

# Jal Jeevan Samvad

November | Volume 5 | Issue 11 | Year 2024



Har Ghar Jal  
Jal Jeevan Mission

Building Partnership  
Changing Lives

Theme  
Jal Utsav



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# Prime Minister on Jal Jeevan Mission

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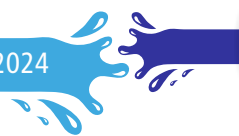


**Narendra Modi**  
Prime Minister

*During this time, we have provided thousands of permanent houses to these marginalized tribal communities. Hundreds of kilometers of roads have been constructed to connect the settlements of these communities, and water supply has been ensured to every house in hundreds of villages of the backward tribal areas.*

- PM's speech during Janjatiya Gaurav Divas programme in Jamui, Bihar, 15th November 2024

”







## Preface



November has been a month of inspiration and progress, with campaigns like *Jal Utsav* and *Janjatiya Gaurav Diwas* spotlighting the transformative power of community participation. These initiatives have reaffirmed the Jal Jeevan Mission's central philosophy: development thrives when communities lead the charge.

Jal Utsav, a 15-day celebration of water, witnessed people coming together in vibrant ways to demonstrate their deep connection with the Jal Jeevan Mission. From schoolchildren learning water testing techniques to self-help groups taking ownership of local water management, every day of the campaign was marked by active engagement. Activities like tree plantation under *Ek Ped Maa Ke Naam*, awareness rallies, and exposure visits to water supply schemes reflected the enthusiasm and commitment of citizens to protect and conserve water resources.

Meanwhile, Janjatiya Gaurav Diwas offered a platform to honour the contributions of tribal communities to our nation's heritage and progress. By focusing on Particularly Vulnerable Tribal Groups (PVTGs), the campaign reinforced our collective responsibility to include these communities in our developmental efforts. Their resilience and traditional knowledge are invaluable assets in our pursuit of sustainability.

At its core, the Jal Jeevan Mission is a movement of empowerment. It shifts the narrative from government-led implementation to people-driven action, enabling rural households to take charge of their water resources. This bottom-up approach has fostered accountability, resilience, and a deep sense of ownership, which are crucial for long-term sustainability.

Today, over 79% rural households benefit from clean drinking water; these numbers reflect more than progress; they embody the trust and determination of every villager, frontline worker, and stakeholder involved. It is their collective effort that has made this mission a symbol of hope and transformation.

As we reflect on the achievements of November, let us continue to focus on the true agents of change: the people. Together, through perseverance and partnerships, we can ensure that every household in India has access to safe drinking water, creating healthier, happier, and more resilient communities.

Warm Regards,

**Shri Ashok K. K. Meena**

Secretary,  
Department of Drinking Water & Sanitation



## Note from the desk of Joint Secretary...



New Delhi  
30<sup>th</sup> November, 2024

November has been a month of immense activity and purpose, marked by two significant campaigns – Jal Utsav and Janjatiya Gaurav Diwas, bringing communities together in unique ways. These campaigns serve as powerful platforms to connect with the rural masses, create awareness, and empower them towards sustainable development. Jal Utsav, initiated by NITI Aayog in partnership with the Department of Drinking Water and Sanitation (DDWS), highlighted the importance of water conservation and participatory approaches in 20 aspirational districts across India. Similarly, Janjatiya Gaurav Diwas, an initiative of the Ministry of Tribal Affairs, paid tribute to the rich heritage and resilience of tribal communities, with special focus on Particularly Vulnerable Tribal Group (PVTG) hamlets. Through vibrant participation across the nation, these campaigns showcased the spirit of inclusivity and the determination to build a better future for all.

While we often talk about how infrastructure, technology, and policies transform societies, how often do we pause to reflect on the true agents of change? It is the people, their willingness, determination, and collective spirit that drive real transformation. Jal Jeevan Mission (JJM) is a shining example of this. At its core, JJM follows a bottom-up approach, empowering communities to take charge of their water resources and actively participate in every step of the Mission. This approach has brought together diverse stakeholders, while putting decision-making in the hands of the communities and creating a sense of ownership and accountability at the grassroots level.

At the heart of the Mission lies a commitment to uplift the marginalised and ensure ease of living for every rural household. It is about making lives happier and healthier through access to clean and safe drinking water, a basic necessity that transforms every facet of life. As of now, over 79% rural households, 9.31 lakh schools, and 9.68 lakh Anganwadi Centres now have tap water connections. Moreover, all States and Union Territories have surpassed 50% coverage, a testament to the collective effort and determination to bridge the gap in water accessibility.

The essence of trust lies in decisive action – steps that address the most critical aspects of people's lives. With every household tap connection, JJM brings relief and reassurance, allowing communities to focus on education, health, and livelihood without the burden of water insecurity. This is the spirit of progress that fuels India's rapid growth, not just in terms of numbers but in the quality of life it fosters.

This edition of Jal Jeevan Samvad offers glimpses into how these campaigns unfolded. In the 20 aspirational districts, Jal Utsav became a celebration of water conservation and community participation, while Janjatiya Gaurav Diwas brought focus to the empowerment of tribal communities in Particularly Vulnerable Tribal Groups (PVTG) hamlets. Stories from the ground reflect how these events became catalysts for change, inspiring collective action and building a sense of ownership among citizens.

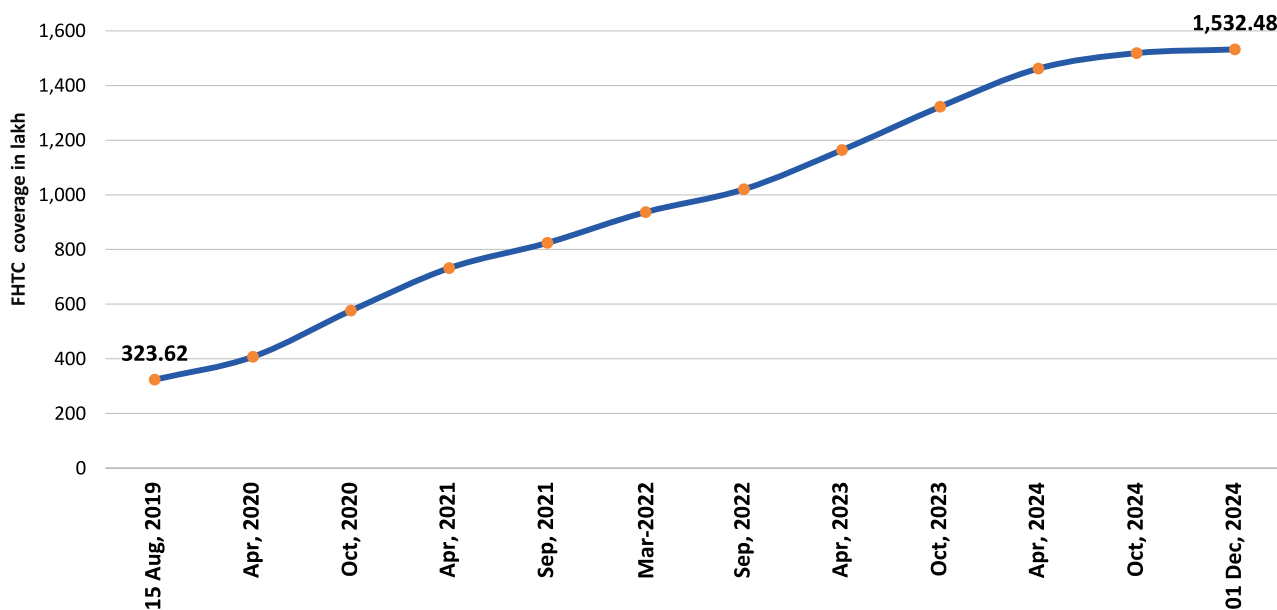
A highlight of the month was the visit of Secretary, DDWS, Shri Ashok Kumar Meena, to villages in Assam. His interaction with local communities underscored the importance of participatory development. Live demonstrations of water treatment plants and other initiatives showcased the technical and community-driven aspects of the Mission, reinforcing its impact on daily lives.

As we reflect on the achievements of November, it is crucial to remember that the journey of JJM is one of perseverance and partnership. The success of such campaigns and the Mission itself rests on the shoulders of countless individuals – frontline workers, engineers, village leaders, and citizens who work tirelessly to make every drop count.

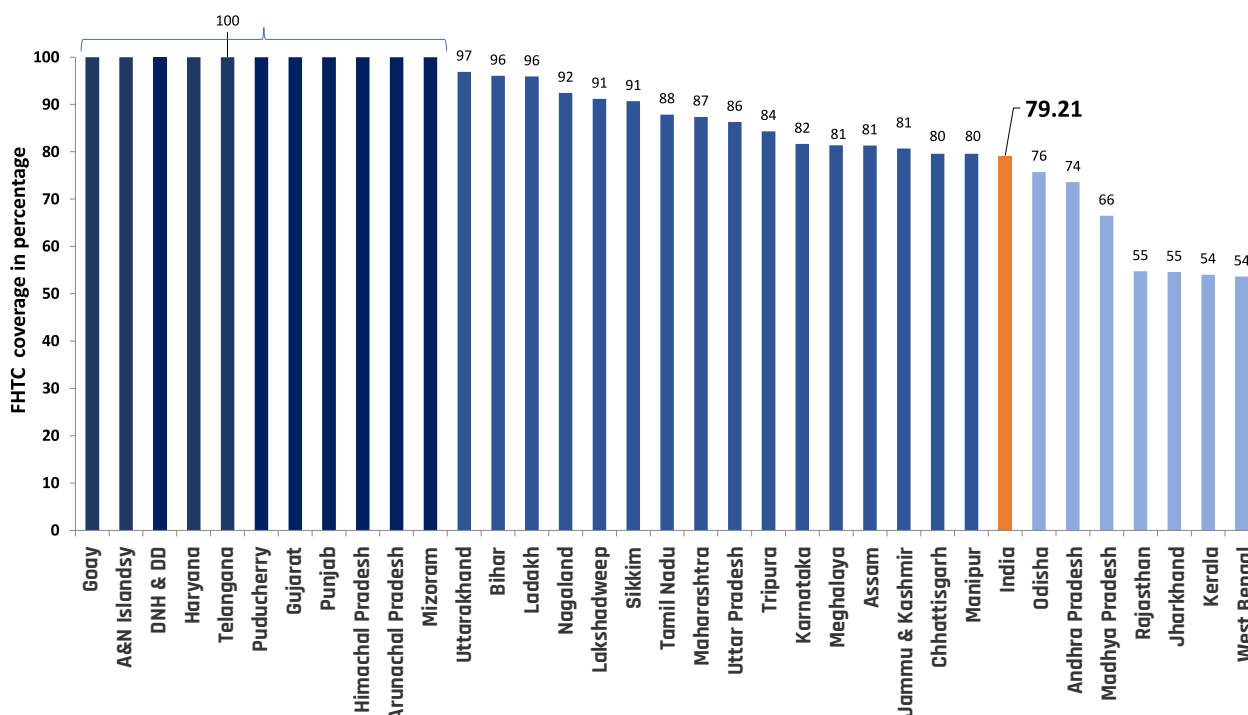
As we approach the end of the year, let us carry forward this momentum, ensuring that no one is left behind in the quest for clean water and sustainable development.

[Smt. Swati Meena Naik]

## Progressive coverage - Functional Household Tap Connection (FHTC) (as on 30.11.2024)



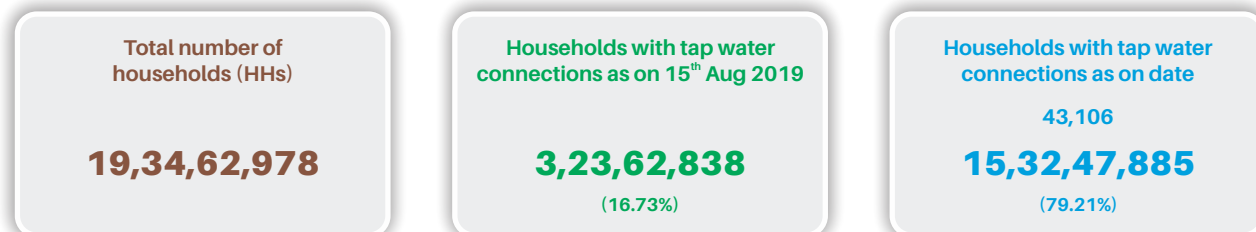
## Comparative FHTC coverage status of States/ UTs (as on 30.11.2024)



As on 30<sup>th</sup> November, 2024

Source: JJM-IMIS

India | Status of tap water supply in rural homes



Households provided with tap water connection since launch of the Mission

**12,08,85,047** (75.04%)

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

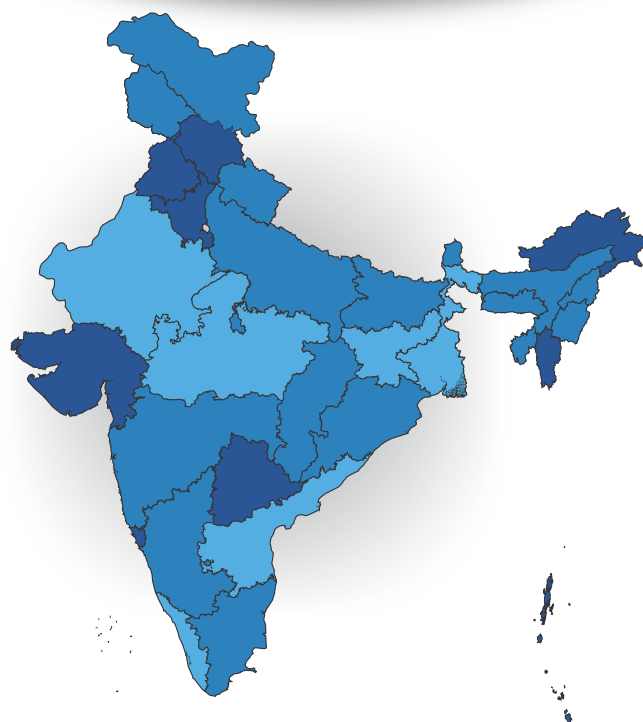
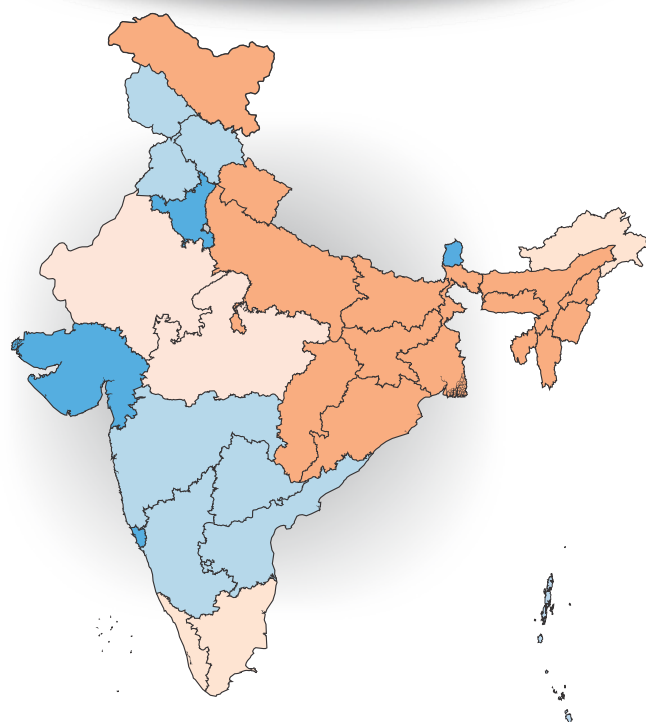
100% FHTC States/ UTs

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



As on 15<sup>th</sup> August, 2019

As on 30<sup>th</sup> November, 2024



0 to <10%

10% to <25%

25% to <50%

50% to <75%

75% to <100%

100%





## Jal Utsav: Aviral, Nirmal, Vatsal A Fortnight Campaign Celebrating Water in 20 Aspirational Districts/ Blocks

- Lopamudra Panda, NPMU-NJJM



“ Tradition of 'Jal Utsav' (like the Nadi Utsav) could be developed to promote sensitivity towards importance and significance of water. Water can then become an issue of prime importance for every household. Group of students should be encouraged to adopt technology solutions and interact at rural levels. For example, a group of students in senior school can undertake water testing using field test kit. ”

Hon'ble Prime Minister in the 3<sup>rd</sup> Chief Secretaries Conference  
held on 27-29th December 2023

Water, an essential and finite resource, underpins the very fabric of human existence and sustainable development. Water is life. It sustains ecosystems, drives economies, and fulfills humanity's basic needs. Yet, it remains one of the most undervalued resources. Recognizing its significance and the urgent need for conservation, the *Jal Utsav* campaign has emerged as a transformative

initiative to promote water awareness and sustainability. Recognizing its significance, Hon'ble Prime Minister suggested in the 3<sup>rd</sup> Chief Secretaries Conference, that a “tradition of 'Jal Utsav' (like the Nadi Utsav) could be developed to promote sensitivity towards importance and significance of water. Water can then become an issue of prime importance for every household.”

Inspired by this vision of Hon'ble Prime Minister, NITI Aayog in partnership with the Department of Drinking Water and Sanitation (DDWS), has initiated the *Jal Utsav* Campaign. This initiative was designed to promote water as a key priority for every household and community. *Jal Utsav* aims to instill a culture of water conservation and sustainability across 20 aspirational districts and blocks by cultivating a



# जल उत्सव

अविरल, निर्मल, वत्सल

*A fortnight of celebrating water*



6 to 20 November 2024

sense of responsibility among the public and involve students, households, and local communities in preserving water resources.

Spanning from November 6 to November 20, 2024, the *Jal Utsav* was rendered in 20 blocks of 20 aspirational districts in 20 Indian States with a vision to expand it pan-India in future. These aspirational districts/blocks, identified for their developmental challenges and potential, were strategically selected for this campaign. These regions often grapple with inadequate water infrastructure and limited awareness of water resource management.

These districts/blocks serve as testing grounds for scalable solutions, ensuring that successful models can be replicated nationwide.

By focusing on these aspirational districts/blocks, the campaign seeks to;

- Bridge Gaps in Water Access and Management:** Drive equitable water distribution and ensure that every household has access to clean drinking water,
- Empower Communities:** Foster a sense of ownership and responsibility for local water resources and

- Leverage Community Potential:** Engage with communities that have shown a keen interest in adopting innovative practices.

## Pre-Campaign Strategy

The *Jal Utsav* campaign is a culmination of meticulous planning and collaborative effort. Months before the launch, intensive rounds of brainstorming sessions were held between NITI Aayog and DDWS officials. These meetings aimed to: outline objectives and identify measurable outcomes for the campaign, develop a comprehensive activity schedule tailored to the unique needs of each district, leverage data insights to design targeted interventions, including rainwater harvesting, source sanitation, and community engagement.

To ensure alignment and local-level ownership, a virtual conference was organized with District Commissioners (DCs) and District Magistrates (DMs) of the selected districts.

These interactions enabled:

- Direct feedback from on-ground implementers regarding challenges and resource needs.
- Consensus-building on activity execution and monitoring mechanisms.
- Identification of local champions to drive community participation.

## Jal Utsav Objectives: A Multi-Pronged Vision

*Jal Utsav* is more than an awareness campaign; it is a movement.

	<b>Awaken Awareness</b>	Make water conservation a household priority
	<b>Community Engagement</b>	Encourage local participation in water conservation
	<b>Responsible Water Use</b>	Foster efficient water management among households and utilities
	<b>Institutional Strengthening</b>	Leverage Gram Panchayat/Village institutions for water security
	<b>Empowering Youth &amp; Students</b>	Engage school students and youth as catalysts for water conservation and Water Quality for demand side management
	<b>Sustainable Impact</b>	Showcase best practices, technological solutions, and community ownership

Jal Utsav- Objective



## A Festival of Participation: Structured Approach

*Jal Utsav's* core strength lies in its dynamic and participatory nature. The campaign adopts a structured, day-wise approach, where each day is dedicated to specific activities to

ensure maximum outreach and engagement.

The campaign actively involves local communities in diverse ways. In many places street Plays organized, these plays serve as a creative medium to educate people about the signifi-

cance of water conservation. Participants take solemn vows to adopt sustainable practices, instilling a sense of personal responsibility. Cultural activities viz. folk songs, dances, and community gatherings celebrated the essence of water in local traditions.

The campaign also focuses on empowerment of students and youth. *Jal Utsav* recognizes the potential of students and youth as changemakers. Thousands of students were trained to use FTKs, equipping them with scientific skills and an understanding of water safety. Art, essay writing, and debate competitions focused on water conservation themes, encouraging creative expressions among students.

Special training programs were conducted for ASHA workers, Nal Jal Mitras, and self-help groups (SHGs), enhancing their capacity to lead local water management initiatives.

Tree plantation campaigns like “Ek Ped Maa Ke Naam” (One Tree in Mother's Name) saw widespread participation, with over 8,000 trees planted across states. These drives underscored the interconnection between water, greenery, and climate resilience.

## Monitoring and Evaluation

A dedicated reporting mechanism was established to track campaign progress. Google Drive links and performance indicators were shared with district administrators, ensuring timely updates and transparency. NITI Aayog and DDWS teams monitored activities, providing real-time guidance to districts when needed.

Day-wise activity	
Day	Activity
6 November 2024	<b>Launching Day</b> - Jal Bandhan, Block Fact sheet on Jal Sampada (water assets), Taking Jal Utsav Oath
7 November 2024	<b>Cleaning of Jal Sampada</b> - of water supply assets, chlorination, leakage detection
8 November 2024	<b>Jal Sanchay Diwas</b> - Source sanitation survey, Identification and inventorying of rainwater harvesting structures in villages/schools/colleges, wastewater management
9 November 2024	<b>Involving School Teachers under Jal Utsav</b> - training of teachers on WQ (FTK), handwashing
10 November 2024	<b>Jal Utsav Run</b> - short distance run, half-marathon
11 November 2024	<b>Involving Students under Jal Utsav</b> (Drinking Water Sector) - Exposure Visit of students to Water supply scheme sites, laboratories, treatment plants
12 November 2024	<b>Involving Students under Jal Utsav</b> (Water Resources Sector) - Lectures on various storage structures, Screening of videos Water Budgeting Exercise at aspirational blocks/ districts
13 November 2024	<b>Drinking Water Supply Zero Leakage</b> - detection and fixation, Digital Engagement of Youth for leakage reporting and monitoring
14 November 2024	<b>Watershed Management</b> - Cleaning and maintaining of assets
15 November 2024	<b>Water and Skilling</b> - Enrolment under Nal Jal Mitra
16 November 2024	<b>Water &amp; Self Help Groups</b> - Capacity building of SHGs for O&M of water assets, FTKs
17 November 2024	<b>Ek Ped Maa ka Naam</b> - Tree Plantation drive at Jal Sampada premises
18 November 2024	<b>Students Competition</b> - slogan writing/ painting / essay competitions in vernacular/ Hindi/ English
19 November 2024	<b>Water and Health</b> - Awareness generation camps
20 November 2024	Culmination of Campaign



## Celebrating Diversity in Action: Glimpses from few states

The beauty of *Jal Utsav* lies in its adaptability to local contexts. States across India infused the campaign with unique flavors.

**Assam:** The Chief Minister's active participation set the tone for Assam's vibrant celebration. Local leaders, including members of the Autonomous Council, joined hands with communities, amplifying the campaign's impact.

**Bihar:** Bihar's activities stood out for their spiritual and environmental emphasis. The sacred Ganga Aarti at riverbank of Ganga emphasized the cultural reverence for water. The state also spearheaded plantation drives and cleaning initiatives involving Safai Mitras (cleanliness workers).

**Nagaland:** Nagaland adopted innovative methods to engage its tribal communities, ensuring the campaign resonated with their unique cultural ethos. The State also encashed the platform by releasing brochure on Jal Utsav.

**Odisha:** In Odisha, the Member of Legislative Assembly of Titlagarh took active part in the campaign which shows the political will. Moving ahead the state of Odisha enrolled Nal Jal Mitra's for skilling in 13 blocks.

**Uttar Pradesh:** Used Nukkad Nataks as a medium of awareness generation on water topics and widely spread the 'My Life' App to create awareness and ensure people's participation digitally.

**Meghalaya:** The campaign in Meghalaya mobilized over 1,000 stakeholders, including SHGs, village leaders, and development partners.

**Tripura:** Comprehensive maintenance drives of Jal Sampada (water resources) in Tripura highlighted the state's commitment to long-term sustainability.

**Jammu & Kashmir:** In Kupwara, ASHA workers were empowered with water testing skills, while students and teachers were trained in water safety techniques.

**Gujarat:** Hon'ble MLA Narmada inaugurated Jal Utsav and took pledge with community.

## Measuring the Impact (Outcome): Numbers that Speak

The *Jal Utsav* campaign achieved significant milestones. It has mobilized thousands of participants, from school children to community leaders. Communities joined hands for plantation drives under "Ed Ped Maa Ke Naam".

Activity Highlights of the Events		
Sr. No.	Activity/KPI	Total no./ participants
1	Jal Bandhan undertaken in no. of locations	451
2	Fact sheet in water asset shared	19
3	Number of people participated in launch function	10,398
4	Number of participants took pledge	17,570
5	No. of Jal Sampada Assets cleaned	1,315
6	No. of schemes in which chlorination done	1,590
7	No of leakage identified and prevented	338
8	No. of schemes in which sustainability arrangements identified	632
9	No. of source sanitation surveys done	941
10	No. of Rainwater Harvesting Structures inventoried	996
11	No. of schools/colleges identified with Rainwater Harvesting Structures	824
12	No. of defunct bore wells/hand pumps identified for recharge	453
13	No. of Teachers trained in FTK testing	1,003
14	No. of people participated in Jal Run	9,957
15	No. of schools that participated	341



Activity Highlights of the Events		
Sr. No.	Activity/KPI	Total no./ participants
16	No. of students who attended the exposure visits	16,810
17	No. of water supply scheme sites visited by students	3,148
18	No. of water treatment plants visited by students	3,020
19	No. of water quality labs visited by students	2,966
20	No. of water quality testing demonstrations conducted for students	3,321
21	No. of students who participated in hands-on testing demo	4,938
22	No. of schools where lecturers conducted on Water Resources	956
23	No. of students attended lectures on Water Resources	28,346
24	No. of Engineers/Experts who delivered lectures on Water Resources	198
25	No. of schools where videos on water resources screened	334
26	No. of students attended video screenings on water resources	19,666
27	No. of students participated in water budgeting exercise	18,919
28	No. of blocks where water budgeting completed	30
29	No. of villages/urban areas where leak detection walk conducted	1,279
30	No. of community members who participated in leak detection walk	5,784
31	No. of leakages identified during the walk	814
32	No. of water samples tested before leak fixing	703
33	No. of water samples tested after leak fixing	691
34	No. of households informed about water testing results	9,427
35	No. of youth registered for digital leakage reporting	1,263
36	No. of leakages reported through digital platform	1,322
37	No. of reports submitted to district officials	119
38	No. of watershed structures (like check dams, ponds, trenches) in which cleaning undertaken	106
39	No. of watershed structures identified for maintenance/repairs	50
40	No. of community members attending output and outcome watershed management activity	1,047
41	No. of issues/suggestions recorded regarding watershed management works undertaken	27
42	No. of persons enrolled in Nal Jal Mitra initiative	6,383
43	% of enrolled persons meeting NSQF compliance requirements	56.67%
44	Capacity building of No. of Self Help Groups for Operation and Maintenance	1,663
45	No. of women trained for using FTKs for local drinking water schemes	3,109
46	No. of trees planted (Ek Ped Maa Ke Naam)	3,781
47	No. of IEC rallies conducted	412

Activity Highlights of the Events		
Sr. No.	Activity/KPI	Total no./ participants
48	No. of students participated in competitions (writing/painting/slogan )	17,837
49	No. of students trained for FTKs	11,614
50	No of water & health awareness generation camps organised.	234
51	No of ASHA workers involved in the campaigns	1,749
52	No. of schemes where chlorination standards confirmed	3,381
53	No. of Blocks/Districts level culmination ceremonies conducted.	13
54	No. of students awarded prizes	264

## Challenges, Learnings and Way ahead

Despite its achievements, Jal Utsav faced **challenges** that offer valuable insights for future initiatives:

- ◆ **Monitoring Outcomes:** While activities were well-reported, there is a need for more robust mechanisms to measure long-term impact.
- ◆ **PR:** Though the campaign has been captured by digital, print and social media, a robust plan would have marked wider spread.
- ◆ **Inclusivity:** Expanding outreach to marginalized groups remains a priority.

- ◆ **Funding:** Allocating dedicated funds for district administrators could enhance local implementation.

Key **learnings** included the effectiveness of community radio, creative use of social media, and the potential of engaging local celebrities to amplify messaging. Portal based monitoring for future campaign will be more helpful and authentic in capturing activities and participations.

The learnings from the challenges faced in this pilot campaign shows the path for **way ahead**. Looking into the importance of water visioning to expand the *Jal Utsav* campaign pan-

India with an aim to observe it every year.

## Conclusion

The *Jal Utsav* campaign is not merely a 15-day celebration—it is a movement towards a water-conscious India. By uniting efforts across all levels of governance and society, this initiative exemplifies how collaboration and grassroots engagement can transform challenges into opportunities. As we move forward, the lessons and successes of *Jal Utsav* will serve as a beacon, guiding India toward a sustainable and water-secure future.





# Jal Utsav in Aspirational Narnoor Block, Adilabad District of Telangana

- Danuka Preetham, Asst. Executive Engineer, Mission Bhagiratha Dept. & Lopamudra Panda, NPMU-NJJM

The Jal Utsav Campaign was conducted in the Narnoor Block of Adilabad District from November 6 to November 20, 2024, aiming to enhance awareness of water conservation, sustainable water management, and hygiene practices. This 15-day campaign was launched under the initiative of multiple government departments, including Rural Water Supply (RWS), Education, Panchayat Raj, Irrigation, Medical & Health, and DRDA. It actively involved over 500 participants, including students, teachers, SHG members, ASHA workers, block-level officers, and community members.

The campaign included various daily activities targeting schools, households, and public water systems, focusing on practical and educational efforts to improve water resource management and promote environmental sustainability.

## Campaign Overview

The launch event, held on November 6, 2024, at the MPDO Complex in Narnoor HQ, was attended by over 50 participants, including block officers, teachers, students, and community representatives. Local officials delivered speeches highlighting the importance of water conservation, shared best practices, and led a ceremonial Jal Oath, where participants pledged their commitment to preserving water resources.

The campaign also included collaborative planning sessions to outline daily activities and emphasized the role of various stakeholders in achieving the objectives of water management and sustainability.

## Key Daily Activities and Achievements

### ► November 6 – Launch of Jal Utsav

The campaign's inaugural event focused on sustainable water management through education, community engagement, and actionable initiatives. Officials shared insights on local water resources, challenges, and future projects. Students participated in a quiz to boost awareness, while participants collectively pledged to conserve water. The day concluded with the Jal Bhadan ceremony, symbolizing the shared commitment to water preservation.



### ► November 7 – Cleaning of Jal Sampada Assets

Participants, including Panchayat Secretaries, block officers, students, and community members, conducted a thorough cleaning of Jal Sampada resources. Tanks were sanitized, with chlorination performed to ensure water quality. Maintenance schedules were documented to facilitate regular upkeep.





### ► November 8 – Jal Sanchay Diwas

This day focused on rainwater harvesting and cleanliness drives around key water assets. Surveys identified potential sites for rainwater harvesting, including water sumps, underground reservoirs, and borewells.



### ► November 9 – Teacher Training on Water Conservation

Water experts and engineers from RWS conducted training sessions for teachers from AHS Narnoor, KGBV, and AHS Thadihatnoor. Topics included water quality testing, handwashing techniques, and conservation methods. Teachers later disseminated this knowledge to students through interactive sessions.



### ► November 10 – Jal Utsav Run

Day 5 of the *Jal Utsav* witnessed an enthusiastic *Jal Utsav Run* involving students and teachers from KGBV school. Students and teachers participated in a community run to promote water conservation awareness.



### ► November 11 – Drinking Water Sector Awareness

On Day-6 of the *Jal Utsav* campaign took a hands-on approach by involving school students and teachers from Vivekananda School in an educational visit to a water source location. Students were guided through a comprehensive demonstration of the water supply process, including filtration and distribution.







### ► November 12 – Water Resources Sector Activities

On November 12th, as part of the *Jal Utsav* initiative, students from Ashram schools engaged in activities designed to grasp the significance of water resources. Videos showcased the importance of water bodies and the functioning and operation of dams in managing water. Students participated in water budgeting exercises and learned about dams and water bodies. Videos and expert-led sessions highlighted the role of water resources in agriculture, industry, and daily life.



### ► November 13 – Leak Detection and Repair

Pipeline leaks were inspected and repaired with the involvement of the community. Water samples were tested for quality before and after repairs.



### ► November 14 – Watershed Management

Maintenance of ponds and other watershed structures was carried out by DRDA teams and community members. Discussions with locals emphasized the need for sustained efforts to preserve water bodies.



### ► November 15 – Water and Skilling

On November 15th, *Jal Utsav* centered on building capacity and offering skill development sessions for young individuals under the Nal Jal Mitra initiative at Narnoor and Bheempur GPs. These sessions aimed to provide participants with hands-on knowledge and skills related to maintaining water infrastructure. Training sessions under the Nal Jal Mitra initiative taught participants about maintaining water infrastructure, such as pumps and bore wells. Practical demonstrations equipped participants with essential technical skills.



### ► November 16 – SHG Women and Water Testing

The capacity-building session for SHG women in Thadihatnoor focused on water quality testing. It was conducted in collaboration with the water testing team, along with the APM (Assistant Project Manager) and CC (Cluster Coordinator) from DRDA SERP. SHG members learned water quality testing techniques and the importance of safe water practices.



### ► November 17 – Tree Plantation Drive

The “Ek Ped Maa Ka Naam” initiative involved tree plantations around water assets to promote water conservation and environmental sustainability. This initiative not only honored the importance of mothers but also contributed to the ecological well-being of the region, aligning with the goals of water conservation and environmental stewardship under the *Jal Utsav* campaign.



### ► November 18 – Student Competitions and Rally

As part of the Students Competition Day, a series of educational activities were organized to raise awareness about the importance of water. Essay and quiz competitions focused on water conservation were conducted in schools. In addition, stickers featuring the *Jal Utsav* pledge were pasted on the doors of the schools, ensuring that both students and staff would be reminded of the value of water every day. A rally was also conducted, where students and teachers participated enthusiastically, sharing the core values of the *Jal Utsav* campaign.



### ► November 19 – Water and Health Awareness

As part of the Water and Health initiative, an informational session was held for ASHA workers concentrating on waterborne diseases and methods to combat them. The session highlighted the critical role of water chlorination in minimizing the transmission of waterborne illnesses. Informative sessions educated ASHA workers on waterborne diseases, chlorination, and hygiene practices.







### ► November 20 – Culmination and Recognition

The campaign concluded with a ceremony celebrating achievements and recognizing participants. Certificates were awarded to winners of student competitions, and stakeholders were appreciated for their efforts.

## Impact and Outcomes

- ◆ **Awareness and Engagement:** Broad-based participation raised awareness of water conservation through rallies, training, and community events.
- ◆ **Improved Water Quality and Infrastructure:** Regular cleaning of overhead tanks, chlorination, and leak repairs ensured a safer and more reliable water supply.
- ◆ **Rainwater Harvesting:** Identified and improved existing structures for rainwater collection and storage, with plans for future development.
- ◆ **Community Involvement:** Active participation from SHG women, students, and teachers strengthened the campaign's reach and impact.
- ◆ **Youth Skilling:** The Nal Jal Mitra initiative trained youth in water infrastructure maintenance, fostering a local workforce to manage water systems sustainably.
- ◆ **Public Health:** ASHA workers trained on waterborne disease prevention, contributing to improved health outcomes in the community.
- ◆ **Sustainability Practices:** Activities such as tree plantations and watershed management promoted long-term environmental conservation.
- ◆ **Collaborative Effort:** Coordinated efforts from multiple government departments

demonstrated the importance of collaboration in addressing water resource challenges.

## Conclusion

The *Jal Utsav* Campaign successfully fostered a community-driven approach to water conservation and management in Narnoor Block. Its multifaceted activities resulted in tangible improvements in water quality, infrastructure, and public awareness. By addressing public health, youth empowerment, and sustainability, the campaign serves as a model for similar initiatives across India, laying the groundwork for a water-secure and environmentally responsible future.



# Jal Utsav Campaign in Ri Bhoi of Meghalaya: A Step Towards Water Sensitivity and Conservation

- Evangel Kharkongor, Ri Bhoi District Project Manager, JJM & Lopamudra Panda, NPMU-NJJM

**D**uring the 3rd Chief Secretaries Conference held from December 27–29, 2023, the Hon'ble Prime Minister emphasized the urgent need to establish a tradition of *Jal Utsav* to raise awareness about the significance of water. This initiative aims to make water conservation a priority for every household by promoting the adoption of innovative and technological solutions.

In line with this vision, NITI Aayog, in collaboration with other central and state ministries and departments, initiated a 15-day *Jal Utsav* campaign from 6th–20th November 2024. This campaign was launched in 20 identified Aspirational districts/blocks across the country.

## Inauguration in Ri-Bhoi District, Meghalaya

The Ri-Bhoi district of Meghalaya officially launched its *Jal Utsav* campaign on November 6, 2024, in collaboration with the Public Health Engineering Department (PHE)/Jal Jeevan Mission (JJM), the Water Resources Department, and the Soil and Water Conservation Department. The inaugural event took place in Nongpoh and was graced by Shri A. Baranwal, IAS, Deputy Commissioner of Ri-Bhoi District, as the Chief Guest.

The event witnessed active participation from district officials, community members, students, members of Self-Help Groups (SHGs), village headmen, and other stakeholders.

The *Jal Utsav* campaign aligns with the Hon'ble Prime Minister's call to foster a culture of water awareness and sensitivity. Its primary objective is to promote water conservation as a household priority and encourage communities nationwide to adopt sustainable practices for efficient water use and management.

Addressing the gathering, the Deputy Commissioner highlighted the critical importance of water conservation, especially in water-stressed regions. He underscored that water is not just a vital resource but also the cornerstone of sustainable development.

## Key Highlight soft the Launch Event

- **Community Commitment:** The event included a pledge-taking ceremony, where participants reaffirmed their dedication to water conservation.
- **Symbolic Gesture:** A sacred thread was ceremoniously tied to water assets, symbolizing collective responsibility for

protecting and maintaining these essential resources.

- **Engaging Stakeholders for Change:** The campaign is designed to engage all segments of society, with a particular focus on students. Educational programs and hands-on activities aim to empower students to become advocates for water management within their families and communities.
- The campaign also promotes **best practices and technological solutions** for effective water conservation. These initiatives are intended to be replicated in other regions, ensuring the long-term sustainability of water resources.

## Commitment to Sustainability

In partnership with NITI Aayog, Ri-Bhoi district authorities are determined to make *Jal Utsav* a sustained and impactful initiative. By fostering active participation across various community levels, Ri-Bhoi aims to set a benchmark in water conservation, ensuring a better future for generations to come.







### ► 06<sup>th</sup> November 2024: Launching of *Jal Utsav* Campaign

On 6<sup>th</sup> November 2024, the event was launched at the Treatment Plant of Nongpoh Urban Water Supply Scheme, Lewmawlong. A factsheet on water assets was unveiled, with 31 officials and 28 beneficiaries and students participating. All attendees pledged their commitment to the initiative, marking an auspicious start to the program.



### ► 07<sup>th</sup> November 2024: Cleaning of *Jal Sampada* assets by individual departments

On 7<sup>th</sup> November 2024, several KPIs were achieved. A total of 30 participants took the water conservation pledge, 11 *Jal Sampada* assets were cleaned, chlorination was carried out in 8 schemes, and 2 leakage points were identified and fixed, showcasing a strong start to operational improvements in water systems.



### ► 08<sup>th</sup> November 2024: *Jal Sanchay Diwas*

The activities on 8<sup>th</sup> November 2024 included engaging 20 participants in sustainability planning, where arrangements were identified for 3 schemes. Additionally, 4 source sanitation surveys were conducted, and 30 schools and colleges were inventoried for Rainwater Harvesting Structures. However, no new rainwater structures or defunct bore wells were identified during the exercise.



### ► 09 November 2024: School Teachers Leading *Jal Utsav*

On 9th November 2024, the focus shifted to education and training, with 30 teachers trained in FTK (Field Testing Kit) water quality testing. This initiative aimed to enhance local capacity for monitoring water quality.



### ► 10<sup>th</sup> November 2024: Jal Run

A community-driven event, the Jal Run, was held on 10<sup>th</sup> November 2024, attracting 120 enthusiastic participants, highlighting the importance of active engagement in promoting water conservation.



### ► 11<sup>th</sup> November 2024: Participation of School Students in Jal Utsav Activities (Drinking water sector)

**Exposure Visit:** On 11<sup>th</sup> November 2024, an exposure visit was organized for 44 students from one school. They visited a water supply scheme, a water treatment plant, and a water quality lab, where they participated in hands-on water quality testing demonstrations. Seven water quality parameters were explained and demonstrated, enhancing the students' understanding of water testing processes.



### ► 12<sup>th</sup> November 2024: Participating of School Students in Jal Utsav Activities (Water Resource Sector)

The activities on 12<sup>th</sup> November 2024 included lectures on water conservation delivered by four engineers and experts at one school, attended by 160 students. Videos were screened for the same audience, and a comprehensive water budgeting exercise was conducted in one block, involving all the participating students.



### ► 13<sup>th</sup> November 2024: Drinking water supply zero Leakage: Fix the Leak

On 13<sup>th</sup> November 2024, a leak detection walk was conducted across 10 villages and urban areas with 30 community participants. Fourteen leakages were identified and fixed, with water samples tested before and after the repairs. Results were shared with 20 households, and six digital reports were submitted to district officials.





### 14<sup>th</sup> November 2024: Watershed Management

The 14<sup>th</sup> November 2024 activities focused on watershed management. Cleaning was undertaken in 17 watershed structures, with 200 community members participating in discussions about outcomes and suggestions for maintenance. No issues or suggestions were recorded during the session.



### 15<sup>th</sup> November 2024: Water and Skilling

The Nal Jal Mitra Initiative was the highlight of 15<sup>th</sup> November 2024, with 65 individuals enrolled district-wide, including representation at block and GP levels. All participants were trained in various skill categories, aligning with NSQF compliance requirements.

#### ► 16<sup>th</sup> November 2024: Water & Self-Help Group

On 16<sup>th</sup> November 2024, capacity-building efforts targeted women and self-help groups. A total of 80 women were trained to use FTKs for the operation and maintenance of local drinking water schemes, empowering them to contribute to sustainable water management.

#### ► 17<sup>th</sup> November 2024: Ek Ped Maa ke Naam (One tree on Mother's Name)

Tree plantation activities were conducted on 17<sup>th</sup> November 2024, during which 50 trees were planted, symbolizing a commitment to ecological restoration and water conservation.

#### ► 18<sup>th</sup> November 2024: Students Competition Day

On the 18<sup>th</sup> November 2024 the students participated in rally, along with easy writing, painting, and slogan competitions to raise awareness about the important of water conservation. Additionally, students were trained in FTK water testing techniques, ensuring a lasting impact on the community's capacity to manage water resources.



## 19<sup>th</sup> November 2024: Water and health

On the 19<sup>th</sup> November 2024 various PHC, Sub-centre and Health and wellness centre have conducted the awareness camps about water-borne disease prevention through campaigning and sensitization programme.



## 20<sup>th</sup> November 2024: Culmination Day

The grand culmination of the Jal Utsav Campaign, a 15-day initiative spanning from 6th to 20th November 2024, was celebrated with a vibrant closing ceremony at the Parish Hall, Mawroh Nongpoh. The event was graced by Shri. Marcuise N. Marak, Hon'ble Minister of the Public Health Engineering (PHE) Department, as the Chief Guest. Other dignitaries included the Deputy Commissioner of Ri-Bhoi District, the Chief Executive Engineer, the Additional Deputy Commissioner, and heads of various line departments. The ceremony saw enthusiastic participation from beneficiaries, students, and community members.

The Jal Utsav campaign successfully fostered awareness and active participation from diverse stakeholders. Through community engagement, hands-on activities, and educational programs, Ri-Bhoi District made significant strides toward sustainable water management.

The initiative serves as a model for other districts, demonstrating the power of collaboration, innovation, and grassroots involvement in tackling water conservation challenges.

## लोक स्वास्थ्य यांत्रिकी विभाग की अच्छी पहल छात्र-छात्राओं ने देखा जल शुद्धिकरण संयंत्र

रतन उत्तरीखण्ड संवाददाता

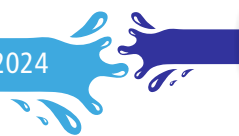
**कबीरधाम, 13 नवंबर।** लोक स्वास्थ्य यांत्रिकी विभाग कबीरधाम द्वारा छात्रसमूह के कबीरधाम जिले के अकाशे विकासखण्ड क्षेत्र में जल स्वच्छ अभियान के तहत कार्यक्रम का आयोजन किया गया, जिसमें अक्सर के पानी के सस्ते के छात्र-छात्राओं को जलशुद्धिकरण संयंत्र, जल परीक्षण प्रयोगशाला और जल जीवन मिशन की योजनाओं का व्यापक ध्यान कराया गया। ग्राम राजनगरी, भानुपुर, मिनीमिया मैदान, पोवा, पोट्टी, रानेपुरा, सारंगपुरा, खट्टीपुरा, खरल, कुसुमपुरा, तिमरि और बैरख से आए छात्रों और उनके शिक्षकों ने बड़े उत्साह के साथ इस यात्रा में भाग लिया। यह आयोजन जल संयंत्र, नगरपालिका क्षेत्रों के स्वच्छता और जल की मात्रा के प्रति जागरूकता बढ़ाने के उद्देश्य से किया गया था। कार्यक्रम कबीरधाम जिले के कलेक्टर श्री योगेश वर्मा एवं कार्यवाहक अधीक्षक लोक स्वास्थ्य यांत्रिकी विभाग श्री एस. राजकुमार के मार्गदर्शन में एवं महाक अभियान योजना प्रमोट क्लर के नेतृत्व में संवाहित किया गया, जिनोंने इस अभियान को सफल बनाने के लिए विशेष दिशा-निर्देश दिए। उनके नेतृत्व में जल संयंत्र और जलशुद्धि संयंत्रों को माता को छात्रों और शिक्षकों तक पहुंचाने का उद्देश्य सफलतापूर्वक पूरा हुआ। कार्यक्रम की शुभारंभ विधिविध में निम्नलिखित उच्चस्तरीय अतिथियों के परे से हुई। यह लोक स्वास्थ्य यांत्रिकी विभाग के सब इंजीनियर टोमन



राज कुंज ने छात्रों को जल जीवन मिशन के तहत इस योजना के विभिन्न पहलुओं से अवगत कराया। उन्होंने समझाया कि इस जलशोध से छात्रों को कैसे सुरक्षित और स्वच्छ जल की आपूर्ति सुनिश्चित की जाएगी, जिससे छात्रों में जल परियोजनाओं के प्रति एक गहरी समझ विकसित हुई। इसके बाद, सभी छात्र-छात्राओं और शिक्षकों को ग्राम कटोरे के जल जीवन मिशन के तहत चल रहे नगर

योजना का दौरा कराया गया। छात्रों ने पानी टंकी, पाइपलाइन, पोलू जल कनेक्शन, सिच कम्प, कनेक्टर रूम और पंप स्थलों जैसे बुनियादी ढांचे का निरीक्षण किया। छात्रों को कनेक्टर सिस्टम की कार्यप्रणाली समझाई गई, जो पानी को स्वच्छ और सुरक्षित बनाए रखने में मदद करती है। साथ ही, ग्राम के सभी घरों में प्रदाय किए गए जल कनेक्शन के माध्यम से जलशुद्धि प्रणाली के संयंत्र और रखरखाव को समझने का अवसर भी मिला। छात्रों ने जल जीवन मिशन के तहत चल रहे नगर

योजना आयोजित जलशुद्धिकरण संयंत्र था, जिसकी जल शुद्धिकरण क्षमता 3.00 एमएलडी है। इस संयंत्र में छात्रों को फिल्टर, फ्लैट मिक्सर, फ्लैटमिटर, फिल्टर बेड, कनेक्टर कटर संप, पंप हाउस, प्रो और फ्लैट कनेक्शन प्रणाली, और एम्बेडेड टैंकी जैसे बुनियादी ढांचे की कार्यप्रणाली के बारे में विस्तार से जानकारी दी गई। छात्रों ने देखा कि किस प्रकार से विभिन्न प्रक्रियाओं के माध्यम से जल को शुद्ध किया जाता है, और यह कैसे छात्रों को सुरक्षित पानी की आपूर्ति के लिए उपयोगी है। जल में, सभी छात्र-छात्राओं और शिक्षकों को बोटिंग में स्थित जल गुणवत्ता परीक्षण प्रयोगशाला का दौरा कराया गया। वहाँ, उन्हें जल परीक्षण पैरामीटर, जल परीक्षण विधियाँ और पानी में विभिन्न तत्वों की मात्रा को जानकार दी गई। छात्रों ने पीएल टैलर फिट का उपयोग कर पानी के नमूनों की जाँच की और जल परीक्षण के माध्यम को समझा। इस अवसर ने छात्रों में जल के संयंत्र और स्वच्छता के प्रति जागरूकता और समुदायों के बीच एकजुटता बढ़ाया। जल स्वच्छ अभियान ने छात्रों में जल संयंत्र के प्रति एक नया दृष्टिकोण विकसित किया। उन्होंने जल संसाधनों के समुचित उपयोग, रखरखाव और स्वच्छता के माध्यम से जल जीवन मिशन के प्रति एक जिम्मेदारी का भाव उत्पन्न हुआ। कबीरधाम कनेक्टर योजना वर्षा एवं कार्यवाहक अधीक्षक लोक स्वास्थ्य यांत्रिकी विभाग कबीरधाम श्री एस. राजकुमार के मार्गदर्शन में संवाहित इस अभियान ने सभी को यह एहसास कराया कि जल संयंत्र और स्वच्छता केवल एक आवश्यकता नहीं, बल्कि एक जीवन विजेता भी है।





# Jal Utsav in Aspirational District Dhalai, Tripura Sabke Saath, Jal ki Baat

- PWS (DWS), Tripura & Lopamudra Panda, NPMU-NJJM

**J**al Utsav, a nationwide campaign, aims to raise awareness about the critical importance of water conservation and encourage collective action toward preserving this vital resource for a sustainable future. Among the 20 Aspirational Districts selected by NITI Aayog for this campaign is Dhalai in Tripura, where a vibrant 15-day celebration was held from November 6 to November 20, 2024.

## Key Activities and Highlights

### Inaugural Ceremony

The Utsav commenced on November 6, 2024, in Ambassa, Dhalai, with an official inauguration by Smt. Susmita Das, Honourable Sabhadhipati of the Dhalai Jilla Parishad. Distinguished attendees included the Chairperson of the Ambassa Panchayat Samiti, the

ADM of Dhalai district, and officials from the Drinking Water & Sanitation Department.

Simultaneously, another inaugural event was conducted in Salem, Kamalpur Sub-Division, graced by the Chairperson and Vice-Chairperson of the Salem Panchayat Samiti and other local administrative representatives. Both events marked the launch of the Jal Sampada (water asset) fact sheets and the Jal Utsav Pledge. A symbolic ritual of tying 24 sacred threads at the Surface Water Treatment Plant underscored the community's commitment to water conservation.

### Community Engagement and Awareness

The campaign witnessed enthusiastic participation from over a thousand

individuals, including teachers, students, and members of Self-Help Groups (SHGs). Activities such as Jal Bandhan, asset cleaning drives, FTK (Field Test Kit) testing training, exposure visits, and leakage detection were organized across the district.

On Jal Sanchay Diwas (November 8), rainwater harvesting and the recharging of defunct bore wells and hand pumps took center stage. These activities highlighted sustainable water practices, ensuring the community's active involvement in resource preservation.

### Capacity Building in Schools

Schools played a pivotal role in the campaign. 46 teachers were trained in water quality testing using FTKs. 172 students from 26 schools visited



Inauguration of Jal Utsav | Source: DWS Tripura



Orientation Session of SHG Members | Source: DWS Tripura

water supply schemes, treatment plants, and quality labs, learning about water management and engaging in water budgeting exercises.

On November 18, 123 students participated in slogan writing, painting, and essay competitions, further promoting water conservation awareness.

### **Skilling SHGs and Local Communities**

SHG members received training in basic water testing and the operation and maintenance of water supply systems. This capacity-building initiative ensured that the community could independently manage water resources, promoting sustainability.

Local community members, particularly those from SHGs, received training in basic water testing and operation and maintenance. A plantation program was organized at Chandaraipara under the Ambassa Municipal Corporation on November 17, 2024.

Furthermore, awareness camps focused on water and health were held in four blocks, involving ASHA workers on 19<sup>th</sup> November 2024.

### **Plantation Drives and Health Awareness**

On November 17, a plantation drive was organized at Chandaraipara under the Ambassa Municipal Corporation, symbolizing the link between ecological balance and water conservation.

### **Conclusion and Impact**

The 15-day Jal Utsav campaign in Dhalai achieved its objective of uniting diverse stakeholders—students, teachers, SHGs, and community leaders—to emphasize the critical role of water conservation in every household.

The campaign's culmination featured a prize distribution ceremony for students who excelled in competitions, reinforcing the importance of community involvement in mission-driven programs.

This initiative fostered a collaborative spirit and demonstrated the potential of people-centric approaches in ensuring the sustainability of water resources. By creating an enabling environment for greater societal involvement, *Jal Utsav* has laid the foundation for a future where every individual recognizes and acts on their responsibility to conserve water.



Prize Distribution Ceremony | Source: DWS Tripura





# Narmada: A pilot for Jal Utsav in Gujarat

## Community-managed rural water supply systems

- Ms. Radhika Sarda, Individual Consultant (YP), NITI Aayog, Gol; Mr. Vinod Patel (Executive Engineer, WASMO), DSWU; Ms. Chaitanya Sooru, Aspirational Block Fellow, Narmada

### Introduction

Narmada district, named after the river Narmada, is situated in southern Gujarat. It is bordered by Vadodara to the north, Surat to the south, Bharuch to the west, and Maharashtra to the east. Comprising five blocks and 609 villages, the district is predominantly tribal and agrarian, with vast forested areas. Benefiting from well-distributed annual rainfall, the region remains water-secure and supports a thriving agricultural economy.

Narmada's diverse topography includes the Rajpipla Hills with their ridge-valley formations, the surrounding piedmont zone with sloping, eroded deposits, and the flat alluvial plains shaped by Holocene

and Pleistocene sediments. The district is rich in surface water resources, with two major rivers, Narmada and Karjan, flowing through it.

However, like many districts in India, Narmada faces challenges in water supply management. Through concerted efforts by the government, supported by programs such as the Jal Jeevan Mission (JJM) and Jal Utsav, these challenges are being addressed with the active involvement of local communities.

### Jal Utsav: A community driven campaign

A campaign jointly led by NITI Aayog and Department of Drinking Water and Sanitation, Ministry of Jal Shakti

was launched on 6<sup>th</sup> November 2024 to celebrate 'Jal Utsav' to ***promote sensitivity towards importance and significance of water*** in 20 selected Aspirational Districts and Aspirational Blocks, Narmada was one among these. **The objectives of the campaign were to** cultivate awareness to create sensitivity and significance about water, encourage active participation of the local communities in preserving and protecting the water resources.

On November 6, 2024, a campaign jointly organized by NITI Aayog and the Department of Drinking Water and Sanitation, Ministry of Jal Shakti, was launched to celebrate Jal Utsav. Narmada district was among the 20 selected Aspirational Districts and Aspirational Blocks where the campaign aimed to: A. Cultivate awareness and sensitivity toward the importance of water & B. Encourage active participation of local communities in water conservation and management.

The campaign was inaugurated at the Government Primary School in Jitgadh, Nandod block, Narmada district. MLA Dr. Darshanaben Deshmukh performed Jal Bandhan, a ceremonial worship of water storage structures, emphasizing the significance of water conservation. She urged community members to prioritize sustainable water management, highlighting rainwater harvesting systems in schools as a vital government initiative.



Inauguration of Jal Utsav Event with Chief Guest, MLA, Darshanaben Deshmukh at Narmada, Gujarat | Source: WASMO, Narmada, Gujarat



Jal Utsav Pledge taking at the Launch of Jal Utsav in Narmada, Gujarat  
Source: WASMO, Narmada, Gujarat

The inaugural ceremony, attended by 350 participants and senior district officials, marked the beginning of a two-week campaign filled with activities promoting water preservation and community engagement.

The inaugural ceremony marked the start of a two-week campaign and activities aimed at spreading the message of water preservation. The event also included senior district officials and NITI Aayog representatives, who encouraged the active participation of local communities in the initiative.

## Key Activities under Jal Utsav

Access to clean and sustainable drinking water is vital for rural development. Recognizing this, the state government took up the reforms in water sector in a mission mode approach. Under this, the following activities were included:

### Survey and Identification of various Jal Sampada Assets:

- A total of 350 participants identified Jal Sampada assets of which 150 were cleaned,

chlorination was carried out in 16 schemes, and 26 leakage points were identified and fixed, showcasing a strong start to operational improvements in watersystems.

- The other activity of identifying and inventorying sustainability arrangement engaged 276 participants across 77 villages in sustainability planning, where arrangements were identified for 17 schemes. Additionally, 19 source sanitation surveys were

conducted, and 9 Rainwater Harvesting Structures were inventoried. Moreover 135 schools and colleges were inventoried for Rainwater Harvesting Structures and 241 defunct bore wells/ hand pumps were identified for recharge.

### Skilling and Training to promote water sensitivity

- For school students:** Exposure visits were organized for 625 students to a water treatment plant and a water quality laboratory in Dabhavan, Jitgad, and Gora to understand the water supply ecosystem. Students actively participated in hands-on water quality testing demonstrations.
- For Self-Help Groups (SHGs):** Training sessions were conducted for 267 participants from 79 SHGs across the district, focused on building the capacity of community members to manage rural water supply systems effectively. The training emphasized the practical aspects of maintaining and repairing water supply schemes to ensure consistent and clean water



Identifying and Inventorying sustainable arrangement for water supply in Narmada  
Source: WASMO, Narmada, Gujarat







Jal Utsav Pledge taking at the Launch of Jal Utsav in Narmada, Gujarat  
Source: WASMO, Narmada, Gujarat

- b) Tree plantation drive was conducted, during which 460 trees were planted, symbolizing a commitment to ecological restoration and water conservation.
- c) A competition for school students was organized, along with easy writing, painting, and slogan competitions to raise awareness about the importance of water conservation. Additionally, 350 students were trained in FTK water testing techniques, ensuring a lasting impact on the community's capacity to manage water resources.

availability. A core component of the session was the introduction to water quality management practices, including greywater management. Participants were trained on the use of **Field Test Kits (FTK)** for local-level water quality testing, enabling them to assess the water they use on a day-to-day basis.

### Public Awareness

- a) A leak detection walk was conducted across 25 villages with 227 community participants. 47 leakages were identified during the walk of which 35 water samples were tested before and after the repairs. Results were shared with 35 households, and 285 leakages were shared through digital platform.



Identifying and Inventorying sustainable arrangement for water supply in Narmada  
Source: WASMO, Narmada, Gujarat

### Conclusion

The *Jal Utsav* campaign in Narmada district underscores the power of community-driven efforts in addressing rural water challenges. By fostering accountability, participation, and sustainability, such initiatives not only improve infrastructure but also build resilient and empowered rural communities. Ensuring access to clean and adequate drinking water is a vital step toward sustainable rural development.

## Best Practices

For effective management of rural water supply, local-level water supply management is being devolved to village-level committees, known as Pani Samitis. Comprised entirely of women members, these committees oversee the maintenance and management of water supply systems within their villages.

Under an incentive grant program, the government provides financial assistance to water committees that meet specific criteria, ensuring effective governance and long-term sustainability. A notable example is the Pani Samiti at Nava Vaghpura Village, Garudeshwar, Narmada, which was constituted in 2019.

### Pani Samiti at Kalimakwana Village

This committee has demonstrated exemplary performance, with regular meetings, water tariff collection, and monitoring of the village water supply scheme. As a result, they received a grant of Rs. 50,000 under the "Mukhya Mantri Mahila Pani Samiti Protsahan Yojna" in 2019.

### Pani Samiti at Kalimakwana Village

Constituted in 2020, the Village Water and Sanitation Committee due to its proactive meetings and regular operations within the village, the committee was rewarded with Rs.50000.00 incentive under the same program in the very next year i.e. 2020-21.



NITI representatives interacting with the Paani Samiti of Nava Vaghpura Village | Source: WASMO, Narmada, Gujarat





## Jal Utsav: Sowing Seeds of Water Conservation in Young Minds

- Charu Shukla & Ratika Bhargava, State Water and Sanitation Mission, UP

**G**ood habits are instilled at a tender age. Perhaps, this belief prompted NITI Aayog and DDWS to celebrate *Jal Utsav* in schools across the country.

The curious eyes of approximately 3,026 students in Uttar Pradesh's Chitrakoot district spoke of their genuine enthusiasm for knowledge, indicating a fertile ground for

cultivating water conservation awareness and sustainable practices.

The idea was that these young 'catalysts of change' would instill water management techniques within their families and communities.

To reinforce this idea, a 15-day campaign was organized from 6<sup>th</sup> to 20<sup>th</sup> November in 20 aspirational districts nationwide by NITI Aayog in collaboration with the Department of Drinking Water and Sanitation under the Ministry of Jal Shakti.

In Uttar Pradesh, Chitrakoot was identified as the aspirational district, and Ramnagar block was chosen for the campaign. However, the proactive efforts of the Chief Development Officer (CDO) Ms. Amritpal Kaur and the Executive Engineer of the Jal Nigam, the campaign's scope extended far beyond Ramnagar and covered 138 schools of all 5 development blocks of Chitrakoot district. This holistic approach ensured that the message of water conservation and sustainable practices reached a larger audience.

As a strategy of the campaign, clear instructions and letters issued by the officials to relevant departments to ensure their active participation in the daily theme-based activities. Meanwhile, the Executive Engineer of the Jal Nigam played a pivotal role in operationalizing the initiative by appointing engineers from the Jal Nigam and Third-Party Inspectors



Girls from school of Chitrakoot district tying sacred threads on the water source symbolizing gratitude & reverence for life-giving water | Source: SWSM UP



Students learning functioning of WTP at Raipura Gram Samuh Drinking Water Scheme  
Source: SWSM UP

(TPI) as nodal officers. These nodal officers were tasked with overseeing and ensuring the smooth execution of activities across the district.

The campaign commenced with a formal inauguration on 6<sup>th</sup> November and unfolded over 15 days with a diverse range of activities aimed at promoting water conservation and awareness. These activities included cleaning water resources, conducting awareness and interactive sessions for school children, capacity-building workshops for teachers and Self-Help Groups (SHGs) on water quality testing, a half-marathon, exposure visits to water treatment plants,

identifying and repairing leakages, watershed management initiatives, asset cleaning, technical orientation sessions for panchayat members, a tree plantation drive, student competitions, and water and health camps.

To actively involve children in the campaign, a series of engaging activities were organized to foster their connection with water resources. One notable activity had children tie threads around taps as a symbolic pledge to conserve water, accompanied by a promise to protect this essential resource. They also participated in a "Water Oath,"

committing to the sustainable use and preservation of water assets for future generations.

As part of the campaign, children visited the Raipura Gram Samuh Drinking Water Scheme and a water treatment plant, where they learned about the water purification process through hands-on demonstrations. These activities enhanced their understanding of using field-testing kits for water quality assessment.

Additionally, a visit to Gunta Dam provided insights into rainwater harvesting, soak pits, and effective water resource management. Competitions focused on water conservation were held at Shri Goswami Inter College, encouraging students to recognize their responsibility in managing water resources. The campaign concluded with the distribution of certificates, acknowledging the students' participation and efforts.

The children and teachers at schools across Chitrakoot showed great interest in the activities. The resource persons witnessed huge enthusiasm among children, who were eager to tie 'raksha sutra' to the tap and take pledge for securing the precious resource of water.



Students learning water conservation | Source: SWSM UP





## A Fortnight of Celebrating Water: Ensuring a Sustainable Future

- PHED Chhattisgarh & Lopamudra Panda NPMU-NJJM

In Kabirdham district, a quiet yet remarkable transformation is underway. The 15-day Jal Utsav campaign, held from November 6 to November 20, 2024, in the aspirational Bodla block, has emerged as a beacon of collective action, driving impactful water conservation efforts. With 315 villages and a population of 203,065, Bodla is now leading the way in ensuring sustainable water resources for future generations. Among these

villages, 27 have achieved Har Ghar Jal (HGJ) certification under the Jal Jeevan Mission (JJM), setting a commendable benchmark for others to emulate.

This transformative campaign, designed to raise awareness about water conservation and sustainable management, was spearheaded by the visionary leadership of Mr. Gopal Verma, District Collector of Kabirdham, and Mr. Dilip Singh

Rajput, Executive Engineer of the Public Health Engineering Department. Their leadership, complemented by the collaborative efforts of key government departments—including Water Resources, Education, Health, and the District Panchayat of Bodla—ensured the campaign's resounding success, reaching every corner of the block and engaging the community at large.



Students learning water conservation | Source: SWSM UP





Jal Utsav Pledge taking at the Launch of Jal Utsav in Narmada, Gujarat  
Source: WASMO, Narmada, Gujarat

A defining feature of the *Jal Utsav* was the active involvement of the youth, envisioned as the future torchbearers of water conservation. Through interactive workshops and field sessions, young men and women gained hands-on experience in groundwater sustainability and best practices for water management. These activities not only imparted technical knowledge but also instilled a sense of responsibility, transforming the youth into advocates for sustainable water use in their communities.

Throughout the fortnight, people from diverse backgrounds—teachers, students, and local communities—united for water preservation activities. Teachers were trained in water quality testing, while students participated in educational field trips focused on water management techniques. The campaign also used engaging methods such as social dramas, lectures, and video screenings to underline the importance of water conservation, ensuring widespread understanding and participation.

The Jal Jeevan Mission, an initiative by the Government of India to provide tap water to every household, remained a central theme of the campaign. Villages in Bodla showcased the transformative impact of the mission, with several communities recognized for their effective management of water schemes. The initiative underscored

how access to clean and sustainable water is enhancing lives and livelihoods across the region.

Additionally, tree plantation drives under the banner of “Ek Pedh Maa Ke Naam” symbolized the intrinsic link between water conservation and environmental protection. Activities like marathons and the Zero Leakage Campaign further encouraged active community participation, fostering a culture of responsibility towards preserving water resources.

As the 15-day *Jal Utsav* concluded, Bodla witnessed a significant shift in mindset. Water conservation was no longer viewed as an abstract ideal but as a shared responsibility. The campaign laid the foundation for a movement, uniting the people of Bodla in their commitment to a water-secure future.

Through these concerted efforts, the residents of Bodla are now more aware, empowered, and united in their mission to preserve water. The *Jal Utsav* has sparked a transformation that will shape the region's future, guiding it towards sustainability and resilience in water management.



Ek pedh Maa Ke Naam | Source: PHED Chhattisgarh



# Jal Utsav – Jan Jatiya: A Celebration of Water Conservation in Kiphire District, Nagaland

– Wonjon, Consultant PHED Nagaland and Utkarsha Rathi, NJJM

**S**outheastern corner of Nagaland, Kiphire is one of the state's most remote developed District and one of the India's Aspirational Districts. Despite its natural beauty and rich cultural heritage, Kiphire has historically faced numerous challenges such as poor infrastructure, limited access to basic services, and a high rate of poverty. In recent years, Kiphire has been transformed due to the government's initiative focused on improving the key development indicators to boost socio-economic progress in the regio, a designation given to districts across the country that are

From November 6<sup>th</sup> to November 20<sup>th</sup> 2024, Kiphire district in Nagaland was abuzz with the JAL UTSAV campaign with the theme “JAL UTSAV- JANJATIYA”, a significant event aimed at raising awareness about water conservation and promoting sustainable water management practices. The campaign spanned over two weeks, with various engaging activities designed to educate, inspire and mobilize the local communities in taking collective action for water conservation. Below is a day wise breakdown of the Jal Utsav events celebrated at Kiphire District:

## Day 1: November 6<sup>th</sup> Inaugural Ceremony

The Jal Utsav campaign kicked off with an official inauguration at the district headquarters. The ceremony



Shri Temsuwati Longkumer, NCS Deputy Commissioner Kiphire accentuating the importance of water for humankind during the inauguration | Source: PHED Nagaland

was attended by local government officials, community leaders and residents. Speeches and presentations emphasized the importance of water conservation and the role of each individual in preserving water resources. The program was launched with Shri Temsuwati Longkumer NCS, Deputy Commissioner of Kiphire district as the guest of honor. The event also included an oath taking ceremony led by Shri Longtibal Sangtam ADC Kiphire. The

day saw the beginning of a community-wide awareness drive, with volunteers from schools and NGOs to educate about the quintessential of water.

## Day 2-4: 7<sup>th</sup> November 9<sup>th</sup> November School Engagement Programs by Involving Teachers

Cleaning of water reservoirs and assets were observed by 25 villages in all the blocks (Kiphire, Longmatra,



Cleaning of Jal Sampada assets (main reservoir tank) at Kiphire block, Pungro and Longmatra block | Source: PHED Nagaland



Sitimi, Pungro and Khongsa). The cleanliness drive was led by the WATSAN Committees, Swachhagrahis, Village Councils and local leaders from the village took active part in assuring the proper clean water supply for their community. A series of sessions was organised on water quality testing by using FTKs (FIELD TESTING KIT) for the teachers from several government schools. The campaign also included the demonstration and practical session on Hand Washing and its significance.

**Day 5-7:**  
**10<sup>th</sup> November-12<sup>th</sup> November**  
**Involving students under**  
**Jal Utsav**

During these days (Day 5 to Day 7), hands-on training sessions and workshops on using water quality testing kits were conducted for government school students. Additionally, classroom lectures and videos were presented by sub-divisional officers from the Water Resources and PHED Departments. These sessions helped students learn about various schemes implemented by the departments for conserving water, ensuring its sustainable use, and providing safe drinking water to communities.



Fixing the water leakages and conducting water & skilling | source: PHED Nagaland

To inspire the youth and students, the PHED Department organized a short marathon race in the early morning, starting from Kiphire Deluxe Police Point and ending at the main local ground. The event also included a water budgeting exercise for both rural and urban communities, where students actively participated in calculating the amount of water (in liters per capita per day) needed to

manage and use water resources efficiently.

**Daty8-10:**  
**13<sup>th</sup> November - 15<sup>th</sup> November**  
**Fixing the water leakages**  
**and conducting water &**  
**skilling**

On 13<sup>th</sup> November, the PHED staffs along with the WATSAN Committees carried out an exercise of checking the leakage and fixing the leakages related to water supply. In order to avoid the contamination and wastage of water, the concerned Swachhagrahis took a sample of water and with the help of FTK, water quality testing of 8 parameters were experimented. The PHED department also organised a workshop on water & skilling for WATSAN committees and were enrolled under the Nal Jal Mitra initiative of the Department of Drinking water and sanitation. During the workshop, the communities were also educated about the significance of watershed areas and preventing illegal dumping into rivers, lakes and streams.



Live demo of water quality testing. Students from government schools actively participated in testing water quality using Field Testing Kits | Source: PHED Nagaland





**Day 11-13:**  
**16<sup>th</sup> November-18<sup>th</sup> November)**  
**Water conservation**  
**campaign in rural areas**

The campaign expanded into the rural pockets of Kiphire district, with awareness programs and LIVE Demo session on water quality testing by using FTKs. An overall capacity building program was held for the Self-Help Groups for operation & maintenance of water assets relating to local drinking water schemes. The rural outreach was critical in ensuring that even the remote villages received proper education on water conservation methods that could directly benefit their daily lives. Tree plantation drive was observed at Kiphire, Sitimi and Pungro blocks. A total of 65 saplings were planted on 17th November. On 18th November, the department invited and conducted an essay & slogan writing competition for government school students where a total of 30 students participated under the theme “The importance of Water”.

**Day 14-15:**  
**19<sup>th</sup> November–20<sup>th</sup> November**  
**Culmination event &**  
**closing ceremony**

The awareness generation camp organized on **19th November** at Government Higher Secondary School, Kiphire, by the **Department of PHED and Health & Family Welfare**, served as a pivotal platform to educate participants about waterborne diseases. The sessions, led by staff and doctors, emphasized the risks of unclean surroundings and consuming contaminated water. The camp saw enthusiastic participation from **101 students, ASHA workers, and Self-Help Groups (SHGs)**.

The **Jal Utsav Campaign** concluded on **20<sup>th</sup> November** at Hopongkyu Memorial Hall, Kiphire, with a grand finale. Highlights of the event



Fixing the water leakages and conducting water & skilling | source: PHED Nagaland

included the prize distribution ceremony for essay and slogan writing competitions, where five students were awarded certificates and cash prizes. Local leaders and dignitaries utilized the event to advocate for sustainable water use and preserving natural resources. An inspiring success story from **Tethuyo village**, recognized as the only model village in the region, was also shared. This story underlined the village's

role in motivating neighboring communities to enhance community participation for overall development. Shri **Takatemjen Pongen**, EAC, Kiphire, addressed the gathering, urging students, officials, and local leaders to prioritize community welfare over individual interests to ensure sustainable development and improve the quality of life across the region.

### An Anecdote from an elderly woman during the Utsav

A Mother, a woman in her 60s quoted, “Paani kwatu Life nisina hi ase, paani nathakiley ghorte ki banapunchi anisinaase, moihtu Pungrobosti the first time ahiseyleh, bostimanu khan sob bisidukhpaisey de. Hoilebietiatu Paani thakatu Mon bisiaaram, arubisikhushi pai ase department aru Government khan ke bi, isor para hi apni khan ke sob bhalrakhiboledibode”.

(Water is essential to life; a house without it feels incomplete. When I first arrived in Pungro village, the lack of water caused significant hardships for everyone. However, with the establishment of a reliable water supply, we now feel at ease. I extend my heartfelt gratitude to the Department and the Government for their efforts. May God continue to bless you abundantly.)

Source: PHED Nagaland

# Jal Utsav Campaign in Jatinga Valley Development Block, Aspirational Block, Dima Hasao District, Assam

- PHED Assam & Lopamudra Panda NPMU, JJM

The Jatinga Valley Development Block in Dima Hasao district, Assam—home to diverse tribal groups such as the Dimas Kacharis, Zeme Nagas, Hmars, Kukis, Hrangkhols, and Karbis—faces unique challenges in accessing sustainable water resources. Despite the district's lush hills and vibrant cultural heritage, the local tribal populations often struggle with water scarcity, particularly during the dry season.

The tribal communities in this region largely depend on Jhum cultivation (shifting agriculture) and terrace farming for their livelihoods. However, the deforestation caused by these practices has led to the depletion of rivers and streams, exacerbating water scarcity. Many villages are situated on remote hilltops, making access to clean drinking water, as well as infrastructure like roads and electricity, exceptionally difficult.

To address these challenges, the government, under the Jal Jeevan Mission (JJM), has made significant strides, such as installing solar-powered pumping systems in inaccessible areas. Recognizing the critical need for community involvement and awareness, Jal Utsav 2024, an initiative of NITI Aayog, was organized from November 6 to November 20, 2024, to promote water conservation, quality, and sustainable practices among these tribal communities. The Jal Utsav was inaugurated on November 6, 2024,



Hon'ble CM's tweet on Jal Utsav | Source: PHED Assam

under the leadership of District Commissioner Shri Simanta Kumar Das, ACS. The launch event brought together dignitaries such as Smt. Maitreyi Mishra, State Nodal (ABP/ADP) from NITI Aayog, Shri Flaming Rupsi, Member of the Autonomous Council from Jatinga Constituency, and community leaders including Goan Burahs (village chiefs). Their collaboration highlighted the importance of inclusive and culturally sensitive approaches to addressing water-related challenges.

## Activities and Tribal Engagement

Over the 15 days, several targeted activities engaged the tribal

communities, emphasizing the preservation of water resources and sustainable living.

The campaign has helped generate awareness among the communities especially with school students, youth and villagers on the field of water conservation, water quality testing with FTK (Field Testing Kit) with the help of experts like laboratory personnel from Public Health Engineering of Halfong and Maibang Division. Various exposure visit to water schemes for students and women groups has create sense of importance in usage of water in efficient manner and has create the interest of harvesting rain water at their house premises.







Capacity building of community | Source: PHED Assam

The Jal Utsav campaign targeted public gathering in the various initiatives by encouraging them to adopt good water practice in their daily lives and protect the ground water by avoiding contaminating with hazardous landfills, septic tank systems and various other sources. During the Execution of the *Jal Utsav*, the independent initiatives engaged local stakeholders like the Jal Mitra, Water User Committee members and 5-woman FTK (Field Testing Kit) group, who are all trained and skilled persons in educating public gatherings on operation of PWSS (Pipe Water Supply Schemes). These independent initiatives demonstrated the process of management of PWSS, organizing awareness camps in concentrated areas such as small market hubs in villages, schools and also in other public institution such as Primary Health Centre, Anganwadi centres, etc. raised awareness on the rise water borne diseases among the community people. Most importantly it encouraged the community to take part in the day to day operation and maintenance of the water supply schemes.

In Daudung village watershed/ water tank structures were Identified, cleaned and repaired, where all the overflow of gravity scheme PWSS is stored and redistributed to nearby households through pipe connection. No. of 20 community members participated and suggested for further management by expanding more structures for uphill households.

A capacity-building program was conducted for community on the operation and maintenance (O&M) of water assets related to local drinking water schemes. Additionally, training was provided on ensuring the quality of drinking water and promoting water conservation practices, such as **avoiding jhum cultivation near river streams and water sources**. This event, held at Motirao Village, saw active community participation, with 50 members, including officials, in attendance. In the course of Jal Utsav 2024 a competition event of essay writings and drawing competition was held on the topic of 'Save Nature Save Water' to create awareness on water conservation among the students of a couple of schools in the block. Youths of several villages within the aspirational block were engaged in utilization of digital platform for reporting water leakages in the pipelines in their village by creating a WhatsApp group where Jal Mitra and WUCs members monitor the group and address the issues.

During the experience sharing programme held during the conclusion event of Jal Utsav 2024 on 20<sup>th</sup> of November 2024, the esteemed dignitaries emphasised on awareness creation among the community leaders, villagers and women groups that the most amicable solution to the crises of drinking water and prevent drying ups of water bodies is to plant trees as many as possible within the premises of water sources like rivers and streams or local ponds.

### Conclusion

The Jal Utsav 2024 in Jatinga Valley Development Block showcased the transformative power of community-driven initiatives, particularly in tribal-dominated regions. By integrating the tribal way of life with modern conservation techniques, the campaign not only addressed immediate water issues but also laid the foundation for sustainable practices rooted in cultural traditions. As emphasized during the concluding event on November 20, 2024, afforestation, sustainable agricultural practices, and community-driven water management are key to ensuring water security. With ongoing support and active participation from tribal communities, such initiatives will continue to strengthen water conservation efforts in Dima Hasao and beyond, creating a sustainable future for generations to come.



leakage fixation drive | Source: PHED Assam

## Jal Utsav in Aspirational Block Sangaria, District Hanumangarh in Rajasthan

- Young Professional, NITI aayog

The *Jal Utsav* was inaugurated at Government Senior Secondary School of Bolanwali, Sangaria. The event was started with lighting of the lamp by the Collector, CEO and other guests, followed by a welcome song and dance by the students of the school. **Jal Bandhan** was done on the water tank in the school. A detailed information of the *Jal Utsav* of Niti Aayog was given by the Chief Planning Officer, Hanumangarh. A Block fact sheet on Jal Sampada Assets was delivered by the departments of Agriculture, Panchayati Raj, Irrigation and PHED. A video of 'Har Ghar Nal se Jal' under Jal Jeevan Mission was also shown to let people know about the importance of the mission. Drama was conducted by the students of School on the theme of Water Conservation and Preservation to create awareness and sensitivity for the invaluable resource (Water). A dance and drama were also performed by the students on the theme of MANAS Abhiyan to create awareness about drug free living.

The Prime Minister's speech was also heard by all on Jal Jeevan Mission to bring piped water to all the households. The Collector administered the oath of *Jal Utsav* to all the people who were present in the program. He even urged the public to respect this precious resource and ensure future generations understand the importance of water conservation. At the end of the program, awards were given by the District Collector to all the students who participated in the event.



Jal Bandhan | Source: Niti Aayog

**On 7<sup>th</sup> November,** various departments cleaned the constructed water resources by doing Jal Bandhan. Leakages were also identified and rectified in the block. People were also requested to share any leakage immediately with the department to ensure supply of clean water supply.

**On 8<sup>th</sup> November,** Jal Sanchay Diwas was celebrated under which water conservation structures were identified in the block. A sanitation survey was conducted to make people aware of the importance of water.

**On 9<sup>th</sup> November,** Science teachers from the Government schools were called for training. A lecture on how to use Field Testing Kit was delivered by Aen PHED of the

Aspirational Block Sangaria. A lecture on the measures of quality of water was given by the Junior Chemist from Hanumangarh. He showed the demo of how to check the chlorination of different water (RO water, canal water, Water works water and Rain water), how much alkaline water is good for drinking, what amount of PH level is required for drinking, how to add OTS solution to check chlorination, how to check hardness and turbidity of water.

The Block Education Officer requested all the teachers to ask their queries so that they can efficiently teach all the tests to their students. He also requested the teachers to take this program seriously and fulfil their responsibilities. A healthy discussion was held between the chemist and the teachers regarding the solutions of how to use RO water







Training of teachers on water quality | Source: Niti Aayog

at home and how to keep the water free from bacteria. Practical demonstrations on proper handwashing practices were provided to promote good hygiene and prevent illness. There trained teachers will now continue the *Jal Utsav* campaign by leading awareness sessions in their schools, spreading the message of safe water and hygiene.

**On 10<sup>th</sup> November,** Jal Utsav Run was conducted in which all the Block Officials, Anganwadi workers and students of the school participated in the Jal Utsav Run. The run started from Bhagat Singh Chauk and ends at the SDM Office of the Aspirational Block Sangaria. During the Run, we found two people from the nearby shops washing their bike with a pipe which leads to collection of water on the road. We requested them to use a bucket and a mug for washing their bikes and try to save water as much as possible. Along with this, slogans such as “*Jal hai toh Kal hai, Jal bachao, jeevan bachao, jeevan ko bachana hai to jal ko bachana hai*, etc. were raised by all the participants.

**On 11<sup>th</sup> November,** a visit to Water Supply Scheme Sites for the students were conducted to observe the infrastructure that supports water distribution across the block. A visit to Water Treatment Plants

included detailed insights into the functioning of local water treatment plants, where students learned about the vital role these plants play in ensuring clean and safe drinking water. Students also had the opportunity to tour the Water Quality Testing Labs, where they saw firsthand the equipment used to monitor and test water quality, ensuring it meets safety standards. An expert demonstration was conducted on how to use field test kits for live water quality testing. Students were engaged in practical, hands-on learning about how water samples are tested for various contaminants. A quick session on water conservation, purification, and the importance of protecting local water resources was conducted, empowering students with knowledge they can share with their communities.

**On 12<sup>th</sup> November,** in all the schools of Block Sangaria, classroom lectures were delivered focusing on the importance and functions of dams, embankments and barrages. Along with the lectures, videos were also shown which included a detailed insights regarding how the dams, embankments and barrages are constructed on a flowing water, what kind of material is used for construction, what becomes the reason of the floods in dams and what type of structure a dam holds. This session

has created a sense of curiosity among students about their working and functioning. A video on the ongoing River Andolans were also shown on the screens to let the students know about the adverse impacts of constructing a dam. A healthy discussion was also held among the students and teachers about the impact of dams on the environment. Students also suggested possible ways to mitigate the adverse impacts on the environment.

**On 13<sup>th</sup> November,** The AEN sir of the Phed department along with his team conducted a walk to detect the water leakage in all the Gram Panchayats. The community members also participated in the walk to detect the water leakage and rectify it. The water sample was taken to check the chlorination before leak fixing and after fixing the leak. It was also ensured that the results of chlorination were informed to the community members and the households. All the leakages were also rectified to ensure the safe supply of water. Even the community members and villagers were requested to inform about the leakage in the future also. Villagers were also asked to use the water efficiently.

**On 14<sup>th</sup> November,** since our Block do not have any watershed structure. Therefore, no watershed structures were identified for maintenance. A meeting was organized which was attended by 25 members to make them aware about the importance of watershed structure and maintenance.

**On 15<sup>th</sup> November,** all the interested persons who were to be enrolled in Nal Jal Mitra Initiative were called at Panchayat Smiti, Sangaria. They were informed about the Jal Utsav Program and their role in the Program.



Capacity building of SHGs | Source: Niti Aayog

**On 16<sup>th</sup> November,** Capacity Building session of Self-Help Groups of water assets relating to local drinking water schemes and water quality testing using Field Testing Kit was conducted at Panchayat Smiti Sangaria. The BDO of Sangaria block explained about the importance of the *Jal Utsav* program and the role of Self-Help Groups in making this program a success. A lecture on the measures of quality of water was by given the junior chemist from Hanumangarh. He showed the demo of how to check the chlorination of different water (RO water, canal water, Water works water and Rain water), how much alkaline water is good for drinking, what amount of PH level is required for drinking, how to add OTS solution to check chlorination, how to check hardness and turbidity of water. AEN PHED of the block talked about the duties and responsibilities of a women in maintaining and preserving water. He even requested the members of self-help groups to teach the value and importance of water to their children.

**On 17<sup>th</sup> November,** Plantation drive was organized in all the villages of the block in the Jal Sampada Premises and its surrounding areas. A total of 364 saplings were planted and the responsibility for their care was also taken.

**On 18<sup>th</sup> November,** rallies were conducted by the students in all the Gram Panchayats. During the rally, slogans were also raised by the

students to spread the message of the importance of water in our life. Painting, Slogan and Essay Writing competitions were held at school campus on the topics given by the Niti Aayog. Along with this, science teachers who were trained for using Field Testing Kits (FTK) conducted water quality testing through FTKs to sensitize the students. Moreover, students were also provided handwash training in all the schools to keep themselves disease free.

**On 19<sup>th</sup> November,** Health Department of the block organized awareness camps about water-borne diseases in all the Gram Panchayats. The team of health department visited the schools and informed students about how the water and health are interlinked to each other. Videos were also shown regarding the causes and prevention of water borne diseases. ASHA Workers also coordinated with the team for the same.

**On 20<sup>th</sup> November,** the culmination program of Jal Utsav held at the State School, Sangaria. The event was started with Lighting of Lamp by the CEO sir and all other guests followed by a welcome song and dance by the students of the school. A Kalbelia Dance was performed by the student of the State school. A drama was conducted by the students on the theme of Water Conservation and Preservation to create awareness and sensitivity for the invaluable resource (Water). Another drama on the theme of MANAS Abhiyan was also performed by the students to create awareness about drug free living. A short video of all the day-wise activities conducted under Jal Utsav was also prepared by the PHED Department. The CEO administered the oath of *Jal Utsav* to all the people who were present in the program. He even urged the public to respect this precious resource and ensure future generations understand the importance of water conservation. The SDM sir emphasized the need for a progressive approach to water conservation and encouraged innovation in agriculture to strengthen water resources. At the end of the programme, awards were given by District Collector to all the students who participated in the program and certificates were given to winners of slogan writing, painting and essay writing competition held under the *Jal Utsav*.



Felicitation of winners in culmination ceremony | Source: Niti Aayog





# Jal Utsav in Aspiration Block Namchi, Sikkim

- Ms. Methela Rai, Aspirational Block Fellow, Namchi block, Sikkim



Sapling plantation | Source: Namchi block, Sikkim

Young Professional from NITI Aayog planted saplings, emphasizing environmental conservation. A JalSampada Fact Sheet was unveiled, showcasing water management data, and a pledge ceremony involving 123 participants solidified commitment to water sustainability.

## 7<sup>th</sup> November: Cleaning of Water Assets

Public and private water assets in 10 GPUs were cleaned and chlorinated, ensuring water safety. A Jal Bandhan Ceremony involved community members tying sacred threads on water structures as a symbol of stewardship was organised. Jal Sampada (water assets) were cleaned and chlorinated with communities involvement.

## 8<sup>th</sup> November: Jal Sanchay Diwas

Communities conducted sanitation surveys and engaged in water conservation activities. Awareness programs utilized JJM, MGNREGA,

## Introduction

The Jal Utsav Campaign (6–20 November 2024), a flagship initiative under the Jal Jeevan Mission and coordinated by NITI Aayog's Aspirational Blocks Programme (ABP), exemplified community-driven water conservation and sustainable resource management in Namchi Block, Sikkim. This comprehensive 15-day campaign mobilized community members, students, and stakeholders, fostering awareness and engagement across the block's 11 Gram Panchayat Units (GPUs).

Namchi Block, in Namchi District, spans 67.3 square kilometers and comprises 11 GPUs, each with a village committee. Situated just 500 meters from the district headquarters, the block has steadily progressed under the Aspirational Blocks framework.

## Event Summary: Day-wise Activity Report

### Launch Day: 6<sup>th</sup> November 2024

The campaign began at the District Administration Conference Hall with the “Ek Ped Maa Ke Naam” initiative, where MLA Namchi Singithang, District Collector of Namchi, and



Jal Bandhan | Source: Namchi block, Sikkim

and Dhara Vikas schemes, focusing on 50 functional rainwater harvesting structures in the block. Sanitation surveys were conducted on both perennial and seasonal water sources. The block has 50 functional rainwater harvesting structures, with one located at Kitam Senior Secondary School.

### 9<sup>th</sup> November: School Teachers' Training

Forty-eight teachers and 22 Self-Help Group (SHG) members were trained on field testing kits (FTKs) for water quality monitoring and hygiene practices. Experts from the State Institute of Rural Development (SIRD) led this hands-on session. Mr. Poojan Lohagan, chemist and quality manager led the water quality session. Ms. Roshni Thapa, Health Education Officer, Namchi District Hospital explains about the water borne diseases, how to mitigate this and importance of handwashing.

### 10<sup>th</sup> November: Jal Utsav Run

A 6 km awareness run saw enthusiastic participation from 128 students, reinforcing the message of water conservation and its linkage to sustainable living. This run was conducted in collaboration with the Police, Health, and Sports Departments.



Jal Utsav Run | Source: Namchi block, Sikkim

The Police Department ensured route safety, while the Health Department provided medical assistance during the event. The Sports Department contributed significantly by encouraging participation and ensuring smooth coordination.

### 11<sup>th</sup>-12<sup>th</sup> November: Student Exposure Visits

A total of 247 students from senior and secondary schools visited water supply sites, treatment plants, and water quality labs, gaining practical insights into water management processes. During the visits, students observed various components of the water supply system, including

treatment plants (grey water soak pits) and quality control labs.

This exposure visits not only provided theoretical knowledge but also equipped students with practical insights, fostering an awareness of water conservation, quality control, and the infrastructure that supports water sustainability.

### 13<sup>th</sup> November: Fix the Leak Campaign

Community members identified and resolved 22 water leakages across 11 GPUs. The initiative incorporated digital reporting tools, empowering youth to ensure water conservation.

### 14<sup>th</sup> November: Watershed Management

Communities participated in cleaning and maintaining 11 watershed structures, underscoring the importance of collective action for water sustainability.

### 15<sup>th</sup>-20<sup>th</sup> November: Skilling, Competitions, and Awareness

The campaign culminated with capacity-building sessions for Nal Jal Mitras, student competitions, and community programs focusing on water conservation, public health, and environmental sustainability.



Training on WQ | Source: Namchi block, Sikkim







Watershed management activities | Source: Namchi block, Sikkim

### 21<sup>st</sup> November: Watershed Management

Namchi Block concluded its 15-day Jal Utsav program under the Aspirational Blocks Programme (ABP) on November 21, 2024. The event saw the presentation of outcomes and results by the Block Development Officer (BDO), submission of monthly reports by Block Level Officers (BLOs), and introduction of GPU ranking by the Aspirational Block Fellow. Additionally, students who participated in the Jal Utsav Run and competitions were felicitated.

### Challenges and Learnings

1. Inconsistent Participation: Strengthening local ownership can ensure sustainable practices.

2. Resource Constraints: Leveraging partnerships can address budget and material limitations.
3. Seasonal Variability: Promoting rainwater harvesting can mitigate seasonal water shortages.

4. Data Gaps: Accurate water-use data is crucial for informed decision-making.
5. Sustaining Momentum: Regular events and GPU performance rankings can maintain engagement post-campaign.

### Conclusion

The Jal Utsav Campaign in Namchi Block was a resounding success, mobilizing diverse stakeholders toward a shared goal of sustainable water management. By integrating education, technology, and community participation, the campaign has set a precedent for future conservation initiatives. Continued collaboration, innovation, and grassroots efforts will ensure long-term impact, fostering a water-secure future for generations to come.



Students activities | Source: Namchi block, Sikkim



Falicitation of students | Source: Namchi block, Sikkim

# जल उत्सव अभियान, आकांक्षी विकासखंड - झिरन्या, खरगोन जिला, मध्य प्रदेश

- लोक स्वास्थ्य यांत्रिकी विभाग, एवं मध्यप्रदेश जल निगम मर्यादित

## प्रस्तावना:

माननीय प्रधानमंत्री जी की परिकल्पना के अनुरूप, नीति आयोग, भारत सरकार द्वारा केन्द्रीय विभागों के समन्वय से पूरे देश के चिन्हित आकांक्षी जिलों में दिनांक 6 नवंबर 2024 से 20 नवंबर 2024 तक कुल 15 दिवसीय जल उत्सव अभियान का उद्देश्य जल प्रबंधन, संरक्षण और स्थिरता के महत्व के प्रति समुदाय में जागरूकता और संवेदनशीलता लाना है। साथ ही ग्रामीण समुदाय की भारत सरकार की महत्वाकांक्षी योजनाओं में सहभागिता बढ़ाकर उनकी जावाबदेही भी सुनिश्चित करना है। यह पहल हर घर और समुदाय के लिए पानी को एक प्रमुख प्राथमिकता के रूप में बढ़ावा देने और जनता के बीच जिम्मेदारी की भावना पैदा करने और छात्रों, घरों और स्थानीय समुदायों को जल संसाधनों के संरक्षण में शामिल करने के लिए डिज़ाइन की गई है।

नीति आयोग, द्वारा प्रदेश के खरगोन जिले के आकांक्षी ब्लाक झिरन्या का चयन इस जल उत्सव के आयोजन के लिए किया गया है। अभियान अंतर्गत आकांक्षी ब्लाक झिरन्या में दिनांक 6 नवंबर 2024 से 20 नवंबर 2024 तक कुल 15 दिवसीय जल उत्सव अभियान अंतर्गत जारी दिशा-निर्देशों के अनुरूप अभियान अवधि में ग्रामीण समुदाय की सहभागिता, जनप्रतिनिधियों एवं विभागीय समन्वय के साथ विषयवार गतिविधियों का आयोजन किया गया है।

## जल उत्सव अभियान के उद्देश्य:

- ग्रामीण समुदाय में जल के प्रति संवेदनशीलता और महत्व पैदा करने के लिए जागरूकता लाना।

- जल संसाधनों के संरक्षण एवं सुरक्षा में स्थानीय समुदायों की सक्रिय भागीदारी को प्रोत्साहित करना।
- घरों में जल के कुशल उपयोग तथा उपयोगिताओं/एजेंसियों में जल प्रबंधन के प्रति जिम्मेदारी की भावना पैदा करना।
- जल सुरक्षा, स्थिरता, संरक्षण, कौशल विकास आदि से संबंधित गतिविधियों के लिए ग्राम पंचायत/गांव स्तर पर मौजूदा संस्थागत प्रणालियों को शामिल करना।
- स्कूली छात्रों को जल प्रबंधन गतिविधियों में शामिल कर उन्हें अपने परिवारों और समुदायों में परिवर्तन के उत्प्रेरक के रूप में कार्य करने के लिए सशक्त बनाना।
- प्रतिकृतिकरण के लिए विभिन्न स्तरों पर तकनीकी समाधान सहित सर्वोत्तम प्रथाओं को प्रदर्शित करना
- समुदाय में जिम्मेदारी और स्वामित्व की भावना पैदा करके एक स्थायी प्रभाव उत्पन्न करना, यह सुनिश्चित करना कि जल उत्सव के उद्देश्य और लक्ष्य समय के साथ कायम रहें।

## अभियान अंतर्गत आयोजित की जाने वाली प्रमुख गतिविधियाँ:

- जल उत्सव कार्यक्रम का शुभारंभ
- जल संपदा परिसंपत्तियों की सफाई
- जल संचय दिवस
- स्कूली जागरूकता गतिविधियाँ
- जल उत्सव दौड़
- छात्रों को ग्रामों का शैक्षणिक भ्रमण

- जल बजट निर्धारण अभ्यास एवं पेयजल आपूर्ति शून्य रिसाव
- पानी और कौशल
- जल एवं स्वयं सहायता समूह
- एक पेड़ माँ के नाम
- छात्र प्रतियोगिता दिवस
- जगुरूकता गतिविधियाँ

## अभियान के क्रियान्वयन की रणनीति:

नीति आयोग, भारत सरकार के चिन्हित आकांक्षी जिलों में दिनांक 6 नवंबर 2024 से 20 नवंबर 2024 जल उत्सव अभियान के क्रियान्वयन के लिए विभाग एवं स्थानीय स्तर पर एक व्यापक रणनीति एवं कार्ययोजना तैयार कर अभियान का क्रियान्वयन का लक्ष्य रखा गया है।

- जल उत्सव अभियान के दिशा-निर्देशों का अवलोकन कर वरिष्ठ अधिकारियों के साथ उसके क्रियान्वयन पर चर्चा।
- अभियान के क्रियान्वयन के लिए राज्य/जिला स्तर पर नोडल अधिकारी को नामांकित करना।
- संबंधित जिले के विभागीय अधिकारियों के साथ विडियों कान्फेंस के माध्यम से अभियान के क्रियान्वयन के संबंध में चर्चा कर कार्ययोजना बनाना।
- संबंधित जिले के विभागीय अभियान के क्रियान्वयन के संबंध में व्यापक दिशा-निर्देश जारी करना।
- स्थानीय स्तर पर विभागीय/मैदानी अमले एवं जिले में कार्यरत सहयोग क्रियान्वय



एजेंसी (आई.एस.एस) के साथ बैठक कर अभियान के क्रियान्वयन पर विस्तृत चर्चा कर क्रियान्वयन की कार्ययोजना तैयार।

- अभियान की गतिविधियों के क्रियान्वयन के लिए ग्रामों का चिन्हांकन करना।
- चिन्हित ग्रामों में गतिविधियों के आयोजन के लिए जिला/ब्लाक समन्वयकों की जवाबदेही सुनिश्चित करना।
- जिला/जनपद पंचायत के अधिकारियों एवं अन्य विभागों के साथ समन्वय कर गतिविधियों को आयोजित करवाना।
- अन्य विभागों को अभियान के संबंध में समन्वय कर पत्र जारी कर उन्हें अभियान की विस्तृत जानकारी प्रदान करवाना।
- स्थानीय जन प्रतिनिधियों/पंचायत के प्रतिनिधियों से समन्वय कर उन्हें अभियान के आयोजनों में आमंत्रित करना।
- सोशल मीडिया के माध्यम से अभियान का प्रचार-प्रसार।

## अभियान के क्रियान्वयन में चुनौतियाँ

- भौगोलिक एवं बुनियादी बाधाएँ।
- जनजातीय आदिवासी बाहुल्य क्षेत्र होना।
- ग्रामों की बसाहट दूरस्थ क्षेत्र में होना।
- ग्रामों का फलियों/टोलों में बटा होना।
- जनजातीय आदिवासी बाहुल्य क्षेत्र होने के कारण लोगों में जागरूकता की कमी।
- आदिवासी समुदाय में जवाबदेही ना होना।
- जिला मुख्यालय से ब्लाक के ग्रामों में परिवहन के साधनों में सुगमता ना होना।
- नियमित बिजली आपूर्ति की अनुपलब्धता एवं संचार के पूर्ण संसाधन उपलब्ध ना होना।
- सामाजिक सांस्कृतिक परिवेश।
- स्वास्थ्य के प्रति जागरूकता में कमी।
- जनजातीय आदिवासी बाहुल्य क्षेत्र होने के साक्षरता का प्रतिशत कम होना।

- जनजातीय आदिवासी बाहुल्य क्षेत्र समुदायिक सहभागिता की कमी होना।
- जनजातीय आदिवासी बाहुल्य समुदाय की क्षमतावर्धन की कमी।
- स्थानीय स्तर पर विभागीय समन्वय में कठिनाई।
- मैदानी स्टॉफ की कमी।

## अभियान अंतर्गत आयोजित गतिविधियों का विवरण:

### दिनांक 6.11. 2024 - जिला खरगोन में "जल उत्सव अभियान" का शुभारंभ

जल उत्सव अभियान शुभारंभ कार्यक्रम अंतर्गत दिनांक 06/11/2024 को स्थानीय जनप्रतिनिधियों एवं अधिकारियों की उपस्थिति में जल बंधन एवं दीप प्रज्वलित करके किया। जल उत्सव कार्यक्रम में जिला पंचायत अध्यक्ष/उपाध्यक्ष, खरगोन, अध्यक्ष जनपद

पंचायत झिरन्या, पूर्व विधायक, जिला पंचायत सदस्य, मुख्य कार्यपालन अधिकारी जिला पंचायत खरगोन, नीति आयोग से नियुक्त नोडल अधिकारी, मुख्य कार्यपालन अधिकारी जनपद पंचायत झिरन्या, महाप्रबंधक परियोजना क्रियान्वयन इकाई, जल निगम, खरगोन, प्रबंधक जन सहभागिता उपस्थित रहे। कार्यक्रम में जल निगम के द्वारा किए जा रहे कार्यों के संबंध में उपस्थित सदस्यों को जानकारी दी गई एवं जल उत्सव अभियान में की जाने वाली विभिन्न गतिविधियों द्वारा प्रचार प्रसार एवं क्षमतावर्धन की कार्य योजना की जानकारी उपस्थित जन समुदाय को दी गई।

### दिनांक 7.11.2024 - जल संपदा परिसम्पत्तियों की सफाई

ग्राम पंचायत नहालदरी में ग्रामीणों द्वारा जल उत्सव कार्यक्रम में धागा बंधन किया जाकर जल उत्सव अभियान को ग्राम में प्रारंभ किया गया, जिसमें पेयजल संसाधन की पहचान किया जाकर साफ-सफाई की की गई।



शुभारंभ कार्यक्रम | स्रोत: लोक स्वास्थ्य यांत्रिकी विभाग, एवं मध्यप्रदेश जल निगम



ग्रामीणों द्वारा श्रमदान - कुएँ की साफ सफाई | स्रोत: लोक स्वास्थ्य यांत्रिकी विभाग, एवं मध्यप्रदेश जल निगम

### दिनांक 8.11.2024 - जल संचय दिवस स्थान -ग्राम पिपलिया खुर्द एवम गवाला

ग्राम पिपलिया खुर्द एवं गवाला में-जल स्रोतों का सर्वेक्षण, जल संचयन संरचनाओं की पहचान कर ग्रामीणों को विभाग की टीम द्वारा बताया गया की जल उत्सव अभियान के अंतर्गत ग्राम पिपलिया खुर्द ओर गवाला में जल संचय, जल स्रोतों की पहचान और स्थिरता के प्रबंधन के लिए सूचीकरण किया गया, ग्राम में साफ-सफाई हेतु स्थानीय ग्रामीण समुदाय को जागरूक किया, इसके साथ ही शा.प्राथमिक शाला पिपलिया खुर्द में बच्चों एवं शिक्षको द्वारा जल संरक्षण एवं जल स्रोतों को पुनः भरण हेतु जागरूक किया गया है।

### दिनांक 9.11.2024 - जल उत्सव के तहत स्कूल शिक्षकों की भागीदारी - स्थान- ग्राम मुंडिया, मारुगढ़, सोनखेड़ी, कुसुमबिया एवं मानीकेरा

फील्ड टेस्ट किट के माध्यम से जल गुणवत्ता परीक्षण- ग्राम-मुंडिया, मारुगढ़, सोनखेड़ी, मानीकेरा, कुसुमबिया में 'जल उत्सव के दिशा निर्देशानुसार शा. प्राथमिक शाला मुंडिया, शा. माध्यमिक शाला मारुगढ़, शा. माध्यमिक शाला सोनखेड़ी में थ फील्ड टेस्ट किट द्वारा स्कूल के बच्चों एवं शिक्षको को जल की गुणवत्ता का परीक्षण करके बताया गया।

हैंड वाश गतिविधि-साथ ही बालको को हैंड वाश (हाथ धोने का प्रशिक्षण) भी दिया गया इसके पश्चात बच्चों को वर्षा जल के संरक्षण, संचयन एवं कुशल संवर्धन और पेयजल संसाधनों के रखरखाव और साफ सफाई के संबंध में विस्तृत जानकारी साझा की गई।

जागरूकता रैली- जल उत्सवरैली का आयोजन कर बच्चों को वर्षा जल के कुशल संरक्षण, संचयन, जल का संवर्धन एवं ग्राम के पेयजल संसाधनों के विषय में विस्तृत जानकारी साझा की गई समस्त बालको शिक्षको द्वारा जल संसाधनों के प्रति जागरूकता को बढ़ावा देने के शपथ ली गई है।

### दिनांक 10.11.2024 - जल उत्सव दौड़ - स्थान - ग्राम रेहटफल, ठसलगाव, शाका, तिनसया

जल स्रोतों की साफ-सफाई, वर्षा जल के संरक्षण संचयन एवं कुशल संवर्धन कर पेयजल संसाधनों के विषय में विस्तृत जानकारी के साथ प्रचार

प्रसार एवं क्षमतावर्धन का कार्य किया गया। साथ ही स्कूल के बच्चों की छोटी दूरी की जल उत्सव दौड़ का आयोजन किया जिसमें गांव के बच्चों ने भाग लिया एवं कार्यक्रम के उपरांत प्रथम द्वितीय, तृतीय स्थान आने बच्चों को पुरस्कृत किया गया है।



जल संचय दिवस के कार्यक्रम | स्रोत: लोक स्वास्थ्य यांत्रिकी विभाग, एवं मध्यप्रदेश जल निगम



स्कूल कार्यक्रम | स्रोत: लोक स्वास्थ्य यांत्रिकी विभाग, एवं मध्यप्रदेश जल निगम



जल उत्सव दौड़ | स्रोत: लोक स्वास्थ्य यांत्रिकी विभाग, एवं मध्यप्रदेश जल निगम



**दिनांक 11.11.2024 - जलगत उत्सव (जल क्षेत्र) के तहत छात्रों की भागीदारी, स्थान - ग्राम डेहरिया, रातलीपुरा धन्वा।**

ग्राम के शा.माध्यमिक विधा. डेहरिया, शा. माध्यमिक विधा. धन्वा, सोनखेड़ी एवं प्राथमिक विधा. रातलीपुरा के छात्रों को जल आपूर्ति योजना स्रोतों का भ्रमण किया गया जिसमें विभिन्न प्रायोजनों से जल की आपूर्ति के संबंध में बच्चों में जन जागरूकता पैदा की गई, जल की पारिस्थितिकी तंत्र के संबंध में जानकारी दी गई एवं जल संरक्षण, जल को प्रदूषण से रोकने की बच्चों में पारिस्थितिकी तंत्र की समझ पैदा की गई साथ ही जलीय जीव जंतु के संबंध में स्कूली बच्चों को जानकारी दी गई, शुद्ध पेयजल के संबंध में फील्ड टेस्ट किट के माध्यम से जल परीक्षण करके बताया गया एवं शुद्ध पेयजल के मानव स्वास्थ्य पर क्या लाभदायक प्रभाव होते हैं उसके संबंध में बच्चों की समझ पैदा की गई।

**दिनांक 12.11.2024 - जलगत उत्सव (जल संसाधन क्षेत्र) के तहत छात्रों की भागीदारी, स्थान - ग्राम गोरडिया अगस्या, चिड़िया, दामखेड़ा, शिवना।**

उत्तर माध्यमिक शाला ग्राम गोरडिया अगस्या, चिड़िया, दामखेड़ा, शिवना में नीति आयोग द्वारा रूपरेखा के अनुरूप जल उत्सव कार्यक्रम का आयोजन किया गया जिसमें जल जीवन मिशन के अंतर्गत निर्मित की जा रही विभिन्न संरचनाओं इंटेक वेल, WTP, MVR, ओएचटी, इत्यादि संरचनाओं के निर्माण के संबन्ध में स्कूल में विद्यार्थियों को विभिन्न संरचनाओं निर्माण कार्यशैली एवं उनके उपयोग के कार्यों के विषय में तकनीकी जानकारी का शिक्षण कार्य कराया गया। जल जीवन मिशन के विभिन्न वीडियो राष्ट्रपति पुरस्कार सुजल शक्ति सम्मान प्राप्त श्रीमती अनीता चौधरी एवं माननीय प्रधानमंत्री जी का उद्बोधन दिखाकर जाकर बच्चों में प्रचार प्रचार एवं क्षमतावर्धन का कार्य किया गया।

**दिनांक 13.11.2024 - जल आपूर्ति शून्य रिसाव, स्थान - ग्राम नहलदरी, नरवट, मांडवी**

ग्रामीणों को जल आपूर्ति, शून्य रिसाव, जल संरचनाओं और उनके कार्यों की जानकारी दी

गई साथ ही जल संरक्षण, जल सवर्धन, जल संचयन एवं दूषित जल से होने वाली बीमारियों के विषय में बच्चों को जानकारी साझा की गई एवं जल संरक्षण के प्रति जन जागरूकता बढ़ाने के लिये सभी ने शपथ ली।



छात्रों की भागीदारी | स्रोत: लोक स्वास्थ्य यांत्रिकी विभाग, एवं मध्यप्रदेश जल निगम



छात्रों की भागीदारी | स्रोत: लोक स्वास्थ्य यांत्रिकी विभाग, एवं मध्यप्रदेश जल निगम



जल संरक्षण के प्रति जन जागरूकता | स्रोत: लोक स्वास्थ्य यांत्रिकी विभाग, एवं मध्यप्रदेश जल निगम



### दिनांक 14.11.2024 - जल प्रबंधन, स्थान - ग्राम बड़ी एवं बलखड

ग्रामीणों एवं शा. मा. विद्यालय बलखड में बच्चों और शिक्षकों को जल संरक्षण, प्रबंधन की गतिविधियों के तहत जल स्रोतों श्रमदान करके साफ-सफाई की गई और उन्हें जल संरचनाओं के कार्यों की जानकारी दी गई साथ ही जल संरक्षण, जल संवर्धन, जल संचयन किया जाने प्रेरित किया गया एवं दूषित जल से होने वाली बीमारियों के विषय में बच्चों को जानकारी दी गई।

### दिनांक 15.11.2024 - पानी और स्किलिंग नल जल मित्र पहल, स्थान - ग्राम पुतला, बड़ी बिचौली

शा. प्राथमिक विद्यालय आवास परिसर में परियोजना क्रियान्वयन इकाई खरगोन द्वारा ग्रामीणों को पानी और स्किलिंग नल जल मित्र गतिविधियों के तहत पानी की टंकियों का रखरखाव, समय पर जलकर भरना और उन्हें जल संरचनाओं और उनके कार्यों की जानकारी दी गई , साथ ही जल संरक्षण, जल संवर्धन, जल संचयन एवं प्रदूषित पानी से होने वाली बीमारियों के विषय में महिलाओं, ग्रामीणों को जानकारी साझा की गई एवं जल संरक्षण के प्रति जन जागरूकता बढ़ाने के लिये सभी ने शपथ ग्रहण की गई है।

### दिनांक 16.11.2024- पानी एवं स्वयं सहायता समूह, स्थान - ग्राम पिपलीया खुर्द, रातलीपुरा

महिलाओं को फिल्टर टेस्टिंग किट के माध्यम से लाईव जल परीक्षण करके बताया एवं जल संरचनाओं का संरक्षण और उनके कार्यों की जानकारी दी गई। साथ ही जल संरक्षण एवं संवर्धन, अशुद्ध पेयजल से होने वाली बीमारियों के विषय में महिलाओं के बीच प्रचार प्रसार एवं क्षमतावर्धन किया गया है।

### दिनांक 17.11.2024- एक पेड़ माँ के नाम, स्थान - ग्राम डेहरिया, रातलीपुरा, काली कुंडी, मुंडिया, आगासिया, मोरदड

एक पेड़ माँ के नाम गतिविधि के अंतर्गत ग्रामों में समुदायिक पौधारोपण किया गया और जल

संरक्षण एवं पर्यावरण का संतुलन बनाये रखने के लिए सभी को शपथ भी दिलाई गई। अपने जन्म दिवस पर एवं शुभ कार्य करने से पहले सभी लोग अपने जीवन में 5 पेड़ अवश्य लगाए और पानी बचाये, सभी ने पानी के सतत प्रबंधन ,सामुदायिक भागीदारी और स्वच्छता के महत्व के प्रति जागरूकता बढ़ाने लिए ग्रामीणों ने शपथ ग्रहण कर जनसहभागिता की है।

### दिनांक 18.11.2024 - छात्र के लिए प्रतियोगिता, स्थान - ग्राम आगासिया, मोरदड

ग्राम में स्कूली बच्चों के लिए विभिन्न प्रतियोगिताओं का आयोजन अध्यापकों, स्व सहायता समूह की महिलाओं, आंगनवाड़ी कार्यकर्ता, आशा सहयोगिनी व ग्रामीणों की



श्रमदान | स्रोत: लोक स्वास्थ्य यांत्रिकी विभाग, एवं मध्य प्रदेश जल निगम



स्वयं सहायता समूह | स्रोत: लोक स्वास्थ्य यांत्रिकी विभाग, एवं मध्यप्रदेश जल निगम



समुदायिक पौधारोपण | स्रोत: लोक स्वास्थ्य यांत्रिकी विभाग, एवं मध्यप्रदेश जल निगम



भागीदारी एवं समन्वय से शासकीय प्राथमिक शाला अगासया, मोरदड में बालक/बालिकाओं के साथ जल उत्सव रैली और चित्रकला प्रतियोगिता का आयोजन किया गया। बच्चों के पूर्ण उत्साह के साथ भाग लेकर गतिविधियों में भाग लिया। साथ ही उन्हें पुरस्कृत कर समस्त बच्चों को जल संसाधनों के प्रति जागरूकता को बढ़ावा देने की शपथ ली गई।

### दिनांक 19.11.2024 - पानी और स्वच्छता स्थान - ग्राम नहलदरी एवं डेरिया मुंडिया

पानी और स्वास्थ्य गतिविधि के अंतर्गत ग्राम नहलदरी एवं डेरिया मुंडिया के आंगनवाड़ी सेंटर में एन.एम.दीदी, आंगनवाड़ी कार्यकर्ता, आशा कार्यकर्ता एवं स्व सहायता समूह की महिलाओं को जलजनित बीमारियों की जानकारी दी गई।

उन्हें दूषित जल से जल जनित रोग डायरिया एवं अन्य बीमारिया के संबंध में विस्तार से बताया गया। सभी को स्वच्छ शुद्ध जल के उपयोग करने और अपने आस-पास साफ सफाई का विशेष ध्यान रखने साथ ही सभी को जल संरक्षण, जल संचयन, जल सर्वर्धन एवं पर्यावरण संतुलन बनाये रखने के लिए पानी का संरक्षण करने एवं पानी के सतत प्रबंधन, सामुदायिक भागीदारी और स्वच्छता के महत्व के प्रति जागरूकता बढ़ाने के लिए शपथ भी दिलाई गई।

### दिनांक 20.11.2024 - जल उत्सव अभियान का समापन, स्थान - जनपद पंचायत झिरन्या

मध्यप्रदेश के जिला खरगोन में आकांक्षी विकासखंड झिरन्या में नीति आयोग के दिशा-

निर्देश अनुसार जल उत्सव अभियान का सफलतापूर्वक आयोजन दिनांक 6 नवंबर 2024 से 20 नवंबर 2024 तक किया गया। इस अभियान के क्रियान्वयन में लोक स्वास्थ्य यांत्रिकी विभाग, जल निगम मर्यादित परियोजना क्रियान्वयन इकाई खरगोन द्वारा आपसी समन्वय से अभियान की बेहतर रणनीति तैयार कर विभिन्न गतिविधियों का आयोजन किया गया है। जल उत्सव अभियान के समापन में उपस्थित सदस्यों के समक्ष आयोजित की गई आई.ई.सी. गतिविधियों का जनप्रतिनिधियों को जानकारी प्रदाय की गई है।

### परिणाम

प्रदेश के खरगोन जिले के अनुसूचित जनजातीय बहुल आकांक्षी ब्लाक झिरन्या के ग्रामों में माननीय प्रधानमंत्री जी की परिकल्पना के अनुरूप, नीति आयोग, भारत सरकार द्वारा जारी दिशा-निर्देशों के अनुरूप इस अभियान के क्रियान्वयन में लोक स्वास्थ्य यांत्रिकी विभाग, जल निगम मर्यादित परियोजना क्रियान्वयन इकाई खरगोन द्वारा आपसी एवं अभियान विभागीय समन्वय से दिनांक 6 नवंबर 2024 से 20 नवंबर 2024 तक जल उत्सव अभियान का सफल आयोजन किया गया है, जिसमें थीम/विषयवार प्रतिदिन गतिविधियों का आयोजन ग्रामीण समुदाय की सहभागिता, अध्यापकों/स्कूली बच्चों/स्व सहायता समूह की महिलाओं एवं स्थानीय जनप्रतिनिधियों के पूर्ण सहयोग एवं समन्वय के साथ किया गया।

इस अभियान ने अपने उद्देश्यों को पूर्ण करते हुए ग्रामीण समुदाय, स्कूली बच्चों एवं स्व सहायता समूह की महिलाओं को जल प्रबंधन, संरक्षण और स्थिरता के महत्व के प्रति जागरूक करने, उन्हें संवेदनशील बनाने में अपनी महत्वपूर्ण भूमिका निभाई है। इसके साथ ही ग्रामीण समुदाय की भारत सरकार की महत्वकांक्षी योजनाओं में सहभागिता बढ़ाकर उनकी जावाबदेही भी सुनिश्चित करने का एक बेहतर प्रयास किया है।



स्कूली बच्चों के लिए विभिन्न प्रतियोगिता | स्रोत: लोक स्वास्थ्य यांत्रिकी विभाग, एवं मध्यप्रदेश जल निगम



समापन समारोह | स्रोत: लोक स्वास्थ्य यांत्रिकी विभाग, एवं मध्यप्रदेश जल निगम

# The Impact of Jal Utsav in Mamit, the Aspirational District of Mizoram

- Ajaya Mohapatra, CEO, We The People - Key Resource Centre under NJJM

## Introduction:

A clarification call by the Prime Minister to ensure 'Har Ghar Jal' and make Jal (water) every household's agenda under the Jal Jeevan Mission focusing on the concept of 5R's: Respect, Reduce, Reuse, Recycle and Recharge gained further momentum through 'Jal Utsav', a celebration dedicated to the conservation and management of water resources in India. The Jal Utsav serves as a platform to raise community awareness and participation in promoting water sustainability and its significance in daily life focusing on Gram Panchayats (GPs) and their functionaries, village-level institutions, school students and the local community. While this initiative aims broadly at promoting water conservation practices across communities, its impact in the aspirational districts has made significant inroads since these districts were considered the focus districts under the 'Jal Utsav' campaign this year. India's aspirational districts—needing significant socio-economic development—play a crucial role in transforming communities by addressing water access and management challenges. This article delves into a case study of Mamit, an aspirational district of Mizoram, emphasising the initiatives and the impact of Jal Utsav on GPs, village-level institutions, the local community, school students and community health workers—the stakeholders.

## Impacts of Jal Utsav in Mamit, the Aspirational District:

The Jal Utsav organised by Public Health and Engineering Department, Mizoram in collaboration with the NITI Ayog made the following impact:

### Awareness and Education:

PHED organised awareness campaigns and information dissemination about water conservation

techniques, sustainable practices, and the significance of protecting local water sources. This educational aspect helped the stakeholders understand the vital role of water in their lives, leading to more informed decisions regarding water conservation and resource management.

### Community Engagement:

The celebrations of the Jal Utsav encouraged community participation and fostered unity among the



Launch of the Jal Utsav at Mamit College | Source: PHED Mamit



Active participation of PHED, during Jal Utsav | Source: PHED Mamit campaign





stakeholders as they came together to celebrate, engage in discussions, and participate in water conservation activities. The event encouraged partnerships between PHED, schools and local organizations, and enhanced resource utilization and community involvement.

## Impact on Schools and Colleges:

Under Jal Utsav, PHED launched the campaign viz. 'Catch them Young' through awareness campaigns and educational events for the students to instil a sense of belonging among them when they are young and empower them to become advocates for water conservation in their homes and neighbourhoods as 'Jal Doot' or Water Warriors. This advocacy initiative tried to build confidence among students and encouraged them to take proactive roles in their communities. Moreover, students learned essential life skills related to water conservation, fostering a sense of responsibility towards natural resources. Participation in Jal Utsav activities cultivated environmental stewardship and leadership qualities among young minds. Besides, a focus on clean drinking water and sanitation during Jal Utsav significantly raised awareness among the teachers and students on the use of potable drinking water in reducing waterborne diseases. The school authorities also felt that healthy students are more likely to attend school regularly, contributing to improved academic performance and overall well-being.

Lallianpuii, a dynamic and inspiring women leader from N. Chhippui Village, Mamit district with a vision to nurture the next generation shared a story about a young girl named Rini, who once approached her with a simple yet profound question: "Can children save water too?" This innocent inquiry planted

the seeds of Lallianpuii's "Catch Them Young" initiative, a campaign aimed at instilling water conservation habits among children. During the Jal Utsav, Lallianpuii led a workshop with local school children, demonstrating creative ways to save water in their daily lives—like reusing water for plants, checking taps for leaks, and spreading awareness in their families. She encouraged them to become "Jal Doot/ Water Warriors" of their households and the community. In a heartfelt moment, RH Mawizuala, a respected elder of the village, shared how these young guardians reminded even the older generation of the importance of conserving water. "The children are teaching us," he remarked with pride," and Lallianpuii has become their beacon of change." Lallianpuii's belief in empowering children as agents of transformation left an indelible mark on N. Chhippui. By

fostering a sense of responsibility at a young age, she sowed the seeds of a sustainable future, proving that even the smallest hands can make a big difference.

## Skill Development and Hands-On Learning:

The Jal Utsav witnessed training on the water quality test at the district PHED Lab, and using the Field-Testing Kit (FTK) for the ANMs and water conservation and sustainable practices for the school teachers to improve skills and hands-on learning among the stakeholders. These personnel were equipped with knowledge about water testing techniques, and sustainable practices.

Schools designed special programs, activities, and projects, and organised field activities, workshops, and interactive sessions that aligned with the themes of Jal Utsav,



'Jal Doot' taking pledge at the launch of the Jal Utsav at Mamit College | Source: PHED Mamit



Training on water quality testing at District Lab, PHED, Mamit | Source: PHED Mamit

promoting critical thinking and environmental awareness among students. Students also engaged in practical demonstrations, like water testing using FTK, leading to enhanced experiential learning and application of theoretical concepts.

### Recognition and Advocacy:

The Jal Utsav campaign also highlighted the rights of Particularly Vulnerable Tribal Groups (PVTGs) over their traditional waters and local resources. By bringing attention to their unique needs, Jal Utsav advocated for governmental and non-governmental interventions aimed at enhancing their access to clean water and improved sanitation facilities.

### Preservation of Traditional Knowledge:

The Jal Utsav provided a platform for the local community to celebrate and share traditional water management practices used for generations. While addressing the Jal Utsav campaign on the conventional methods of water conservation in Mizoram, Helen Saibuangi, Senior Executive Engineer, PHE Mamit Division said that “considering the water scarcity challenges in the hilly state, the Mizos developed traditional methods to manage water scarcity through a voluntary community work known as “Hnatlang” which was central to their approach. After selecting a site for the village, hnatlangs were organized to excavate and develop tuikhurs-artificial ponds for water storage. This communal effort showcased the strong sense of unity and selflessness ingrained in Mizo culture. Besides, the Mizos also developed methods for rainwater harvesting, using “Tuidawns” (bamboo gutters) and “Belpuis” (large pots) to collect water dripping from thatched roofs during the rainy season. This straightforward yet efficient practice remains in use to this day. This exchange of knowledge created awareness among

stakeholders about the revival of the revival of sustainable practices that are often overlooked in modern water management frameworks.”

During the vibrant Jal Utsav celebrations in Hriphaw Village, a remarkable initiative unfolded—one that brought together the wisdom of the past and the needs of the present. The event highlighted the efforts of the PVTGs under the visionary leadership of the Sarpanch— John Yakchak, a dynamic leader dedicated to community empowerment and environmental restoration. Hriphaw, like many rural villages, has long depended on traditional water bodies for agriculture, livestock, and daily needs. Over time, these sources suffered from neglect, leading to water scarcity and environmental degradation. Recognizing this challenge, John Yakchak mobilized the PVTG community to revive their

ancestral water bodies, blending their deep-rooted traditional knowledge with modern conservation techniques.

### Challenges Faced:

Despite the benefits of Jal Utsav, challenges remains:

### Resource Allocation:

Often, the initiatives stemming from Jal Utsav may not reach the most marginalized segments of PVTGs due to inadequate infrastructure. Policymakers must ensure that resources are specifically allocated to these vulnerable communities.

### Sustaining Engagement:

While Jal Utsav raises awareness, maintaining long-term engagement with the local community beyond the event is essential for lasting impact.



Training on water quality testing using FTK at PHED Lab | Source: PHED Mamit



Hnatlang - Community participation realigning the gravity line damaged by a landslide, ensuring water supply restoration at Tuipubari village | Source: PHED Mamit





Continuous support and follow-up activities are necessary to ensure the effective application of learned practices.

### Water Source Depletion:

Mizoram's hilly terrain and reliance on spring sources have led to significant depletion of water resources. Recharging the underground water table remains a formidable challenge due to the steep slopes, widespread deforestation from jhum (shifting) cultivation, and the pressures of a growing population.

To ensure sustainable water management, the preservation and restoration of catchment areas must become a priority for the government. This could include fencing large tracts of land to protect vital water sources. Without adequate water availability, even the most advanced pumping machinery becomes ineffective. Proactive and strategic actions are essential to safeguard Mizoram's water resources for future generations.

### Key Learnings from Jal Utsav:

While sharing experience on the key learnings derived from the Jal Utsav in Mamit district Lalropuia, Superintending Engineer, Rural Watsan Circle, PHED, Mizoram and Helen Saibuangi, Senior Executive Engineer, PHE Mamit Division said that:

### Community Engagement is Crucial:

- Active Participation: Active participation of local communities, women, youth, and marginalized groups, especially PVTG, during Jal Utsav boosts the impact on source sustainability, management, and O&M of in-village water supply systems for providing potable water through FHTC to every rural household on a long-term and sustainable

basis. PHED, Mizoram, would sustain community participation beyond Jal Utsav.

- Behavioural Change: Though Jal Utsav created a buzz in the local community, such regular grassroots awareness campaigns could effectively influence attitudes toward water conservation and hygiene, hence, the department would continue such social behavioural change campaigns.

### Capacity Building and Skill Development:

- Training Programs: The learnings on water quality not only improved skills, technical competency and hands-on learning among the ANMs and the school teachers but also percolated down to the students and the local community through these change agents with the support of PHED. PHED, Mizoram would initiate skill development initiatives for the Nal Jal Mitras for management and O&M of in-village water supply systems.

### Need for Localized Solutions:

- Region-Specific Practices: Effective water management requires adaptation to local geographies, climates, and cultural practices. The Jal Utsav

rekindled the local community's interest in traditional water management practices for sustainable rural water supply.

### Policy and Governance:

- Decentralized Water Governance: The most effective way of achieving long-term sustainability is through community-led, community-owned, and community-managed in-village water supply systems led by women SHGs. PHED would continue to focus on a participatory approach, involving Gram Panchayats, VWSCs, and women SHGs, for better outcomes under JJM.

### Sustainability Goals:

- Linkages to SDGs: Aligning Jal Utsav themes with Sustainable Development Goals (SDG 6 – Clean Water and Sanitation) ensures global relevance.

### Documentation and Knowledge Sharing:

- Best Practices: Documenting successful interventions and challenges helps scale up efforts and improve future programs.
- Capacity for Replication: Events like Jal Utsav should serve as a blueprint for similar campaigns in other regions of Mizoram beyond the aspirational district.



'Catch them Young' approach during Jal Utsav | Source: PHED Mamit

# Jal Utsav: A Collaborative Step Towards Water Sustainability in Namsai, Arunachal Pradesh

- Shri. Kaling Pao, PWS & RS Division Arunachal Pradesh, Lopamudra Panda, NPMU-JJM

The Jal Utsav Campaign 2024, celebrated across 20 aspirational districts in India, marked a pivotal effort to raise awareness about water conservation, management, and sustainability. Among these districts, Namsai in Arunachal Pradesh stood out with its impactful initiatives, community engagement, and collaborative spirit, making the campaign a resounding success. Held from November 6 to November 20, this fortnight-long celebration united stakeholders, government officials, students, and the local community to address pressing water-related challenges and promote sustainable practices.

## Launch of Jal Utsav in Namsai

The campaign was inaugurated with great enthusiasm on November 6 at the Namsai Administrative Headquarters. The event witnessed the participation of Hon'ble Deputy Chief Minister Shri Chowna Mein, Hon'ble MLA Lekang Shri Likha Soni, Er. Tomo Basar (Chief Engineer, PHED East Zone), Shri Shan Mohammad (Young Professional, NITI Aayog), along with Zilla Panchayat Chairpersons, Panchayat leaders, and members of Village Water and Sanitation Committees (VWSCs). With over 436 attendees, the launch emphasized the importance of water management and sustainability. All participants took the Jal Utsav Pledge, marking the campaign's commitment to collective action.

## Key Activities and Highlights

Over the two weeks, the district

conducted a series of impactful events and initiatives, showcasing the power of collaboration:

### Launching of Jal Utsav campaign (November 6)

The program was attended by several

distinguished guests, including HDCM Chowna Mein, HMLA Lekang Shri Likha Soni, Er. T.Basar CE (EZ), Shri Shan Mohammad, and representatives from PHED, ZPC, ZPMs, HoDs, PRIs, and VWSCs of Namsai district. Notably, the attendees took the Jal

**Launching of Jal Utsav Campaign (06<sup>th</sup> November'2024)**

State	Aspirational District	Aspirational Block	Locations and No. of Jal Bandhan undertaken	Whether the fact sheet on water assets launched (Yes/No)	Total number of people participated in launch function	Number of participants who took pledge
Arunachal Pradesh	Namsai	Chongkham	Multipurpose Hall Namsai & 1 nos	Yes	436	436



Launching of Jal Utsav | Source: PHE & WS division, Namsai

**Jal Bandhan and Cleaning of Jalpanda at GP Level (07<sup>th</sup> November'2024)**

State	Aspirational District	Aspirational Block	Locations and No. of Jal Bandhan undertaken	Whether the fact sheet on water assets launched (Yes/No)	Total number of people participated in launch function	Number of participants who took pledge
Arunachal Pradesh	Namsai	Chongkham	Multipurpose Hall Namsai & 1 nos	Yes	436	436



Jal Bandhan Activity | Source: PHE & WS division, Namsai



Utsav Oath, pledging to adopt the 5 Rs: Respect, Reduce, Reuse, Recycle, and Recharge. This oath serves as a vital reminder of our responsibility to practice sustainable water usage.

## Jal Bandhan and Cleaning of Water Supply Assets (November 7)

Under the "Jal Sampada" initiative, 137 water supply assets were cleaned, engaging 2,072 stakeholders, including VWSC members and community leaders. This large-scale effort reinforced the importance of maintaining water infrastructure.

## Jal Sanchay Diwas (November 8)

The PHED Namsai carried out an inventory of 136 water supply schemes, including 66 rainwater harvesting structures, 42 schools/Anganwadis, and 36 defunct borewells. Sanitary surveys were conducted at 53 water sources to enhance the monitoring and protection of JJM water treatment plants.

## Teacher Training (November 9)

A specialized training program equipped 48 school teachers with knowledge on water conservation and management. A dedicated WhatsApp group was created for resource sharing and ongoing learning.

## Jal Utsav Run (November 10)

A half-marathon from Gandhi Chowk to the Water Treatment Plant (WTP) in Jaipur Road drew 142 participants from schools and colleges. The event highlighted water conservation's importance and included a walkthrough of the WTP, where students learned about treatment processes.

## Exposure Visits (November 11)

Educational tours to water treatment plants in Kaupatoni and Lathao villages educated 76 students on





water supply systems, recharge pits, and using Field Test Kits (FTKs), deepening their understanding of water management.

### Fixing Drinking Water Supply and Zero Leakage (November 13)

Repair and maintenance drives ensured zero leakage in water supply systems, with water quality testing conducted using FTKs to guarantee safe drinking water.

### Skill Development for Jal Jeevan Mitras (November 15)

As part of the "Nal Jal Mitra" initiative, 183 individuals underwent skill development programs to enhance technical expertise in maintaining water supply systems.

### Capacity Building for SHGs (November 16)

Training sessions for 30 Self-Help Groups (SHGs) covered the operation and maintenance of water supply assets, conducting water quality tests, and uploading results to the JJM's Water Quality Monitoring System portal.

### Ek Ped Maa Ke Naam' Campaign (November 17)

Promoting environmental responsibility, 338 trees were planted across the district under the theme "Ek Ped Maa Ke Naam."

### Sampanna Samaroh and Conclusion (November 19)

The campaign culminated in the Sampanna Samaroh, attended by Hon'ble MLA Chau Zingnu Namchoom, Zilla Panchayat Chairpersons, and other dignitaries. Active participants, including line departments and colleges, were felicitated, and winners of essay and painting competitions were awarded.

Visits of Students to Drinking Water Facilities (11 <sup>th</sup> November'2024 )										
State	Aspirational District	Aspirational Block	No. of schools that participated	No. of students who attended the exposure visits	No. of water supply scheme sites visited	No. of water treatment plants visited	No. of water quality labs visited	No. of water quality testing demonstrations conducted	No. of students who participated in hands-on testing demo	No. of water quality parameters demonstrated in water testing
Assam	Namsai	Chongkhim	3	107	3	3	1	3	107	7



Exposure visit of students | Source: PHE & WS division, Namsai

Visits of Students to Drinking Water Facilities (11 <sup>th</sup> November'2024 )										
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Assam	Namsai	Chongkhim	3	107	3	3	1	3	107	7



Exposure visit of students | Source: PHE & WS division, Namsai

Fixing Drinking Water Supply Zero Leakage (13 <sup>th</sup> November'2024 )										
State	Aspirational District	Aspirational Block	No. of villages/urban areas where leak detection work conducted	No. of community members who participated in leak detection work	No. of leaks identified during the work	No. of water samples tested before leak fixing	No. of water samples tested after leak fixing	No. of households informed about water testing results	No. of youth registered for digital leakage reporting	Number of leaks reported through digital platform
Assam	Namsai	Chongkhim	211	258	100	100	100	100	5	5



Zero leakage drive | Source: PHE & WS division, Namsai



## Outputs and Outcomes

The Jal Utsav campaign in Namsai achieved notable results, setting a benchmark for similar initiatives:

- Increased Public Awareness: Educational sessions, Gram Sabhas, and pledge ceremonies significantly raised awareness about water conservation, especially in schools and rural areas.
- Enhanced Community Engagement: Local communities actively participated in plantation drives, cleanup campaigns, and water conservation projects, fostering a sense of ownership.
- Capacity Building: Teachers, SHGs, and local officials received training on FTK usage and water asset maintenance, empowering them to manage resources effectively.
- Restoration of Waterbodies: Cleaning and rejuvenating local water bodies improved their quality and availability for agricultural and domestic use.
- Youth Involvement: Activities like exposure visits and competitions instilled a culture of water conservation among the younger generation.
- Effective Outreach: Social media platforms amplified the campaign's message, ensuring widespread engagement.

## Conclusion

The Jal Utsav Campaign 2024 in Namsai exemplified how collective efforts can address critical issues like water conservation and management. By involving diverse stakeholders and promoting community participation, the campaign created lasting awareness and fostered sustainable practices. With sustained efforts and support, such initiatives can significantly contribute to achieving Sustainable Development Goals, benefiting communities and positively impacting generations to come.

Skilling Jal Jeevan Mitra (15 <sup>th</sup> November'2024)						
State	Aspirational District	Aspirational Block	No. of persons enrolled in Nal Jal Mitra initiative (District-wise)	No. of persons enrolled in Nal Jal Mitra initiative (Block-wise)	No. of persons enrolled in Nal Jal Mitra initiative (GP-wise)	No. of persons enrolled in Nal Jal Mitra initiative (GP-wise)
Arunachal Pradesh	Namsai	Chongtham	103	Chongtham - 12, Namsai - 83, Laxang Block - 88	-	P-89, PM-139, M-45



Skilling training | Source: PHE & WS division, Namsai

Capacity Building of SHG (16 <sup>th</sup> November'2024)			
State	Aspirational District	Aspirational Block	Capacity building of No. of Self Help Groups for operation and maintenance
Arunachal Pradesh	Namsai	Chongtham	40



Capacity building of SHGs | Source: PHE & WS division, Namsai

Ek Ped Maa ka Naam- One Tree on Mother's Name (17 <sup>th</sup> November'2024)			
State	Aspirational District	Aspirational Block	No. of trees planted
Arunachal Pradesh	Namsai	Chongtham	338



Plantation drive | Source: PHE & WS division, Namsai

# Comprehensive and Detailed Report on Jal Utsav Campaign – Odisha

– Shri Roupia, Executive Engineer, RWSS, Balangir & aspirational block fellow

**T**he ambitious 15-day campaign **Jal Utsav Campaign** conducted in **Balangir District, Odisha**, under the directives of **NITI Aayog & DDWS**, focusing on **water conservation, sanitation, community empowerment, and sustainable water resource management**. It encompassed a variety of activities tailored to engage local communities, students, self-help groups (SHGs), and officials across all **14 blocks** and their respective villages. Officials of NITI Aayog visited the district to oversee the campaign.

The detailed day-wise report reflects the programs, activities, and outcomes achieved.

## Day 1: 6<sup>th</sup> November 2024 - Launch of Jal Utsav Campaign

The campaign was inaugurated in **Kholan (Titlagarh Block)**, **Maharanisagar (Balangir Municipality)**, and **Sibabandha (Kantabanjhi NAC)**. Villages such as **Kapura, Badpada, and Malpara** mobilized participants to attend the grand launch.

### Activities:

- Jal Bandhan: Sacred threads tied to water sources.
- Sharing of Jal Sampada Fact Sheet.
- Jal Utsav Oath administered to attendees.
- Health camp organized.

- Expert lectures on water conservation, sustainability, and Jal Jeevan Mission.

### Outcomes:

- Around **850 people**, including local leaders, villagers, school students, and block officials, actively engaged in the launch.
- Symbolic and emotional connection to water bodies, fostering respect and care through Jal Bandhan.
- Villages showed an increased sense of ownership toward protecting and managing water resources. Enhanced understanding of water resources and current challenges.
- Improved awareness of water-related health issues (e.g., waterborne diseases). Promo-

tion of clean drinking water practices to prevent illnesses.

- Better understanding of sustainable water management techniques. Motivation to adopt water-saving behaviors in daily life.
- Inspiration for individuals and communities to adopt innovative water-saving measures.

## Day 2: 7<sup>th</sup> November 2024 - Cleaning of Jal Sampada Assets

The focus was on cleaning water assets across multiple locations, including WTP Belgaon, WTP Balangir, PWS Fatabahal, PWS Sanajhankarpalli, PWS Ankariapadar, and various water resource infrastructures.



Jal Bandhan by Sri. Nabin Ku. Jain, Bidhayak Titlagarh, and DC Bolangir | Source: RWSS Bolangir





Cleaning of Jal Sampada Assets | Source: RWSS Bolangir

#### Activities:

- Community-led cleaning of 21 water assets.
- Chlorination of 14 drinking water sources.
- Identification and repair of 11 leakages in water supply systems.
- Marking cleaned water sources with the next cleaning date.
- Organization of a health camp alongside cleaning activities.

#### Outcomes:

- Improved cleanliness and functionality of water assets.
- Raised awareness about regular maintenance and sanitation of water sources.

### Day 3: 8<sup>th</sup> November 2024 - Jal Sanchay Diwas

This day emphasized water source sustainability and sanitation practices, with activities held in multiple villages across Balangir District.

#### Key Activities:

- Identification of 104 water sources, including hand pumps, sanitary wells, and solar pumps.
- Cleaning of 20 sanitary wells, 30 hand pumps, 21 solar pumps, and other sources.

- Inventory of rainwater harvesting structures and defunct borewells for potential recharge purposes.
- Community-led cleanliness drives around water sources.

#### Outcomes:

- Strengthened water sustainability practices.
- Increased awareness about maintaining clean water sources.

### Day 4: 9<sup>th</sup> November 2024 - Teacher Training on Water Quality Testing

Teachers from Agalpur, Muribahal, Saintala, and Patnagarh blocks were trained to test water quality, enabling them to educate students.

#### Key Activities:

- Hands-on training for 160 teachers on water quality testing using field kits.



Jal Sanchay activities at different places | Source: RWSS Bolangir



Teacher's Training on water quality | Source: RWSS Bolangir

- ◆ Practical sessions on testing pH levels, alkalinity, and hardness.
- ◆ Emphasis on hand washing for hygiene and prevention of waterborne diseases.

#### Outcomes:

- ◆ Teachers empowered to instill water conservation and hygiene practices in students.
- ◆ A new generation sensitized to the importance of water quality and sanitation.

### Day 5: 10<sup>th</sup> November 2024 - Jal Utsav Run

A half-marathon was organized at the Koshal Kalamandal Field in Balangir Municipality to spread awareness about water conservation.

#### Key Activities:

- ◆ 212 participants, including students, teachers, and officials, joined the race.
- ◆ The event underscored the importance of water conservation through community participation.

#### Outcomes:

- ◆ community engagement and awareness about water conservation.

### Day 6: 11<sup>th</sup> November 2024 - Student Exposure Visit

School students visited water treatment plants and mega pipe water supply schemes in Belgaon and Balangir.

#### Key Activities:

- ◆ Demonstrations of chlorination systems, aerators, and filtration units.
- ◆ Insights into the operation and maintenance of water supply systems.

- ◆ Water quality testing in a dedicated laboratory.

#### Outcomes:

- ◆ Students gained hands-on experience and a deeper understanding of water management systems.

### Day 7: 12<sup>th</sup> November 2024 - Waterborne Disease Awareness

Awareness programs were conducted in PHCs across the district to educate the community about preventing waterborne diseases.



Glimpses of Jul Run Half-Marathon | Source: RWSS Bolangir



Glimpses of students Exposure | Source: RWSS Bolangir



Glimpses awareness on waterborne disease | Source: RWSS Bolangir



### Key Activities:

- Training for ASHA workers, health officials, and Anganwadi staff on water purification and sanitation.
- Chlorination of drinking water sources.
- Community discussions on waterborne disease prevention.

### Outcomes:

- Increased community knowledge about the health impacts of water quality.

## Day 8: 13<sup>th</sup> November 2024 - Zero Leakage Water Supply Program

This program addressed water losses by identifying and repairing leaks across villages.

### Key Activities:

- Detection and repair of 82 leaks.
- Use of digital platforms for leakage reporting and monitoring.
- Community involvement in ensuring zero water wastage.

### Outcomes:

- Improved efficiency in water distribution systems.
- Cultivated community responsibility for water conservation.

## Day 9: 14<sup>th</sup> November 2024 - Watershed Management Activities

Watershed management programs involved cleaning and maintaining water assets with active community participation.

### Key Activities:

- Cleaning of reservoirs, streams, and embankments.
- Awareness drives on sustainable water management.

### Outcomes:

- Improved water availability and quality.
- Empowered communities to take responsibility for water resources.

## Day 10: 15<sup>th</sup> November 2024 - Skill Development for Naljal Mitras

Youth were trained in trades such as plumbing, pump operation, and solar PV installation.



Leakage Repairing of Piped Water Supply Projects | Source: RWSS Bolangir



Watershed Management Activities | Source: RWSS Bolangir



Skill Development for Naljal Mitras | Source: RWSS Bolangir

### Key Activities:

- Training for 162 youth under the Naljal Mitra initiative.
- Emphasis on creating employment opportunities in water management.

### Outcomes:

- Strengthened local capacities for maintaining water infrastructure.
- Enhanced livelihood opportunities.

### Day 11: 16<sup>th</sup> November 2024 – Empowering SHGs

Training sessions for Self-Help Groups were held in Khaparakhhol, Puntala, Gudvela and Tureikela blocks. Self-Help Groups were trained to manage water assets, water quality testing.

### Outcomes:

- Increased SHG involvement in water management.

### Day 12: 17<sup>th</sup> November 2024 – Ek Ped Maa Ke Naam

Tree plantation drives were conducted in schools and water treatment plants and different head work site of single village schemes across 14 blocks.

### Day 13: 18<sup>th</sup> November 2024 – Student Competition Day

Creative competitions ( Essay writing, painting, and water testing activities) were held for students to foster awareness and creativity in water conservation.

### Day 14: 19<sup>th</sup> November 2024 - Water and Health Program

Under the Jal Utsav Campaign, a special event was organized at PHC

Salebhata, PHC Roth, AAM SC Dahimal, AAM Nuagaon, PHC-AAM Bhainsa, Amamunda Manahira SC, and CHC Tureikela across villages in Balangir District. This event aimed to increase community awareness about the prevention of waterborne diseases and their impact on health.

### Key Highlights of the day

- Information on Waterborne Diseases and Their Impact:**
  - Sessions were conducted in Salebhata, Roth, Dahimal, and Nuagaon where Health Department officers and experts



Empowering SHGs | Source: RWSS Bolangir



Tree Plantation Drive | Source: RWSS Bolangir



Competition of students | Source: RWSS Bolangir





highlighted the causes of waterborne diseases, their health impacts, and simple prevention methods.

- Women and children in Bhainsa and Amamunda were trained in easy methods such as boiling, filtering, and purifying water for safe consumption.
- ASHA workers in Tureikela, Manahira, and Dahimal assessed families affected by waterborne diseases and shared preventive measures to improve community health.

#### Water Quality Testing:

- Villages like Salebhata, Bhainsa, and Roth saw training sessions led by the Public Health Engineering (PHE) Department on the use of Field Test Kits (FTK) for testing water quality.
- Trainers in Amamunda and Nuagaon explained the importance of maintaining water purity and how routine testing helps prevent waterborne diseases.

#### Chlorination of Water Sources:

- Drinking water sources in Salebhata, Dahimal, and Bhainsa were chlorinated to ensure water safety and promote water security.
- The communities of Amamunda, Roth, and Tureikela were educated on the importance of regular chlorination to prevent waterborne illnesses.

#### Training for ASHA, Health Workers, and Anganwadi Workers:

- ASHA workers from Nuagaon and Salebhata, health workers from Dahimal and Bhainsa, and Anganwadi staff from Tureikela and Amamunda received training on the importance of water quality and water security.

- Demonstrations of chlorination methods for drinking water sources were conducted in Roth and Manahira, ensuring that local workers understood and could apply these techniques to protect the community.

### Outcomes

- Empowered ASHA workers, health workers, and Anganwadi workers across the villages to play an active role in preventing waterborne diseases.
- Increased sensitivity among community members in Salebhata, Roth, Bhainsa, and Dahimal toward the importance of clean water and hygiene practices.
- Enhanced awareness about safe water practices among the communities of Nuagaon, Amamunda, and Tureikela, contributing to a long-term reduction in waterborne diseases.

### Day 15 – 20<sup>th</sup> November 2024 - Culmination Ceremony of Jal Utsav Campaign

The closing ceremony of the **Jal Utsav Campaign** was held on **20<sup>th</sup> November 2024** at the **DFO Conference Hall, Balangir District, Odisha**. This event

marked the successful conclusion of the 15-day campaign, summarizing the various activities, objectives, and outcomes achieved. During the ceremony, the overarching goals of the campaign were revisited, and details about the **Aspirational Development Block Program** were shared.

The ceremony was graced by key dignitaries, viz. District Collector cum District Magistrate, Balangir (DC cum DM), Chief Development Officer cum Executive Officer, Zilla Parishad, Balangir, Sub-Collector, Titilagarh and all district-level line department officers and block-level officials. Recognition was given to students and villages for their outstanding participation in water conservation activities. Participants took a pledge to continue water conservation efforts.

### Conclusion

The **15-day Jal Utsav Campaign** concluded as an exemplary initiative, fostering widespread awareness about water conservation, hygiene, and sustainable practices. It provided a platform for active participation by **teachers, students, SHGs, and communities** across villages in **Balangir District**. The campaign stands as an inspiring model for future water conservation efforts for sustainable development.



Culmination of Jal Utsav | Source: RWSS Balangir

# Jal Utsav: A Catalyst for Jan Bhagidari in Jal Jeevan Mission

- Amit Ranjan, NPMU-NJJM

## Campaign Background

Getting motivated from the vision of Hon'ble Prime Minister of India, Shri Narendra Modi, a 15-day 'Jal Utsav' campaign was launched on 6<sup>th</sup> November, 2024 in 20 aspirational districts of States. The campaign's objective is to create awareness and sensitivity towards water management, conservation and sustainability. During the 3rd Chief Secretaries Conference held in December, 2023, Hon'ble PM mooted the idea of 'Jal Utsav' on the lines of 'Nadi (River) Utsav'.

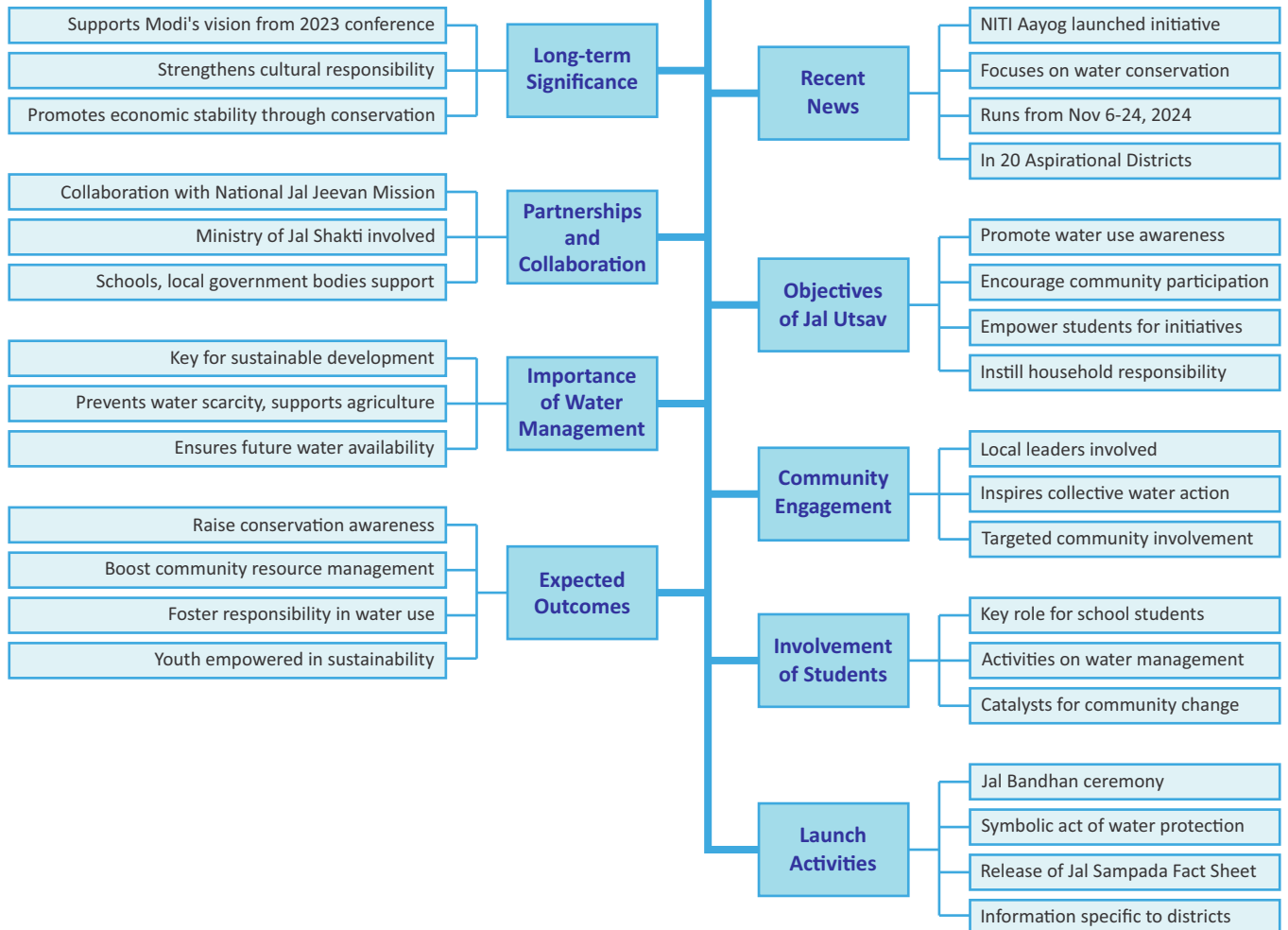
The Jal Utsav, brought together communities, students, and local leaders across 20 aspirational districts to make water conservation a household priority. A transformative 15-day campaign, Jal Utsav



School Kids from Meghalaya learning the techniques of Water Quality Testing under Jal Utsav Campaign



## Jal Utsav: Promoting water Conservation Awareness



spread awareness about water conservation and sustainable water usage through hands-on initiatives like student-led water quality testing in rural areas and community-led discussions at Gram Panchayat and village levels.

**How Communication at village level paved the way:** Community-based awareness campaigns have proven to be effective in driving behavior change, particularly in the context of water conservation and sustainable practices. Here's how:

### Building Trust and Credibility

**Local Ownership:** When campaigns are designed and implemented by local communities, they are more likely to be trusted and accepted.

**Cultural Relevance:** By tailoring messages to local customs, beliefs, and languages, campaigns can resonate more deeply with the community.

### Fostering Social Norms:

- Peer Influence: Encouraging community members to influ-

ence each other can create a powerful social norm that promotes desired behaviors towards saving water.

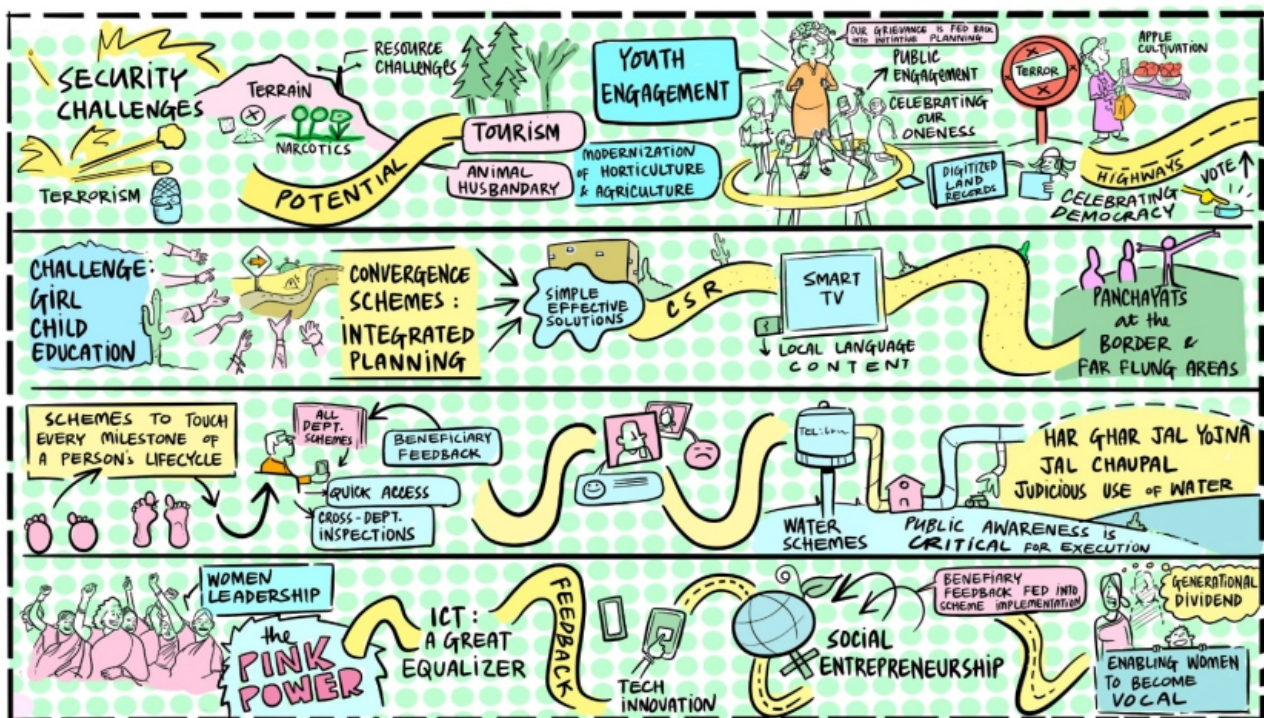
### Empowering Individuals

- Knowledge and Skills: Providing information and training empowers individuals to make informed decisions and take action.
- Self-Efficacy: By demonstrating that individuals can make a difference, campaigns can boost self-efficacy and encourage sustained behavior change.



Visit to WTP by students from Chhattisgarh

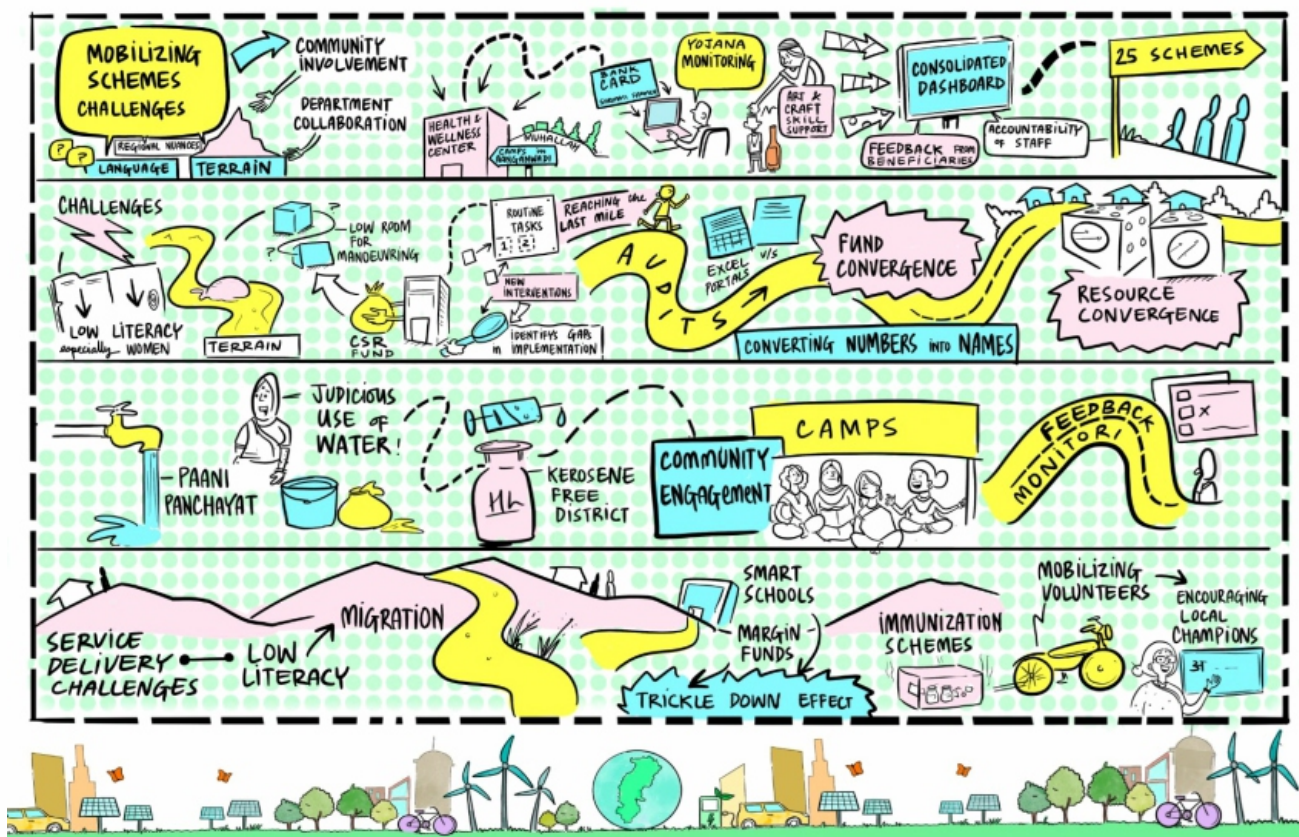
## SATURATION APPROACH IN HOLISTIC DEVELOPMENT OF DISTRICTS



Doodle shared in Holistic Development of Districts' at the Regional Conference on #GoodGovernance held in Raipur



## SATURATION APPROACH IN HOLISTIC DEVELOPMENT OF DISTRICTS



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### Creating a Sense of Community

- Collective Action: Encouraging community participation in activities like clean-up drives and tree planting fosters a sense of ownership and responsibility.
- Shared Goals: By setting shared goals and celebrating collective achievements, campaigns can strengthen community bonds.

During these 15 days covering various components, Jal Utsav campaign shows us the ways to success a model to bring positive behaviour among local village community. This time, a nation-wide approach for the will

help in getting result on sustained basis. By leveraging the power of communication and community engagement, *Jal Utsav* can significantly contribute to the success of the Jal Jeevan Mission. By involving people at every stage of the process, we can ensure that JJM truly becomes a *Jan Andolan*, a people's movement.

For a holistic development of District in terms of Whole of Government Approach focuses on ensuring every individual and household benefits from government schemes and services—leaving no one behind. Here's a doodle highlighting the key

aspects of this transformative strategy discussed on Day 2 of the Regional Conference on Good Governance in Raipur, Chhattisgarh. In this doodle, District addressed the critical importance of awareness of community about water uses under Har Ghar Jal programme.

This doodle is perfect example of how, concentrated approach towards behaviour change leads any awareness campaign towards a result oriented/ impactful campaign. Jal Utsav is the perfect example of the same, wherein not just community; stakeholders have also participated to make it a huge success.



## Celebrating Janjatiya Gaurav Diwas Inclusive Development for Tribal Empowerment

- Shailika Sinha, NJJM

India's strength lies in its diversity, and the **Janjatiya Gaurav Diwas**, celebrated annually on November 15, serves as a poignant reminder of the resilience and cultural heritage of the country's tribal communities. This day commemorates the contributions of tribal freedom fighters while emphasizing the ongoing efforts to uplift marginalized groups by fostering socio-economic development and ensuring ease of living.

The 2024 celebration was particularly significant as it marked the **150th birth anniversary of Bhagwan Birsa Munda**, a revered tribal leader and freedom fighter who played a pivotal role in India's struggle for independence.



Villagers actively participating in a meeting | Source: PHED, West Bengal



Tribal community members celebrating water with traditional attire, music, and rituals | Source: PHED, Chhattisgarh



Under Jal Jeevan Mission, several initiatives were undertaken in the PVTG regions during the campaign period (15th-26th November 2024) to celebrate access to safe drinking water, improved sanitation, and sustainable development through capacity-building.

Following are the activities that were undertaken under Jal Jeevan Mission in PVTG regions:

- **Workshops and Capacity-Building Programs** tailored to the specific needs of tribal populations, equipping community members with knowledge and skills related to water and sanitation management.
- **Public Awareness Campaigns** promoting behavioural change in tribal-dominated areas to encourage sustainable water use and hygienic practices.
- **Community Awareness Drives** addressing issues like source sustainability, greywater management
- **School Competitions on WASH (Water, Sanitation, and Hygiene) themes**, such as painting, debates, and declamations, to engage tribal youth in shaping a better future.
- **Recognition of Champions** among tribal communities for outstanding contributions to WASH efforts.

### Focus on Particularly Vulnerable Tribal Groups (PVTGs)

For instance, the provision of piped water supply under JJM has been a transformative step toward improving the quality of life for tribal communities. Safe and accessible drinking water has not only reduced the prevalence of waterborne diseases, particularly among women and children, but also empowered women by easing their daily burden

of fetching water from distant sources. This newfound convenience enables them to invest time in income-generating activities, education, and community leadership. Moreover, the consistent availability of clean water has enhanced sanitation practices, contributed to better health outcomes, and fostered a sense of

dignity and security among these marginalized communities. Through these targeted interventions, JJM exemplifies its commitment to inclusive development, ensuring that even the remotest and most vulnerable tribal groups thrive with improved living conditions and opportunities.



The joy of having tap water at home | Source: PHED, West Bengal

## Empowering the Meena community: Building Health with Access to Safe Water

### - Evidence Action

**K**hora Meena is a small village located in the Amer tehsil of Jaipur district, Rajasthan. It is home to 468 households primarily inhabited by the Meena community. For years, villagers relied on traditional water sources viz. handpumps, wells, and canals to meet their daily needs. However, the water quality was poor, leading to frequent outbreaks of waterborne diseases like diarrhoea and typhoid, especially among children under age 5.

For Khora Meena village, the arrival of Jal Jeevan Mission (JJM) was a game-changer. JJM aims to provide tap connections to every rural household in India, ensuring people have access to clean and safe drinking water. JJM addressed the community's pressing water issues by installing water supply infrastructure

and providing Functional Household Tap Connections (FHTCs) in 2022. In 2023, Evidence Action, JJM's technical partner, installed a tablet-based doser In-Line Chlorination device, a water disinfection technique integrated into the pipe system.

### Community Engagement: Key to Success in Khora Meena Village

In Khora Meena Village, Shri Rajendra Kumar Yogi, Sarpanch, encouraged conversation and action for access to safe water, sanitation, and hygiene in his village, prioritizing the needs of child health after noticing a rise in diarrhoea and typhoid cases due to poor water quality. Initially, the community was hesitant to adopt chlorinated water as their drinking

water source due to unfamiliarity with the technology. But with the support of the rural water and sanitation department, Jal Samiti, SHG, ASHA, and ANM, he encouraged and organized various community meetings at the Gram Sabha and Panchayat level to spread awareness about the role and benefits of the device.

Additionally, he supported extensive capacity building of local water operators and community members in the village. The water and sanitation committee was a core part of the initiative.

Together with his Panchayat members and other community members,



Tablet-based doser In-Line Chlorination device | Source: Evidence Action

“

*The members of Jal Samiti went to each & every household to raise awareness about the benefits of this device & how it can prevent diseases. However, after effective community awareness and engagement activities, we have seen tremendous health improvement.*





Sarpanch Sh. Rajendra Ku. Yogi chairing a WaSH meeting | Source: Evidence Action

he worked closely with JJM to develop crucial infrastructure—a pump house cum chlorination room in the village. These efforts have laid the foundation for sustainable water and sanitation facilities in the village.

The village's success was driven by active community participation. Their efforts fostered a strong sense

of ownership, ensuring long-term maintenance of the program's infrastructure and sustainability, highlighting the power of community involvement. The village's commitment to drinking safe water through collective efforts is a testament to the fact that sustainable development is a shared goal that requires active participation from all stakeholders.

While deeply rooted in tradition, this community is a shining example of how progressive government initiatives of the Jal Jeevan Mission (JJM), can transform a rural landscape into a sustainable development transformation and community health.

India Safe Water program—an initiative of Evidence Action aims to ensure clean drinking water for every household in the community under the guidance of the Jal Jeevan Mission. Supported by the Jal Jeevan Mission, the program aims to enhance rural quality of life by providing safe water access. This reflects the government's dedication to improving rural health and sanitation. Nobel Laureate Prof. Michael Kremer's research shows that safe drinking water can reduce child mortality under age 5 by up to 25%. This initiative has improved access to clean water and contributes to better health outcomes.



*With the chlorinated tap water, we don't have to taste the metallic flavor of handpump water or go through the trouble of boiling it first. We no longer worry about frequently falling ill because of dirty drinking water.*

**Kiran Meena**

Adolescent, Village Khora Meena, Amer, Rajasthan



*With access to safe water, cases of water-borne diseases such as diarrhoea, typhoid, etc. have significantly reduced particularly in high-risk populations such as children under-5, pregnant women and elderly people of the village.*

**Smt. Anju Bala**

ANM, Village Khora Meena, Amer, Rajasthan

## Celebrating Water: The Success Story of Chayan Nagar Village

- PHED, West Bengal and Shailika Sinha, NJJM

**W**omen of Chayan Nagar Village of Nabagram block in Murshidabad district, belonging to tribal communities, once bore the brunt of an unrelenting struggle. Each day began with the daunting task of securing water – a resource that seemed so close yet so painfully out of reach. Long walks under the punishing sun to distant water sources were a routine, with heavy pots balanced on their heads and a heavier burden of worry weighing on their hearts.

This daily battle defined their existence. Hours were lost, dreams deferred, and aspirations curtailed. Every sip of the murky water they fetched carried the risk of disease. Children often fell sick, mothers

prayed for miracles, and families lived on the edge. Water scarcity wasn't just a challenge; it was a chain binding them to a cycle of poverty and despair.

Chayan Nagar is a vibrant village today, its people thriving on multiple fronts. Clean water has brought not only physical health but emotional and social well-being. The women of the village are not just recipients of change; they are now leaders of a movement. They are actively educating others about sustainable water use, ensuring that the gift of clean water is cherished and preserved for future generations. Their health has improved, their confidence has grown, and their dreams now have the time and space to flourish.

“

*But today, Chayan Nagar tells a different story – a story of change, hope, and empowerment. The picture of the village changed five years ago with tap water reaching their homes, and with it, a new lease on life. They are indeed the lifelines that have transformed lives on multiple fronts.*



Tribal community members celebrating water with traditional attire, music, and rituals | Source: PHED, Chhattisgarh





## The Celebration of Clean Water

The joy of water found its ultimate expression in a heartfelt celebration hosted at the home of Mira Hembram. Women from the community gathered to mark the occasion, a day filled with rituals, music, and overwhelming gratitude. Adorning the taps with garlands of flowers, they sang folk songs that echoed their deep emotions and offered prayers of thanks. Lamps were lit, their soft glow symbolising the light of hope and dignity that clean water had brought into their lives.

Mira, with her hands trembling slightly from excitement, tied a garland around her tap, her eyes welling up with tears. *“Eta shudhu ekta nol nei,”* (This isn't just a tap) she said with a smile, *“eta amader swadhinota.”* (It is our freedom).

Children danced, laughter filled the air, and the women embraced each other with joy. Budin

Hembram, another spirited villager, shared, *“Joler nol amader poribare anondo ebong swosti eneche. Prochondo gorome jol ante aar beshikhon hante hoy na. Ekhon amar kachhe somoy esheche samajik kormokandye jukto howar ebong amader gramer onnanno mohilaeder moddhe jol songrokhoner gurutyo somporke sochotona barate shohojata korar.”* (The tap connection has brought joy and relief to our family. No more long walks to fetch water in the scorching heat. I now have the time to engage in community activities and help raise awareness about the importance of water conservation among other women in our village.)

The celebration was not just about water; it was about reclaiming lives, breaking free from the chains of hardship, and stepping into a brighter future.



NITI representatives interacting with the Paani Samiti of Nava Vaghpura Village | Source: WASMO, Narmada, Gujarat

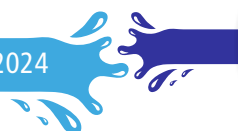


## Workshops/ Meetings

Secretary, DDWS chaired a brainstorming session on Way forward and Vision 2047 with State of Assam, Karnataka, Madhya Pradesh, Uttar Pradesh, and West Bengal, on 22.11.2024 at CGO Complex, New Delhi. The brainstorming session aimed at identification of key challenges in the sector viz source and scheme sustainability, O&M, skilling, water reusability et al, way forward for sustainable rural water supply & management under JJM. ▼



Secretary, DDWS chaired a meeting with **Ministry of Panchayati Raj**, Government of India for integration of JJM's monitoring mechanisms with the 'e-GramSwaraj' portal on 08.11.2024 at CGO Complex, New Delhi. ▼





Secretary, DDWS interacted with Noble Laureate, Prof. Michael Kremer & his team on 14.11.2024 at CGO Complex, New Delhi on various aspects of drinking water quality under Jal Jeevan Mission and way forward. ▼



A meeting with Danish expert delegation from Aarhus Municipality, Denmark, under the Chairpersonship of AS&MD-NJJM was held at DDWS, CGO Complex on 08.11.2024 to discuss areas of sustainable drinking water supply, integrated water management, and wastewater as a resource. ▼



21 Participants from 13 developing countries as a part of International Training Programme on "Sustainable Development Goals in French" conducted by NILERD, visited DDWS to learn about the initiatives taken by India for SDG 6 i.e access to clean water & sanitation on 27.11.2024. ▼





## Field Visits

**S**ecretary, DDWS visited villages of Kamrup District, Assam to see the progress and implementation of Jal Jeevan Mission and SBMG on 12.11.2024. During his visit, he took stock of the operations of the Water Supply Schemes, Gobardhan Plant, SWMs etc.

During his visit to villages at Sualkuchi of Kamrup district, he interacted with beneficiaries to understand the impacts created under both the mission. He also interacted with the members of Water Testing Group and inspected a demo of LIVE water quality testing using FTKs, ASHAs under NHM promoting JJM in Assam, etc.

Furthermore, the Secretary, DDWS; personally demonstrated the quality of the water by drinking directly from the tap. From State, he was accompanied by senior state officials and from DDWS, JS&MD-SBMG, Director and other officials were present. ▼



**A**ssam: AS&MD-NJJM visited PWSS in Digholipam, Dakhin Dolijolia and Khonikor Gaon at Dergaon Sub Division of Golaghat District, Assam on 02.11.2024. Further to this visit, He also interacted with beneficiaries and Water User Committees (WCU).

During his visit, he was accompanied by Technical Advisor, PHED; SE, Jorhat circle PHED; SDOs of Dergaon and Golaghat sub-divisions under Golaghat district. ►

**N**agaland: AS&MD-NJJM visited Phiapijang Village of Chumukedima Block, Dimapur District, Nagaland on 04.11.2024. During his visit, he interacted with Village Council Members, WATSAN, ASHA workers, FTK users and beneficiaries.

He further inspected PWSS infrastructure, Anganwadi Center in Phaippijang Village & engaged with local community. He emphasized regular water quality monitoring, lauded FTK users' efforts in safeguarding public health, and stressed O&M of schemes, utilization of 15th FC funds, etc. He was accompanied by the Principal Secretary to the Govt of Nagaland, PHED along with other state officials. ▼





## Snippets



▲ 100<sup>th</sup> Har Ghar Jal Certified District: Congratulation team Lungeli, Mizoram for becoming country's 100<sup>th</sup> and State's 6<sup>th</sup> certified district, under Jal Jeevan Mission



▲ **Tripura:** Celebrated Children's Day in Jampui & Dhalai blocks of Tripura district engaging around 250 students. The event featured drawing & quiz competitions, handwashing sessions to promote hygiene, cultural performances, & awareness sessions embracing the theme "For Every Child Every Right."



▲ **West Bengal:** Tribal Community level awareness organized at Illambazar Block, Birbhum District.



▲ **Haryana:** Jal Chaupal in Haryana: An Awareness Meeting - Jal Chopal was held at Village Bagwala in Panchkula District. We delved into the prevention of waterborne diseases such as diarrhea etc. and discussed the importance of water conservation for our future generations.









Har Ghar Jal  
Jal Jeevan Mission

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