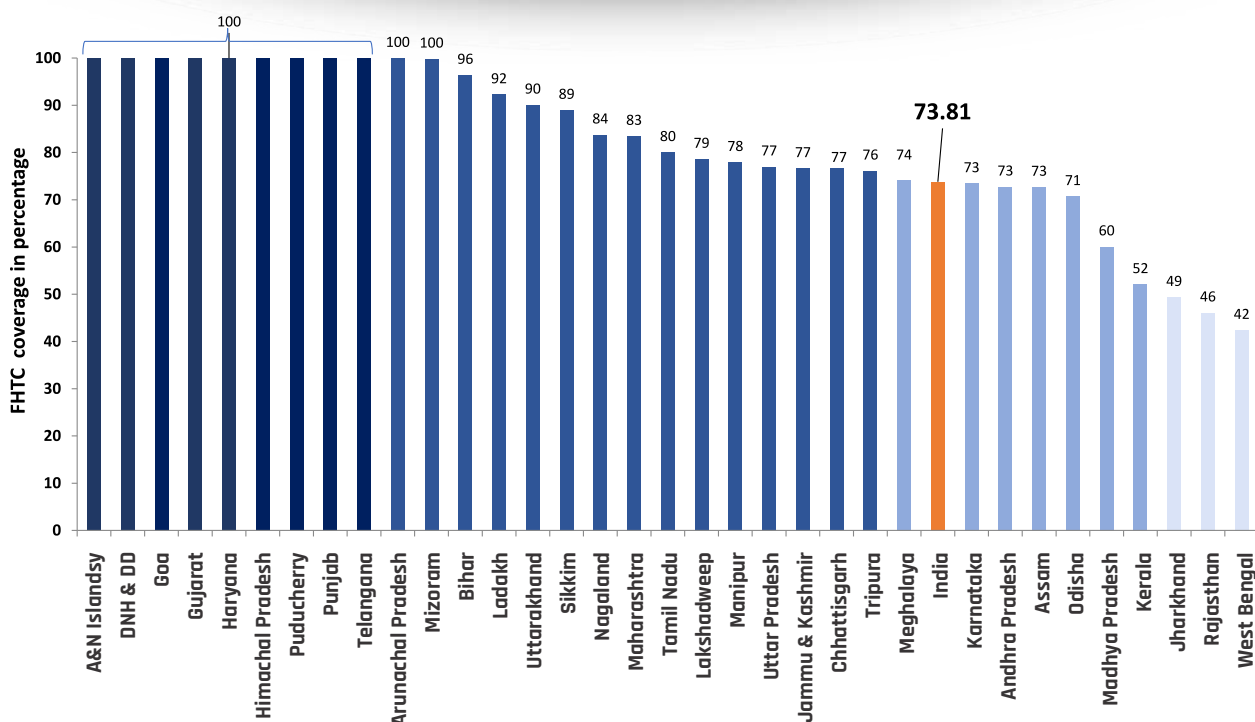
Here's to a year filled with progress, learning, and impactful change!

[Chandra Bhushan Kumar]

Progressive coverage - Functional Household Tap Connection (FHTC) (as on 31.01.2024)



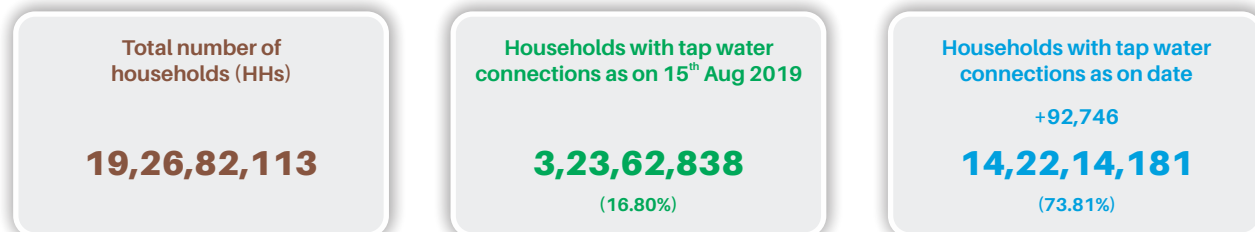
Comparative FHTC coverage status of States/ UTs (as on 31.01.2024)



As on 31st January, 2024

Source: JJM-IMIS

India | Status of tap water supply in rural homes



Households provided with tap water connection since launch of the Mission

10,98,51,343 (68.52%)

Har Ghar Jal [100% HHs with tap water connections]

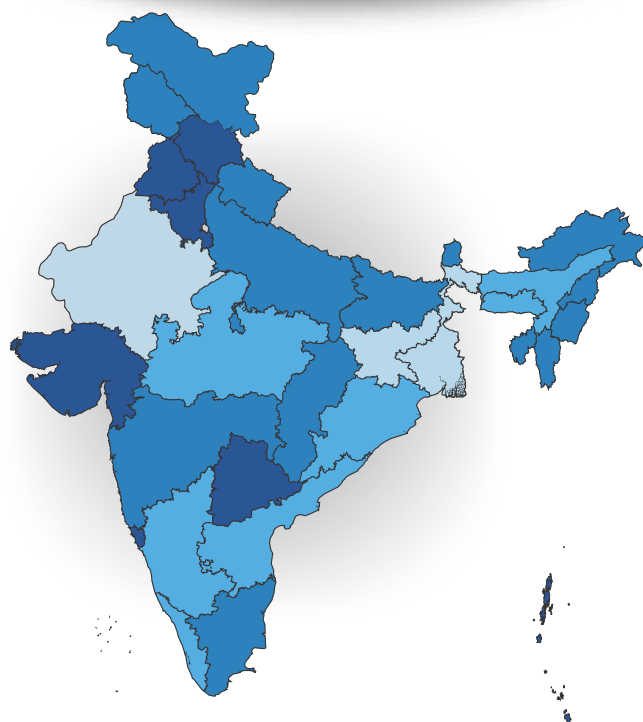
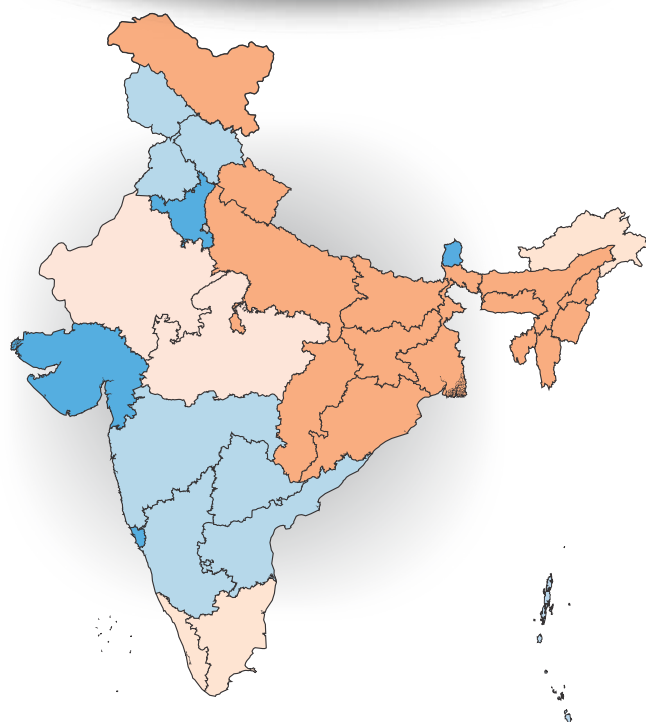
100% FHTC States/ UTs

Goa, A & N Islands, Puducheerry, D&NH and D&D, Haryana, Punjab, Telangana, Gujarat



As on 15th August, 2019

As on 31st January, 2024



0 to <10%

10% to <25%

25% to <50%

50% to <75%

75% to <100%

100%



Igniting Change

UNOPS and Jal Jeevan Mission Transforming Communities through Innovative IEC Strategies

- Madhuri Shukla
UNOPS

UNOPS has been closely supporting the Jal Jeevan Mission (JJM) in providing the basic human right of drinking water to more than 96.2 crore people living across an unimaginable diversity of culture, climate, topography, communities and socio-economic differences across regions and states.

The water and sanitation sector in India have adopted a paradigm shift from supply-driven top-down approach to demand-driven decentralised community-centric approach and policies in recent years. Jal Jeevan Mission was conceptualised to be bottom-up, and participatory in nature, which would be possible only if every beneficiary is well-aware and informed about the Mission and participates in its seamless execution to ensure long-term sustainability. A robust Information, Education and

Communication (IEC) strategy can make or break the success of a government scheme. Moreover, working under a specified timeframe mandates the need to develop communication specific to the target audience.

On World Water Day 2021, the United Nations Office for Project Services (UNOPS) entered into a partnership with the Government of Denmark to support the Prime Minister of India's flagship community-managed programme – Jal Jeevan Mission (JJM). UNOPS, as a sector partner of the Department of Drinking Water and Sanitation (DDWS), Ministry of Jal Shakti, Government of India (GoI), is providing strategic technical support to 19 districts across Rajasthan, Tamil Nadu, Assam and Uttar Pradesh for implementation of JJM.

UNOPS focuses primarily on instituting scalable delivery models in 268 villages across these 19 districts. These districts are prioritised because they are not just water scarce but also have water quality issues. Moreover, the regions are underdeveloped and the population here is poverty-stricken, and/or tribal. To ensure community ownership of the scheme, UNOPS has developed specific IEC strategies to engage children, women and community as a whole.

Leveraging Partnerships to Enable 1,084 Children as Water Ambassadors

It is the belief that children can be agents of change. The term 'agents of change' here refers to a view where children are seen as competent social actors with the ability to shape and reshape their environments. Bearing this in mind, the State Water and Sanitation Mission (SWSM), Government of Uttar Pradesh initiated the "Jal Gyan Yatra" in all the districts of Uttar Pradesh. Acting as a sector partner, UNOPS supported this initiative of SWSM and partnered in the campaign to familiarise children with the objective of JJM and acquire them with hands-on knowledge and information related to water treatment, water conservation, wastewater management, water quality testing, etc. The *yatra* was supported by UNOPS in Banda, Chitrakoot, Mahoba, Lalitpur, Jalaun, Kaushambi, Sonbhadra, Mirzapur,



UNOPS consultant giving hands on training to students at Mahoba on 2nd November 2023

Prayagraj, Hamirpur and Jhansi districts.

This *yatra* enabled the UNOPS team to directly reach out to 1,084 children and provide them with essential information about Jal Jeevan Mission. *Jal Gyan Yatra* was a unique initiative in itself that established coordination between two departments – Jal Nigam and Education, and ensured the involvement of children in understanding the importance of water. The activity involved not just exposure of the mechanical functioning of water treatment plant, water quality testing in the lab, water supply through OHT, pump house operation, chlorination of tank OHT, and water testing labs, where the in-charge shared detailed information about all the plants and places, but also gave children a chance for hands-on training of field test kits. They also interacted directly with the beneficiaries to gain a comprehensive understanding.

To ensure the active participation of children in the *yatra* and encourage them, some material support was also provided by UNOPS which included things like school bags, stationery bags, notes, t-shirts, and refreshments. Apart from this, bus arrangements to transport the children to and from their villages for



Children at WTP in Chitrakoot as a part of *Jal Gyan Yatra* on 29th November 2023

the exposure visit was also provided by UNOPS itself. The material support provided by UNOPS made the children more excited and they participated fully in the activity.

After the tour of the water treatment plant and pump house, a quiz and poster-making competition was also organised for the children by the Jal Nigam team members where the children presented their talents and earned gifts and prizes. A certificate of participation was also provided to the children by the department. Through the water related competition, the children not only increased their knowledge but also promised to share the information with other

children of community and their schools. Considering these children as the key to future change, it is hoped that they would have become more sensitive to water conservation.

The success of the *yatra* can be seen from the number of participants, where in Sonbhadra and Mirzapur, many times more people than expected not only participated but also contributed as much as possible in making the programme a success.

Field Water Testing Kit: User's Guidebook (Tamil Nadu) & Infotainment Video on Use of Field Test Kits (Uttar Pradesh)

With the prime objective of institutionalisation of community participation and involvement of PRIs for water quality monitoring and surveillance of all drinking water sources, the Tamil Nadu Water Supply and Drainage Board (TWAD) has developed a simple user-friendly Field Water Testing Kit in Tamil Nadu.

In order to make its use simple and user-friendly, a user's guidebook for the Field Water Testing Kit, a collaborative effort between UNOPS, the TWAD Board and Sanitation First India (implementing partner) took



Book Release at Tamil Nadu Rapid Action Learning workshop, Chennai on 1st December 2023



place in December. This book is an initiative, aligned with Jal Jeevan Mission in India, that emphasises community empowerment through water quality testing. The user's guidebook aims to enhance understanding and accessibility, particularly for women leading the water testing team.

A similar IEC approach was adopted in Uttar Pradesh where an infotainment video on the step-step by demonstration of Field Test Kit was developed by UNOPS. The most interesting part of this approach was that the lead character featured in the video was a beneficiary herself who had been trained and was empowered enough to shoot the video with confidence in her skills. The video was a success in creating awareness on water quality amongst the masses and is used widely by water testing women across the state as a referral.

Community Outreach Through Wall Paintings

The human brain is known to capture and remember pictures better than text. Our brain processes visuals 60,000 times faster than text. It attracts attention and boosts



engagement, evokes stronger emotions from your target audience, as well as improves information recall. Especially in rural India, these paintings have proven to be successful in disseminating information on government schemes, motivating people to adopt best practices, and some even to highlight scheme performance.

In order to create mass awareness on Jal Jeevan Mission and make community members acquainted with JJM objectives, role & responsibilities of VWSC members, benefits of free tap water connection etc., wall painting

work was completed in 137 UNOPS project intervention villages in Uttar Pradesh. Three wall paintings in each village have been done at prominent places.

IEC is a versatile and essential tool for promoting awareness, education, and communication across various sectors, contributing to the overall development of society. The IEC campaign aims to inform, educate, and persuade people to recognise their roles and responsibilities in investing in proper practices, taking into account infrastructure barriers as well as socio-cultural traditions. Communication activities should focus on raising awareness, sensitising, and motivating people to adopt proper hygiene, water handling and sanitation. The overarching goal is to empower rural communities to increase their involvement, ownership, and active responsibility in effectively managing village water and sanitation systems.



Driving Change through Education and Entertainment

World Toilet Day Rath Yatra Janajagriti Abhiyan's
Impactful Contribution to JJM

- Sweta Dwary
Water Aid¹



World Toilet Day Rath Yatra Janajagriti Abhiyan, 29th January 2023

Project Overview

The *Rath Yatra Janajagriti Abhiyan* 2023-24 targeted five Gram Panchayats – Wafgaon, Peth, Kurkundi, Pargaon, and Karegaon, covering multiple settlements within each area. The initiative, conducted across five days, focused on spreading awareness about sanitation and hygiene on the occasion of World Toilet Day.

Implementation Details

The *Rath Yatra* traversed through various settlements in each Gram Panchayat, reaching a wide audience with its impactful message. From Wafgaon to Karegaon, the *yatra* covered diverse regions, engaging communities and emphasising the importance of toilet hygiene.

Introduction

Water Aid, as a sector partner for Jal Jeevan Mission, has been at the forefront of transforming water and sanitation landscapes across India, with a focus on rural communities. One of the critical components of JJM is Information, Education, and Communications (IEC) activities, aimed at creating awareness and fostering behavioral change. As part of the IEC activities under JJM, a notable initiative – the World Toilet Day *Rath Yatra Janajagriti Abhiyan* 2023-24, was undertaken as a collaborative effort between WaterAid and PepsiCo in Pune.

The *Rath Yatra Janajagriti Abhiyan*, conducted from 5th to 9th November, exemplified the successful imple-

mentation of JJM IEC components. The initiative focused on specific Gram Panchayats in Pune, namely Wafgaon, Peth, Kurkundi, Pargaon, and Karegaon, reaching out to diverse settlements within these areas.



World Toilet Day Rath Yatra Janajagriti Abhiyan, 31st January 2023

¹ WaterAid is an international charity established in 1981 with the vision of a world where everyone has access to safe water and sanitation. WaterAid has been working in India since 1986 and is recognised as a key player in the WASH (Water, Sanitation, Hygiene) sector at both national as well as state level. WaterAid has a clear focus – water, sanitation and hygiene – and seeks to improve access to safe water, and sanitation and promote improved hygiene for all. We believe these basics as fundamental to human and sustainable development and to the eradication of poverty.



Awareness Initiatives

A key highlight of the activities was the use of LED screens adorning the *yatra*. The LED screens served as dynamic canvases, showcasing inspiring photographs of specially designed toilets catering to the needs of disabled individuals. The aim of this activity was to put inclusivity at the forefront, redefining the narrative around sanitation, and making it accessible and user-friendly for everyone.

Multimedia presentations, including the playback of *Bharud*, a poetic street play, and *Swachhta* and *Adhikar* themed jingles, added an entertaining and informative touch to the initiative. These catchy tunes became the heartbeat of our initiative, resonating with the crowds and reinforcing the message of hygiene and the fundamental right to sanitation.

Impacts on Rural Communities

By leveraging innovative approaches, the initiative engaged the communities in targeted gram panchayats through captivating workshops and entertainment programs. These sessions, a result of the collaborated efforts of Water Aid and PepsiCo



World Toilet Day Rath Yatra Janajagriti Abhiyan, 30th January 2023

were designed to be not just informative events but also memorable experiences, ensuring that the message of better sanitation practices resonated with every participant.

Innovative Solutions and Collaborations

The Rath Yatra incorporated innovative solutions to effectively communicate the importance of sanitation and hygiene. LED screens on the Rath showcased toilets designed for disabled individuals, emphasised inclusive sanitation solutions. Additionally, multimedia presentations, including a poetic street play (*Bharud*) and *Swachhta* and *Adhikar*-themed jingles, were

used to engage and educate the community.

Achievements and Impact

The Rath Yatra successfully reached a broad audience, creating a vibrant atmosphere while delivering critical messages about sanitation and hygiene. The use of multimedia presentations, including *Bharud* and themed jingles, proved to be effective in engaging the community and fostering awareness about the significance of toilets. The initiative's success lies in its ability to combine education with entertainment, making it a powerful tool in promoting better sanitation practices.

Conclusion

The collaborative effort between WaterAid and PepsiCo in Pune has significantly contributed to the success of the World Toilet Day Rath Yatra Janajagriti Abhiyan 2023-24. The combination of education and entertainment has proven to be a potent tool in achieving JJM's objectives and leaving a lasting positive impact on the lives of those it serves. As we celebrate these achievements, let us continue to drive change through education and entertainment, ensuring a brighter, healthier future for our rural communities.



World Toilet Day Rath Yatra Janajagriti Abhiyan, 1st February 2023

Samman Connection

A Social Behavioural Change Communication Campaign on JJM

– Divyang Waghela
and
Deepshikha Surendran
Tata Trusts¹

Water is an indispensable resource for human development and social progress. Unfortunately, the lack of access to clean water and sanitation remains one of the most significant challenges worldwide, particularly in India. The primary burden of fetching water falls on the women of the village, who must endure hours of walking in the scorching sun while carrying litres of water.

With a firm commitment to improving the quality of life for the millions of underserved communities, improving access to safe water remains a key focus area for the Tata Trusts. In pursuit of this objective, the Trusts have partnered with Jal Jeevan Mission (JJM), a flagship initiative of the Ministry of Jal Shakti under the Government of India. JJM aims to provide Functional Household Tap Connections (FHTCs) to over 14 crore households in India by 2024 – an endeavour that will significantly enhance the quality of life for families in rural India.

While infrastructure and technological advancements undoubtedly play crucial roles in narrowing the water accessibility gap, the success of JJM ultimately hinges on both individual and community behaviour. To

address this, the Trusts have implemented a Social Behavioural Change Communication (SBCC) campaign aptly called 'Samman Connection'.

Effective SBCC campaigns utilise various channels such as interpersonal communication, print and digital media, and educational programs to disseminate key messages, raise awareness, and promote behavior change. They also consider cultural and social norms, tailoring messages to resonate with specific target audiences. Through strategic partnerships with local organisations, schools, and community leaders, SBCC initiatives can create lasting impact by driving behavioural shifts at the grassroots level.

Trusts' SBCC campaign – Samman Connection, is based on the universal truth that regardless of gender, age, caste, or class, everyone desires respect.

In addition to educating communities about proper sanitation practices and responsible water management, the 'Samman Connection' campaign intends to leverage the power of digital media and tailored communication strategies to build an emotional connection with the community, with the hope that they

will feel encouraged to make the behavioural changes necessary to give the women in their villages a better quality of life. Access to clean, safe water will also lead to improved health outcomes for the villagers by reducing the incidence of waterborne diseases.

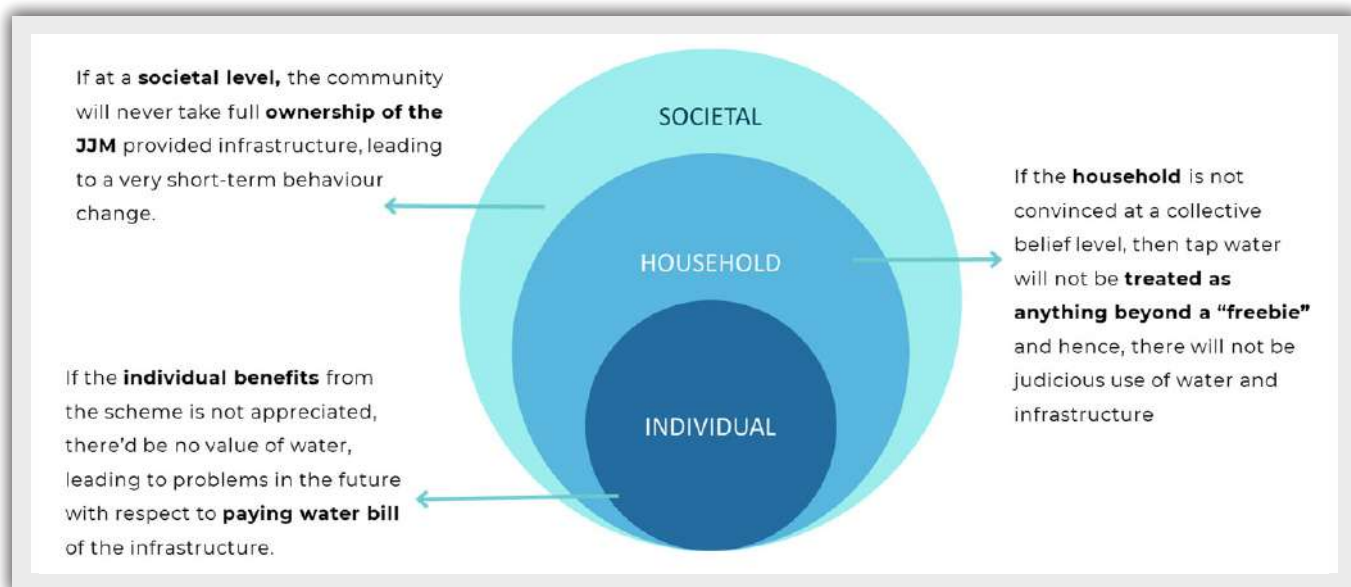
Through this campaign, the Trusts aim to promote behavioural change at three levels – individual, household and societal, thereby empowering rural populations to take ownership of their '*sehat*' (health) and '*samay*' (time) by making the most of the tap water connection in their homes.

This foundation of saving time through reduced drudgery for women and saving money through reduced medical expenditure will allow a rural family to progress and achieve '*samman*', thus cascading this prosperity through entire villages and communities. With this key universal insight in mind, the 'Samman Connection' campaign was conceptualised to encourage adoption, appreciation and celebration of tap water connections in rural households.

The campaign aims to instil a sense of ownership at the community level

¹ Tata Trusts is amongst India's oldest, non-sectarian philanthropic organisations. The Trusts own two-third of the stock-holding of Tata Sons Limited, the apex company of the Tata group of companies. The wealth that accrues from this asset supports an assortment of causes, institutions and individuals in a wide variety of areas. This way, the profits that Tata companies earn, go back many times over to the communities they operate in. The funds have been deployed towards community development programmes across the country, for over 100 years now. The Tata Trusts continue to be guided by the principles of its founder, Jamsetji Tata. With his vision of proactive philanthropy and approach to 'giving', the Trusts catalyse societal development while ensuring that initiatives and interventions have a contemporary relevance to the nation.





itself. This is expected to create a cascading effect, where individual households learn to treat their JJM-provided FHTC as their own and use water responsibly. The campaign would thereby enhance the value of a tap water connection by addressing four major aspects of water in rural communities, viz., the importance of access to safe and potable drinking water, the role of women in water management, the importance of

community ownership and the benefits of paying for the maintenance bill of tap water connections.

These messages, in their entirety, have been featured in an animation-style film with powerful lyrics, music and soundtrack. This film is supplemented with four short films that aim to engage viewers on issues and concerns that impeded the uptake of tap water connections in rural India.

These elements have been visualised through unique animations that appeal to young and old alike, cutting across cultures and languages. (Refer to annexure 1 to access the Samman Connection films).

By driving behavioural shifts at the grassroots level, the Tata Trusts hope to continue building resilience among communities and make them water-independent.

Stakeholders' views

Tata Trusts and VCF spearheading a Social and Behavioural Change Communication (SBCC) campaign named 'Samman Connection' enhanced the Government's Jal Jeevan Mission Program, embodying a commitment to sustainable water solutions, community empowerment, and innovative approaches for a water-secure future.



Mr B. Hare Ram Naik

The Project Director of SWSM (State Water and Sanitation Mission) under the RWS&S (Rural Water Supply and Sanitation) Department, Government of Andhra Pradesh

Stakeholders' views

“

Through the innovative social behavioral change communication campaign crafted by Tata Trust and CML, the hearts and minds of the community resonated with the vision of Jal Jeevan Mission, fostering a collective eagerness to choose tap connections as the lifeline to a brighter, water-secure future in Assam.



Shri Anup Kr Brahma (ACS)

Jt. Mission Director, Jal Jeevan Mission, Assam

Stakeholders' views

“

Tata Trusts' Samman Connection, a Social and Behavioural Change Communication (SBCC) campaign is being executed by Himmotthan Society in the project area of Tehri Garhwal, Uttarakhand to amplify the objectives of the Government's Jal Jeevan Mission Programme. The SBCC campaign connects with the communities and will ensure commitment of various stakeholders to attain sustainable potable water solutions for the communities.



Er Keshwanand Semwal

Executive Engineer - Uttarakhand Jal Nigam,
Nodal Officer – Jal Jeevan Mission, Tehri, Uttarakhand



Culture is the Currency for Change

- Divyang Waghela
and
Pankaj Papnoi
Tata Trusts

A unique social arts-based behaviour change campaign in Rajasthan is demonstrating how culture and storytelling can drive behaviour change at the grassroots.

Traditional performing arts may be gradually vanishing from our cities, but they still hold sway in many parts of rural India. The tribal belts of Sirohi and Pali districts in south Rajasthan are one such example. With no phones or televisions to spend their time on, these communities deeply connect with folk arts like puppetry, mime art, dance and music. This fact has inspired an innovative and successful social art-based behaviour change intervention around water, sanitation and hygiene (WASH) by the

Centre for microFinance (CmF), an associate organisation of Tata Trusts.

CmF's intervention focuses on 40,000 tribal households living in 200 aspirational villages. These communities are largely marginal agriculturists. Being historically deprived of economic opportunities, education, and infrastructure, they follow outdated and unhealthy practices around water. For instance, open defecation was quite common prior to the intervention. Hygienic behaviours like regular washing of hands were also rare. An equally grave health concern was the fluoride contamination in the region's groundwater, which is used for both drinking and irrigation.

Traditional approaches for sharing information and engaging the communities, like holding meetings, sharing informative posters, etc., often did not trigger the desired response. Entrenched beliefs are a major challenge here. Many locals used to think that defecating in the open is "better for one's health" and that not regularly washing one's hands "improves their immunity". Owing to these beliefs, countless toilets and water systems in rural areas have been unused for years.

An Innovative Alternative

When Tata Trusts and CmF launched the WASH programme for south Rajasthan, it decided to overcome



Masked artists, trained by CmF, deliver the WASH campaign's key messages through their performance at a habitation in south Rajasthan



Community members engaged in a drawing activity organised by CmF in one of the target habitations

The campaign enlisted local folk artists who made a living performing at fairs or events, as well as amateur artists from local communities. These performers were trained by subject matter experts to incorporate the WaSH campaign's key messages into the art forms, which is the best way to involve and engage the audience, and bring home the points with better recall. Thus, they became facilitators for the programme.

Art as an Agent of Change

Given that the 'Hum Samajhdar' campaign had to be simultaneously broad-based and behaviour-specific, it was implemented at three levels.

The first level was a panchayat-level multi-disciplinary show (MDS) featuring art performances, musical dramas and a light and sound show. The objective was to make the project a talking point in each panchayat, which typically includes 2-3 villages. A few weeks later, folk artists would visit individual habitations to perform thematic '*nukkad natak*' (street plays) around sanitation, hygiene,

this stumbling block with a creative idea. The idea, proposed by its technical support partner, One Drop Foundation, involved using art as a component of its Social Art for Behaviour Change (SABC) campaign. Based on the learnings of the Trusts' Social Behaviour Change Communication (SBCC) interventions in other states, CmF has focused on using social art as a key tool to complement the community mobilisation process and create awareness among rural communities.

Social art forms have certain advantages. In tribal belts like Pali and Sirohi, art forms like Gawari dance dramas, puppet and mime shows, and skits featuring masked performers and traditional instruments like clay drums are a core part of local culture and folklore. They also have high recall value – and thus lend themselves to positive messaging around the desired behaviours.

The team decided to incorporate these arts into a central theme titled '*Hum Samajhdar*' (literally translating to 'We are wise'). The theme has been derived from the idea of 'progressive nurture' as a key driver to trigger positive behaviours among

community members at the individual, household and societal level.

The core behaviour had two facets: make community members use fluoride-free water sources, and divide the task of fetching water – traditionally seen as a woman's job – more equitably among the men and women of the household.



Performers on stage at one of the multi-disciplinary shows organised under the '*Hum Samajhdar*' campaign

fluoride awareness or gender equity, depending on the habitation's identified needs. To ensure that the messages did not get diluted, in level three, team would conduct group and interpersonal meetings and door-to-door campaigns, and implement co-creational activities (for community engagement) such as mural-drawing, slogan-writing, and common celebrations to reinforce the desirable habits.

The social art experiment also witnessed strong traction in terms of the behaviours adopted by the community. 87% of the communities from the fluoride-affected habitations – where the behaviour campaigns were executed – were confirmed to have shifted to fluoride-free water sources. Meanwhile, 75% of the community now believes that fetching fluoride-free water from a safe source¹ is a shared responsibility of men and women. Further, 67% of people wash their hands with soap at key moments in the day.

While the community has reaped the benefits in terms of better health and water security, they are not the only ones. Folk artists who were seeing declining demand for their performances were able to earn a livelihood. The initiative also put the spotlight back on the tribal art forms, instruments, and cultural nuances that were fading over time.

Enduring Benefits

The first phase of the WASH intervention concluded in March 2022. However, its messages continue to echo in the project area, thanks to the sustenance activities carried out by various stakeholders. The habitation walls and public areas in the villages are today adorned with beautiful drawings and slogans etched by community members to spread the word on safe water and gender equality. Recall was also strengthened in the form of vehicle awareness drives and community fairs – accompanied by vibrant

performances – to drive home the importance of sustaining these behaviours.

To document these for posterity, CmF recorded an audio album containing 16 songs on thematic topics. This album, along with recordings of the thematic shows, reading literature, and other assets, were shared through social media, WhatsApp, and with the self-help groups, so that they could continue using them in later years.

TATA Trust initiated the second phase of the WASH campaign in south Rajasthan, which focuses on water security. Having established the power and potential of art-based storytelling, social arts will play a key role in this phase too. Given the vital role they play in supporting social behaviour change in communities, social arts can, and should, be leveraged by more organisations as an integral component of their programmes on the field. ■



Performers on stage at one of the multi-disciplinary shows organised under the 'Hum Samajhdar' campaign

¹ Results from the end-line study of the project, conducted by an external agency

Integrating Innovation for Holistic Community Development

A Comprehensive Approach to Participatory Rural Appraisal and WASH Awareness by Piramal Foundation

- Meenu Ratnani,
Geetha Venugopal
Piramal Foundation

Background

Piramal Foundation, in its relentless pursuit of sustainable rural development, has strategically employed an innovative product to facilitate Participatory Rural Appraisal (PRA) and heighten awareness about Water, Sanitation, and Hygiene (WASH). Recognising that the true impact of community water projects is realised when households embrace safe drinking water behavior, Piramal Foundation embarked on this transformative journey leveraging a decade-long experience.

Product Overview

The product at the heart of this initiative is a specialised toolkit that synergizes technology with community engagement. Tailored for

Participatory Rural Appraisal, this toolkit integrates modern technological solutions to streamline data collection, analysis, and dissemination. Its multifaceted features include digital mapping, data analytics, and real-time feedback mechanisms. This dynamic toolkit not only enhances the efficiency of the PRA process but also empowers communities with actionable insights for targeted interventions.

Piramal Foundation's BCC Framework

Operating within the Behavior Change Communication (BCC) framework, Piramal Foundation adopted the traditional Indian board game "Moksha Patnam" (Snakes and Ladders) as a captivating medium to convey water quality risks and benefits. The game unfolds in a

larger-than-life format, played in open community spaces, integrating fun and learning. This gamified approach serves as a catalyst for behavioral change, embedding positive and negative WASH practices within the community's collective consciousness.

Implementation and Impact

Implemented across diverse projects in 30 sites across 6 states, the toolkit and the Snakes and Ladders game have collectively engaged 40-70 individuals per session. The innovative use of technology in Participatory Rural Appraisal ensures a more nuanced understanding of community dynamics, while the game serves as a powerful community awareness tool.

Conclusion

Piramal Foundation's approach underscores the integration of innovation, technology, and cultural elements to drive community-driven development. This holistic strategy, encapsulated in a comprehensive toolkit and a gamified awareness campaign, has demonstrated its efficacy in fostering behavioral change and promoting WASH practices across diverse communities. As Piramal Foundation expands its initiatives, this innovative blend of traditional and modern methodologies stands as a testament to its commitment to sustainable and impactful community development.



PRA Activity, Khatanga Village, Gagi Panchayat, Ranchi



Collaborative Governance

Scalability & Sustainability

- Gauri Kumar,
Yogesh Andlai,
T K Sharma and
JVG Krishnamurthy
Wheels Global Foundation

After a successful deployment of pioneering Collaborative Governance and Portal solution to help rejuvenate underground springs in Himachal Pradesh (with expectation of impacting lives of 60 lakh people), WGF is leveraging the same learnings and the model to help Yamuna Expressway & Industrial Development Authority (YEIDA) rehabilitate 27 villages with full spectrum of services in health, water & sanitation, education, renewable energy and livelihoods. The MoU was signed last year and the initiative has strategic partners - Amritha Vishwa Vidyalaya, ATE Chandra Foundation,

Development Alternatives and Spoken Tutorials, to bring comprehensive capabilities to achieve YEIDA goals.

Our HP project and the YEIDA project were both recognised at the recent Annual Jal Prahari Samaroh 2023 – Water Conference in New Delhi – a great testament to the tireless service and leadership of our WHEELS Water Council Chair Person Smt Gauri Kumar & Yogesh Andlay, Co-Chair.

All the 27 villages were visited by the sociology students from Amrita Vishwa Vidyalaya and a baseline was prepared for each village with the required workplans to implement.

Tarun Kumar Sharma, our Project Coordinator on the field ensures that these plans are implemented, working closely with the village communities.

Currently, all the partners are in the process collaborating and implementing the action plans that are developed. All the IEC activities are integral to the overall project management.

Communities are regularly visited and awareness sessions are conducted using posters, banners, wall posters, street plays, presentations.

The team from DA shared the glimpses of a vibrant street play and engaging discussion session held at Villages Thasrana and Acchepur, Gautam Budh Nagar, Noida.

This event is part of the extensive pond rejuvenation initiative across 27 villages in Gautam Budh Nagar, made possible through the incredible collaboration of all the partners involved.

Together, we are not just revitalising ponds but fostering community awareness. Our goal is to sustainably impact these areas, rejuvenating ponds and championing water conservation – a journey towards a greener, more sustainable future! ■



Glimpses of an engaging street play held at Villages Thasrana and Acchepur, Gautam Budh Nagar, Noida

¹ WHEELS Global Foundation (WGF) was officially incorporated in 2013 as an independent 501(c)(3) organisation by IIT Alumni to provide innovative technology driven solutions to the challenges that affect the global rural population in six areas; Water, Healthcare, Energy, Education, Livelihood and Sustainability. It is a thought leadership programme aimed at "TECHNOLOGY ENABLED PHILANTHROPY" by creating a framework for applying creative ideas to solve common problems for the benefit of citizens on a global scale. WHEELS is working by integrating the skills, experience and contributions of thinkers, academicians, entrepreneurs, innovators, philanthropists and government leaders in six areas of social development.

Transformation through Water

Empowering Rural Lives through Jal Jeevan Mission and WASH Credit Financing

- Abhisekh Anand,
Neha Yadav and
Ravi Mishra
Water.org¹

Since 2004, Water.org has played a significant role in India's progress toward improved water and sanitation, empowering more than 2.46 crore people with access to safe water or sanitation through our WaterCredit solution.

By partnering with different types of organisations, including self-help group federations, state rural livelihoods missions, public and private sector banks, microfinance institutions, payment banks, social enterprises, and the Government of India, we mobilise resources and share knowledge to increase affordable access to safe water and sanitation for families.

Water.org has implemented the Ecosystem project in Maharashtra, Madhya Pradesh, and Odisha which focuses on boosting WASH lending through the Self-Help Groups (SHGs) of State Rural Livelihood Missions (SRLMs). Water.org has been working with state governments and UNICEF on this project thus, aptly called the 'ecosystem' project. This endeavour has provided opportunity to the women associated with SRLM SHGs to avail WASH loans through their group savings and bank linkages. In order to increase the awareness around the availability of WASH loans, Water.org has developed and

designed capacity-building and information, education and communication (IEC) materials. These IEC tools have played a vital role in bringing understanding around WASH credit financing. The capacity building was done by the field training coordinators (FTCs) of Water.org to the Community Resources Person (CRPs). Additionally, these FTCs also work closely with district and block officials to promote and recognise WASH lending as one of the mediums to support Jal Jeevan and Swachh Bharat Mission schemes in rural India.

Ecosystem Project

Water.org would like to share the story of Sushma from Maharashtra who has benefitted through the Jal Jeevan Mission scheme and availed water and sanitation loan through her SHG.

Sushma Raju Uttane Sayat is the resident of Bhatkuli block of Amravati district in Maharashtra. She was married at an early age and currently lives with her husband Raju, 23-year-old daughter Pranjal and 72-year-old mother-in-law. Sushma didn't have toilet at her parent's house; after marriage though, she was happy that her humble house had a toilet; however it was without water supply. All the family members had to carry

water to toilet before usage which resulted in drudgery and wasted time. Sushma and her husband both had to assist her aging mother-in-law to arrange water in the toilet every time she used it. Sushma always wanted to have a convenient facility for her mother-in-law and young daughter to use the toilet. Additionally, for Sushma to upkeep the toilet was a task without running water facility. Her family used to rely on public water tap connection for drinking and domestic use. She used to make multiple trips during the day to fetch water and it was difficult for her to carry the pots and bucket to her house, especially during the monsoon and summers. Sometimes due to irregular water supply the family had to survive on insufficient drinking water affecting their health and incomplete chores for Sushma further burdening her domestic workload.

Finally, in July 2022, Sushma was one of the many residents in the village who got piped water connection and water supply at her home. This facility was given by the Government of India under the Jal Jeevan Mission (JJM). The family now stored water in containers to use it for drinking, cooking, and other domestic purposes. After getting water connection from the government, Sushma didn't have to fetch the same

¹ Water.org is an international nonprofit organization that helps people living in poverty get access to safe water and improved sanitation through affordable financing. Water.org currently works in 11 countries in Africa, Asia and Latin America: Bangladesh, Brazil, Cambodia, India, Indonesia, Kenya, Mexico, Peru, Philippines, South Africa, Tanzania and Uganda.





एक वॉश लोन, लाभ अनेक

नवीन बनवा किंवा पुनर्निर्माण करा



मल निस्सारणाची
व्यवस्था साठी दोन
खडे असणारे शौचालय



पिण्याच्या
पाण्यासाठी नळजोडणी



संलग्न न्हाणीघर
व शौचालय



पावसाच्या पाण्याचे साठवण
व संवर्धन साठी संरचना
निर्मिती



MOSEPTA/MSB

वांगल्या
जीवनाची
दिशा

माझा उपाय, माझा गौख

तुमच्या ब्लॉकच्या विभिन्न वित्तीय संस्थांकडून- मुख्यतः उमेद महिला आर्थिक विकास संस्थान आणि पान फाउंडेशन यांचा माध्यमातून वॉश लोन मिळू शकते. अधिक माहितीसाठी या संस्थांना भेट द्या किंवा संपर्क करा. तुमच्या स्थानीय बचत गट किंवा जकच्या ग्रामपंचायत कार्यालयात जाऊन या बाबतीत चौकशी करा.



Matla Arvik Vikas Mahamandir (MAVIM)
महिला आर्थिक विकास महामंदिर (माविम)

DHAN Foundation
Building Institutions for Generations

amount of water from public water tap. She used to store water for drinking purposes during the water supply at home. Although Sushma had to still rely on public water tap to fulfil their water supply requirement for using their toilet. This resulted in multiple trips for Sushma and sometimes Pranjal too to fetch water during the day.

Sushma was an existing SHG member of Prajapati SHG group. As a member of the SHG, she had availed a small business loan for Raju to purchase a cart which helped him to sell the vegetables in the local market. They were able to pay off the loans on time. Though the family started doing better economically, Sushma was always worried about the insufficient water situation at home. Despite having a toilet, the family was not able to use and maintain it efficiently.

During one of recent Cluster Level Federation (CLF) meetings, Mukta Thakare, who is a CRP informed Sushma about availability of loans for

additional water connection, retrofitting toilet, and water storage tank as well from her SHG. Mukta knew well how the village has tap connections in majority of houses, but they still struggled to store the water supplied every day. The issue was not water scarcity but water accessibility as per the need of the families. The time and effort taken every time to arrange or carry water in the toilet and bathroom before using them was a challenge. Mukta, who was trained by the FTCs from Water.org conducted multiple training sessions with Prajapati SHG and used the IEC tools developed by Water.org that focused on importance of safe drinking water, benefits of having water accessibility and running water in toilet. Mukta's awareness session through these IEC tools like poster, leaflets and videos were able to build interest and inspiration in the group conversations. Sushma spoke to her husband, Raju about extending the additional water connection in their toilet through an overhead tank. Raju was

supportive of this request as he knew well how much it mattered to both his elderly mother and young Pranjal. Sushma requested CRP Mukta Thakare to help her avail the additional water connection loan. Apeksha Misal, the *Bank Sakhi* of the SHG helped Sushma to submit the papers for her water loan. Sushma's water loan request of Rs 12,000 was granted by the bank. Sushma installed a fabricated overhead water tank for the toilet and a handwash facility through additional pipe connection.

As on date Sushma's family has primary water connection provided by JJM and additional water connection for domestic purpose and water storage facility availed through WASH credit financing. Sushma's story is an example of how the existing schemes of government and availability of WASH credit financing can enable the upliftment and growth of families in rural India.

Till date 1,05,831 WASH loans have been disbursed in Maharashtra. ■



Stall of Jal Jeevan Mission-Uttar Pradesh at Prayag Raj Mela.



Dastak Campaign

Transforming Lives Drop by Drop

- Ravikant Kumar
and
Safdar Ali
Water for People¹

In the heart of rural India, where the rhythm of life is set by the flow of rivers and the collective heartbeat of communities, the Dastak Campaign has emerged as a beacon of change. Designed by Water For People, this innovative and community driven initiative is weaving a tapestry of sustainable Water, Sanitation, and Hygiene (WASH) practices in select Gram Panchayats of Dumri Block in Sheohar and Chandi Block in Nalanda.

The campaign is not just a fleeting moment, but a well-orchestrated symphony conducted by the Dastak Dal, a dedicated team of local influencers who have taken up the

mantle of driving positive behaviour change. This diverse team, consisting of Panchayati Raj Institutions members, health workers, sanitation supervisors, self-help group (SHG) members, and local leaders, form the backbone of the campaign, embodying the spirit of community driven transformation.

Ripples of Change

Through interactive door-to-door counselling, the Dastak Dal members engage with households, dispelling myths and misconceptions surrounding water behaviours. Emphasis is placed on the importance of water conservation, water quality, and

regular tariff payments for water services.

The campaign aims to instill a sense of community responsibility and ownership for WASH practices. By involving local influencers, the *Dastak Dal* becomes the driving force in fostering a collective commitment to safeguarding water resources for future generations.

Dastak Dal members are not just campaigners; they are agents of change. The initiative empowers them through training on WASH systems and services, motivating them to view themselves as catalysts for positive behaviour change within their communities.

The Dastak Dal in Action

At the grassroots level, the *Dastak Dal* operates at the ward level, organising monthly one-day door-to-door campaigns. The preparation includes meticulous planning, meetings, and updating registers.

On campaign days, *Dastak Dal* members become messengers of change, providing counselling, showcasing informative films, distributing water conservation, *Jal Chaupal*, tariff collection leaflets and offering guidance on the water conservation practices.



Taking the Dastak Campaign 2021-22 Forward

¹ Water For People was founded in 1991 by the American Water Works Association (AWWA) as a response to the increasing water scarcity in developing countries. It is a nonprofit international development organization that helps people in rural parts of developing countries achieve greater access to drinkable and potable water and sanitation facilities. It works to accomplish the United Nations' 6th Sustainable Development Goal: availability of clean water and sanitation and comprehensive monitoring of freshwater facilities for the progression of human health.



Members of the Dastak Dal

Rigorous training sessions on WASH systems and services equip them with the knowledge and motivation to drive the campaign forward.

The campaign employs various motivational strategies, including branding *Dastak Dal* as a noble initiative, providing certificates and badges, and equipping members with digital Information, Education, and Communication (IEC) materials for effective sharing.

Dastak Dal members transcend their roles as campaigners to become an

integral part of the existing WASH system. Integrated as a task force, they contribute to community WASH programmes focussed on water related issues, reinforcing their sense of responsibility and motivation.

Journey through Dumri Block and Chandi Block

In the picturesque landscape of Dumri Block Sheohar and Chandi Block Nalanda, the Dastak Campaign embarked on its transformative journey from Tola Sujalpur, Ward No. 10, Nayagaon East Gram Panchayat of

Dumari Katsari block on 16th August 2023.

Moving systematically, the campaign touched the lives of residents, spreading awareness about the importance of *JalChaupal*, water conservation, solid & liquid waste management, paying water user fees, and cleanliness.

The *Dastak Dal*, comprised of *Mukhiyas*, Ward Members, Ward Sachiv, Panchayat Sachiv, Sanitation Supervisors, Ward Panch, SHG Members, Ward Influencers, Rural representatives, and other community members, worked cohesively to reach every household in the entire ward. Stickers and pamphlets became messengers of change, delivering crucial messages to every doorstep.

Certificates, signed by the State In-Charge of Water For People and the Block Development Officer of Dumri Katsari block, became symbols of recognition for the individuals actively participating in the *Dastak Dal*. These certificates not only acknowledged their contribution but also reinforced the importance of their role in this noble initiative.



Members of the Dastak Dal as Campaigners



As the Dastak Campaign unfolded, its impact reverberated across the communities

The campaign succeeded in creating a ripple effect of increased awareness and understanding of sustainable Water and WASH practices. Households that were once oblivious to the intricacies of water conservation and quality now stand equipped with knowledge and a sense of responsibility.

The *Dastak Dal*'s efforts led to a surge in the adoption of water conservation measures and regular tariff payments. The once-scarce resource of clean water became a collective responsibility, with communities actively contributing to its preservation.

Piped water schemes, once distant dreams, are now tangible realities, as the Dastak Campaign strengthened community engagement. The sense of ownership over WASH practices and piped water schemes became deeply ingrained in the fabric of these communities.

Dastak Dal members, once community influencers, now stand as empowered leaders. The campaign not only changed the behaviours of



Members of the Dastak Dal

households but also transformed the individuals who spearheaded the movement, turning them into local influencers for sustained positive behaviour change.

A Symphony of Change

The Dastak Campaign in Dumri Block Sheohar and Chandi Block Nalanda was not just a campaign; it was a symphony of change that resonates through the hearts of communities. As the *Dastak Dal* members continued their door-to-door counselling, they were not merely messengers – they were architects of a future where water is conserved, communities thrive, and every individual was a guardian of their own well-being.

In this transformative journey, drop by drop, the Dastak Campaign shaped and shaping a sustainable and harmonious tomorrow for these rural communities. In terms of scalability, it is a pilot with great scalability potential at minimal or no cost. *Dastak Dal* members, comprising public representatives and frontline government systems, are already integrated into the GP systems.

The key lies in organising, systematising, and empowering them to carry out their noble work, fostering a sense of respect for their contributions.



Women as Agents of Change in the Dastak Campaign

Ashirvad Water Challenge

Spotlighting Innovations in Clean Drinking Water

- Kanishka Chatterjee
and
Sakshi Jain
The/Nudge Institute¹

In February 2022, The/Nudge Institute and Ashirvad by Aliaxis launched the Ashirvad Water Challenge, in partnership with the Office of the Principal Scientific Advisor to the Government of India. The Challenge aimed to accelerate technological innovations in enabling "Clean Drinking Water for All".

The programme was operationalised by The/Nudge Prize, India's leading 'Grand Challenges for Impact' platform aiming to improve the quality of life and productivity of livelihood for India living in poverty & systemic distress. This is done through capital as an incentive, spotlighting of

technological innovations and generation of evidence for the problemsolvers.

The programme received applications from 135 water-tech startups globally, with diverse solutions across water management, source sustainability, water quality, atmospheric water generation and recycling. Over a 15 month period, 25 of these organizations competed as Semi-Finalists to showcase their solutions for a prize purse of Rs 2.5 Crore.

Seven contestants emerged as Finalists of the Challenge in February 2023, with five of them receiving Rs 75

Lakhs in milestone awards. The Finalists were Aumsat Technologies, i47 Innovation Labs, Ossus Biorenewables, SmartTerra, Solinas Integrity, Urdhvam Environmental Technologies, and Organic Aqua Solutions.

The programme used evidence from field implementations, evaluated by 2 independent evaluation agencies, as well as through multi-stage panel jury rounds composed of 8 experts across academia, government, investors and practitioners to evaluate and determine the winners of the Challenge.



Ashirvad Mentor Connect, 24th November 2022

¹ The/ Nudge Institute, formerly The/Nudge Foundation, is an Indian non-profit action institute established in 2015 with the aim to "build a poverty-free India." The/ Nudge Institute offers 11 programs across 3 distinct centres: the Centre for Social Innovation (CSI), the Centre for Rural Development (CRD), and the Centre for Skill Development and Entrepreneurship (CSDE). The/ Nudge is an action institute working on poverty alleviation programs in partnership with government in rural development, agriculture, water, animal husbandry, women empowerment, skill development, entrepreneurship and climate resilience.



SmartTerra and Solinas Integrity, organizations leveraging AI to reduce non-revenue water and provide pipeline leakage solutions emerged as the Winner and Runner up of the Challenge in September 2023, taking home Rs 1.75 Crore in grand prizes.

Along with the unprecedented capital, a critical aspect of solving for water at scale was bringing a diverse ecosystem together, to build momentum for these innovative, disruptive technologies. One of the key pillars of building this momentum was a multichannel, regular stream of communication across stakeholders. The rest of this article highlights the approach of the Ashirvad Water Challenge in enabling this stream.

Activating Water Networks across the Country

A central component of the programme was the activation of a

relevant and invested ecosystem in water. The Ecosystem comprised individuals and organizations aligned and active towards the problem statement, “Clean Drinking Water for All”, serving as partners in knowledge, mentorship, investment, immersion and incubation.

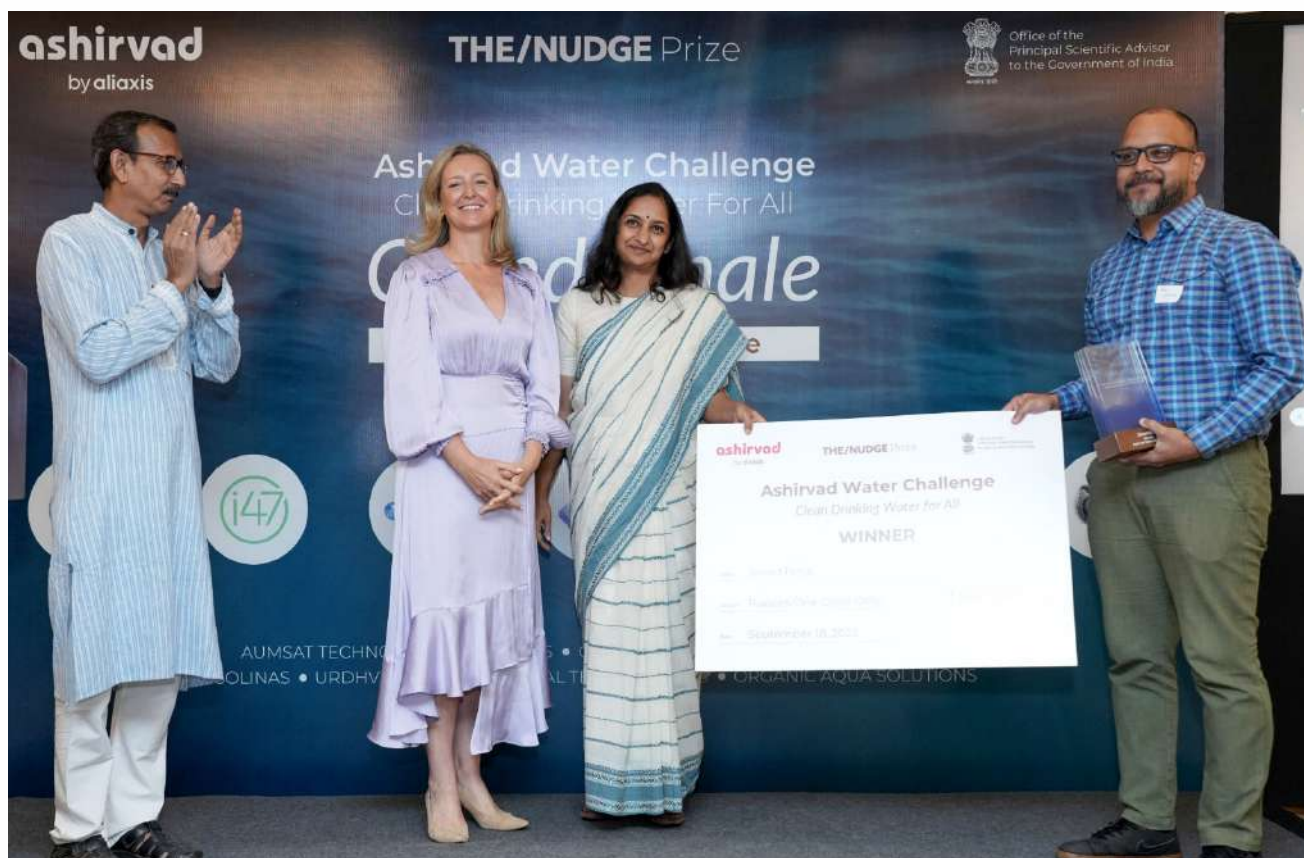
The two pivotal government partners included the Jal Jeevan Mission, and the Office of the Principal Scientific Adviser to the Government of India.

The programme was aligned strongly with the Jal Jeevan Mission, and received active participation and appreciation from the administration. Shri Yogendra Kumar Singh, Director-VI at the National JJM interacted with the contestants, and served as a Jury Member for multiple rounds of evaluation of the contestants. His participation was crucial in identifying the Finalists and Winners of the Challenge, and his feedback proved to

be invaluable to the contestants. Mr Kailash Karthik, Mission Director for JJM Assam also interacted with the contestants and provided context on the challenges to technology adoption in rural regions.

The/Nudge Prize team continuously engaged with the Rural WASH Partners Forum at various ecosystem events and digital interventions. Updates on the program, and major announcements were shared on *Manthan*, India's platform for research and innovation operationalised by the Office of the Principal Scientific Advisor to the Government of India.

Other partners included Aavishkaar Capital, Aga Khan Rural Support Program, Bharat Innovation Fund, Caspian Debt, IHE Delft Institute for Water Education, IIT Kanpur - Startup Incubation and Innovation Centre, Imagine H2O Asia, India Water Portal, Indus Water Institute, INREM



AWC Grand Finale, 18th September 2023

Foundation, LightRock Capital, OECD, Piloni Innovation and Entrepreneurship Development Society, Social Alpha, Upaya Social Ventures, Water For People, Water.org, WaterAid, WOTR. They provided support and opportunities across outreach, mentoring, evaluation, on-ground application, and investment, in addition to 8 interventions during the Challenge period.

Leadership and innovation teams from Ashirvad and Aliaxis participated in multiple in-person interactions with the contestants, resulting in expansion of international networks for the contestants, and exposure for the program.

Bringing Innovation in Water through Mainstream Media Channels

It was important for these innovations in water to gain traction across

stakeholders, and for awareness to be built around the trailblazing work in water happening across the country. The program attempted to bring these conversations into the mainstream through multiple channels.

Between February 2022 and September 2023, the programme and the contestants were covered over 300 times across print and online channels. The campaigns collectively reached approximately 1 billion eyeballs across 16 cities, being read in 7 vernacular languages. The coverage was spread across multiple stages of the challenge, from launch to the Grand Finale, with features in mainstream media such as ET, The Hindu, Dainik Bhaskar, Indian Express and more.

These efforts also included in-depth features of the Finalists of the program by LiveMint, covering their disruptive work in water management

in rural areas. On World Water Day in March 2022, Prof K VijayRaghavan (former Principal Scientific advisor - GoI) sat in conversation with Deepak Mehrotra (former MD - Ashirvad Pipes) featured on NewsX, about the innovation landscape in water technology. This was followed by a digital panel comprising the Advisors of the program hosted by Sudha Srinivasan, CEO at The/Nudge Centre for Social Innovation. Globally renowned water expert Prof Asit K Biswas (University of Glasgow) joined VK Madhavan (WaterAid) and Vedika Bhandarkar (Water.org) in discussing solutions that are affordable, accessible and reliable for households living in water-stressed regions.

The conversation continued on World Water Day in March 2023, where Deepak Mehrotra spoke about his vision of a water-secure India where innovation thrives, in conversation with Atul Satija, CEO at The/Nudge



Ashirvad Mentor Connect, 24th November 2022



Institute. This chat was followed by a panel discussion with the seven Finalists of the Ashirvad Water Challenge, where the founders spoke about their work in water management, measurement and sustainability.

Screened on the NewsX channel and available to the public on YouTube, these conversations helped to bring expert and practitioner views to the mainstream in formats that were easy to access and understand.

Using social media to raise awareness and promote the water-tech start-ups

Social media served as an important tool to share updates, raise awareness, and promote the contestants of the challenge through creative formats like videos and carousel posts, allowing for deeper engagement.

Updates about the Challenge were shared regularly on LinkedIn, Twitter and Instagram, across the launch, various milestones, and the final results. Social media campaigns in collaboration with the Challenge Ecosystem proved particularly advantageous in inviting the best water-tech startups to apply for the Challenge.

Between November 2022 and January 2023, the 25 semi-finalists were systematically featured on LinkedIn, to spotlight their innovation in water technology, including details of the problem they were trying to solve, their solution, and their impact.

Important milestones for the contestants - funding announcements, global awards, and international features were also amplified through The/Nudge Centre for Social Innovation and The/Nudge Institute networks.

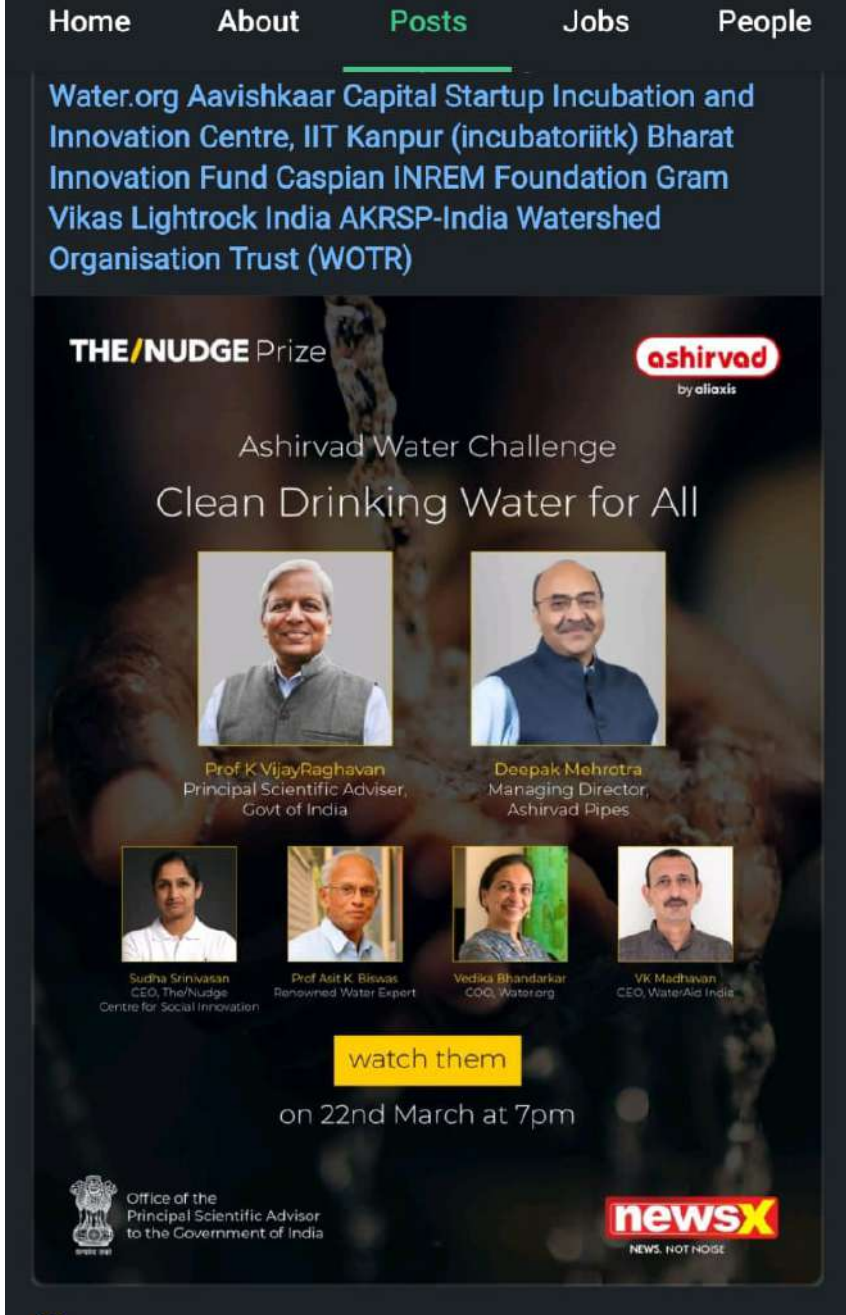
Conclusion

The impact generated during the challenge period included over 2.2

billion liters of water saved and 11.4 million people reached across the country. Almost Rs 2 crore in additional investment opportunities also opened up as a direct result of the Challenge, and the Finalists shared several instances of expansion of intellectual property across multiple copyrights, patents and trademarks.

The/Nudge Prize and Ashirvad continue to engage with the

ecosystem, and spotlight innovation in water across various channels. The second edition of the Challenge, with a prize purse of Rs 6 crore, launched in September 2023, will continue to build on the impact, and efforts in activating networks, bringing innovation into the mainstream, raising awareness and promoting solutions.



Home About **Posts** Jobs People

Water.org Aavishkaar Capital Startup Incubation and Innovation Centre, IIT Kanpur (incubatoriitk) Bharat Innovation Fund Caspian INREM Foundation Gram Vikas Lightrock India AKRSP-India Watershed Organisation Trust (WOTR)

THE/NUDGE Prize **ashirvad** by aliaxis

Ashirvad Water Challenge
Clean Drinking Water for All

Prof. K VijayRaghavan
Principal Scientific Adviser,
Govt of India

Deepak Mehrotra
Managing Director,
Ashirvad Pipes

Sudha Srinivasan
CEO, The/Nudge
Centre for Social Innovation

Prof. Asit K. Biswas
Renowned Water Expert

Vedika Bhandarkar
COO, Water.org

VK Madhavan
CEO, WaterAid India

watch them
on 22nd March at 7pm

Office of the
Principal Scientific Advisor
to the Government of India

newsX
NEWS. HOT NOISE

AWC Launch, 22nd March 2022

The Importance of Mass Media, Social Media and Traditional Media for Social Awareness-Future Prospect

Amit Kumar Ranjan
IEC Specialist,
NPMU (KPMG)

Indian internet users have registered the highest-ever presence, with over half (52%) of the population of the world's most populous country now using the internet. According to a recent survey conducted by the Internet and Mobile Association of India (IAMAI) and Kantar – covering over 86,000+ households across all states and Union Territories of India (barring Lakshadweep) – in 2022, India had nearly 759 million active internet users, a 10% year-on-year growth.



The data from the report 'Internet in India Report 2022' shows that of the total 759 million, nearly 399 million users are from rural India, while urban India has around 360 million users.¹

It is a mere fact that, the heart of India lives in rural area and for these rural areas, the Jal Jeevan Mission is working with speed and scale to provide assured clean tap water connection through 'Har Ghar Jal' Programme. The main challenges laid ahead is, effective utilization of water

being provided to households, re-use, behavioral changes among local village community, etc. and how Mass Media, Social Media (Digital), Traditional Media plays a pivotal role in complementing the efforts of the mission. Those are:

Awareness Campaign through Mass Media

Mass media has a prominent role to play in modern society. It can bring about radical changes and improve social situation as it influences social,

civil, cultural, political, economic and aesthetic outlook. Through this mass media tools, social awareness can be generated which means that one should know what is acceptable and one needs to act in required manner.²

In recent months, Jal Jeevan Mission has launched awareness campaigns in electronic media, outdoor media, audio publicity, event & exhibition, campaign through social media, etc., and all these covered under mass media publicity. In simple words, **"Mass media refers to the various**

means of communication that are designed to reach a large audience. These includes print media (newspapers, magazines), broadcast media (television, radio), digital media

(websites, social media), and outdoor media (billboards, signs). The purpose of mass media is to disseminate information, news, entertainment, and other content to

a broad audience. Mass media can be used for advertising, propaganda, and political campaigns, as well as for education and public awareness campaigns.

Essentials for Mass Media Campaign

“Always remember the target audience and the place of installation (city, region, languages).

Give a regional touch (for easy adaptation).

Ensure that the message is clear.”



Decoding of JJM Hoarding



Outdoor media campaign released from National Jal Jeevan Mission-Pan India

- | | | | |
|---|--|---|---|
| 1 | 40 Percent margin given to a beneficiary from rural India with proper visibility of product/ tap | 4 | A clean, short and crisp message bring impactful message |
| 2 | Progress made under the mission | 5 | Image of Hon'ble PM. Here, State CM Image can also be added |
| 3 | Past Issues and Key intervention made under the mission-User perspective | 6 | Programme Logo, Department/ Ministry logo |

Electronic Media Campaign

In the month of October 2023, Jal Jeevan Mission has telecasted a nation-wide campaign by releasing 70-second video spots developed as a sequel of first TVC of the mission. The first video, where in a young girl is bound to accompany her mother to fetch water from a well outside of her village. During fetching the water, they got to know from another village women that the Hon'ble PM had launched the mission and very soon, every rural household will have access of clean tap water.

Watch it here to refresh your memories.

Video link:

<https://youtu.be/qI3FYU2Nq2I?si=V aegpJjFE1Sx6sHS>

Now, the sequel video featured the same girl who earlier asked "Maa hamare ghar nal se jal kab aega". This time, she is no more asking any question, rather she has been shown as a grown-up girl ready to go school. Earlier, the mother who asked her to accompany her for fetching water, now in sequel video campaign she is going to school.

The TVC used in sequel video campaign is having more surprising elements which can be seen here.

#JalJeevanMission: #HarGharJal New TV Spot- Sequel.Hindi.Short - YouTube

Scan the QR Code to watch



First JJM TVC



Sequel TVC



In addition to the above campaign and development of TVC, NJJM has developed new TVC featuring a girl child and a girl's perspective, where in, she is speaking with a tap stating "What takes you so long. Due to your absence, we were in trouble, health issues, etc. And now, you (tap) are here....just take care of home now....I am leaving to school".



Scan the QR Code to watch the TVC

What makes this unique

Many a times, it has been shown that TVCs are being developed as an advertisement. But this video spot, is having a real girl's perspective. She herself is speaking about the benefits about the Mission, so that the emotional connect with the programme and benefits can directly be correlated with the real ground situation. Watch the video to learn more about the treatment, script, presentation and music with clear call to action at end.

Audio Campaign

Radio, as an entertainment medium, in India, is growing rapidly in rural and urban areas (FM, AM, Shortwave, Community Radio, etc.). Since, every programme is having a set target audience and to reach them through the most trusted medium (Radio) of entertainment; one must include the Audio Media publicity in their awareness campaign plan. Statistic mentioned below show, how the audio market is growing year-by-year in India since 2011.³

The difference between Radio jingle and Radio Spot. "Radio Spots and jingles are two different part of radio production yet similar in terms of their duration. **Radio Spots are small informative audio pieces that intend to provide a specific message to the listeners. These are placed either during the program or with other commercials as information with normal background music.**

Jingles on the other hand are the musical audio piece or tunes which are used by the brands to differentiate them from others in the mar-

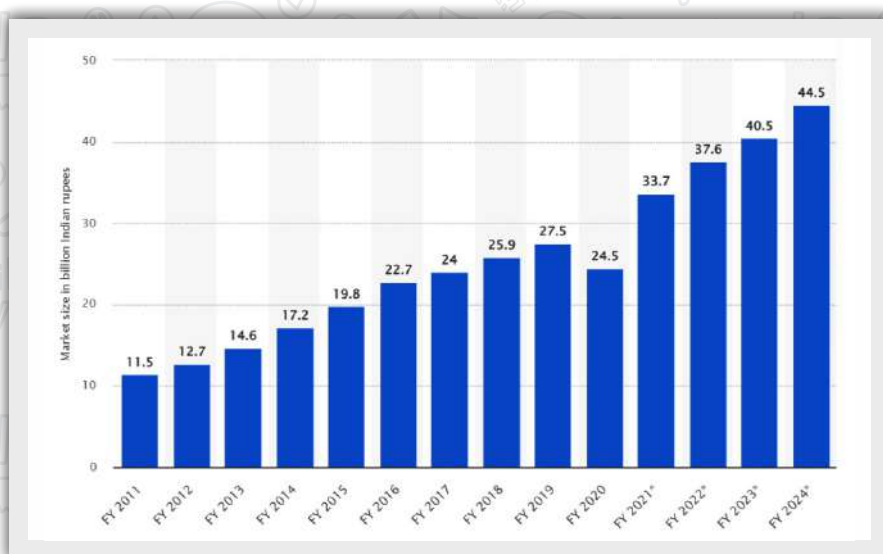
ket."⁴ They play a significant role in establishing a brand identity. For example, the famous jingle of Nirma Washing Powder has become the identity of the brand. Even today, the brand has kept the same jingle which has contributed immensely in brand positioning and marketing.

Furthermore, to reach rural mass audience and also to sensitise people residing in cities, NJJM has released awareness campaign during ICC Men's Cricket World Cup through

Prasar Bharti which covered over 29 FM Stations and 201 Primary Channels / Local Radio Stations for a period of around 40 days. The radio jingle developed for this occasion was short in duration, rhymic and full with music in background with a hook line at last. Listen the jingle here:

<https://youtu.be/gylX1UzhkDM?si=4rd9UVU255i-mGgo>

https://youtu.be/lbfOCTxIFH8?si=VZL_u66JL28JSSvc



Selfie Booth Installation

“Self-portraits, usually taken with a smartphone is called Selfie”. To influence the popularity of Selfie concept, NJJM has planned to release nationwide awareness campaign by installing Selfie Booth at popular and

iconic places. Overall motto of this activity is to engage youth, let them speak and feel pride by taking selfies with Hon’ble PM who bring ease-of-living into their lives. Here are some of approved Selfie designs. Some of the approved selfie designs which are planned for installation, Pan India.

In the below creative, a person or a group can stand and take selfie at the blank space. What is unique about this initiative is, NJJM developed the selfie covering hard to reach areas also including north India depicting rural families as well as girl child, etc.



Awareness Generation through Digital Media

Now a days, most of the youth, target audience of every department is having impression on Social Media Platforms consisting of X formerly known as Twitter, Facebook, LinkedIn, Instagram, YouTube, Koo, Public App, Share chat, Tiktok, etc.

Social media refers to a variety of technologies that facilitate the sharing of ideas and information among their users. From Facebook

and Instagram to X platform (formerly Twitter) and YouTube, more than 4.7 billion people use social media, equal to roughly 60% of the world's population. In early 2023, 94.8% of users accessed chat and messaging apps and websites, followed closely by social platforms, with 94.6% of users.⁵

The Top 10 Social Media Platforms Worldwide. These were the most widely used social media providers as of January 2023, according to Data Reportal:

	Facebook (2.96 billion users)
	YouTube (2.51 billion users)
	WhatsApp (2 billion users)
	Instagram (2 billion users)
	WeChat (1.31 billion users)
	TikTok (1.05 billion users)
	Facebook Messenger (931 million users)
	Douyin (715 million users)
	Telegram (700 million users)
	Snapchat (635 million users)

Social Media Platforms You Should Know!



Platform	Facebook	X- Formerly Twitter	Instagram	WhatsApp
About the platform	People's platform to share thoughts	Drive awareness drive awareness of the key messages	For sharing thoughts, ideas and expressions visually	For amplification of content, and getting real-time updates
Userbase	492 million active users in India	298 million monthly active users in India	More than 516 million active monthly users	More than 600 million monthly active users
Features to leverage	• Feed Posts • Cover Images • Profile Picture • Engagement Stories • Paid Ads • IG Reels can be viewed here	• Tweets • Polls • RT/QTs from prominent personalities and organisations	• Instagram Stories • Feed Posts • Dark Ads • Reels	• Broadcast messages • Group messaging
Restrictions	• Less engagement • Community Groups • Stories • Reels • Sharing post on feed • Misinformation prone platform	• Limited characters • Misinformation prone platform	• Only relevant for visual content • Misinformation prone platform	• Information disseminated can be perceived as spam messages

Platform Roles



Creating Impactful Content For Social Media



Advanced Planning

Create a content calendar to map themes, relevant topical days, and conversations in advance ensure **consistency on your timelines** for example – Diwali, Field visits, Monthly activity etc.



Content Formats

Explore a mix of content formats - pictures, types of videos, polls, stories/fleets, GIFs to make your content even more engaging.



Design Aesthetics

Follow consistent visual theme art colours, fonts to deliver your message consistently and establish connection with **your audience**



On-ground Visuals

Compliment your posts with visuals of real people to establish better **connect and impact**



Videos

Videos are very effective to get your message across to the audiences. It helps simplify complex topics with the mix of **moving visuals** and audio. Explore animated, illustrated or shoot based videos.



Regional content

Content consumption in regional languages is on the rise. Use Hindi and other local languages as part of your regular content to connect with wider audiences, **specially in tier 2 and 3 regions**

Conclusion

Mass Media and all other mediums including social media, one must not forget to monitor the progress and based on the set matrix, this should be monitored for further planning. This will help in choosing what is working and what need revision. In Facebook, under the AD option; user can get two option i.e, A/B test. Once

one choose and release both the ad in Facebook with particular creative set, inbuilt analytics of FB will help one in deciding what creative is working and what is under performing.

Based on this, there are many other things which can help Jal Jeevan Mission be it at National or State level to achieve the goal of 'Har Ghar Jal' i.e, place of installation, timing of

release, image used as per subject or theme, font style chooses to deliver the message and the most important, who is our target audience.

We at NJJM are hoping that, these will help IEC team of State/UTs at some point to move into right direction.

Ending the word with famous quote of
Simon Sinek

*Communication is not about speaking what we think.
Communication is about ensuring others hear what we mean*

Reference links:

- ¹ A report of Fortune India published in May, 2023. Link: Fortune India: Business News, Strategy, Finance and Corporate Insight
- ² Paul, Virginia et al. "ROLE OF MASS MEDIA IN SOCIAL AWARENESS." Humanities and social sciences 1 (2013): 34-38.
- ³ Statista - Market size of the radio industry across India from financial year 2011 to 2020, with estimates until 2024 (in billion Indian rupees) <https://www.statista.com/statistics/795293/india-market-size-of-radio-industry/>
- ⁴ Radio Spots & Jingles - BKT Media
- ⁵ Social Media: Definition, Importance, Top Websites & Apps (investopedia.com)

Everyday Calendar, Lasting Impact

Jal Shakti Department's Calendar Release
A Pledge towards Water Conservation in
Himachal Pradesh

- Utkarsha Rathi
NJJM

In a bid to prioritise the crucial aspects of water conservation and management, the Jal Shakti Department, Himachal Pradesh recently released a calendar dedicated to spreading awareness about **drinking water conservation**. Deputy Chief Minister Mukesh Agnihotri, on the occasion of the calendar release, emphasised the department's commitment to providing clean drinking water to every household and ensuring seamless irrigation for farmers. The calendar comes with a powerful slogan, **"Aadat Banayen, Boond Boond Bachayen"** which means, **Make it a habit, Save every drop**, reflecting the department's dedication to instill a sense of responsibility towards water conservation among the public. The focal point of the calendar release was the dedication of the calendar to drinking water conservation and promotion.

IEC Activity and Household Outreach

The calendar release is not just a symbolic gesture; it serves as a powerful Information, Education, and Communication (IEC) tool. By dedicating an entire calendar to the cause of water conservation, the Jal Shakti Department aims to reach every household with its message. The inclusion of the slogan is a strategic move to make the concept of water conservation a habitual practice among the populace. The calendar, distributed, will serve as a 'constant reminder' for individuals to play their part in saving water. It acts as an educational tool, raising awareness about the importance of water conservation and the impact of individual habits on the overall water ecosystem. The inclusion of a visually

appealing image of infrastructural development pertaining to water management serves as an pictorial neuro trigger for the people to value the resources provided and participate in conservation and maintenance of those resources. The calendar ensures that the message is not only heard but also retained by the audience.

The slogan "Make it a habit, Save every drop" encapsulates the essence of the campaign, urging individuals to cultivate the habit of conserving water in their daily lives. Chief Engineer of the Jal Shakti Department, E. Anju Sharma, Chief Engineer and Director of the State Drinking Water and Sanitation Mission, E. Joginder Singh Chauhan, and Executive Engineer E. Pratap Kesta were present at the occasion,

जल शक्ति विभाग देगा 'आदत बनाएं बूंद बूंद बचाएं' के नारे से पेयजल संरक्षण का संदेश

सवेरा न्यूज/राजीव भनोट

ऊना, 12 जनवरी : जल शक्ति विभाग का कैलेंडर जारी किया। इस अवसर पर उपमुख्यमंत्री मुकेश अग्निहोत्री ने कहा कि जल शक्ति विभाग की प्रमुखता स्वच्छ पेयजल हर घर को प्रदान करना है, हर खेत को सिंचाई के साथ जोड़ना है। उन्होंने कहा कि किसान, बागवान को सिंचाई को लेकर कोई दिक्कत ना रहे यह हमारी प्राथमिकता है। उन्होंने कहा कि सीवरेंज की योजना, जल निकासी अनेक ऐसे महत्वपूर्ण कार्य हैं जो सफलता के साथ जल शक्ति विभाग आगे

बढ़ा रहा है। उन्होंने कहा कि नई ऊर्जा व इच्छा शक्ति के साथ जल शक्ति विभाग का फील्ड स्टाफ व अधिकारी काम कर रहे हैं, जिसके सकारात्मक परिणाम सामने आ रहे हैं, उन्होंने कहा कि आपदा के समय में जल शक्ति विभाग के हर अधिकारी, कर्मचारियों ने फील्ड में डटकर जिस प्रकार पेयजल व्यवस्था को दुरुस्त रखा और लोगों को सुविधा पहुंचाई यह अपने आप में सराहनीय है, इसके लिए पूरा विभाग बधाई का पात्र है। उन्होंने कहा कि जल शक्ति विभाग का नया कैलेंडर निश्चित रूप से नव वर्ष में हर

घर में पेयजल संरक्षण का संदेश देगा। उन्होंने कहा कि

कैलेंडर में हवाआदत बनाएं, बूंद बूंद बचाएं हवा के नारे के साथ पेयजल संरक्षण एवं संवर्धन को लेकर दिया गया है। उन्होंने कहा कि यह कैलेंडर के जरिए पानी संरक्षण का संदेश घर-घर तक पहुंचने का प्रयास किया गया है। इस मौके पर प्रमुख अभियंता जल शक्ति विभाग ई. अंजू शर्मा, मुख्य अभियंता एवं निदेशक राज्य पेयजल एवं स्वच्छता मिशन ई. जोगिंद्र सिंह चौहान, अधिशाषी अभियंता ई. प्रताप केस्टा मौजूद रहे।

gravitating to the significance of the event. Hon'ble deputy Chief Minister Mukesh Agnihotri outlined the key priorities of the Jal Shakti Department, emphasising their commitment to delivering clean drinking water to every home and connecting agricultural fields with efficient irrigation systems. He further added that the department aims to address the water needs of both urban and rural areas, ensuring that farmers and gardeners do not encounter any challenges related to irrigation. He highlighted the importance of sewerage planning and drainage, indicating that the department is actively involved in these critical aspects to enhance overall water management. He also commended the field staff and officers of the Jal



Release of the Calendar

Shakti Department for their unwavering commitment and dedication. He noted that their collective efforts, fueled by new

energy and willpower, have yielded positive results in various water-related initiatives. During times of disaster, the department's officers and employees demonstrated commendable efforts in the field, ensuring the maintenance of drinking water systems and providing essential facilities to the affected population. He extended his congratulations to the department for its outstanding contribution and stressed that the new calendar, dedicated to water conservation, will become an annual tradition.

The release of the Jal Shakti Department's calendar dedicated to water conservation marks a significant step towards fostering a culture of responsible water usage. The commitment of the department to providing clean drinking water, ensuring efficient irrigation, and actively participating in disaster relief efforts reflects a comprehensive approach to water management. The captivating slogan can reach to the masses and translate into the collective responsibility we all share in preserving this invaluable resource for future generations. As the calendar becomes an annual tradition, it is expected to contribute significantly to the ongoing efforts to create a water-conscious society. ■

मुख्यमंत्री ने हि.प्र.सचिवालय सेवाएं कर्मचारी संगठन के कैलेंडर का विमोचन किया

December 30, 2023



हिम न्यूज़, शिमला—मुख्यमंत्री ठाकुर सुखविंदर सिंह सुक्खू ने आज हिमाचल प्रदेश सचिवालय सेवाएं कर्मचारी संगठन के वर्ष 2024 के कैलेंडर का विमोचन किया। संगठन ने पहली बार कैलेंडर जारी किया है।



संगठन के अध्यक्ष संजीव शर्मा ने इस अवसर पर मुख्यमंत्री ठाकुर सुखविंदर सुक्खू को सम्मानित भी किया। मुख्यमंत्री के प्रधान सलाहकार (मीडिया) नरेश चौहान, मुख्यमंत्री के प्रधान सचिव भरत खेड़ा, ओएसडी गोपाल शर्मा, संगठन के महासचिव कमल कृष्ण शर्मा, वरिष्ठ उपप्रधान रमन शर्मा, उप प्रधान महेन्द्र सिंह, कोषाध्यक्ष रामपाल शर्मा, कार्यकारिणी सदस्य पुष्पलता, जगमेश सिंह केंवर, सुभाष भारद्वाज, अनिल धांटा तथा विनोद कुमार इस अवसर पर उपस्थित थे।



Bharat Parv 2024

Celebrated Cultural Diversity and Development Initiatives

Feature Article from NJJM

The Ministry of Tourism, Government of India, enchanted the nation with the annual extravaganza, "Bharat Parv," a vibrant celebration held at the Lawns and Gyan Path in front of the historic Red Fort, Delhi. The celebration of India's Cultural diversity and heritage began from 23rd January and lasted till 31st January, 2024, this nine-day spectacle formed an integral part of the Republic Day Celebrations, offering a kaleidoscope of experiences that showcased India's rich cultural tapestry and the government's transformative initiatives.

The essence of Bharat Parv unfolded as visitors immersed themselves in the iconic Republic Day Parade tableaux, dynamic cultural performances, and a diverse array of stalls presenting regional cuisines, handicrafts, and handlooms from every corner of India. This year, the event expanded its horizons, hosting 26 Central Ministries and Depart-

ments, each highlighting past and ongoing citizen-centric schemes and initiatives.

The Department of Drinking Water and Sanitation Pavilion took center stage, offering a vivid glimpse into the transformative development achieved under the Jal Jeevan Mission (JJM) and Swachh Bharat Mission Gramin (SBM-G).

The pavilion unveiled the success story of the Jal Jeevan Mission, a historic initiative that aimed to provide tap water supply to every rural household. An innovative display panel, hoardings, etc. showcased the impact studies of the mission, various milestones achieved, emphasising key achievements and success stories. Visitors also engaged with the mission through an interactive MyGov-based quiz, gaining insights into the mission's practices, including Grey Water Management.

A captivating photo-booth experience invited the youth to become "Wash Warriors." After being briefed about the missions and practices, participants captured their commitment to the cause, contributing to the awareness and success of Jal Jeevan Mission and Swachh Bharat Mission Gramin.

The Parva also showcased various tableaux that were the part of the republic day celebration. The developed villages of new age Viksit Bharat through the department's tableau was a splendid display in itself. The tableau provided a visual journey through the new-age hamlets, portraying the transformation brought about by flagship schemes. It highlighted tap water availability to all, alongside other developmental schemes, presenting an image of developed villages emerging through these initiatives.

As Bharat Parv 2024 concluded, it stood as a testament to India's cultural richness and the government's commitment to transformative development. The Department of Drinking Water and Sanitation pavilion, with its focus on the Jal Jeevan Mission and Swachh Bharat Mission-Gramin, not only educated but inspired visitors to become active participants in the journey towards a cleaner, healthier, and more water-secure, clean and sanitary India. The event celebrated the nation's heritage, encouraging citizens to embrace and contribute to the ongoing narrative of progress and unity.



Students taking selfie at Bharat Parva

Fostering Development and Public Awareness through Viksit Bharat Sankalp Yatra

Feature Article from NJJM

In a visionary stride towards holistic development, the Viksit Bharat Sankalp Yatra (VBSY) has emerged as a beacon of change, facilitating a transformative journey across the heartland of India. This initiative, spearheaded by the government, not only aims to reach the beneficiaries directly but also serves as a powerful medium for creating public awareness about various development schemes and projects.

The VBSY has been instrumental in bridging the gap between government initiatives and the citizens, ensuring that the benefits of schemes and programs trickle down to the grassroots level. Through an exten-

sive network of outreach events, the Yatra has become a conduit for disseminating information about diverse developmental projects, thereby fostering a sense of participation and inclusivity among the public.

One of the key strengths of VBSY lies in its ability to engage with the people through a series of well-organised events. These events serve as platforms for interactive sessions, where citizens can voice their concerns, seek clarifications, and gain insights into the workings of various government schemes. Such interactions not only empower the citizens with knowledge but also enable the government to address challenges and refine policies in real-time.

On 18th January 2024 Prime Minister had a virtual Samvad with beneficiaries of VBSY. This interactive dialogue provided a unique opportunity for citizens to directly engage with the highest echelons of governance. Through this Samvad, the government aimed to garner valuable feedback, share success stories, and reinforce its commitment to creating a developed and empowered India. During the Samvad PM announced extension of VBSY to February 2024.

Union Jal Shakti Minister Sri Gajendra Singh Sekhawat handing over Abhinandan Patra in Mahasamund

During VBSY event at Gram Panchayat (GP) level, Abhinandan Patras are being distributed in Har Ghar Jal Reported GPs and ODF Plus Model GPs. A total of 54953 Abhinandan Patras were distributed in Har Ghar Jal Reported GPS and 31167 Abhinandan Patras were distributed in ODF Plus GPs.

The Viksit Bharat Sankalp Yatra stands as a demonstration to the government's unwavering commitment to inclusive development. By reaching the beneficiaries directly, creating awareness, and fostering citizen-government dialogue, VBSY emerges as a powerful instrument in the nation's journey towards progress and prosperity. As it continues its course into February 2024, the Yatra holds the promise of further uniting the nation in its pursuit of a brighter, more developed future.



Union Jal Shakti Minister Shri Gajendra Singh Sekhawat handing over Abhinandan Patra in Mahasamund

Empowering Vulnerable Communities

Hon'ble Cabinet Minister,
Shri Gajendra Singh Shekhawat's
Endeavor in Chhattisgarh's Tribal Heartlands

Feature Article from NJJM

In a notable development, Cabinet Minister Gajendra Singh Shekhawat undertook a tour of Chhattisgarh, with a special focus on connecting with the indigenous communities. As part of this journey, he visited Particularly Vulnerable Tribal Groups (PVTG) village in the state, where he had a heartfelt interaction with the Kumar family, belonging to the marginalised tribal community led by Ram Singh Kumar.

Accompanied by Deputy Chief Minister Arun Sao, they actively participated in a program organised under the "Pradhan Mantri JANMAN Yojana" in the village of Jhalak Tumhari, Mahasamund. During their visit, the Cabinet Minister Shri Gajendra Singh Shekhawat and Deputy Chief Minister Shri Arun Saw took the time to meet with the Kumar family and other community members, gaining insights into their then-current situations and concerns.

A standout moment of the visit was a review meeting held on Jal Jeevan Mission, Swachh Bharat Mission Rural and Water Resources with State Deputy Chief Minister Shri Arun Sao and Water Resources Minister Shri Kedar Kashyap and concerned officials. After his meeting Hon'ble Minister Shri Gajendra Singh Shekhawat took to Twitter to share his thoughts, stating, "Today, in Chhattisgarh, reviewed the Jal Jeevan Mission, Swachh Bharat Mission Gramin, and water resources with the state's Deputy Chief Minister Arun Saw, Water Resources Minister Kedar Kashyap, and relevant officials.

The state witnessed rapid progress in campaigns and developmental projects related to water resources under the double-engine government. The team of Chhattisgarh did commendable work." He also shared his experience during the interaction with the locals stating, "I am sitting

beside this mother, witnessing the transformative journey of Bharat, eagerly anticipated. In the PVTG village of Mahasamund district in Chhattisgarh, I visited beneficiaries of the Modi government's schemes. Truly, these are the good days."

This transformative visit not only showcased the government's past commitment to empowering marginalised communities but also highlighted the collaborative efforts to enhance the living standards of tribal populations in Chhattisgarh. The groundbreaking ceremony symbolised a step forward in bridging the gap between isolated tribal settlements and mainstream development, fostering a sense of inclusivity and progress for those who were earlier left behind in this pace of development. ■



Tripura's Jal Jeevan Mission Garner's Praise from Hon'ble Minister of State Shri Rajeev Chandrasekhar

Feature Article from NJJM

Jal Jeevan Mission (JJM), in its last and final phase of completion, is breaking silos with every milestone achieved. One such milestone, with a little over 75% tap water coverage, has been reached by the state of Tripura. In comparison, initially, there was only 3.29% accessibility to potable water in 2019. This marks a significant leap for the rural population residing there. Tripura is receiving praise for surpassing 75% coverage of functional household tap connections.

To commemorate this achievement and assess the progress made by the state, the Hon'ble Union Minister of State for Electronics and Information

Technology, Skill Development and Initiatives, and Jal Shakti, Rajeev Chandrasekhar, congratulated the people of Tripura at the State Guest House in Agartala City on 19th January 2024. During his visit, he conducted a comprehensive review of the ongoing activities under the mission. During the evaluation Hon'ble Minister commended the officials for their achievement and also urged them to review challenges in the drinking water supply. Recognising Hon'ble Prime Minister Narendra Modi's role in driving the developmental vision, he emphasised the need for continued hard work to ensure the full implementation of the 'Har Ghar Jal'

Programme. The evaluation showcased significant advancements, fueling optimism for the state to achieve 100% success in water supply soon.

During the review meeting, the Minister expressed admiration for Tripura's progress, stating, "The change achieved in the lives of people through this mission in Tripura in the last four years is quite inspiring." He encouraged government authorities to persist in their efforts, ensuring 100% program implementation. The Union Minister acknowledged Tripura as a national role model as well as reiterated the significance of ensuring the safety of the water supply. He urged active efforts to improve the drinking water natural environment and the water testing ecology, guaranteeing that the center will continue to support them.

The Minister mentioned that, while certain regions, such as West Bengal, faced challenges, Tripura's achievements can be an encouragement. Expressing confidence in Tripura's achievements, he enunciated the importance of setting an example for the entire region, underlining the need for inspiring people in other states. Tripura's success story not only stands as a guiding star of hope and happiness, but it also inspires neighboring states to strive for similar accomplishments, thus setting a precedent for the entire region.



Snippets on IEC Practices

- By TATA Trusts

"Samman Connection" – Key theme song

The Govt. of India's #JalJeevanMission, an initiative to provide access to a functional tap water connection (#FHTC) in every rural India, can demonstrate true value when there is community ownership and participation. Tata Trusts are working towards supporting this goal through research and evidence based social behaviour change communication campaigns. Designed to create adoption, appreciation, and celebration of tap water connections, the #SammanConnection campaign, aims to put an end to women's drudgery and create a sustainable and healthy future for the communities we serve.

<https://youtu.be/nEF9oohnkyU?feature=shared>



Importance of Safe Water & its impact on health

Unsafe water can have devastating effects on human health, leading to waterborne diseases and increased healthcare costs. With the Government of India's Jal Jeevan Mission, rural Indian households will now have access to safe and assured drinking water supply. Our 'Samman Connection' social and behaviour change communication (#SBCC) campaign's short film aims to amplify this impact by encouraging communities to only use tap water for consumption in their homes, bringing down instances of waterborne diseases and enhancing their health and well-being.

<https://youtu.be/xrkTy9SfRTg?feature=shared>



Importance of role of women in Drinking Water

Inaccessibility to water at the doorstep and the resultant drudgery has the biggest effect on women and girls. Having to walk for long distances over an hour to fetch daily supplies costs women their time, opportunities for their own development and their wellbeing. School dropout amongst girls is paramount as a result of the absence of water in the household.

Through 'Samman Connection, its social and behaviour change communication campaign, Tata Trusts is working alongside the Government of India's Jal Jeevan Mission to promote adoption, appreciation and celebration of tap water connections so that our women and girls experience the 'samman' they so deserve. This film aims to highlight the benefits of a household tap water connection and the myriad possibilities that it opens up for the women & girls in the community we serve.

<https://youtu.be/ZZemnRg1xvA?feature=shared>



Community Ownership & Participation

Not even the most compelling initiative can achieve success without the essential elements of ownership and active participation from the very people it is designed to help. Behaviour change and genuine community involvement only occur through communication deeply rooted in insights that inspire action. The film in Tata Trusts' 'Samman Connection'- a social and behaviour change campaign, aims to empower communities to take ownership of the Functional Household Tap Connection (FHTC) provided by the Government of India under the Jal Jeevan Mission scheme. This film vividly illustrates a movement of communities recognising the benefits of a household tap connection themselves, taking action and pride in maintaining them and embodying the belief that the 'samman' that will flow will not just be for them, but for the entire village as a whole.

https://youtu.be/s4bOCZNC_SY?feature=shared



Need for Water bill payment

Sustainability is the key to ensure assured and regular drinking water supply to all at their doorstep. To achieve economic sustainability and to meet basic operation and maintenance costs of the rural drinking water supply systems, every household has a responsibility to pay a small amount as their contribution towards their own sustainable drinking water systems. The film focuses on the need and importance of a water bill.

<https://youtu.be/rXGyGnbuquc?feature=shared>



Smt. Vini Mahajan
Secretary, Department of Drinking Water and Sanitation
on
**14 Crore milestone
achieved under the mission**

WATCH THE FULL
CONVERSATION



Shri Vikas Sheel
Additional Secretary & Mission Director, NJJM
on
**14 Crore milestone
achieved under the mission**

WATCH THE FULL
CONVERSATION



Watch the latest uploaded JJM Tutorial videos to access the short informative video meant for ease of access of JJM dashboard and its features.



Snippets

Visit of AS&MD to Jharkhand and Madhya Pradesh

AS&MD-NJJM visited the Sardarpur, Jihu villages of Hazaribagh district and Bhalu village in Ramgarh district, Jharkhand to see the progress and implementation status of Jal Jeevan Mission, on 21st January 2024. During his visit, AS&MD interacted with local village community, members of Pani Samitis and witnessed the LIVE demonstrations of water quality testing by trained 'Jal Sahiyas'. State officials, SE, AE, JE and TPIAs, etc were present.

Furthermore, AS&MD-NJJM visited Rampura Naj, Sunauniya West, Jugyai villages of Niwari District in Madhya Pradesh and Purva Vill., Jhansi, UP to assess the progress & implementation status of Jal Jeevan Mission on 27th January 2024.

During his visit, AS&MD interacted with local village community, women members of VWSC, Village sarpanches, checked the water quality of supplied water, etc. MD, Jal Nigam; EnC, PHED; State Officials attended the visit. Director-NJJM was present during the visit on Day 1. On Day 2 of the visit, AS&MD-NJJM visited Jhanjhar, Tara, Toriya villages of Panna and Chhatarpur



Districts to assess the progress & implementation status of JJM on 28th January 2024. AS&MD interacted with the local village community, members of VWSC, Village sarpanches, regarding quality of supplied water, sustainability issues etc. MD, Jal Nigam; EnC, PHED; DCs of both the district and State Officials were present. Director-NJJM was present during the visit. ■

Visit of Secretary-DDWS to Lakshadweep

On 28th January 2024, Secretary-DDWS visited Agatti village of UT of Lakshadweep to see the ongoing implementation works and progress made so far under Jal Jeevan Mission & SBMG. She visited desalination plant, central garbage depository units & households and interacted with beneficiaries to know about the impacts under both the schemes. A joint review meeting was also held wherein, Secretary-DDWS appreciated the progress made so far under the UT administration and urged to speed up the process of implementation for saturation, soon. She was accompanied by Spl. Secy.- PWD; MD; DC-Agatti, ED-WASHi; and other UT officials during the field visit. ■



Meetings and Workshops

On 3rd January 2024, Secretary-DDWS chaired a virtual review meeting with 6 scientific research institutions undertaking 8 R&D projects approved by the DDWS technical committee on 3rd January 2024. Smt. Vini Mahajan, Secretary-DDWS emphasised the commercialisation of the product for the advantage of States/ UTs. The Startup India team present during the meeting has expressed their commitment to collaborate with startups and Principal Investigators to facilitate the commercialisation process. The meeting was attended by Officials from office of PSA, officials from DPIIT startup India. From NJJM, AS&MD, Director and other officers attended the meeting.



On 1st January 2024, Shri Vikas Sheel (then AS&MD) chaired a virtual meeting to review the status of Planning & Implementation in PVTG habitations, mapping on IMIS and plan for SLSSC approval. The meeting was attended by Pr. Secretary, Secretary, Mission Directors, and other senior officials from 18 States. From NJJM, DS and other officials were present.



Launch of Har Ghar Jal Quiz and Pledge on MyGov Portal

Jal Jeevan Mission is a flagship programme of Government of India aimed at providing safe and adequate drinking water to every rural household. Now, in order to spread awareness and engage citizens in this mission's objective, an online quiz competition viz: 'Har Ghar Jal Quiz' and Har Ghar Jal Pledge is hosted by this Department on the MyGov platform. The Har Ghar Jal Quiz competition aims to educate participants about the various aspects of Jal Jeevan Mission, importance of judicious use of water, water quality, progress of the Jal Jeevan Mission, and related matters. Participants will get certificates and top 1,500 winners of HGJ quiz will be awarded with an amount of Rs. 2,000/- each by this Department. The links for the Har Ghar Jal Quiz and Har Ghar Jal Pledge are as under:

Click on the image to win prizes and take pledge



JJM: Action on the Ground



Assam

A team of two members from National Jal Jeevan Mission visited the State of Assam during 9th January to 12th January 2024. The team visited nine villages in the two districts of Assam, viz. Golaghat and Nagoan, and, to oversee the progress of implementation of Jal Jeevan Mission works, key issues and challenges, suggest measures to speed up work, and document good practices. During the visit, the team interacted with the SWSM/ DWSM officials, members of Gram Panchayat/ VWSC, and local community.



Goa

A two-member team of National Jal Jeevan Mission (NJJM) visited the state of Goa between 4th January 2024 to 05th January 2024 to accompany Hon'ble MoS during his planned visit to Goa. The team visited village Chicalim in South Goa district & interacted with the beneficiaries & VWSC members. The team joined the inaugural ceremony of PM Vishwakarma Yojna on 4th January 2024. During the tour, the team visited Salaulim water treatment plant & its intake also, overviewed working of laboratory on 5th January 2024.



14 CRORE
RURAL HOUSEHOLDS
NOW HAVE TAP WATER AT HOME



Jal Jeevan Survekshan

In the month of **January-2024**, Unnao from Uttar Pradesh, Chirang from Assam, Etawah from Uttar Pradesh, Meerut from Uttar Pradesh & Porbandar from Gujarat have secured first rank in Aspirants, Performers, Achievers, High Achievers, and Front Runners sub-categories respectively under “Best Performing Category”.

Followed by Dungarpur district from Rajasthan, Chirang District from Assam, Ambedkar Nagar from Uttar Pradesh, and Lower Siang from Arunachal Pradesh have secured first rank in Aspirants, Performers, Achievers, and High Achievers sub-categories respectively under “Fastest Moving Category”.

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National WASH Experts' visits

In the month of January - 2024, National Wash Experts' visits were conducted in 12 priority states to observe the ground-level situation and provide suggestions to improve the quality of work done in the villages, total 22 teams consisting of two wash experts visited these States to evaluate the quality of work done/ on-going in 352 villages. Star rating of villages visited by them is attached herewith.

S. No.	States	No. of villages rated under				
		1 Star	2 Star	3 Star	4 Star	5 Star
1.	Andhra Pradesh	0	1	0	29	2
2.	Assam	0	0	0	8	0
3.	Chhattisgarh	0	0	4	12	0
4.	Jharkhand	0	16	0	0	0
5.	Karnataka	0	0	0	0	0
6.	Madhya Pradesh	0	4	22	6	0
7.	Maharashtra	0	0	6	18	3
8.	Odisha	0	0	4	8	1
9.	Rajasthan	0	0	0	16	0
10.	Tamil Nadu	0	3	13	0	0
11.	Uttar Pradesh	0	0	0	49	0
12.	West Bengal	0	0	14	4	0

*PM Narendra Modi ji's vision of Har Ghar Jal is deeply impacting the lives of Indians."...As we progress towards **Viksit Bharat**, our goal is to deliver **Har Ghar Jal** to the entire country, ensuring that no one is left behind!*



Shri Rajeev Chandrasekhar
Hon'ble Minister of State for Jal Shakti



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JJM in News





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