

Jal Jeevan Samvad

August | Volume 6 | Issue 08 | Year 2025



Har Ghar Jal
Jal Jeevan Mission

Building Partnership
Changing Lives

Jan Bhagidari se
Peyjal Prabandhan



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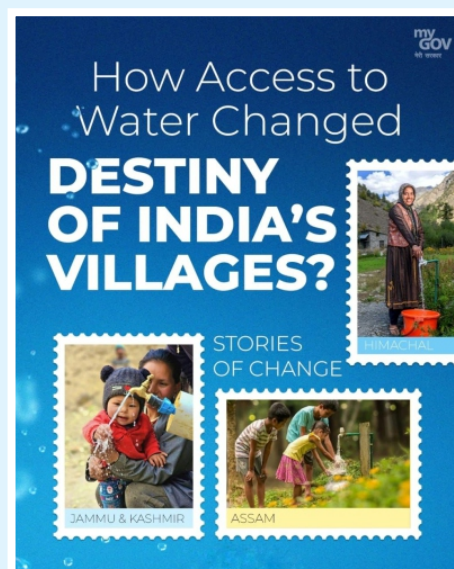
Prime Minister on Jal Jeevan Mission



Narendra Modi
Prime Minister

*"We mark
#6YearsOfJalJeevanMission, a
scheme that focuses on
dignity and transforming
lives. It has also ensured
better healthcare, especially
for our Nari Shakti...*

*...A glimpse of the lasting
impact of Jal Jeevan Mission
across India."*



<https://x.com/mygovindia/status/1955876348821492005>

Minister of Jal Shakti on Jal Jeevan Mission



C R Patil

Minister of Jal Shakti

आज जब हम स्वतंत्रता दिवस का गौरवमय पर्व मना रहे हैं तब यह अत्यंत हर्ष का विषय है कि यह दिन माननीय प्रधानमंत्री सर के नेतृत्व में प्रारंभ हुए जल जीवन मिशन की ऐतिहासिक यात्रा के 6 वर्ष पूर्ण होने का साक्षी भी है।

बीते 6 वर्षों में #JalJeevanMission के अंतर्गत 15.68 करोड़ से अधिक ग्रामीण परिवारों तक नल से जल की सुविधा पहुँची है। यह केवल पानी की उपलब्धता नहीं, बल्कि स्वस्थ, सशक्त और खुशहाल भारत की नई नींव है, जो आज़ादी के असली मायने स्वाभिमान, गरिमा और अवसर की समानता को मजबूत कर रही है।

- जल जीवन मिशन के 6 वर्षों की उपलब्धि पर सोशल मीडिया प्लेटफार्म पर किया गया सन्देश



Foreword



Safe drinking water, sanitation, and hygiene are not amenities; they are the ground on which health, dignity, and opportunity stand. When WASH services are strong, everything nearby grows – school attendance, household incomes, community resilience. This is why the national effort has treated water and sanitation as development's backbone, closely tied to our objectives on health, education, gender equity, and livelihoods.

Over the past few years, Jal Jeevan Mission has moved from laying networks to securing daily service. That shift is powered by behaviour – simple, steady habits that keep systems reliable: timely disinfection, leakage reporting, judicious water usage, tariff clarity, and the shared understanding that sources must be protected before they are pumped. When communities embrace these practices, reliability becomes routine and costs make sense over time.

As JJM completes six years of its journey this August, the scale and texture of change are evident. Since 2019, tap water has reached 15.69 crore rural households – turning ease of living into a daily reality and energising local economies. The gains are social and economic. When water is available on premises, families reclaim time. Across many contexts, women and girls carry the heaviest burden of collection; freeing those hours opens space for study, paid work, entrepreneurship, and rest. Water at home is time returned—and time returned is possibility.

Technology has helped participation become tangible. Water Quality Management Systems place testing and reporting within reach; village water and sanitation committees and trained volunteers can log results and act on them, instead of waiting for distant fixes. Equally important, women have been trained at scale to use Field Test Kits – building local confidence in water safety and creating a culture of quick checks and corrections.

WASH aspects also shape how communities face the future. Source sustainability, groundwater recharge, greywater reuse where useful, and transparent water-quality routines reduce risk and strengthen public trust. This is how rural India is changing: The Government's focus remains clear – people at the centre, quality as non-negotiable, and measurable outcomes that improve daily life.

As part of this focus, this month I visited Indori, Varale, and Kanhe villages of Maval Taluka under Pune District, Maharashtra. I interacted with the Gram Sarpanches and VWSC members and was encouraged by the innovative QR code-based payment system, and the active participation of VWSCs in ensuring long-term sustainability. In addition, my visits to FTII, CWPRS, and NWA offered opportunities to exchange ideas, and to explore synergies with the work of the Department.

As we look ahead, our task is to keep this momentum steady: deepen community ownership, keep data open and actionable, build skills in every village, and protect sources with the same care we bring to pipes and pumps. Behaviour change is not a campaign to be completed; it is a habit that compounds advantages year after year – healthier children, lighter workloads, stronger local economies. That is the promise of WASH, and the path we remain committed to walking together.

Ashok K. K. Meena
Secretary,

Department of Drinking Water & Sanitation





Note from the desk of

Additional Secretary & Mission Director...



The strongest guarantee of water security is not just infrastructural in nature; it is people choosing to take charge of their source, every single day. 'Jan Bhagidari se Peyjal Prabandhan' is more than this month's theme; it is the operating principle that has shaped Jal Jeevan Mission's journey from access to assurance.

In its early phase, the Mission was rightly about first connections – reaching households, laying networks, proving that a tap at home is possible in even the most remote hamlet. What followed is a deeper transformation. Villages began to treat water as a shared responsibility. That is why our work today is centred on source sustainability and everyday reliability: protecting aquifers and springs, budgeting, maintaining pumps and valves, fixing leakages, disinfecting water at the right points, reusing greywater for gardens and plantations, and watching quality with discipline. The vocabulary has shifted from “how many taps” to “how long will they last, and how safely will they serve.” That shift is people-led.

You will see this clearly in the pages that follow. We have brought together field stories where communities have turned intent into durable practice. In Sindhudurg, Maharashtra, a women's self-help group took charge of meter reading, billing, and pump operations; collections stabilised, the scheme paid for itself, and service became predictable because ownership lived in the village. In Pali, Rajasthan a simple water budget made scarcity visible; the Panchayat and committee then stitched together ridge-to-valley works, and open wells revived within weeks of the first check dam filling. In Morigaon, Assam a health worker who had given land for the scheme became the face of behaviour change. In Thummalapalem, Andhra Pradesh in-line chlorination moved from a technical idea to a community norm; And at scale, West Bengal's 'Jal Mitra' application shows how participation becomes accountability when every outreach, every functionality check, and every grievance is tracked in the open.

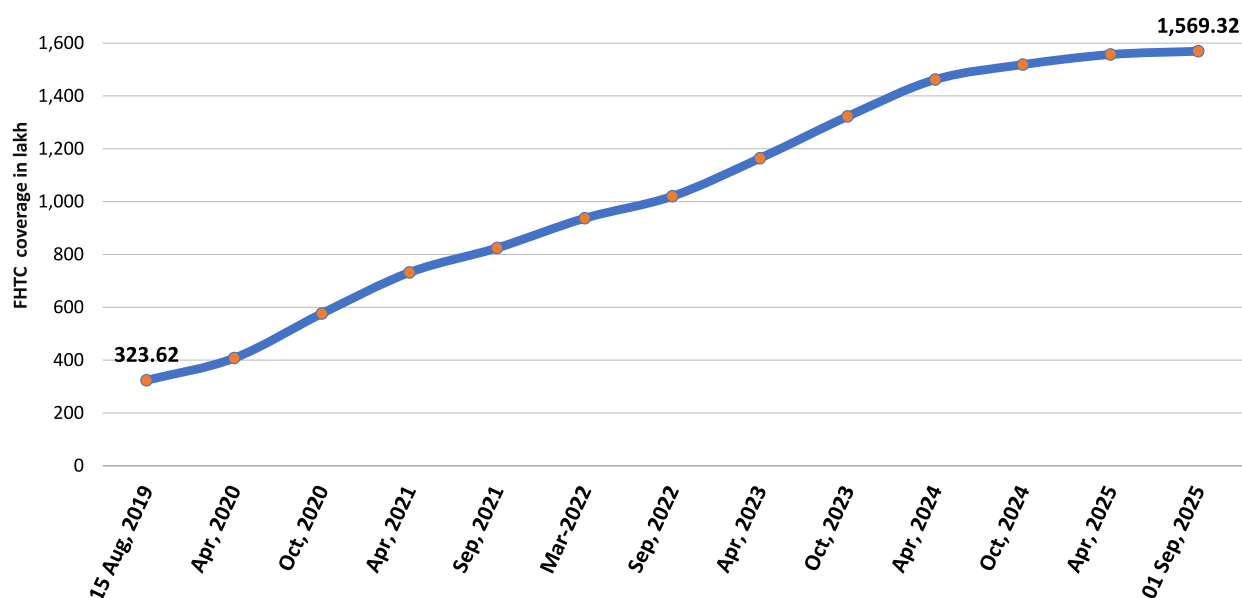
This month, as India celebrated its 79th Independence Day, the promise of *Har Ghar Jal* echoed with a contemporary meaning: freedom from the drudgery of fetching water, freedom from the anxiety of an unreliable source, and freedom from illnesses that steal childhoods and wages. Independence is national, yes – but it is also personal, measured in minutes saved, diseases avoided, and opportunities availed. Our task ahead is straightforward and steady. We will keep the Mission people-centred and outcome-focused. That means routine O&M, not episodic repairs; source-wise planning, not ad-hoc works; aquifer protection and groundwater recharge as a habit, not a headline; greywater reused as a rule, not an exception; and water-quality surveillance that is trusted because it is transparent. It also means enabling village institutions with the skills, tools, and confidence to run their own systems, and backing them with timely technical support when they need it.

This edition of *Jal Jeevan Samvad* carries ground stories from states that have delivered outcomes through community-based initiatives. I invite you to read these accounts for inspiration and action. The Mission will continue to simplify where complexity gets in the way, strengthen support where capacity is thin, and keep the spotlight firmly on the outcomes that change lives.

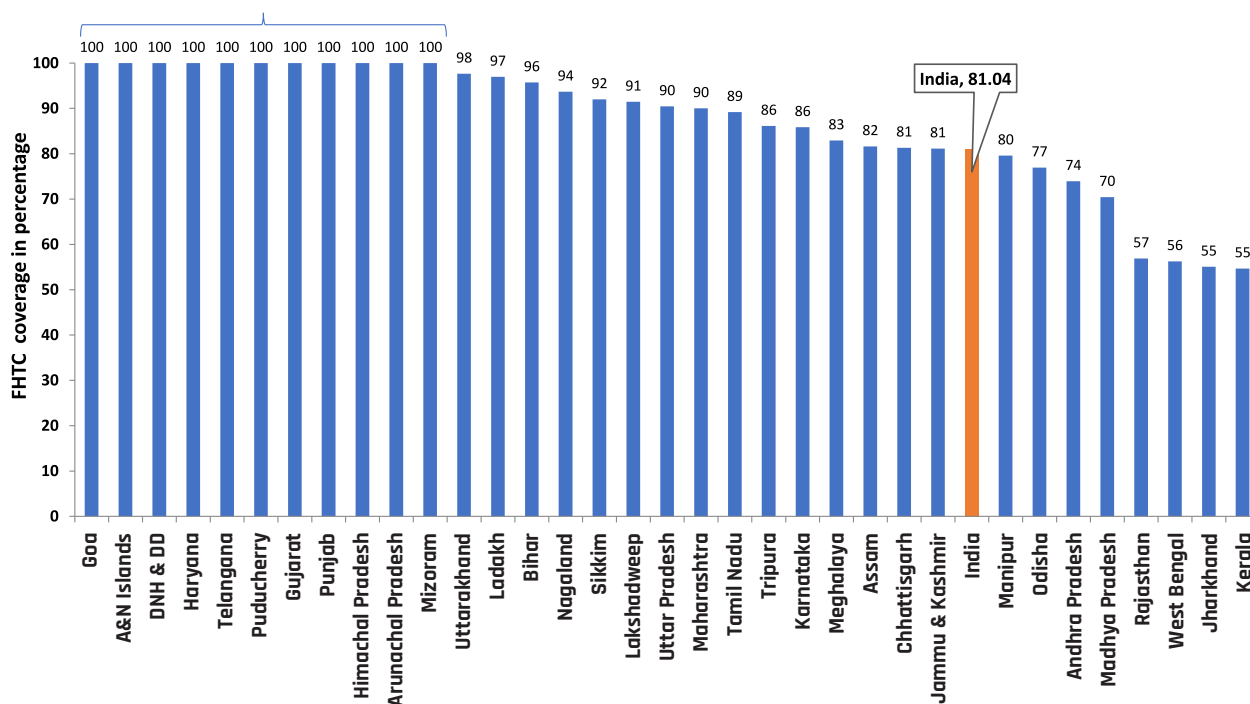
Thank you to every sarpanch, Jal Doot, frontline engineer, ASHA worker, teacher, and citizen who chooses to lead. Jan Bhagidari is our design, and our durability. Let's keep the water running, and the partnership strong.

Kamal Kishore Soan
Additional Secretary & Mission Director (NJJM)
Department of Drinking Water & Sanitation

Progressive coverage - Functional Household Tap Connection (FHTC) (as on 31.08.2025)



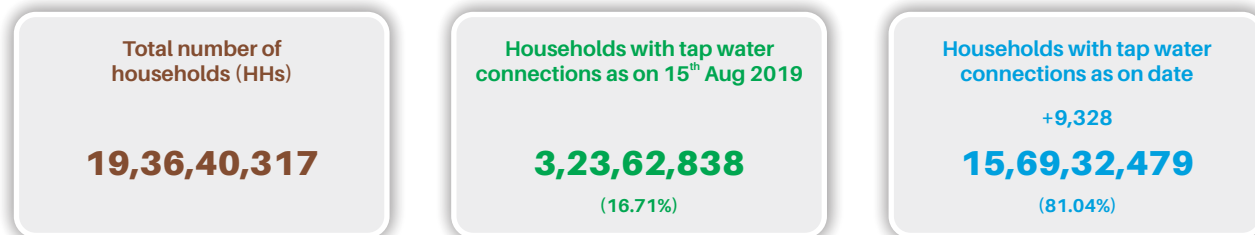
Comparative FHTC coverage status of States/ UTs (as on 31.08.2025)



As on 31st August, 2025

Source: JJM-IMIS

India | Status of tap water supply in rural homes



Households provided with tap water connection since launch of the Mission

12,45,69,641 (77.24%)

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

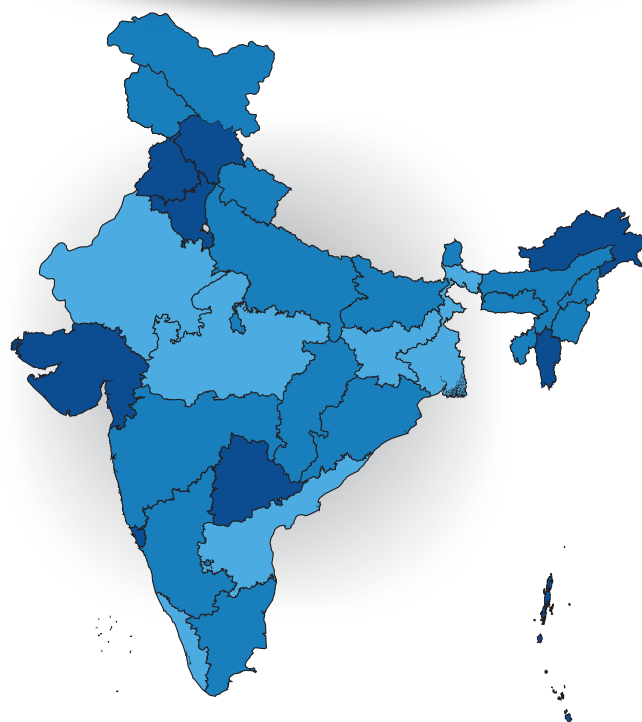
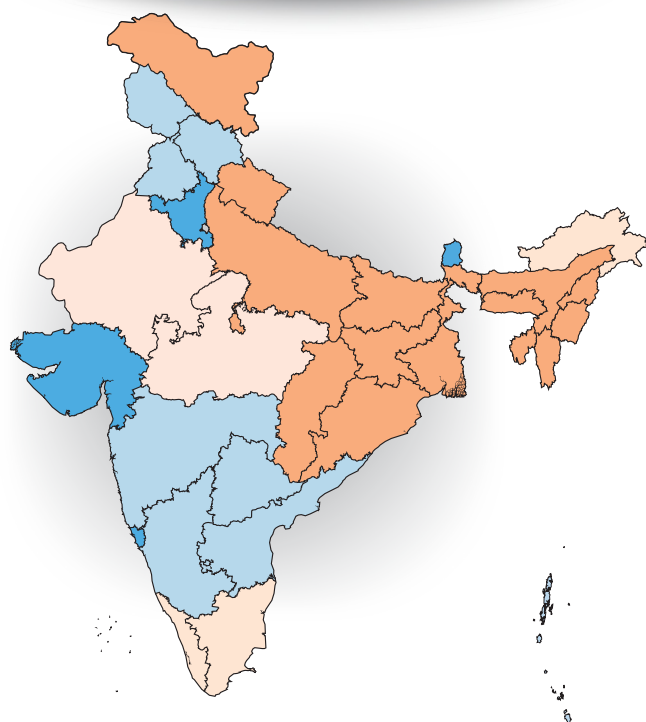
100% FHTC States/ UTs

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



As on 15th August, 2019

As on 31st August, 2025



0 to <10%

10% to <25%

25% to <50%

50% to <75%

75% to <100%

100%

6 Years of Jal Jeevan Mission: Transforming Lives, One Tap at a Time

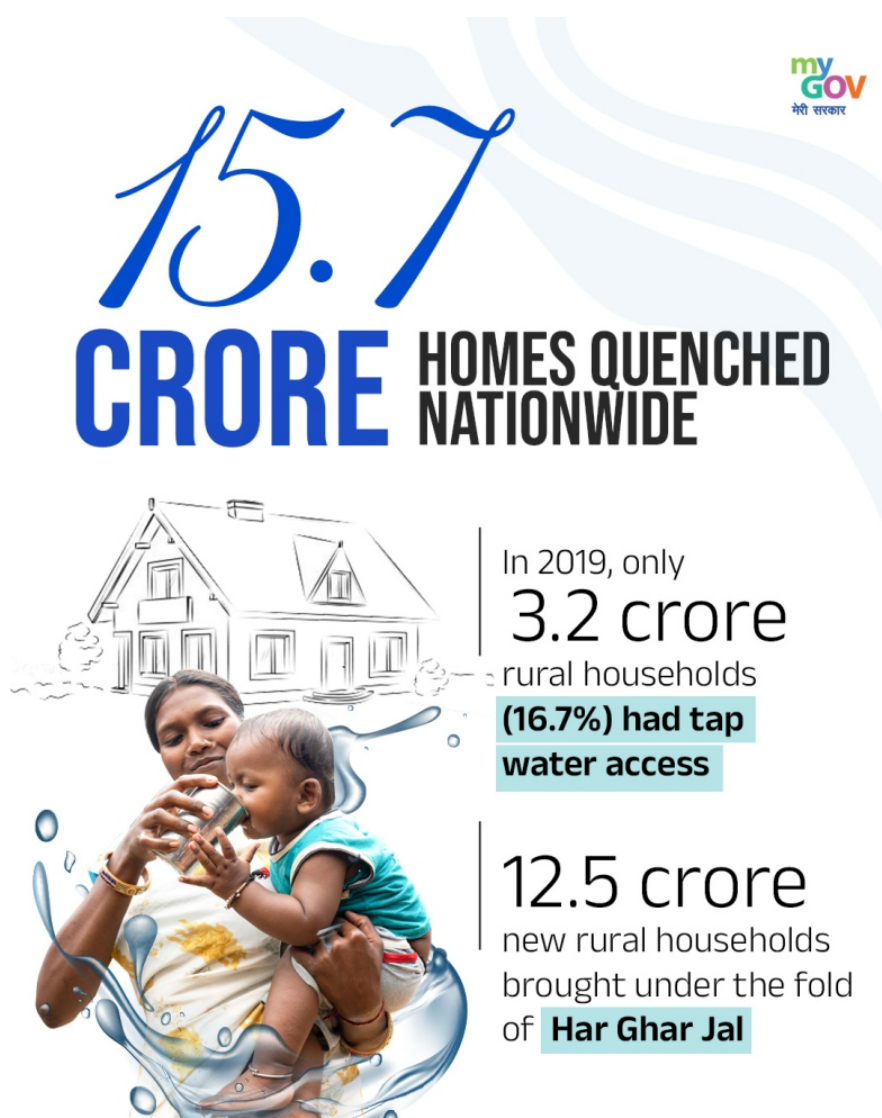
- Amit Ranjan, NPMU-NJJM

For generations, the sight of women carrying pots of water on their heads was an everyday scene in rural India. It was more than a chore, it was a necessity that was an integral part of their everyday life. The water was brought back, often just one or two pots which had to be stretched for drinking, cooking, cleaning, and washing. It was a routine that left little time for rest, education, or income-generating work, and the burden fell most heavily on women.

Before 2014 water scarcity, one of India's most pressing problems, was met with little urgency or vision. Access to safe drinking water was fragmented, villages relied on distant sources, and nationwide household tap connections were seen as unrealistic.

This reality began to shift in 2019, when the Government of India launched the Jal Jeevan Mission (JJM). A centrally sponsored initiative which aims at providing a Functional Household Tap Connection (FHTC) to every rural household. At that time, only 3.2 crore rural households, a modest 16.7% of the total, had tap water. The rest still depended on community sources, often far from home.

As of August 2025, the progress under the Har Ghar Jal program has been exceptional, with **12.5 crore** additional rural households connected, bringing the total to over 15.7 crore. The program has achieved **100% tap water coverage** in 200 districts and over 2.6 lakh villages,



with 8 states and 3 union territories now fully covered. For millions, this means not just access to water at home, but saved time, improved health, and restored dignity. Nearly **80%** of tap water coverage has been achieved in 112 aspirational districts, a significant rise from less than 8%.

Additionally, **59 lakh** households in LWE districts have gained tap water connections, ensuring development reaches every corner. Acknowledging both the significant progress and the road ahead, the Union Budget 2025-26 announced the program's extension until 2028 with an increased budget.

The Jal Jeevan Mission, launched nationally in 2019, traces its origins to Gujarat, where Shri Narendra Modi, as Chief Minister, tackled water scarcity in the arid state through the **Sujalam Sufalam** initiative. This effort formed a blueprint for a mission that would one day aim to provide tap water to every rural household in India.

Though drinking water is a State subject, the Government of India has taken on the role of a committed partner, providing technical and financial support while empowering States to plan and implement local solutions. To keep the Mission on track, a strong monitoring system links Aadhaar for targeting, geo-tags assets, conducts third-party inspections, and uses IoT devices to track village water flow.

The Jal Jeevan Mission's objectives are as much about people as they are about pipes. By prioritizing underserved and water-stressed areas, ensuring that schools, Anganwadi centres, and health facilities have running water, and encouraging local communities to take ownership through contributions or shramdaan, the Mission aims to make safe water everyone's responsibility.

The impact reaches far beyond convenience. The World Health Organization estimates that achieving JJM's targets could save over **5.5 crore** hours each day, time that can now be spent on education, work, or family. **9 crore** women no longer need to fetch water from outside. WHO also projects that safe water for all could

prevent nearly **4 lakh deaths** from diarrhoeal disease and save **Rs. 8.2 lakh crores** in health costs. Additionally, according to IIM Bangalore and the International Labour Organization, JJM has generated nearly 3 crore person-years of employment during its build-out, with nearly **25 lakh** women are trained to use Field testing Kits.

“

“Jal Jeevan Mission has become a major development parameter to provide water to every household.”

- PM Narendra Modi

”

The HEALTH Dividend of HAR GHAR JAL

Up to **4 lakh**
diarrhoeal deaths
could be prevented
over the course of
Mission, as per WHO
estimates



₹8.2 lakh crore
estimated to be
saved in health
costs



“

जल जीवन मिशन के गौरवशाली 6 वर्षों की ऐतिहासिक यात्रा में माननीय प्रधानमंत्री श्री नरेन्द्र मोदी सर के दूरदर्शी नेतृत्व ने शिक्षा के पवित्र आँगन में स्वच्छ जल की अमृतधारा प्रवाहित की है।

आज 9.2 लाख से अधिक विद्यालयों में कार्यात्मक नल से जल की उपलब्धता, केवल एक सुविधा नहीं बल्कि आने वाली पीढ़ियों के स्वास्थ्य, सम्मान और उज्ज्वल भविष्य की सुदृढ़ नींव है।

यह संकल्प है एक ऐसे सशक्त भारत का, जहाँ ज्ञान के साथ-साथ हर बच्चे तक स्वच्छ जल का अमृत पहुँचे।

- सी. आर. पाटील, माननीय केन्द्रीय जल शक्ति मंत्री (जल जीवन मिशन के 6 वर्षों की उपलब्धि पर सोशल मीडिया प्लेटफॉर्म पर किया गया सन्देश)

”

Water Management in Sindhudurg through Jan Bhagidari

- **Sushama Satpute**, Additional Mission Director, Jal Jeevan Mission (State Water and Sanitation Mission Cell), Water Supply and Sanitation Department, Government of Maharashtra & **Lopamudra Panda**, NPMU-NJJM

In the scenic coastal district of Sindhudurg in Maharashtra nestled in the Vengurla block, lies the village of Mhapan. Like many villages across the country, Mhapan has its own water woes. The village has infrastructure for piped water supply, but the system was barely functional. It was 2009 when the tap water scheme under the Jal Swarajya Project was first introduced here. The promise of regular water supply sounded like a dream come true—but it didn't last long.

Despite having pipelines and a functioning water pump, villagers struggled with irregular supply, poor maintenance, and a complete lack of accountability. The system faltered due to mismanagement, unpaid water bills, and the absence of trained personnel. People were back to spending hours collecting water, and frustration was growing.

But every challenge carries within it the seeds of change. And that change came in the form of a determined group of women led by Mrs. Sujata Balkrishna Gosavi, a 47-year-old resident of Mhapan and President of the Village Water and Sanitation Committee (VWSC).

The Transformation

It was in 2019 a ray of new hope arises among community as Jal Jeevan Mission (JJM) launched. Now Mhapan got a second chance—a chance to revive its water supply system through true *Jan Bhagidari* or



Figure 1: Meeting of Amritnath Mahila Samuha under the leadership of Sujata Tai on tariff collection | Source of image: SWSM cell, Water Supply and Sanitation Department, Maharashtra

people's participation. Sujata tai, as she is fondly called, along with the women of her self-help group *Amritnath Mahila Samuha*, decided to take the matter into their own hands—quite literally.

Backed by the Gram Panchayat and under the leadership of Sujata, the SHG signed an agreement to manage the entire operation of the village tap water scheme. This wasn't just a formality—it was a bold and courageous step that meant taking full responsibility for something previously managed by external contractors or Panchayat staff.

From operating the pump and maintaining the system to taking meter readings, collecting water bills,

and resolving complaints—the women did it all. Sujata tai herself would often be seen inspecting the system, talking to households, and training others in the group. Most importantly, they achieved **100% water bill collection**, which had previously been a major hurdle.

The Impact

This initiative led to a remarkable transformation. Once-neglected system was transformed into a model of efficiency and accountability. The self-help group earned **₹1,70,000** through the efficient management of the water scheme. More than financial success, the effort brought:

- 💧 **Consistent and reliable water supply** for the village

- **Reduction in time spent fetching water**, especially for women
- **Empowerment of women** through skill-building and financial independence
- A model for **sustainable community-led utility management**
- **Community trust and pride** – people now look up to the group not just for water but for leadership

The group's role evolved beyond water management—they are now recognized as a sustainable income-generating unit, serving as an inspiration for other communities. The effort created a ripple effect of empowerment. Today, *Amritnath Mahila Samuha* is not just managing water—they are managing change.

A Model for Jal Andolan

The success of Mhapan shows that when communities are trusted with responsibility, they rise to the occasion. When women are given space to lead, they don't just follow instructions—they transform systems.

This is what Jal Jeevan Mission envisions—a people's movement for water, where villagers are not just

A Message from the Change Leader

"Jal Jeevan Mission has proven that a village tap water scheme can become a powerful source of income for self-help groups. By taking responsibility for its management, our group has not only solved water issues but also created financial independence. I believe that empowering self-help groups to run these schemes can make them self-sustaining and capable of transforming communities."



Mrs. Sujata Gosavi,
VWSC President

beneficiaries but key stakeholders. Mhapan's story reminds us that the mission is not only about pipes and pumps; it's about participation, pride, and partnership.

The village is now a model of Jan Bhagidari se Peyjal Prabandhan—a place where water management has become a source of dignity and livelihood for women. The Mhapan story is a shining example of what Jan

Bhagidari can achieve. But it also raises an important question: What if every village had its own Sujata tai? What if every SHG was given the tools and trust to manage water?

The time has come for a Jal Andolan—a community-driven water movement that puts people at the centre. The Jal Jeevan Mission offers the framework, but it is people like Sujata tai who give it life.



Figure 2: Orientation of community on O&M of PWSS | Source of image: SWSM cell, Water Supply and Sanitation Department, Maharashtra

When community becomes custodians water security ensures

- Chuba Longchar (District Co-ordinator, Wokha) WSSO, PHED Nagaland

In the hills of Wokha of Nagaland, water security is being rewritten through people's participation. From reviving springs to greening catchments, communities are coming together under Jal Jeevan Mission to safeguard every drop. This is the story of how Jan Bhagidari is turning challenges into resilience.

Tackling Water Scarcity through Jan Bhagidari in Climate-Stressed Wokha

The life on hills is not easy but full of thrill, where water is life. For generations, families have depended on small springs and streams flowing down the forested slopes. But in recent years, the story has begun to change. Rains have become unpredictable, springs are drying earlier than ever, and many hilltop villages are facing the harsh reality of water scarcity.

For the people of Wokha, climate change is not an abstract idea—it is felt every single day when women walk longer distances in the hilly rocky difficult path to fetch water, when springs stop flowing in the peak of summer, and when pipelines run dry despite having tap connections.

It is in this context that Jal Jeevan Mission (JJM) in Wokha has taken a **people-first and source-first** approach. The mission here is not just about building infrastructure—it is about securing the sources and mobilising communities to take



Figure 3-4: Cleaning of traditional water bodies to revive the sources | Source: PHED Nagaland

charge of their own water future. This approach ensures that every tap is backed by a living, breathing source that can sustain the village year after year.

Protecting Catchments through Jan Bhagidari

Communities in Wokha have realised that protecting catchments is the key



“

“Earlier our spring would dry before the summer ended. We used to walk for hours to fetch water. Now, with trenches and plantations in the catchment, the spring flows longer. We feel it is our own effort keeping the water alive.”

Says a Women's Group Member, Wokha

”

to protecting their taps and getting free flow of water for years. With support from JJM and in convergence with the Forest and Soil & Water Conservation Departments, villagers are working hand in hand to revive degraded slopes.

Some of the steps taken together include:

- ◆ Construction of staggered trenches, recharge pits, and mini percolation tanks along degraded slopes to prevent soil erosion and enhance infiltration.
- ◆ Planting native trees species like alder, oak, and bamboo to improve soil and water retention.
- ◆ Using vetiver grass and brushwood checks to stabilise banks and pathways to prevent erosion.

These may sound like technical works, but in Wokha they are community projects. Women's groups take the lead in plantation drives, youth clubs build and maintain recharge structures, and Village Water & Sanitation Committees (VWSCs) monitor the catchments before and after the rains.

Building Awareness, Building Ownership

The real change in Wokha is not just in the landscape—it is in people's mindsets. Villagers now see that water management is not the government's job alone, but a shared responsibility.

Awareness drives, training programs, and school-based eco activities to promote source protection practices are conducted under JJM.

These small but powerful behaviour change actions are enabling villagers learning simple yet impactful habits:

- ◆ Avoiding litter or plastic waste near springs and streams
- ◆ Regular cleaning and protection of intake points
- ◆ Encouraging afforestation around critical recharge zones

Several Gram Panchayats have also begun integrating Water Security Plans into their annual development discussions, signalling a shift towards proactive local governance.

Towards a Climate-Resilient Future

For Wokha, securing water at its source is a matter of survival. The challenges of climate change are real, but so is the strength of communities coming together. By combining

“

“When we plant trees, we are not just planting for ourselves but for our children. Our village knows now that without protecting the forest, we cannot protect our water.”

Says a villager of Wokha

”



Figure 5: Plantation drive around water sources | Source: PHED Nagaland

traditional wisdom, scientific inputs, and above all, Jan Bhagidari, the Jal Jeevan Mission is nurturing a water-secure and climate-resilient future for the district.

The efforts made today—in trenches dug, trees planted, and springs protected—are quiet but powerful investments. They are not just securing water; they are safeguarding hope for the generations to come.

Jal Jeevan Mission in Wokha is setting a strong foundation by combining traditional knowledge, modern tools, and community ownership. While some changes may take time to manifest, the efforts being made today are quietly but steadily building

a climate-resilient Wokha for tomorrow.

Steps Villages in Wokha Are Taking for Water Security

- ◆ Protecting Catchments – Digging trenches, recharge pits, and percolation tanks with community labour.
- ◆ Greening the Slopes – Planting alder, oak, bamboo, and vetiver grass to prevent erosion and improve recharge.
- ◆ Women Leading Change – Self-help groups and women's collectives organising plantation drives and upkeep.

- ◆ Youth in Action – Village youth clubs taking charge of building small structures and monitoring springs.
- ◆ Clean Sources, Healthy Water – Regular cleaning of intake points and keeping spring zones free from waste.
- ◆ Planning for the Future – Gram Panchayats integrating Water Security Plans into annual village development discussions.

When a village protects its spring, it protects its future — and when people unite for water, resilience flows for generations.

- Copy edited by Lopamudra Panda, NPMU-NJIM



Figure 6-8: Recharge structures | Source: PHED Nagaland



When a women's Courage Inspires Collective Action for Water Supply and Better Health

- Monica Deka Dutta, State Coordinator- Community Coordination & Grievance, JJM Assam

Far from the city lights, in Assam's Morigaon district, a quiet initiative has sparked a spirit of transformation that flows as freely as water itself. At the heart of this change stands one woman - Bindu Devi. Her journey is a testament to how vision, courage, and community spirit can turn obstacles into stepping stones for a healthier, more equitable future.

A Leap of Faith—Land, Leadership, and Legacy

For decades, the residents of Borbori Village in Mayong Block grappled with the daily chore of fetching water from distant sources. The walk was long—an arduous exercise not only in endurance but also in vulnerability. The health repercussions of unsafe, untreated water were familiar foes in every household. After the announcement of the Jal Jeevan Mission (JJM), a Piped Water Supply Scheme was sanctioned for Borbori No 2 Village. With this sanctioned Piped Water Supply Scheme (PWSS), hope stirred—but so did hesitation. The project required land, but no one was willing to part with their property, while plots near the busy national highway—worth crores—were beyond the financial capacity of the PWSS.

But where others saw risk, Bindu Devi saw possibility. As a health worker and a member of Borbori's Water User Committee, she knew the transformative potential of the Water



Figure 9: Bindu Devi and members of WUC in a FGD meeting | Source: JJM Assam

Supply Scheme. Putting community before self, **she stepped forward and donated her land**—prime real estate in both value and symbolism—making the dream of “Har Ghar Jal” achievable for her village.

Bindu's belief was simple but profound: “যেখানে স্বাস্থ্য আছে, সেখানে সাফল্য আছে” (“*Where there is health, there will be prosperity*”). Her act of generosity sent ripples through the village and beyond, proving that individual courage can ignite collective progress. This selfless act became the foundation of Borbori's journey towards Har Ghar Jal.

Empowerment Through Knowledge

Water is not just about quenching thirst—it is the foundation of health. Recognising this, JJM Assam signed an MoU with the National Health Mission, Assam in November 2023 to launch the Jal Swasthya initiative, mobilising ASHA workers to spread awareness on safe drinking water supplied through Water Supply Schemes under JJM.

Leveraging the tools provided under the Jal Swasthya Programme—such as health cards, a flip chart explaining

how water affects health, videos, and more—Bindu Devi began an extensive campaign to educate every villager on the benefits of safe drinking water. At the monthly community meetings—VHSNDs, VHSNCs, and JAS—she highlighted the connection between contaminated water and chronic health issues, including waterborne diseases that plagued the region year after year using the Jal Swasthya tools.

Bindu Devi not only donated her land to build the water supply scheme but also her advocacy had measurable results. In just one year (2022-23), Borbori saw 27 cases of waterborne illness. Within two years of JJM implementation and community sensitization, that number dropped to zero—with no deaths reported. Bindu's efforts did not just bring water; they brought hope, restored health, and renewed confidence in local leadership.

Fostering Ownership: The ₹ 1 Model

Bindu Devi recognized that sustainability depended on community support and partnership. As a member of the Water User Committee overseeing the operation and maintenance (O&M) of the Water Supply Scheme, she championed a nominal maintenance model, asking each family to contribute just ₹1 per day (₹30/month) to keep the water system functioning smoothly. This simple mechanism fostered a sense of ownership, and responsibility among villagers. No longer passive recipients, they became stewards of their collective well-being.

To maximize the benefits, Bindu Devi encouraged every household to construct platforms for their newly installed taps and soakpits to recharge groundwater—practical steps for sustainability that went

“

As the first tap in Borbori gushed with clean water, tears welled up in Bindu Devi's eyes. She said softly:

“আমার জন্য এটি শুধুমাত্র পানি নয়, বরং আমার গ্রামের সম্মান এবং স্বাস্থ্যের প্রশ্ন ছিল। আজ যখন স্কুলে যাওয়ার আগে নলকূপ থেকে পানি নেয়, তখন মনে হয় আমার জমির আসল দান সফল হয়েছে।”

(“For me, this was never just about water—it was about my village's dignity and health. Today, when I see children filling water from the tap before going to school, I feel my land donation has truly borne fruit.”)

”



Figure 10: Bindu Devi and members of WUC in a FGD meeting | Source: JJM Assam

hand in hand with behavioural change.

Women as Catalysts of Change for Jan Bhagidari se Peyjal Prabandhan

Bindu Devi's initiative resonated especially with the women of Borbori village. More than 90% joined forces

through Self Help Groups (SHGs) and the local Cluster Level Federation (CLF) named Samridhi to support her work and taking charge of sensitization, system maintenance, and new construction. The movement blossomed from a lone campaigner to a thriving ecosystem of empowered women, all contributing to a healthier, more resilient village.

Today, Borbori village is not only in the spotlight for successful implementation of Jal Jeevan Mission but as a beacon of what happens when government initiatives harness the power of local champions. The story of Bindu Devi travelled beyond the village boundaries, motivating beneficiaries and policymakers alike. It demonstrates how individual leadership and women's collective

action can create ripples of change that reach every doorstep. Bindu Devi's journey is proof that transformation is not about grand gestures but also about courage, empathy, and conviction. Her legacy in Borbori village stands as an open invitation to all—step forward, give selflessly, and build new futures. This grassroots collaboration in Borbori shows how empowered women, local gover-

nance and public health initiatives can work together for real, lasting change.

Her story reminds us that water is not just a resource—it is a right, a responsibility, and a relationship. And **when citizens and government come together, every drop of effort becomes a wave of transformation.**

- Copy edited by Lopamudra Panda, NPMU-NJJM



Figure 11: The proud community and Bindu Devi with PWSS | Source: JJM Assam

Collective Efforts of Bothara Convert it From Water Scarcity to Water Security

- Chandrashekhar Singh, Team Lead (WASH), Kanhaiya Lal Meena, Field Coordinator, Bali, CmF-TATA Trust

Bothara is one of the remotest tribal villages (Garasiya tribe) in Pali district of Rajasthan. Owing to its remote location, the village has often struggled to access the benefits of various government schemes. Bothara relies entirely on groundwater for both drinking and irrigation purposes. Over time, the village began facing severe water shortages, especially during summer months when groundwater levels dropped significantly.

In early 2023, during a village meeting with 50–60 community members highlighted concerns about worsening water scarcity. A water balance analysis showed that although the village received rainfall, it lacked systems to retain and use it effectively. This realisation led to the

Key highlights of the Bothara Water Budget Exercise in 2023

- ◆ Groundwater Exploitation: 103.71 %
- ◆ Annual water deficit: 22.86 Cr. Litres (228,600 m³)
- ◆ Maximum Groundwater consumption: 85 % in agriculture.

preparation of a Water Security Plan with a focus on ensuring sustainable drinking water for all households under Jal Jeevan Mission (JJM).

Community-Led Planning and Targeted Interventions for Drinking Water Sustainability

During a Water Security Committee (WSC) meeting, villagers raised concerns that the new open well built under Jal Jeevan Mission (JJM) needed support of effective recharge measures. Without these, the well could still run dry.

Recognizing the urgency and the community's willingness to act, Centre for Microfinance (CmF) stepped in to guide the village in preparing a holistic plan. This plan focused on ensuring the long-term sustainability of the well, which is expected to supply piped drinking water to over 197 households.



Figure 12: Water Security Committee Meeting in Bothara, Rajasthan | Source: CmF - Tata Trusts



To implement this, a **ridge-to-valley approach** was adopted. It was designed to slow down water runoff, encourage infiltration, and recharge groundwater. The WSC decided to begin by constructing key recharge structures within the well's catchment area including a check dam and staggered contour trenches. For this, the community contributed 5% of the cost and the remaining was supported by CmF. Building on this momentum, 12 more structures—including additional check dams and **naadis** (village ponds)—were constructed with funds leveraged from the Panchayat. Through this convergence, nearly **88% of the total construction cost** was met through dovetailing from various government fund.

Overcoming Challenges

The process wasn't without challenges. During construction, a villager halted work near his field, fearing damage from the extension wall. WSC members intervened, explained the technical details, and reassured him. The conflict was resolved amicably, and construction resumed.

Just ten days after the dam's completion and before the monsoon, the check dam was already half-filled, and the water level in the open well

rose by 70 feet. This remarkable result brought a wave of joy and optimism throughout the village.

“

"Water arrived even before the rains began. We are happy that now all our homes will have water throughout the year"

- says Jagaram, a WSC member.

”

The well that once went dry every summer was now showing signs of revival. Earlier, even deepening the well hadn't helped much. But now,

with the new recharge structures in place, water levels rose not just in the main well but in four downstream wells too. For the first time, farmers were able to grow crops in the summer. This shift brought visible change— green fields where none had been before, and with it, a quiet pride in what the village had achieved together.

Promoting Efficient Water Use

To complement drinking water security, the village promoted efficient water use in farming. Around 20.5 acres of land was brought under sprinkler irrigation



Figure 13: Check Dam Site | Source: CmF Tata Trusts

CCT, LBCD and Gabion work in Bothara, Bali



Check Dam near drinking water source (JJM) in Bothara Village



Figure 14-15: Targeting Source sustainability of drinking water source created under Jal Jeevan Mission (JJM), Water recharge and harvesting works were executed adopting ridge to valley approach in Bothara village | Source: CmF Tata Trusts

systems, with 11.5 acres covered through government subsidies. These systems helped farmers use water more efficiently, with even distribution, less wastage, and protection against soil erosion. Beyond conserving water, they also saved time, reduced labour, and improved crop yields—making agriculture both easier and more sustainable.

“
"Installing sprinklers saved water, reduced the electricity bill, and lessened labor efforts. Now, there is no need to irrigate at night, which also protects us from the cold and wild animals."
”

- Sita Bai, Farmer.

This balance—between ensuring safe drinking water and promoting judicious agricultural use has been critical in sustaining Bothara's water future.

Tangible Outcomes and Measurable Impact

In June 2025, a Water Security Planning session revealed significant improvements in the village's water balance since May 2023, even with stable rainfall:

- Annual water income increased by 11.77%, from 271,975 m³ to 304,005 m³, due to recharge and harvesting.
- Annual water consumption dropped by 5.44%, from 500,595 m³ to 473,335 m³, thanks to water-saving practices.
- As a result, the annual water deficit reduced significantly—from 228,620 m³ to 169,330 m³.

These improvements translate directly into stronger water security for households and reliable tap water supply under JJM.

Key Enablers of Success

The success of Bothara's water journey lies in its **community ownership, collaborative decision-making,**

and commitment to action. The Water Security Committee, in close coordination with the Village Water and Sanitation Committee (VWSC) and the Panchayat, played a vital role in mobilizing efforts and building trust. Technical guidance from CmF, active adoption of micro-irrigation by farmers, and financial convergence from government schemes all strengthened the initiative.

But more remains to be done. To build on this progress, policy gaps, particularly around subsidy access for smallholder farmers, must be addressed. Linking farmers with financial institutions, encouraging local investments in irrigation systems, and exploring alternative water sources will be key to ensuring that Bothara's water-secure future becomes permanent.

When a village safeguards its water sources, it safeguards its future. Bothara's resolve shows that water security is not just a dream, but a collective achievement.

- Copy edited by Lopamudra Panda, NPMU-NJJM

Case Study at a Glance

Key Steps Undertaken:

- Preparation of Community led Water Budget and Water Security Plans
- Formation of Water Security Committee and its integrated efforts with Village Water and Sanitation Committee / Panchayat
- Supply management of Water - through recharge and harvesting works
- Demand management of water - through increasing water use efficiency in agriculture (with more than 85 % of GW being consumed in agriculture)
- Convergence efforts - mobilization of resources of Panchayat and concerned department for water recharge and harvesting works.

Key Benefits:

- Increased availability of groundwater – 11.77 % increase in annual water storage capacity and reduction of annual water consumption by 5.4 %
- Source Sustainability (JJM): Recharge works benefited the nearby Open Well (drinking water source) created under Jal Jeevan Mission (JJM) which will benefit more than 197 HHs with regular water supply once the drinking water scheme is completed.
- Convergence of funds from Panchayat for implementing the Water Harvesting Works. A total of approximate Rs. 95 lakh mobilized through Panchayat resources and Watershed Department.

Use of Information Communication Technology (ICT) for Effective Monitoring of Community Engagement and Functionality Assessment for Sustainable Drinking Water Management through 'Jal Mitra' Application

Dr. Animesh Bhattacharya, Engineer-in-Chief, PHE Department, & Pradipta Chakraborty, State Consultant (IT), PHE Department, Govt. of West Bengal and Dr. Pragyan Bharati, Specialist, WaSH & CCES, & Chandradip Chakraborty, Technical Consultant, WaSH & CCES, UNICEF Office for West Bengal

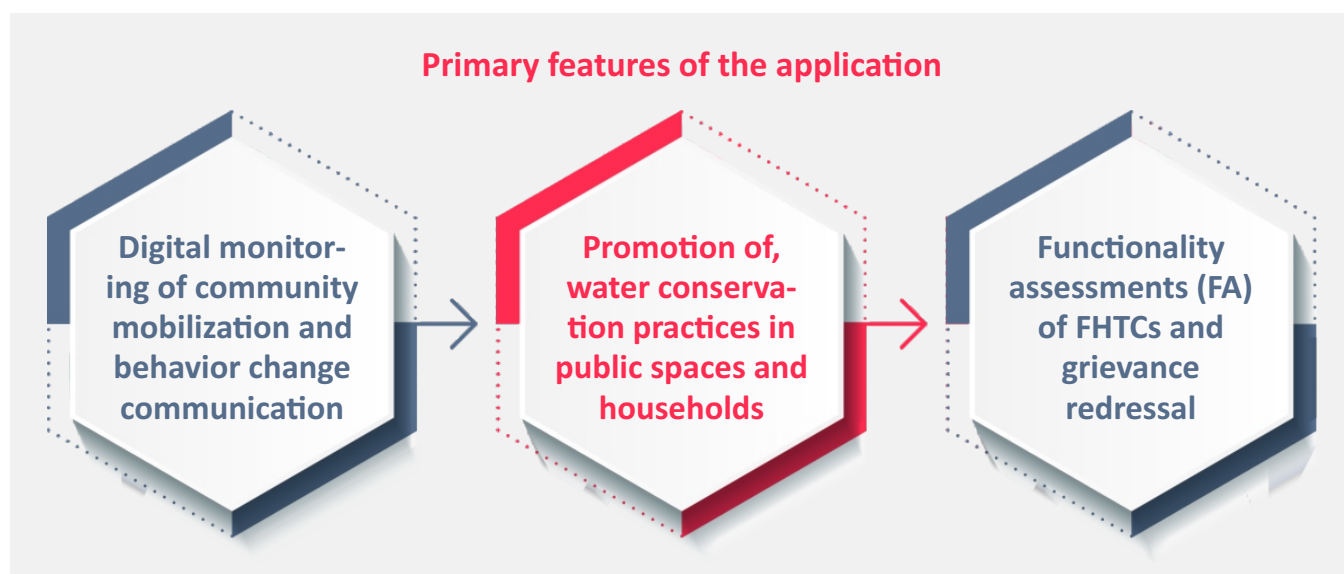
Jal Mitra' IT Application: Background

Recognizing that sustainable water supply goes beyond infrastructure, the Public Health Engineering Department (PHED), Government of West Bengal launched 'Jal Mitra' application as a digital enabler to systematically capture and monitor a wide spectrum of Information, Education and Communication (IEC) activities—particularly those

promoting water conservation and community-led environmental stewardship. The application has become instrumental in documenting creative and locally relevant outreach strategies, including the formation of Eco Clubs in schools, children's participation in awareness campaigns, and the use of folk media, local art forms, and traditional performances to spread messages on water and nature conservation.

The 'Jal Mitra' Mobile and Web Application is a Management Information System (MIS) aligned with the Jal Jeevan Mission (JJM), which aims to ensure Functional Household Tap Connections (FHTCs) to every rural household, while emphasizing sustained service delivery, community ownership, and participatory monitoring through digital innovation.

Primary features of the application



By providing a mobile-based and web-enabled system for real-time data capture, performance tracking, and grassroots engagement, 'Jal Mitra' supports Implementation Support Agencies (ISAs), engineers, and other PHED stakeholders in their collective efforts to embed

environmental consciousness into rural water governance.

Through this integrated approach, **'Jal Mitra' is shaping not just a monitoring system, but a movement towards environmentally responsible water supply management.**

Progress: Planning and Implementation

'Jal Mitra' platform launched by PHED, Govt. of West Bengal was conceptualized in January and rolled out in April 2024 to:



'Jal Mitra' Flash page



FA data in GIS Platform

- Training was imparted across the state to ISA teams, DPMUs, and PHED officials at district level for successful adoption and field-level implementation.
- Backend data validation teams ensured clean dashboards and accurate reporting.

Results: Current Status collected from 'Jal Mitra' Application (as on 10.08.2025)

Since April 2024, the 'Jal Mitra' Mobile and Web Application has recorded nearly 13.70 crore activities across West Bengal, ranging from community engagement, capacity building, and IEC interventions to scheme monitoring, demonstrating its effectiveness as a real-time multipurpose tool for PHED to track progress, address gaps, and institutionalize community-led water governance under the Jal Jeevan Mission.

This includes over 5,841 orientations, 38,005 meetings, 44,000 community sessions, 44,894 school/AWC activities, and thousands of IEC events such as rallies, street plays, and special day celebrations. The platform facilitated 44,857 door-to-door visits, and supported the formation of 4,522 Jal Bachao Committees, with 8,261 committee records and 10,189 meetings documented.

Additionally, functionality assessment of 80.39 lakh households across 22,111 villages has been carried out using the app, reinforcing its critical role in ensuring reliable service delivery and sustaining FHTC performance at scale.



Figure 16: Orientation on Jal Mitra Application in Coochbehar | Source: PHED WB

- Digitize monitoring of IEC, training, and community engagement activities by ISAs
- Conduct periodic Functionality Assessments of FHTCs, capturing data on quantity, quality, regularity, and pressure of water supply
- Facilitate structured grievance redressal and reassessment of connections



Results: Current Status collected from 'Jal Mitra' Application (as on 10.08.2025)

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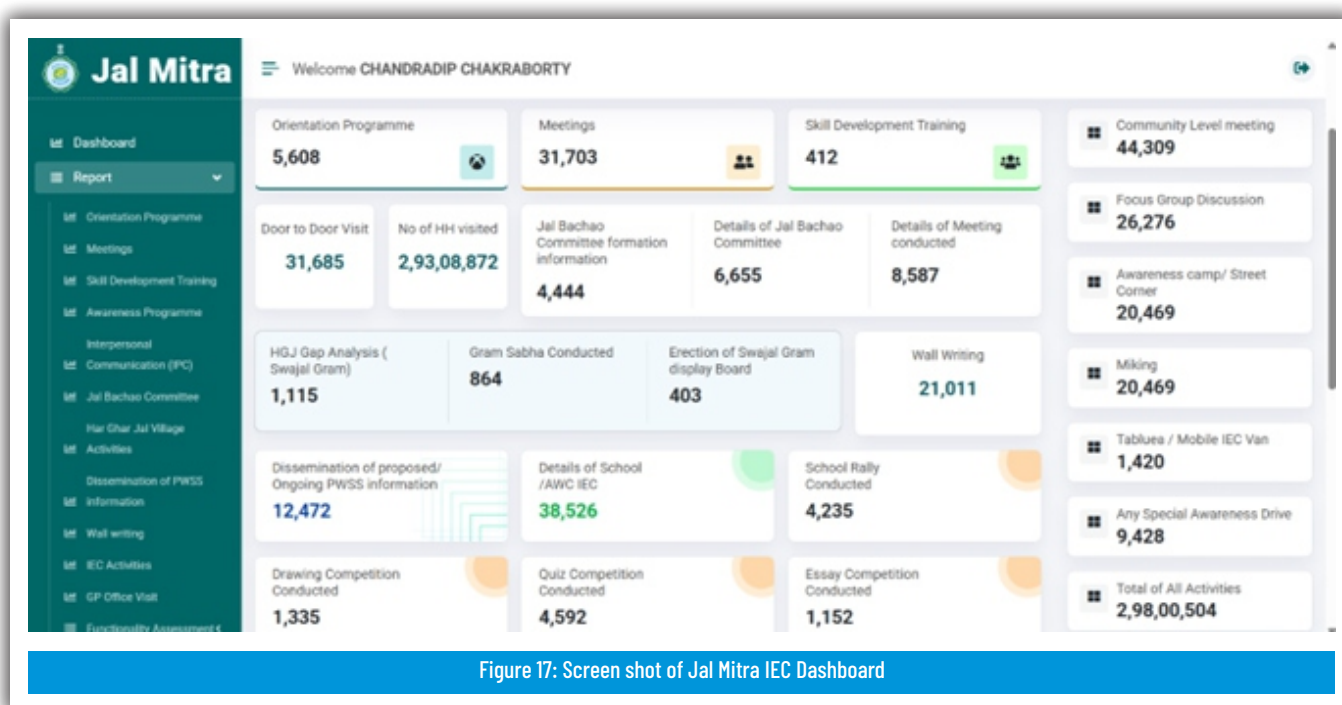


Figure 17: Screen shot of Jal Mitra IEC Dashboard

Impact and Value Addition

The 'Jal Mitra' application has emerged as a transformative digital platform for strengthening rural water service delivery in West Bengal under the Jal Jeevan Mission. By bridging the gap between commu-

nity-level implementation and real-time institutional monitoring, it has institutionalized a culture of data-driven governance across all levels—from Gram Panchayats to the State. The platform has enabled real-time documentation of nearly 3 crore community and operational activities

and facilitated functionality assessments for over 80.39 lakh households across 22,111 villages. This has significantly enhanced the Public Health Engineering Department's (PHED) capacity to monitor, manage, and sustain rural water supply systems.



4566 Quiz Competition



4202 School Rallies



56426 School/AWC IEC

Figure 19-21: Awareness generation activities monitored | Source: PHED WB



Challenges Faced



Connectivity Limitations

Connectivity limitations in remote areas affected data sync timeliness



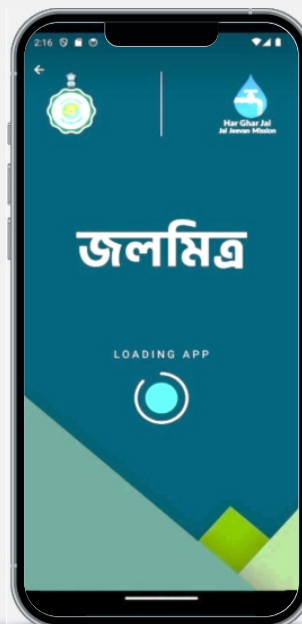
Tech capacity issues

Varied digital capacities among field staff required sustained handholding and refreshers



Data Quality Issues

Initial data quality issues arose due to manual errors and duplicate entries.



The application supports structured data capture on functionality, IEC activities, grievance redressal, community mobilization, and capacity-building efforts—transforming a previously fragmented, paper-based system into a transparent, accountable, and evidence-based framework.

By empowering frontline workers, Implementation Support Agencies (ISAs), engineers, and decision-makers with timely and accurate data, 'Jal Mitra' has improved operational efficiency, strengthened grievance redressal mechanisms, and promoted equity in service delivery. Its integration of environmental awareness through school-led and folk-based campaigns further underscores its versatility. As a decision-support tool, 'Jal Mitra' enables targeted interventions, ensures continuity of Functional Household Tap Connections (FHTCs), and supports long-term planning for sustainable and resilient rural water supply management.

Moving Forward

Building on the robust foundation of the 'Jal Mitra' platform, the next phase will focus on further strengthening systems for sustainable rural water service delivery by positioning the platform as a core decision-support tool for data-driven planning, monitoring, and accountability. Integration with community-based water quality monitoring frameworks, particularly for tracking contaminants at the household and scheme levels, will be prioritized to enhance the safety and sustainability of services.

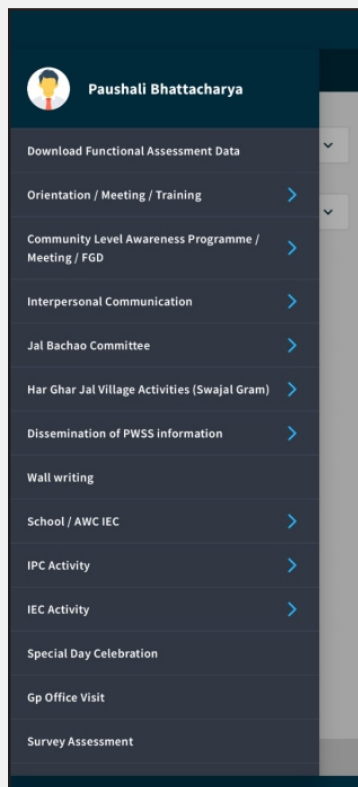
To promote equity and inclusion, efforts will be made to deepen community engagement mechanisms, including structured citizen feedback loops and responsive grievance redressal systems. Enhancing digital capacity at the Gram Panchayat level and improving the user experience for frontline functionaries will ensure last-mile data ownership and foster a culture of accountability.

In collaboration with UNICEF and other technical partners, PHED is exploring the introduction of third-party validation processes to cross-check data uploaded by Implementation Support Agencies (ISAs). This independent verification mechanism will improve data quality assurance, reinforce trust in the platform, and support evidence-based programming.

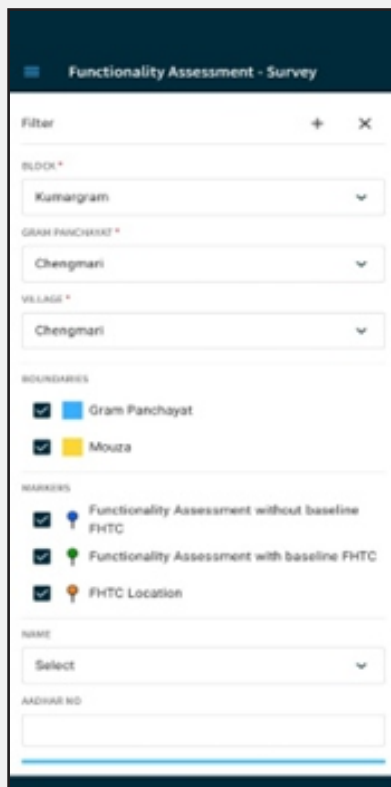
Further, the use of GIS-enabled dashboards/mobile application and predictive data analytics will support targeted interventions, enabling timely corrective action and risk-informed planning. This will contribute meaningfully to the overarching goals of the Jal Jeevan Mission, while aligning with UNICEF's commitment to safe water access, systems strengthening, and child-centric, service delivery in rural communities.

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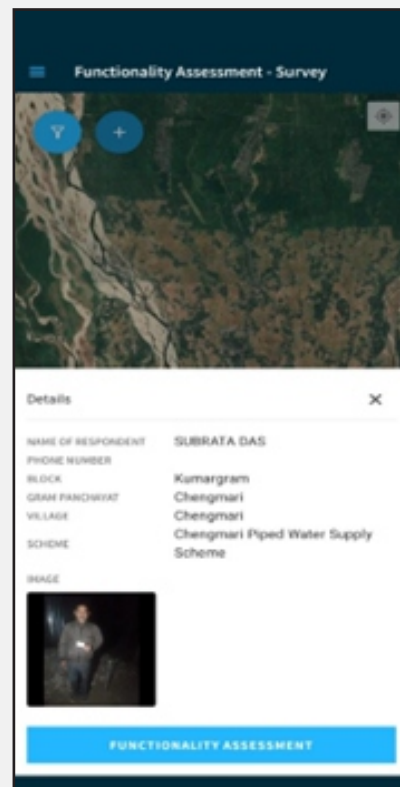
Screenshots of the 'Jal Mitra' mobile application



Various IEC Monitoring tabs



FA Survey Page



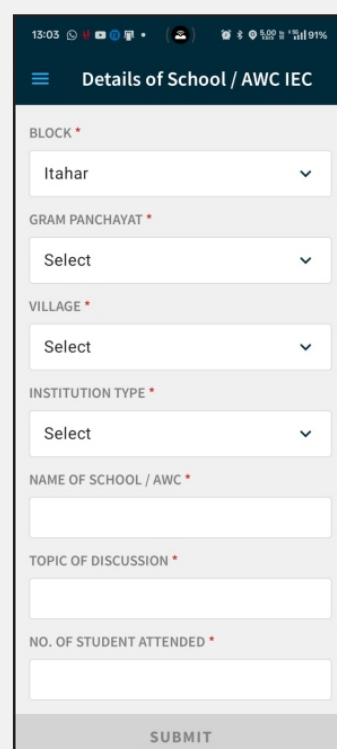
FA Survey in GIS Platform



FA GIS page showing already assessed FHTCs



GP Office Visit Page



School IEC Page

When Communities Lead, Safe Water Flows

- Kanchan Garg (Communication Officer) and Dasthagiri Shaik, (Field Coordinator), Andhra Pradesh, Evidence Action



Figure 22: Smt. B. Venkata Ramana, Sarpanch with Self Help Group (SHG) Member of the village | Source: Andhra Pradesh EA team

In the heart of Thummalapalem village, NTR district, Andhra Pradesh, a quiet revolution unfolded, not with loud slogans, but with the united will of its people. The turning point came when the community resolved to ensure clean, safe water for every family.

For years, the community relied on methods of using bleaching powder to disinfect water, which required the pump operator to climb up the OHSR each time with a bag of bleaching powder.

Safe Water Through Shared Effort and Smart Solutions

The Self-Help Group (SHG) members learned about these challenges through their interactions with the



Figure 23: A woman drinking safe water, this shows the trust and acceptance of the initiative in the community village | Source: Andhra Pradesh EA team



Figure 24: In-Line Chlorination (ILC) Device installed in the Thummalapalem Village, NTR District, Andhra Pradesh | Source: Andhra Pradesh EA team

community. Deeply concerned for their neighbors' well-being, they knew something had to change. They came together, shared their concerns, and raised their voices at the Gram Panchayat meeting. With the active support and guidance of the village Sarpanch, Smt. B. Venkata Ramana, their determination grew stronger. Together, the community and the Gram Panchayat worked hand-in-hand to find a solution that was safe, sustainable, and easy to maintain. Their persistence paid off—the village welcomed a tablet-based In-Line Chlorination (ILC) device.

This innovative water disinfection system, integrated directly into the village's water pipelines, now delivers safe drinking water to more than 800 households. This device was installed under the guidance of the National Jal Jeevan Mission and the Rural Water Supply & Sanitation (RWS&S) Department, Government of Andhra Pradesh, by the State's technical partner, Evidence Action.

Inclusive People-Led Governance in Action

This journey is a collective effort driven by inclusive people-led

governance and participatory planning. Together with the support of the Gram Panchayat, SHGs, ASHA workers, ANMs, Jal Samiti, and the Village Water and Sanitation Committee (VWSC), various focused group discussions at various levels were organized, and the community came together to learn, discuss, and spread awareness about the life-saving power of the In-Line Chlorination (ILC) device.

Community initiative helped address concerns of community members, explaining that slight changes in taste and smell are normal when chlorine tablets are used, and they do not affect the water's safety. With calm reassurance and clear information, which built trust, turning a new technology into a widely accepted solution.

Leading Change Through Community Sensitization and Jan Bhagidari

The mission for safe drinking water did not end with the installation of the new device; it was only the beginning. Recognizing that true change starts with awareness, Smt. B. Ramana, with the support of Gram Panchayat, led a community-wide sensitization campaign that blended innovation, technology, and grassroots connection.

Leveraging the power of Digital India, the Gram Panchayat created more than 30 cluster-wise WhatsApp groups to directly communicate with community members, sharing engaging, creative images, informative messages, and regular updates on the benefits of chlorinated water.

Together with other Gram Panchayat members and Self-Help Group members, she actively encouraged residents to advocate for chlorination, strengthening the awareness drive through door-to-door commu-



Figure 25: In-Line Chlorination (ILC) Device installed in the Thummalapalem Village, NTR District, Andhra Pradesh | Source: Andhra Pradesh EA team



nication. This spirit of togetherness led to the widespread adoption of chlorinated water by the community, significantly reducing waterborne diseases. It truly embodies the spirit of **Jan Bhagidari**—community ownership and local leadership, at the beating heart of the Jal Jeevan Mission.

Reaching the Unreached

Gram Panchayat members know not everyone has access to phones or digital platforms, and reaching the unreached is equally important. For families without smartphones, they mobilize frontline health workers, ASHA, and ANM to go door-to-door, patiently informing households about the health benefits of safe, chlorinated water. Water-related issues in the community are regularly discussed during such interactions. They leverage traditional community spaces to spread awareness.

With the support of Gram Panchayat members, Smt. B. Raman guides the self-help group members to announce during religious gatherings, school assemblies, and local social meetings, consistently reinforcing the message of clean water for all. By involving Gram Panchayats, mobilizing communities, and encouraging active participation of the community members and frontline workers, members ensure not only safe drinking water for every household (*Har Ghar Jal*), but also the protection of water quality and the conservation of this precious natural resource.

The community's willingness to embrace change stands as a shining example of how collective action can transform lives. Guided by empowered women leaders, Thummalapalem has shown that health, dignity, and progress can flow freely through every tap when people take ownership of their future. Their journey proves that when local

"I am proud that over 80% of the villagers now drink safe, clean water from the tap. The community is well acquainted with the Chlorination device and its operators come from the community. The people understand the importance of safe drinking water and clean the water tank regularly and maintain hygiene. I am determined to raise awareness in neighboring villages about the benefits of safe water access."



Smt. B. Venkata Ramana
Sarpanch, Thummalapalem Village,
NTR District, Andhra Pradesh

leadership and community ownership unite, *Har Ghar Jal* is not just a vision—it becomes a living reality. Through people-led water governance, the village has redefined safe water as more than just a service; it is a shared responsibility, protected and valued by all.

Today, when a glass of safe, clean water is poured in any household of Thummalapalem, it carries with it a story of unity, determination, and hope—a story that proves that when a community comes together, no challenge is too great.

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Figure 26: A smiling woman filling her bucket with clean water, reflecting the success of Jal Jeevan Mission in advancing its mission of providing safe drinking water | Source: Andhra Pradesh EA team

Har Ghar Tiranga, Har Ghar Swachhata: A Digital Jan Andolan of Patriotism and Cleanliness

- Amit Ranjan, NPMU-NJJM

As India celebrated its 79th Independence Day, a unique digital movement swept across the nation—**Har Ghar Tiranga, Har Ghar Swachhata**. From August 1st to 15th, 2025, citizens came together to not only hoist the national flag but also clean their surroundings, take pledges, and inspire others to join in. This campaign was more than a celebration—it was a call to action, a reaffirmation of our collective commitment to **nation-building** and **civic responsibility**.

This initiative was a collaboration between the **Department of Drinking Water and Sanitation, Ministry of Jal Shakti**, and the **Ministry of Culture**. It reinforced the values of **environmental stewardship**, **cleanliness**, and **national pride**. The timing was symbolic—**Swachh Bharat Mission**, launched in 2014, and **Jal Jeevan Mission**, launched on

15th August 2019, both mark their anniversaries on Independence Day. This convergence made the campaign a powerful moment to reflect on our progress and renew our resolve.

Over **1.8 crore Swachh Sujal Gaon pledges** were taken during the campaign, showcasing the scale of citizen engagement and the spirit of Jan Bhagidari.

Hashtag Impact: A Digital Wave of Participation

The campaign's digital footprint was massive:

- **#HarGharTiranga** recorded **345K mentions**, **884 million impressions**, and reached **29 million users**.
- **#HarGharSwachhata** saw **8.2K mentions**, **32 million impressions**, and a reach of **269K**.

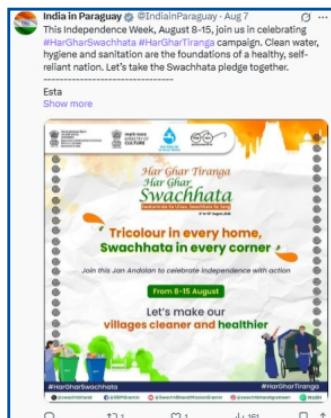
• Variants like **#HarGharSwachhta** and **#हर_घर_स्वच्छता** added to the momentum, with thousands of mentions and millions of impressions.

While doing the sentiment analysis, it revealed a predominantly **positive and neutral tone**, with strong male participation and growing female engagement. Word clouds reflected themes of **unity**, **cleanliness**, **patriotism**, and **community action**.

Voices That Amplified the Movement: The campaign was powered by influential voices and organizations:

- **Prime Minister Narendra Modi**, **CR Patil**, Minister of Culture, and celebrities like **Salman Khan** led the charge.
- Government bodies like **GAIL**, **ONGC**, **DD News**, **AIR News**, and **Swachh Bharat Mission** actively participated.





International missions from Dubai, New Zealand, Paraguay, Syria, Togo, and Peru showcased India's global patriotic footprint.

Posts featured **Tiranga selfies**, **clean-up drives**, **WASH infrastructure awareness**, and **lighting of ASI monuments** in tricolour.

Media Coverage & Ground-Level Recognition: The campaign received extensive coverage from **Press Trust of India**, **Dainik Jagran**, **Navbharat**, and **Dainik Bhaskar**. A standout moment was the invitation of **85**

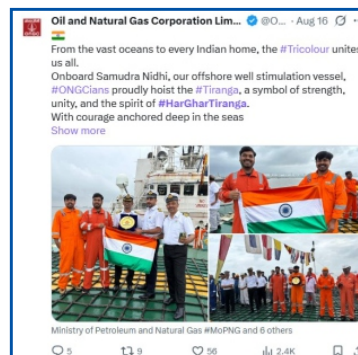
village sarpanchs from 26 states/UTs to the Red Fort as special guests—honoured for their contributions to sanitation, water management, and rural transformation.

Stories of **women sarpanchs** from **Rajasthan** and changemakers from **Madhya Pradesh** were highlighted for their leadership in **ODF Plus**, **digital governance**, and **waste management**.

Har Ghar Tiranga, Har Ghar Swachhata was not just a campaign—it was a movement. It turned

Independence Day into a celebration of **action**, blending **patriotism** with **grassroots participation**. Citizens were inspired to hoist the national flag, clean their surroundings, conserve water, and motivate others.

This digital Jan Andolan reaffirmed the spirit of **Ek Bharat, Swachh Bharat**, and showcased how technology, community, and purpose can come together to shape a cleaner, prouder, and more united India.





To extend the impact of this life-changing initiative, the "My Tap, My Pride – Story of Freedom Selfie Video Contest" is being organized across India by **National Jal Jeevan Mission**, Department of Drinking Water & Sanitation, Ministry of Jal Shakti, Government of India. Campaign is LIVE now on **My Gov Portal** i.e. launched on **15th August, 2025 till 31st October, 2025**.

To improve the quality of life and enhance ease of living in rural areas, Hon'ble Prime Minister announced Jal Jeevan Mission (JJM) – Har Ghar Jal on 15th August 2019. The mission aims to ensure assured tap water supply to every rural household in the country.

Since its launch, Jal Jeevan Mission has been implemented in partnership with States and Union Territories. In just five years, over 15 crore rural households have received access to clean tap water at their homes.

The Har Ghar Jal programme is focused on assured service delivery — providing potable tap water not only to every home but also to public institutions like schools, Anganwadi Centres (AWCs), ashramshalas, Primary and Community Health Centres (PHC/CHC), community and wellness centres, Gram Panchayat

buildings, etc. Additionally, the mission emphasizes building the capacity of local village communities to ensure long-term drinking water security.

This Competition is a platform to encourage community to show the pride and ease of living of having a tap connection right at their doorstep and fuel the vision of Viksit Bharat with Jan Bhagidari. As part of this contest, individuals, groups, or villagers can participate by sharing their story of freedom through a photo or video with their tap connection provided under the Jal Jeevan Mission: Har Ghar Jal programme.

Eligibility of the campaign: This contest is open to **all Indian nationals registered on MyGov**, with **no age restriction**. Where in participants are invited to **capture a selfie (photo)** or **create a short video** using their household **tap water connection**, in the most **creative and expressive** way possible. The theme is to showcase the **"Story of Freedom with Tap and Water"** under the **Jal Jeevan Mission (JJM)**. Participants may also choose to **share a short video** highlighting the **benefits received from tap water at home**, and how it has contributed to **ease of living, health, and hygiene**.

Participation Guidelines: Participants are required to share **photo-**

graphs or selfies with the **tap water connection** provided under the **Jal Jeevan Mission: Har Ghar Jal** in their **home or village**. Through the competition page, participants are advised to use any camera can be used, including **mobile phone cameras Permitted**

Theme

Participants are encouraged to **click a selfie or shoot a video** in the **most creative way** possible, showcasing the **story of freedom** associated with the **tap water connection provided under the Jal Jeevan Mission (JJM)**. Entries should **express gratitude** to the **Government of India** for providing safe and reliable tap water at home, improving ease of living and health outcomes. First prize is 20,000/-, Second Prize is 15,000/-, third prize is Rs. 10,000/- and 10 consolation prizes and 1,000 prizes will be finalised for consolation Prizes.

Scan the QR code to participate



Visit of Secretary, DDWS to Pune, Maharashtra along with other officials from 28-29 August, 2025

Shri Ashok K. K. Meena, Secretary, DDWS; along with Shri Y K Singh, Director IEC, DDWS visited **Film and Television Institute of India (FTII)**, located in Pune, Maharashtra and JJM sites to see progress.

- i. **Visit to FTII, Pune:** On 28th August 2025, Shri Ashok Meena, Secretary, Department of Drinking Water and Sanitation, Government of India, visited the FTII campus in Pune. He was received by Vice Chancellor Shri Dhiraj Singh, who shared the Institute's vision and ongoing endeavours. During his visit, Shri Meena toured the campus and interacted with students and faculty, engaging in insightful discussions on creative education and its linkages with public service.



Figure 27: Discussion among Secretary DDWS with Vice Chancellor at FTII in a discussion | Source: NJJM

- ii. **Visit to villages:** Secretary, DDWS visited Indori, Varale, and Kanhe villages of Maval Taluka in Pune District, Maharashtra to review the progress and implementation of Jal Jeevan Mission and SBMG on 28.08.2025.

During his visit, he inspected WTP and ESR components, interacted with local village communities, Gram Sarpanches, and members of VWSC. He also reviewed the existing drinking water billing system, status of O&M and financing, examined some bill samples to understand the process, appreciated the QR code-based payment system, and enquired about CSCs, waste collection systems, etc.



Figure 28: Secretary DDWS with officials and community | Source: NJJM

He requested VWSC members to work on the sustainability of the water supply scheme for the long term. Furthermore, he planted a tree under the initiative "Ek Ped Maa Ke Naam" at the JJM infra site.

- iii. **Visit to CWPRS, Pune:** Shri Ashok K. K. Meena, Secretary-DDWS, visited the Central Water and Power Research Station, Pune, on 29.08.2025 to observe various state-of-the-art hydraulic models, etc, its functioning and the facility.



Figure 29: Secretary DDWS at CWPRS | Source: NJJM

- iv. **Visit to NWA:** Secretary, DDWS visited National Water Academy, Khadakwasla, Pune, to oversee the various ongoing courses, curriculum, its modalities and training structure. He also explored the possibilities of collaboration between the Academy and the SPMNIWAS. His visit was accompanied by the Director, DDWS; center heads, technical staffs and district officials.



Figure 30: Secretary DDWS at CWPRS | Source: NJJM



Field Visits

Sri K.K. Soan, AS & MD, DDWS, visited Fatehgarh (HGJ certified) and Nagal Gharian (ODF Plus Model Verified) villages in SAS Nagar, Punjab on 23.08.2025 to review progress under Jal Jeevan Mission & Swachh Bharat Mission Grameen.

He inspected water supply infrastructure, SBM-G assets, and interacted with local communities. He lauded the

Gram Panchayat Water Supply Committee for effectively managing the scheme.

The visit reaffirmed the Ministry's focus on functionality, sustainability & community ownership, driving the vision of Swachh & Sujal Gaon. He was accompanied by the Chief Engineer, Director Sanitation, DWSS Punjab, and other state officials.



Figure 31: Sri KK Soan, AS&MD, DDWS with Punjab officials during his visit | Source: PHED Punjab



Figure 32: Sri K K Soan, at Fatehgarh HGJ village with officials and community | Source: PHED Punjab

Panel Discussion on the occasion of World Water Week

Watch the Perspective special show of Sansad TV on #WorldWaterWeek featuring Sh. Samir Kumar, Economic Advisor, DDWS in a compelling panel discussion highlighting progress of JJM and other programmes.



Scan below to
watch the episode

Union Minister of State for Railways and Jal Shakti, Shri V Somanna interacted with over 150 Sarpanches from across India to celebrate 79th Independence Day



Figure 33: Release of booklet 'Voice of Change – Sarpanches at the Forefront' | Source: NJJM

On 14th August, 2025, Union Minister of State for Railways and Jal Shakti, Shri V Somanna interacted with over 150 Sarpanches from across the country in Delhi today. These Sarpanches have been selected for their exceptional contribution towards building the nation and securing India's future by conserving water and building Swachh Sujal Gaon as a reality led from the grassroots, serving as shining examples of how local leadership can bring about transformative change.

Interacting with sarpanches, the Union Minister of state for Railways and Jal Shakti, Shri V Somanna underscored that "Our sarpanches and VWSC members are the real changemakers who ensure that government programmes translate into visible improvements in people's lives. Their leadership and dedication inspire us to work harder towards the goal of Swachh Sujal Gaon which will be the cornerstone for a Viksit and Jal Samridh Bharat. As we celebrate Independence Day, it is only fitting that we honour those who are securing our villages' future with clean water, sanitation, and sustainable practices."

Addressing the gathering, Sh. Ashok KK Meena, Secretary, Department of Drinking Water and Sanitation, said, "You (Sarpanches) are the greatest strength of the Swachh Bharat Mission and Jal Jeevan Mission. Strong village leadership has shown that with intent and effort, every home can have clean water, hygienic toilets, and proper waste management.

Our next goal is Swachh Sujal Gaon—with tap water in every home, solid and liquid waste managed well, and ODF Plus Model and Har Ghar Jal certification

achieved. Accurate and timely data from you will ensure better monitoring and improvement. You are role models for the nation, making 'Sabka Saath, Sabka Vikas, Sabka Vishwas, Sabka Prayas' a reality."

Selected Sarpanches shared their inspirational grassroots level innovations and success stories. The interaction session with Sarpanches from Gujarat (Shashikant Patel), Madhya Pradesh (Lakshita Dagar), Kerala (Sheeba), Uttar Pradesh (Sunita Yadav), Chhattisgarh (Sh. Nagendra Bhagat), and Andhra Pradesh (Sampurna) was very vibrant and engaging, showcasing how local leadership is shaping the success of initiatives across the country.

Screenings of short films on flagship initiatives such as Jal Jeevan Mission (JJM), Namami Gange (NMCG), Jal Shakti Jan Bhagidari (JSJB), and Swachh Bharat Mission (Grameen) were also organised.

On the occasion, booklets featuring the --DDWS's Voice of Change – Sarpanches at the Forefront and NWM's (Voices from Field) "Jal Shakti Abhiyan: Catch the Rain – 2025" were released.

To read the booklet, scan the QR code



Snippets

India–Denmark Water Cooperation Meeting

In a significant step toward global collaboration for sustainable rural water management, the **National Jal Jeevan Mission (NJJM)** and the **Danish Environmental Protection Agency (DEPA)** convened a hybrid meeting on **22nd August 2025** to chart the course for **Phase II of the Indo-Danish partnership**. Senior officials from the **Department of Drinking Water & Sanitation (DDWS)**

and **Danish Environmental Protection Agency (DEPA)** emphasized the need to deepen cooperation in areas such as water source regulation, governance reforms, and utility-based service delivery. The Indian side highlighted JJM's transition into its next phase, with a strong focus on **Operation & Maintenance (O&M) and community-led sustainability**.

The deliberations underscored Denmark's potential to support India in building a globally recognized model for rural water governance. DDWS, presented **15 proposed areas of collaboration**, including regulatory frameworks, infrastructure investment, and strengthening water utilities. Both sides agreed that aligning Phase II with India's vision of citizen-centric, sustainable water service delivery is essential to achieving long-term impact. This partnership reflects the spirit of **SDG 6** for India and reinforces the critical role of international cooperation in securing safe water for all.



Figure 34: Discussion among DDWS and DEPA officials | Source: NJJM

National Sports Day-2025 Celebration at DDWS, Jal Shakti

Sports activities

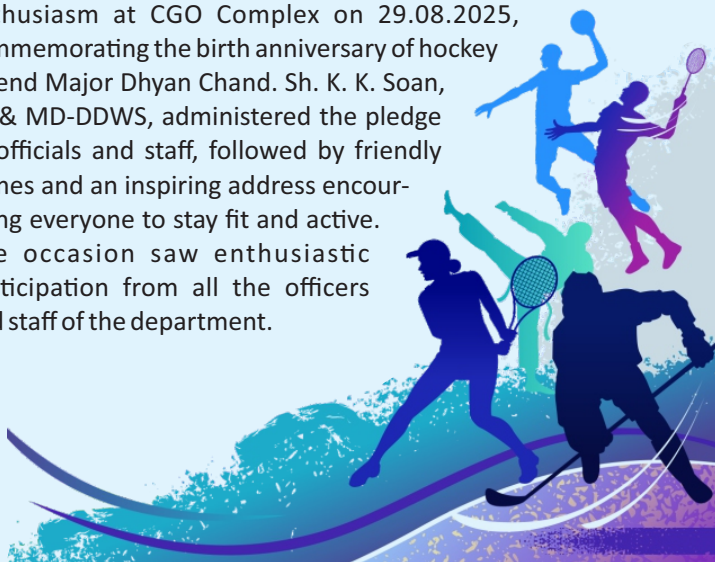


#NationalSportsDay

#KhelegaIndiaSwachhBanegaIndia

#NationalSportsDay celebrated at DDWS!

The Department of Drinking Water & Sanitation, Ministry of Jal Shakti, celebrated National Sports Day with great enthusiasm at CGO Complex on 29.08.2025, commemorating the birth anniversary of hockey legend Major Dhyan Chand. Sh. K. K. Soan, AS & MD-DDWS, administered the pledge to officials and staff, followed by friendly games and an inspiring address encouraging everyone to stay fit and active. The occasion saw enthusiastic participation from all the officers and staff of the department.



Shri Ashok K K Meena, Secretary-DDWS chaired a meeting with **Prof. Michael Kremer, Nobel Laureate** to discuss cooperation in #WaSH Sector focusing on #WaterQuality at CGO Complex, New Delhi on **26.08.2025**.

The meeting was virtually attended by Prof. Indra Kumar Sen, IIT Kanpur. Officers from DDWS & team from Evidence Action and Development Innovations Lab were present during the deliberation.



Figure 35: DDWS officials with Nobel Laureate Michael Kremer and his team | Source: NJJM

HAR GHAR JAL

Six Years of Empowering Rural Communities

Launched in 2019, the Jal Jeevan Mission (JJM) is transforming rural India by ensuring safe and adequate drinking water through household tap connections. In just six years, the Mission has emerged as a cornerstone of rural development, health, and women's empowerment.

From Vision to Reality

Tap Access: 15 crore+ rural households now have functional tap water connections, up from just 3.23 crore in August 2019.

Coverage Growth: Household water coverage rose from 17% in 2019 to over 80% in 2025—one of the fastest expansions of public service delivery.

Village Verification: 2.63 lakh villages declared Har Ghar Jal, verified by Gram Sabhas for universal coverage.

Women Champions: Over 24.80 lakh rural women trained in water-quality testing, making community participation central to the mission.

Lab Network: More than 1,000 laboratories set up or upgraded for scientific water-quality monitoring.

Child Welfare: 100% tap water ensured in schools and anganwadis, improving hygiene and children's health.



The Mission has done more than install infrastructure—it has restored dignity and unleashed opportunities. By reducing the drudgery of water collection, it has enhanced health outcomes, especially for women ('Nari Shakti'), and laid the foundation for sustained rural development.

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Coverage of Har Ghar Jal Programme in My Gov Newsletter:

The newest edition of #MyGovPULSE of August 2025 covered the 6 years of Jal Jeevan Mission progress and its milestone. From 79th Independence Day celebrations to Har Ghar Jal, National Space Day and strides in Aatmanirbharta in technology explore inspiring stories shaping our nation.

Read it below



Celebrating National Sports Day 2025

A Synergy of Fitness and Swachhata under Har Gali, Har Maidan, Khele Saara Hindustan Campaign

- Lopamudra Panda, NPMU-NJMM

To honor the birth anniversary of hockey legend Major Dhyan Chand, the Ministry of Youth Affairs & Sports (MoYAS) launched a nationwide campaign from August 29–31, 2025, themed “**Har Gali, Har Maidan, Khele Saara Hindustan.**” This initiative aimed to promote fitness, sportsmanship, and Olympic values across communities. In a unique collaboration, the Department of Drinking Water & Sanitation (DDWS) aligned this celebration with Swachh Bharat and Jal Jeevan Mission goals, reinforcing the message that physical well-being and environmental cleanliness go hand in hand.

The three-day celebration followed a structured format to maximize engagement and impact. On **August 29**, institutions across the country paid

tribute to Major Dhyan Chand during morning assemblies, followed by the **Fit India Pledge** and an hour of team sports and recreational games. **August 30** focused on intellectual engagement through **sports debates, fitness talks**, and competitions around **indigenous and indoor games**. The campaign culminated on **August 31** with **Pan-India citizen participation in “Sundays on Cycle,”** encouraging community-level fitness and eco-friendly mobility.

States and UTs actively integrated WaSH into these celebrations. Activities such as **Shramdaan after sports, WaSH Sports Melas, and plogging as a sport** brought together citizens of all ages in a collective effort to maintain clean and safe play spaces. Special emphasis was placed on **women and girls' participation**, with inclusive games like kho-kho, rope skipping, and yoga sessions organized in hygienic environments. The slogan “**Ek Ghanta Khel Ke Maidan Mein, Kuch Pal Swachhata Ke Shramdan Mein**” encouraged athletes and spectators to contribute to cleanliness post sporting activities.

This convergence of sports and WaSH under the banner of Jan Andolan exemplifies the transformative power of integrated public campaigns. By linking fitness with WaSH, the National Sports Day 2025 campaign not only honored India's sporting legacy but also advanced the mission of a clean and healthy nation—one playground, one community at a time.



Glimpses from State/UTs



जल शक्ति अभियान
संचय जल, बेहतर कल

Har Ghar Jal
Jal Jeevan Mission

SWSM
Uttar Pradesh

हर गली हर मैदान खेले सारा हिन्दुस्तान
एक घंटा खेल मैदान में, कुछ पल स्वच्छता के श्रमदान में
कचरा इधर उधर न फेंके, कचरा सिर्फ
डस्टबिन में डालें
राष्ट्रीय खेल दिवस (29 से 31 अगस्त तक)

सौजन्य से- जल जीवन मिशन, आजमगढ़



Figure 36-37: Various activities under Har Gali, Har Maidan, Khele Saara Hindustan Campaign | Source: Giridih, Jharkhand



Figure 38-39: Various activities under Har Gali, Har Maidan, Khele Saara Hindustan Campaign | Source: Garwah, Jharkhand



Figure 40-41: Activity under Har Gali, Har Maidan, Khele Saara Hindustan Campaign | Source: Phulbani, Odisha



Glimpses of Jal Jeevan Samvad with DM/ DCs



Figure 36: AS&MD-NJJM chaired 26th #JalJeevanSamvad virtual meeting with DMs/ DCs of 22 districts of #TamilNadu #JammuAndKashmir #Manipur and #Odisha on 21.08.2025 to review the progress and implementation of the #JalJeevanMission



Figure 37: AS&MD-NJJM chaired 27th #JalJeevanSamvad virtual meeting with DMs/ DCs of 17 districts of #MadhyaPradesh and #Gujarat on 28.08.2025 to review the progress and implementation of the #JalJeevanMission



Figure 38: In continuation of the #JJMSamvad meeting, AS&MD-NJJM chaired 28th meeting with DMs/ DCs of 24 districts of Haryana, Mizoram, Maharashtra, Arunachal Pradesh, Telangana, Jharkhand, Uttar Pradesh, Sikkim, DNH&DD, Lakshadweep, Himachal Pradesh, Kerala and Meghalaya on 28.08.2025 to review the progress and implementation of the #JalJeevanMission



STAY TUNED FOR UPCOMING YOJANA'S SPECIAL WASH ISSUE - SEPTEMBER 2025 EDITION!

Love to read! preparing for competitive exams and want to refer India's WaSH (Water, Sanitation & Hygiene) journey!

We are coming with the solution! Get ready for a thought-provoking read! This September, Yojana magazine will present a special issue dedicated to WASH, the cornerstone of healthier, empowered, and prosperous rural communities. This edition brings together insightful perspectives from eminent voices, featuring articles by senior officials, state implementers, and WaSH practitioners, who share their personal journeys, challenges faced, and mitigation strategies. The issue highlights valuable learnings, experiences, and future perspectives on WaSH in India, showcasing how safe water, sanitation, and hygiene are transforming villages across the country.



Poster Making Competition on MyGov Platform



To inspire young minds (school children) and promote awareness around water, sanitation, and hygiene, the Department of Drinking Water & Sanitation (DDWS) is launching a WaSH Poster Making Competition on the MyGov platform. Starting 1st September 2025, students from Class 3 to 12 (in three categories) will be invited to showcase their creativity and vision for a 'Swachh Sujal Gaon' through hand-drawn or digital posters. The competition will run for two months, ending on 30th November 2025, with exciting prizes and e-certificates for selected entries. This initiative is part of the broader effort to engage students in the mission of Har Ghar Jal and Swachh Bharat-ODF Plus initiatives, aligning with the goals of SDG 6. The competition will be hosted on the MyGov portal, and detailed guidelines will be accessible from the site. Stay tuned for more in September issue of JJM Samvad!





Har Ghar Jal
Jal Jeevan Mission

Jal Jeevan Samvad



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