



Har Ghar Jal
Jal Jeevan Mission

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‘Har Ghar Jal’

**National Workshop on Information, Education
and Communication**

**National Jal Jeevan Mission,
Dept. of Drinking Water & Sanitation
Ministry of Jal Shakti
Government of India**

JJM – Building Partnerships, Changing Lives



Vision

Every rural household shall have assured drinking water supply in adequate quantity of prescribed quality on regular and long-term basis at affordable service delivery charges leading to improvement in living standards of rural communities.

Important Goals

- Assured tap water supply to every home
- Functionality on long-term basis
- Decentralized O&M by GP or its sub-committee
- Water testing facilities open for general public

Key Components of JJM

01

In-village piped water supply infrastructure for tap water connection to every household;

02

Reliable drinking water sources/ augmentation of existing sources;

03

Transfer of water – multi village scheme for those villages where quantity and/ or quality issues exist;

04

Technological intervention where quality is an issue;

05

Retrofitting of completed and ongoing PWS schemes to achieve 100% FHTCs;

06

Greywater management

07

Support activities & capacity building of communities;

08

Funds to meet any unforeseen challenges/ issues due to natural disasters/ calamities.

Types of support activities

Support activities that contribute to making HGI a “Jan Andolan”

IEC and BCC

Public utility
approach

HRD and skill
development

Leadership
development

Change
Management

Key Resource
Centers

Knowledge
Centers and
Professor’s Chair

Documentation
and publishing
of best practices

Conferences,
workshops and
seminars

Community
engagement

Third Party
Inspection

Build capacities
of GPs/VWSCs

Support activities under JJM

- **Spread awareness** and sensitize communities on judicious use of water, community contribution and ownership;
- **Build capacities** of GP and/ or its sub-committee, i.e. VWSC/ Pani Samiti/ User Group etc. to plan, implement, manage, operate and maintain in-village infrastructure;
- Setting up **long-term sustainable institutional mechanisms**;
- **Build skills** of various human resources required, viz. masons, plumbers, electricians, motor mechanics, pump operators, etc.;
- Developing **responsible and responsive leadership** among communities ensuring long-term sustainability of the water supply systems.

Capacity Building under JJM

Knowledge Centre/ Centre of Excellence: To be set up in reputed Indian universities/ institutions for conducting continuous research, studies, provide inputs to policy making related drinking water, public health, etc.

Change Management: Customized annual training calendar to be prepared for engineering/ managerial cadre

Emphasis on service delivery: Shift from 'infrastructure-building' to 'Utility-approach'

Training of PRI members/ VWSC members: To plan, implement, manage, operate & maintain in-village water supply systems

Training for water quality surveillance: Preferably, five women from every village to be trained on use of Field Test Kits (FTKs) and sanitary inspection

Skilling: Ensuring skilled human resource, viz. masons, plumbers, electricians, pump- operators, motor-mechanics, etc. for long-term system sustainability

Who are Key Resource Centres?

Universities /
Deemed
Universities

Administrative /
Management /
Engineering
Institutions

National NGOs,
CBOs and CSOs

Training Institutions /
Institutions of Higher
Learning

Key Objectives of KRCs

- Design, develop and implement capacity building programmes to rapidly upscale the capacity of all stakeholders
- Help create responsible and responsive leadership:
 - Level-1: senior policy makers, state and district officials
 - Level-2: engineers, lab personnel and representatives of local bodies
 - Level-3: PRI members, GP officials, VWSC members and ISAs
- Develop soft-skills and awareness about new practices
- Organize field exposure visits: stimulate cross-learning about latest technologies, innovations and best management practices
- Develop high-quality audio-video reading and learning material: craft compelling messages
- Document case studies, success stories and best practices: wider dissemination
- Promote accelerated implementation 'on scale and with speed': enabling professional requirements and sensitization to socio-economic & technological environment

Key Activities of KRCs

Training - related activities

- Training Need Assessment
- Training calendar
- Module development
- Annual Action Plan
- Selection of participant list
- Training quality assurance
- Logistics arrangement
- Reporting

Content development, research and documentation

- Print, audio and video content development
- Webinars / workshops / seminars / consultations
- Field exposure visits
- Documentation of case studies, best management practices
- Research and evaluation
- Hackathons, online quizzes, competitions

Indicative Thematic Areas for Each Level

Level-1 Senior Management

Level-2 Mid - Management

Level-3 Community

1.) Planning, Policy and Regulation

- i.) Effective planning for FHTCs
- ii.) Policy and Regulatory framework

2.) Utility reforms

- i.) Utility reforms for State and GP level entities
- ii.) Public private partnership models for utilities
- iii.) Waste water management, grey water management, source sustainability
- iv.) Functionality and efficiency monitoring
- v.) Third – party management

3.) Financial management

- i.) Financial management and financing models
- ii.) Water delivery service charges and pricing model
- iii.) O&M expenditure

4.) Leadership development

- i.) Sustainability participatory management for drinking water security
- ii.) Good governance
- iii.) Promoting entrepreneurship
- iv.) Skilling and employment generation

1.) Planning and eco system building for reforms

- i.) Participatory planning for drinking water solutions
- ii.) Building environment for supporting GP level capacity building for utility reforms
- iii.) Designing for sustainable and affordable water solutions

2.) Project Management and Financial Management

- i.) Project management in rural water supply
- ii.) O&M costing, water supply delivery service charges determination and financial sustainability
- iii.) Tendering process and litigation
- iv.) Financial management tools for rural water supply
- v.) Monitoring of data systems
- vi.) Third – party management

3.) Water quality

- i.) Water quality monitoring and participatory surveillance

1.) Water Resource Planning and Project Management

- i.) Planning at village level
- ii.) Village level and habitation level water resources planning and management
- iii.) Preparing Village Action Plans
- iv.) Participatory Rural Appraisal (PRA) tools for integrated water resource mapping, transect walks, water budgeting, etc.

2.) Water Quality and O&M of water supply systems

- i.) Water quality testing at village level (use of FTKs)
- ii.) Implications of poor water quality on human health
- iii.) O&M of water supply systems and user charges

3.) Micro level leadership, soft skills and learning exchange

- i.) GP level leadership development and utility reforms
- ii.) Community engagement tools and techniques
- iii.) Exposure visits in villages of other districts/ States
- vi.) Social Audit

Status of Activities under KRCs

- NJJM has empaneled 104 organizations/ institutions as Key Resource Centres:
 - Level-1: 10 KRCs
 - Level-2: 29 KRCs
 - Level-3: 87 KRCs
- The **Annual Action Plans** and training calendars for all Level1 and Level2 KRCs have been **approved** and training/ webinars/ workshops have been started
- Till 7 Dec. 2021, nearly **60 programmes** have been organized by the KRCs and capacitated over **2,500 key stakeholders**
- For handholding **Level3 KRCs**, NJJM has prepared **training modules** to be used for capacity building programmes across the country
- Simultaneously, the **training calendars** are being finalized by **Level3 KRCs** in consultation with the States assigned to them by NJJM
- NJJM is also developing a **Training Portal** for smooth functioning of KRCs and effective monitoring & transparency

Who are Implementation Support Agencies (ISAs)?

Local Non-
Government
Organizations

Voluntary
Organizations

Women Self
Help Groups

Community-
Based
Organizations

Trusts/
Foundations

Key Objectives & Functions of ISAs

- **Facilitate women participation at all levels** of planning, implementation, management, operation and maintenance of in-village water supply systems and contribution
- **Mobilizing and engaging the communities** to plan, design, implement, manage, operate & maintain in-village water supply infrastructure
- **Facilitate constitution of sub-committee of Gram Panchayat** i.e. VWSC/ Paani Samiti/ User Group, etc. and arrange to build capacities of its functionaries
- **Handhold Gram Panchayat and/ or its subcommittee** in all the its functions including opening bank accounts, mobilization of community contribution, O&M arrangement, organizing Gram Sabha, organizing meetings of sub-committee, facilitating resolution in Gram Sabha and acceptance of village scheme, facilitating sanitation and greywater management activities, etc.
- **Need assessment for FHTCs and motivate communities to have FHTCs**
- **Act as coordination platform** between DWSM and VWSC
- **Documentation of success stories** from villages
- **Carryout Social Behavioural Change Communication activities**

Status of ISA Engagement

As on 06. 12. 2021

Total no. of villages in the country	No. of ISAs engaged (as per IMIS)
6,04,953	13,557

KEY POINTS

- 9 states are yet to appoint ISAs
- ISAs are critical to make VWSC and IEC activities tick
- Lack of traction in ISA appointment is a matter of concern

Status of ISA Engagement Contd.

- In states where ISAs are in place, village allocation per ISAs is very high; can be unwieldy for ISAs to perform well
 - **more than 1,000 villages per ISA in:** Andhra Pradesh (1,329), Maharashtra (40,956), Meghalaya (2,138), Odisha (7,902), Punjab (3,004), Rajasthan (1,313)
 - **between 500 to 1,000 villages per ISA in:** Assam (618), J&K (984), Jharkhand (850), Karnataka (955), UP (591)
 - **between 100 to 500 villages per ISA in:** Chhattisgarh (307), Gujarat (280), HP (478), Kerala (158), Ladakh (125), MP (461), Manipur (122), Mizoram (138), Sikkim (110)

KEY POINTS

Where ISAs are in place, village spread per ISA is unwieldy

- In Andhra, Maharashtra, Meghalaya, Odisha, Punjab and Rajasthan: **Very high**
- In Assam, J&K, Jharkhand, Karnataka and UP: **High**
- In Chhattisgarh, Gujarat, HP, Kerala, Ladakh, MP, Manipur, Mizoram and Sikkim: **Moderately high**

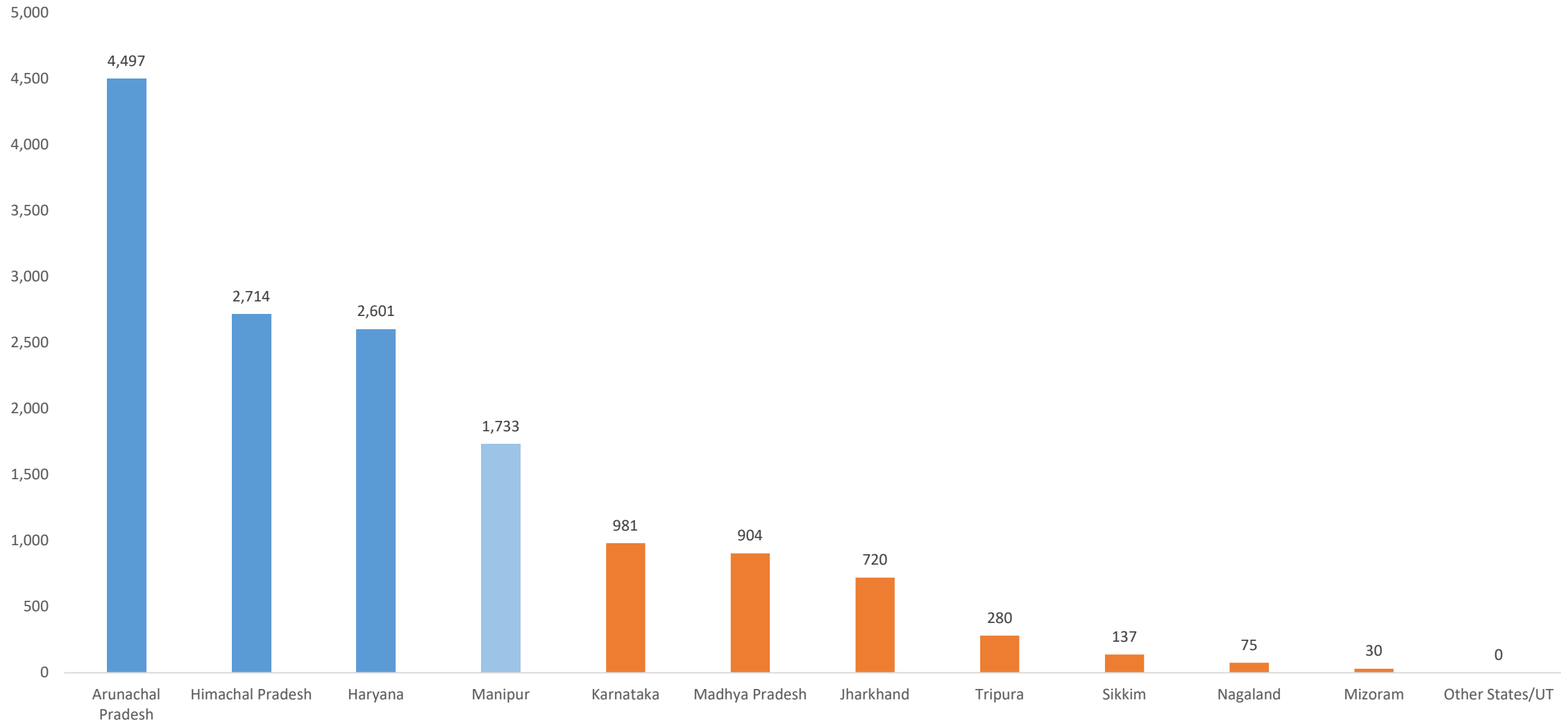
Skilling

Range	States
More than 2000 resource persons trained	Arunachal Pradesh (4,497), Haryana (2,601), HP (2,714),
Between 1000 to 2000 resource persons trained	Manipur (1,733)
Less than 1000 resource persons trained	Jharkhand (720), Karnataka (981), MP (904), Mizoram (30), Nagaland (75), Sikkim (137), Tripura (280)
No resource persons	A&N Islands, Andhra Pradesh, Assam, Bihar, Chattisgarh, Goa, Gujarat, J&K, Kerala, Ladakh, Maharashtra, Meghalaya, Odisha, Puducherry, Punjab, Rajasthan, TN, Telangana, UP, Uttarakhand and WB

KEY POINTS

- No RPs in 21 states; need to fast track
- Sub-optimal traction in skill development, although some states are progressing well

State-wise progress – persons skilled during FY21-22



Financial progress under support activities

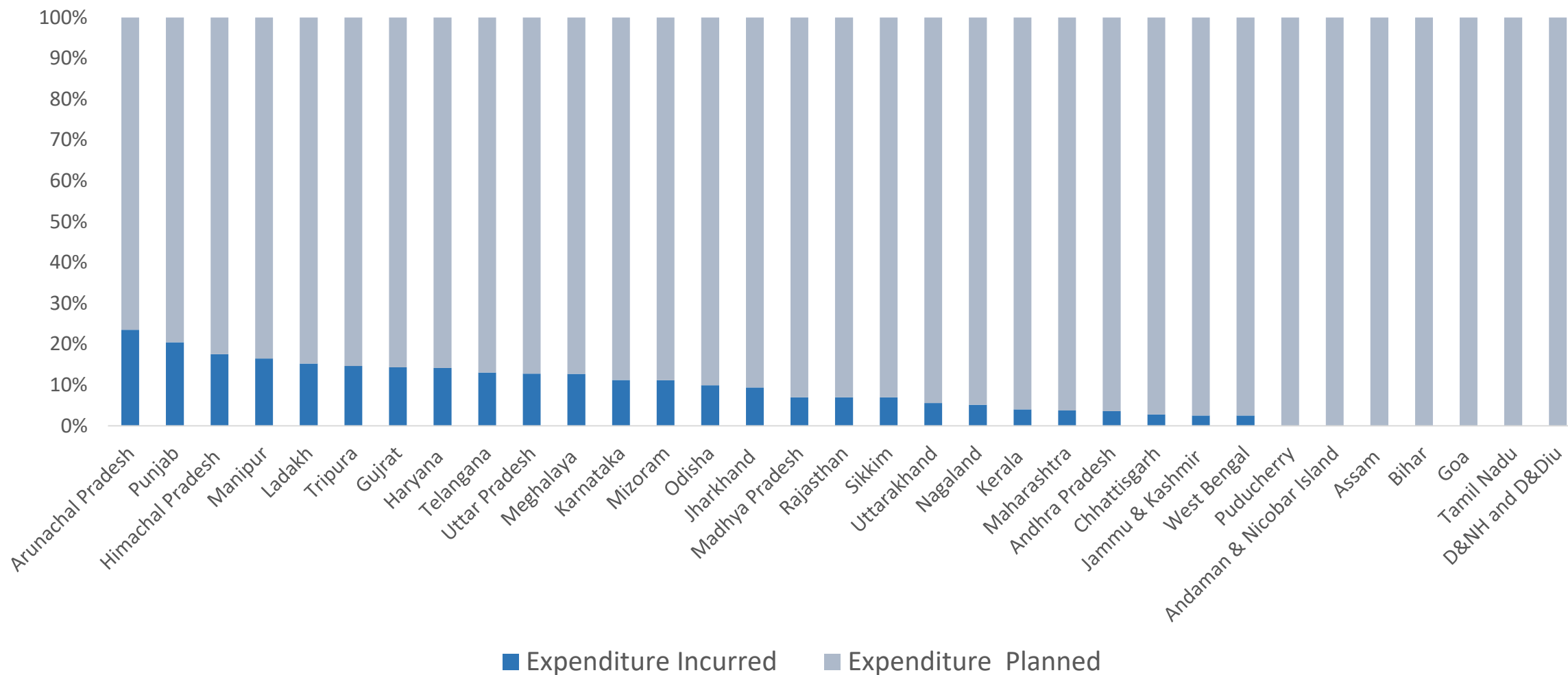
(Rs. in Crore)

Year	Available fund (Central)	Expenditure (Central)	Expenditure (State)	Expenditure (Total)
2019-2020	570.92	137.88	74.47	212.35 (38%)
2020-2021	1,367.81	320.17	207.33	527.50 (39%)
2021-2022 (November 2021)	4,814.49	284.07	94.35	378.42 (7.86 %)

KEY POINTS

- Poor track record of expenditure in 2019-20 and 2020-21
- In the current year expenditure is less than 8%; further data in IMIS is not updated

State-wise progress under support activities against AAP during 2021-22



Thank You

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