



Har Ghar Jal  
Jal Jeevan Mission

# HAR GHAR JAL

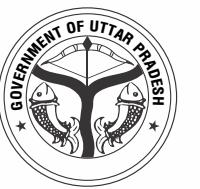


## Jal Jeevan Mission

State Drinking Water & Sanitation Mission  
Namami Gange & Rural Water Supply Department,  
Uttar Pradesh.

A MISSION FOR FULFILLING ASPIRATIONS,  
TRANSFORMING VILLAGES





Har Ghar Jal  
Jal Jeevan Mission

## Jal Jeevan Mission

**State Drinking Water & Sanitation Mission**

Namami Gange & Rural Water Supply Department,  
Uttar Pradesh.



## JAL JEEVAN MISSION

WATER IS THE SOURCE OF HAPPINESS, ENERGY,  
HEALTH & PIETY, AND IS LIFE GIVING AS MOTHER!

CONCEPT & MENTOR  
**Radha Krishna Tripathi**

CONTENT WRITER  
**Dr. Benul Tomar**  
**Ratika Bhargava**

EDITORIAL COORDINATION  
**Ratika Bhargava**

CONTENT SUPPORT  
**Hemant Yadav**

COVER PHOTO  
**Vikas Babu**

PHOTOGRAPH COURTESY  
**Vikas Babu**  
**Anand Verma**  
**Sharad Shukla**

DESIGN & LAYOUT  
**Anil Nigam**  
**(Think Beyond Advertising, Lucknow)**

PRINTED AT  
**Unique Colour Lab, Lucknow**



**SHRI NARENDRA MODI**  
Hon'ble Prime Minister of India

"When the Jal Jeevan Mission was launched, only 3 crore rural households had access to tap water. Over the past five years, the mission has made substantial progress, extending 'Nal se Jal' to an additional 12 crore households. As a result, approximately 15 crore beneficiaries now enjoy the benefits of tap water under this ambitious program. The mission is successfully providing access to clean drinking water, which has significantly improved the quality of life in rural areas and contributed to the overall development of the nation."



**SHRI YOGI ADITYANATH**  
Hon'ble Chief Minister of Uttar Pradesh

"Har Ghar Nal-Har Ghar Jal initiative under the guidance of Prime Minister Shri Narendra Modi aims to provide clean drinking water to 2.65 crore rural households in Uttar Pradesh. Initially, only 5.16 lakh families had access to piped clean water. Through sustained efforts, over 2.12 crore families now have access to clean drinking water. The tap water scheme fulfills the 'Ease of Living' pledge, improving the quality of life for every family in Uttar Pradesh."



## SHRI SWATANTRA DEV SINGH

**Jal Shakti Minister  
Government of Uttar Pradesh**

"Through Jal Jeevan Mission, the Government of Uttar Pradesh is ensuring drinking water to every household. UP continues to be the state with the highest number of Functional Household Tap Connections in India. This has also led to drastic 98% reduction in water-borne diseases. For the sustainability of the mission, the government is conducting training programs in four phases, which is helping in generating employment opportunities for the youth and women too."



## SHRI DINESH KHATIK

**Minister of State (MoS) for Jal Shakti**

"Jal Jeevan Mission Scheme is doing the sacred work of providing the gift of tap water to villages, poor, farmers and every rural family. To give a concrete shape to the vision of the Hon'ble Prime Minister Sh. Narendra Modi and to improve water management, work is going on at a rapid pace in UP. The lives of lakhs of families are improving."



## SHRI RAMKESH NISHAD

Minister of State (MoS) for Jal Shakti  
Government of Uttar Pradesh

"Under the guidance of the Hon'ble Prime Minister Shri Narendra Modi and the leadership of the Hon'ble Chief Minister of the state Shri Yogi Adityanath, the resolution of providing clean drinking water to every rural family of UP is being fulfilled. The officers and employees of the department are rigorously implementing the scheme on the ground with team spirit. Every person is discharging his duty with full responsibility, due to which the dream of providing clean water to every home is coming true."



## SHRI ANURAG SRIVASTAVA

Additional Chief Secretary  
Namami Gange & Rural Water Supply Department

"Under the visionary guidance of Hon'ble Prime Minister Narendra Modi and able leadership of CM Shri Yogi Adityanath, the initiative to provide potable drinking water to all through the Har Ghar Jal scheme, has achieved outstanding results. The water projects across rural Uttar Pradesh are also a great example of political will teaming up with unwavering determination to implement innovative models and overcoming multiple challenges to reach the desired noble goal. The Har Ghar Jal project has also empowered women and led to a marked decline in school dropout rates and water borne diseases."



# CONTENTS

<b>01 THE WATERSHED MOMENT</b>	<b>12-13</b>	
'Up'-Thrust: Reaching the unreachd	14-15	
<b>02 CHARTING A COURSE OF ACTION</b>	<b>16-17</b>	
<b>03 MOBILISING COMMUNITY</b>	<b>18</b>	
<b>04 COMMUNITY, CONSTRUCTION &amp; QUALITY</b>	<b>19</b>	
4.1 Infra Push : The Growth Story	20-27	
4.2 Inspections & Visits	28-31	
4.3 Huge Distribution Network	32-35	
4.4 Eye on Quality of Construction	36-37	
4.5 Ground Water Schemes	38-39	
4.6 Pump Houses	40-41	
4.7 Overhead Tanks	42-43	
4.8 Automation & Chlorination For Water Quality	44-45	
<b>05 VINDHYA BUNDELKHAND REGION : A NEW CHAPTER UNFOLDS</b>	<b>46-47</b>	
5.1 Surface Water Schemes	48-51	
5.2 Intake Wells	52-55	
5.3 Water Treatment Plants	56-61	
5.4 Taming Challenges	62-63	
<b>06 IMPACT OF JJM</b>	<b>64</b>	
6.1 Employment: The Game Changer	65-67	
6.2 Cleaner Healthier Communities	68-69	
6.3 Mission Boosts Education	70-71	
6.4 Unleashing Women Power	72-73	
6.5 Social Equality : A Celebration of Shared Humanity	74-79	
6.6 Sustainability Through Proactive Participation	80-81	
<b>07 GREEN INITIATIVES</b>	<b>82</b>	
7.1 Solar Power : Harvesting Sunlight	83-85	
7.2 Tall Chimneys, Cleaner Air	86	
7.3 Plantation Drives	87	
<b>08 BACKUP NETWORK</b>	<b>88</b>	
8.1 Information, Education & Communication	89-90	
8.2 Implementation Support Agencies	91-93	
8.3 Capacity Building & Training	94-95	
<b>09 AWARENESS &amp; CAMPAIGNS</b>	<b>96</b>	
9.1 Jal Gyan Yatra	97-99	
9.2 Jal Sewa	100-101	
9.3 Jal Deepawali	102-103	
9.4 International Trade Show	104-107	
9.5 Maha Kumbh 2025	108-109	
9.6 Magh Mela	110-111	
9.7 JJM National Conference	112-113	
<b>10 UP BAGS COVETED PM EXCELLENCE AWARD</b>	<b>114-115</b>	
<b>11 AWARDS &amp; ACHIEVEMENTS</b>	<b>116-119</b>	
<b>12 'BEST PRACTICES' ENSURED WORK ON FAST-TRACK MODE</b>	<b>120-121</b>	
<b>13 MONITORING OF WATER SUPPLY SCHEMES</b>	<b>122-123</b>	
<b>14 MEDIA &amp; SOCIAL MEDIA</b>	<b>124-129</b>	
<b>15 STATISTICS OF JJM</b>	<b>130-133</b>	

# THE WATERSHED MOMENT

From ancient scriptures to modern films, from humans to animals and plants, from five-star hotels to humble hutments, and from the rich to the poor—water has always been the universal thread binding humanity across cultures, geographies, and generations. Perhaps this is why the announcement of the Jal Jeevan Mission by Prime Minister Shri Narendra Modi from the ramparts of the Red Fort on August 15, 2019, was no ordinary proclamation. It was akin to a gentle rain offering relief after a prolonged spell of sultry weather. This initiative stirred hope among millions of underprivileged people, promising to end their daily struggle of walking long, arduous distances to fetch clean drinking water.

In Uttar Pradesh, India's most populous state with a rural population of nearly 2.62 crore, Chief Minister Yogi Adityanath swiftly aligned with the Prime Minister's vision of ensuring uniform clean drinking tap water access at the doorstep. This commitment underscored the BJP government's focus to address a basic yet long-neglected human need of providing potable water to all rural households. The landmark initiative aimed to quench the thirst of millions, transforming lives by delivering an essential element of human dignity and well-being to the remotest corners of the country.



# 'UP'-THRUST: REACHING THE UNREACHED

Until 2019, only 5.16 lakh people in rural Uttar Pradesh had access to tap water, while the remaining 2.57 crore residents were forced to travel long distances to fetch water. For many, this arduous routine had become an accepted part of life. Addressing this stark disparity posed a monumental challenge, especially in a state like Uttar Pradesh, which—if it were a country—would rank as the fifth largest globally by population.

Against this backdrop, a transformative effort began under the leadership and guidance of Chief Minister Yogi Adityanath. An efficient and dedicated team from the State Water and Sanitation Mission, led by Additional Chief Secretary Anurag Srivastava (Namami Gange and Rural Water Supply Department), undertook this ambitious task with steadfast determination. Their efforts symbolized a commitment to bringing about meaningful change and ensuring access to clean drinking water for millions in the state.



CM Shri Yogi Adityanath inspecting the Lalitpur WTP

India's largest Water Treatment Plant under construction in Etah



# CHARTING A COURSE OF ACTION

The strategy that emerged after extensive brainstorming sessions was both comprehensive and pragmatic. After thoroughly verifying and consolidating baseline data on household tap connections, the mission was committed to ensuring that each household received an adequate quantity of water meeting the prescribed quality standards. A key aspect of the strategy was the active engagement of gram panchayats and local communities to ensure the mission's long-term sustainability.

To streamline implementation, the project was divided into four phases. The first phase focused on the challenging terrains of the Vindhya and Bundelkhand regions, among the most difficult areas for delivering the 'Har Ghar Jal' (drinking water at every doorstep) initiative.

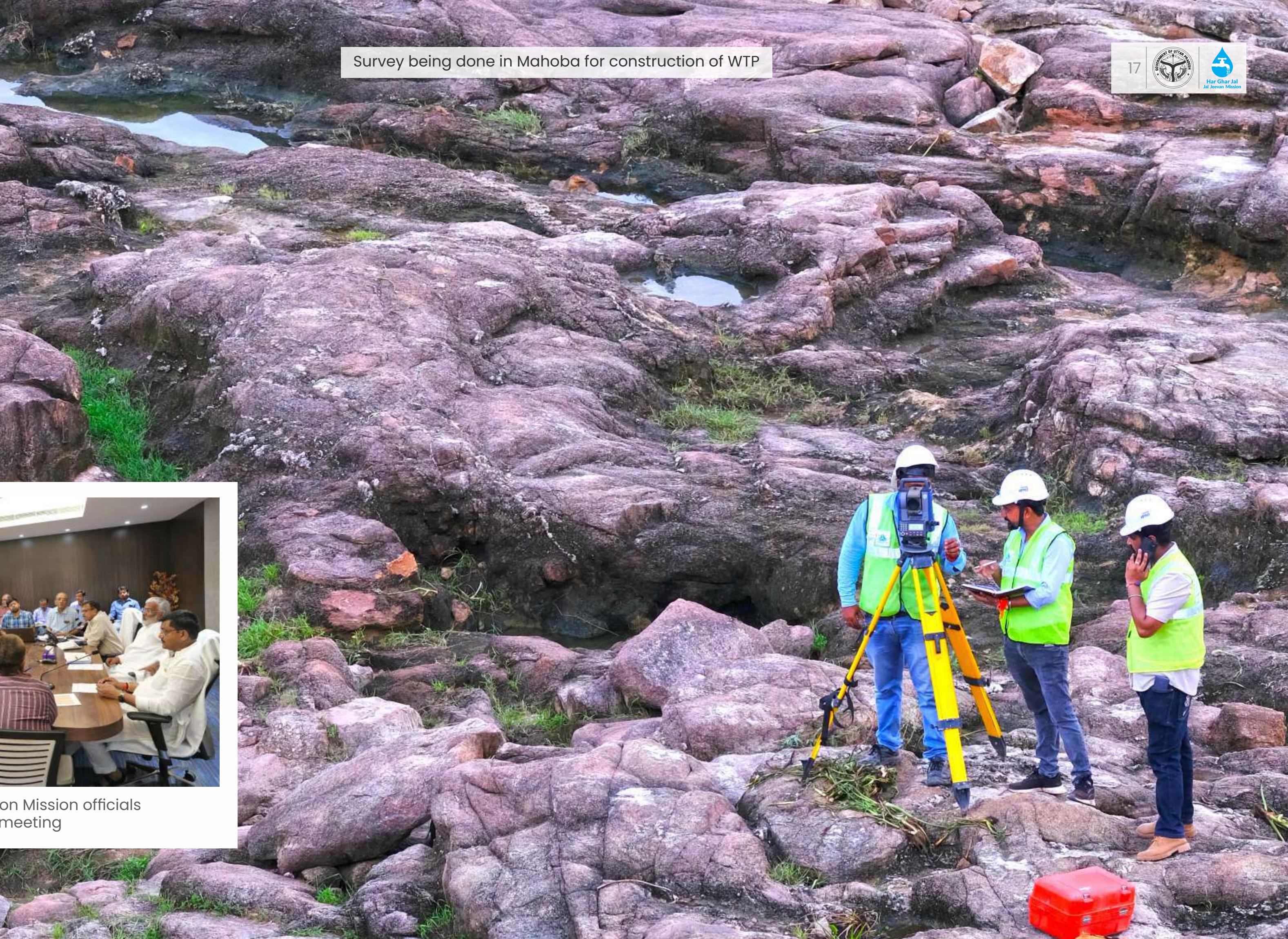
Choosing to start with such challenging terrains demonstrated the state's determination to bring about meaningful change, prioritizing the needs of those who suffered the most. This approach stood in stark contrast to that of many other states, which often prioritized "low-hanging fruits"—less difficult terrains—to achieve quick progress and showcase growth numbers. Uttar Pradesh's focus on the hardest-hit regions reflected its resolve to make a genuine difference in people's lives.



CM Shri Yogi Adityanath inspecting Lalitpur WTP



State Water and Sanitation Mission officials conducting a meeting



# MOBILISING COMMUNITY

The community played a pivotal role in the planning, implementation, management, operation, and maintenance of the village water supply infrastructure. The willingness and active participation of the community were regarded as the primary criteria for designing and implementing water supply systems in villages.

To facilitate this, Water Sanitation Committees (Jal Samitis) were established in each village, consisting of 10 to 15 members. These committees were thoughtfully structured to ensure inclusivity: 25% of the members were elected representatives from the panchayat, 50% were women, and 25% represented weaker sections of society.

Implementation Support Agencies (ISAs) were engaged to mobilize and empower communities. These ISAs, comprising NGOs, voluntary organizations, women's self-help groups (SHGs), and similar entities, played a crucial role in guiding the community to plan, design, implement, manage, operate, and maintain the water supply infrastructure effectively.



Village Water Sanitation Committee meeting with local body members of Jal Samiti in Chitrakoot



**CONSTRUCTION,  
VISIT & QUALITY**

## INFRA PUSH: THE GROWTH STORY

The construction work was required to facilitate doorstep water supply in areas like the arid Bundelkhand and Vindhya regions, where people, especially in remote, rural areas, lacked this facility, all these decades since Independence.

Two types of water supply schemes were planned: surface water and ground water. The surface water scheme, whose principal source of water supply was rivers or dams, became a multi-village scheme. The typical water-flow was from rivers or dams through intake wells that were constructed along with the Water Treatment Plants. Through pumps the treated water was supplied to Clear Water Reservoirs (CWRs) that were constructed in large numbers.

Through CWRs, the water was then diverted to Overhead Tanks (OHTs) and from there the pure water was then run through the huge water distribution network, comprising of water pipelines, to Functional Household Tap Connections (FHTCs). The Groundwater scheme required water being pumped out from the ground through pump houses and then diverted, post treatment, to OHTs and subsequently through the massive water pipeline and distribution network to FHTCs.



Water Treatment Plant being constructed in Mahoba & Etah





Water Treatment Plant and Overhead Tank construction site in Lucknow & Etah



Mahoba Water Treatment Plant  
under construction





Laying of pipeline Near Lucknow OHT





Construction work in progress



Mahoba WTP under construction

## INSPECTION & VISITS

Regular inspections and site visits were a key feature of the project's execution, ensuring accountability and quality control. Chief Minister Yogi Adityanath and Jal Shakti Minister Swatantra Dev Singh conducted monthly inspections, while Additional Chief Secretary, Namami Gange and rural water supply department, Anurag Srivastava, held weekly reviews of the construction sites.

In addition to these high-level reviews, third-party verification processes were implemented to maintain stringent quality standards. These reviews assessed the quality of work performed by the agencies, as well as the materials used for construction and the installed machinery. This multi-layered approach underscored the government's commitment to delivering a robust and reliable water supply infrastructure.



Minister of Jal Shakti Shri Swatantra Dev Singh inspecting the under construction OHT in Lucknow



CM Shri Yogi Adityanath inspecting under construction WTP in Lalitpur





Vini Mahajan, Secretary in the Ministry of Jal Shakti inspecting Overhead Tank at WTP Lucknow (Mohanlalganj)



Parameswaran Iyer, Executive Director, World Bank and Former CEO of NITI Aayog, inspecting WTP, Jhansi.



Dr Balkar Singh, Managing Director, Jal Nigam (Rural) inspecting Water Treatment Plant in Mathura.



ACS, Shri Anurag Srivastava inspecting under construction Intake Well at WTP Banda



Minister of Jal Shakti Shri Swatantra Dev Singh, Chief Secretary, Uttar Pradesh Shri Manoj Kumar Singh and Additional Chief Secretary Shri Anurag Srivastava at an event in Lucknow (Right to Left)

## HUGE DISTRIBUTION NETWORKS

To supply water to rural households in Uttar Pradesh, an extensive distribution network has been established.

In surface water schemes, the distribution network comprises several key components: intake wells, raw water rising mains, water treatment plants, and pumping stations. The treated water is then conveyed through clear water rising mains or transmission mains to clear water reservoirs. From there, it is stored in storage tanks or overhead tanks and distributed through a network of distribution pipes, transporting clean water from the source directly to rural households.

Groundwater schemes, on the other hand, rely on a system that includes underground pipelines, pumping stations, and overhead tanks to supply water drawn from borewells to the households.

This comprehensive infrastructure ensures the efficient delivery of clean drinking water across rural communities in the state.



Installation of Water Distribution System at Water Treatment Plant in Lucknow



Various machinery at  
Water Treatment Plant in Jhansi and Banda



## EYE ON QUALITY OF CONSTRUCTION

On-site laboratories played a vital role in maintaining the quality and durability of construction materials. Bricks, iron rods, cement and other raw materials underwent thorough testing based on multiple parameters to ensure that top-of-the-line quality standards were met before being approved for use in infrastructure projects.



Quality check of construction materials being performed at on-site testing laboratories set up in Water Treatment Plants in Chitrakoot and Banda.



A dedicated Har Ghar Jal workforce at one of many project sites across Uttar Pradesh

## GROUND WATER SCHEMES

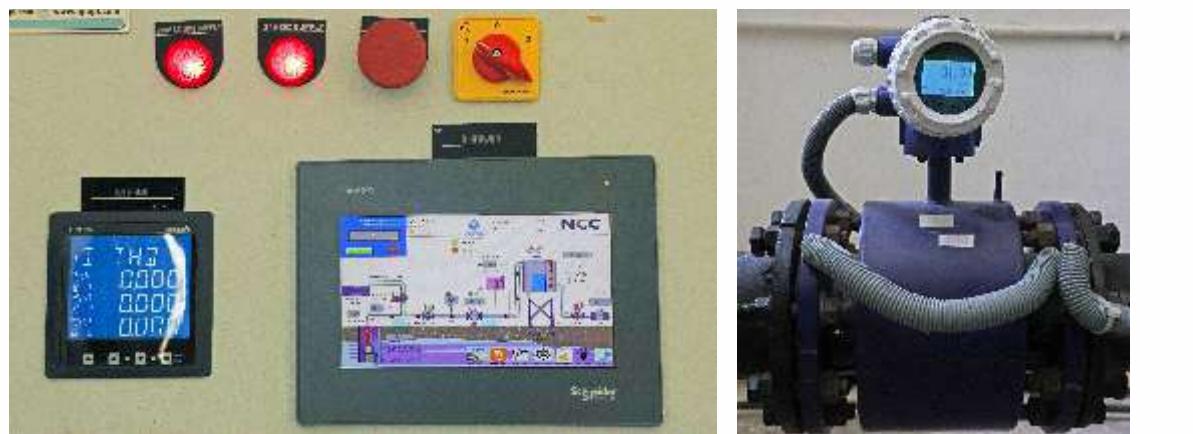
As the name implies, the groundwater scheme relies on water extracted from underground sources. This water is pumped through pump houses, purified in water treatment plants, and then stored in overhead tanks. From these tanks, treated water is distributed to households via an extensive network of pipelines.

Overhead Tank in Village Kuda (Lucknow)



# PUMP HOUSES

A pump house is a structure that contains pumps and associated equipment used to extract water from a groundwater source. It is an essential component of any groundwater scheme, enabling the efficient movement of water from underground to the surface. Such multiple pump houses have been set up across the state.



Automated display equipment at Sitapur Pump House

Pump House in Sitapur



# OVERHEAD TANKS

Overhead tanks are tall structures designed to store large volumes of treated water. They play a crucial role in ensuring a consistent supply of clean water to households by gravity-fed distribution through pipelines.



Overhead Tank in Sitapur



Chlorination and Automated System  
at OHT, Ghazipur



Overhead Tank in  
Ghazipur

# AUTOMATION & CHLORINATION FOR WATER QUALITY

Technology has been integrated at various stages of the scheme to enhance efficiency, streamline processes, and ensure high standards of service.

**Automation** plays a pivotal role by enabling machines to perform tasks with minimal human intervention. This approach improves operational efficiency and reduces the likelihood of human error. To minimize water loss during transmission, sensor-based automated systems have been installed to monitor water levels, discharge, and quality. Additionally, automatic motor operations have been incorporated to further optimize water distribution. The automation system also manages the operation of UPS units and includes protection mechanisms for phase reversal in grid-powered applications.



Chlorination System at Water Treatment Plant in Banda



**Water Chlorination** is another essential technology used to ensure the safety of drinking water. Chlorine is added at water treatment plants to eliminate harmful bacteria, viruses, and other pathogens. The treated water is then distributed to rural households, ensuring a safe and reliable water supply.

**Water Quality Monitoring and Surveillance System (WQMIS)** has also been implemented to maintain water quality. This system involves the testing of water samples by the department in dedicated water testing laboratories. Additionally, community-based surveillance is conducted using **Field Test Kits (FTKs)**, which allow for on-site water testing across various parameters. To empower local communities, five women from each village are provided with FTKs, complete with free training and an incentive of Rs 20 per woman. Efforts are also made to maintain cleanliness around water sources to further protect water quality.



Automation process being closely monitored



## VINDHYA, BUNDELKHAND



Har Ghar Jal  
Jal Jeevan Mission



## A NEW CHAPTER UNFOLDS

A comprehensive report was developed, detailing the water supply schemes and providing an in-depth analysis of the sustainability of both groundwater and surface water sources, water allocation strategies, and environmental constraints. In total, 479 schemes were planned, leveraging a combination of groundwater and surface water sources. Where groundwater was not feasible, surface water schemes were implemented to ensure a consistent and reliable water supply. These two types of schemes required distinct approaches due to their differing treatment and implementation processes.

Technology played a significant role throughout the project. Advanced infrastructure was established, including the construction of water treatment plants, setup of pump houses, and, notably, the excavation of intake wells—an especially daunting task given the rocky terrain of the Bundelkhand region. Despite these challenges, the project team, motivated by strong leadership, persevered and achieved the desired outcomes.

The installation of pipelines posed additional difficulties. Securing No Objection Certificates (NOCs) from various departments and negotiating agreements with multiple states were necessary steps that required extensive coordination and effort.



## SURFACE WATER SCHEMES

The **surface water scheme** utilizes water from surface sources such as rivers, lakes, dams, and reservoirs. The water is collected through intake wells and directed to water treatment plants, where it undergoes purification. From there, it is pumped into clear water reservoirs and stored in overhead tanks. The treated water is then distributed to households via an extensive network of pipelines, ensuring a reliable and consistent water supply.



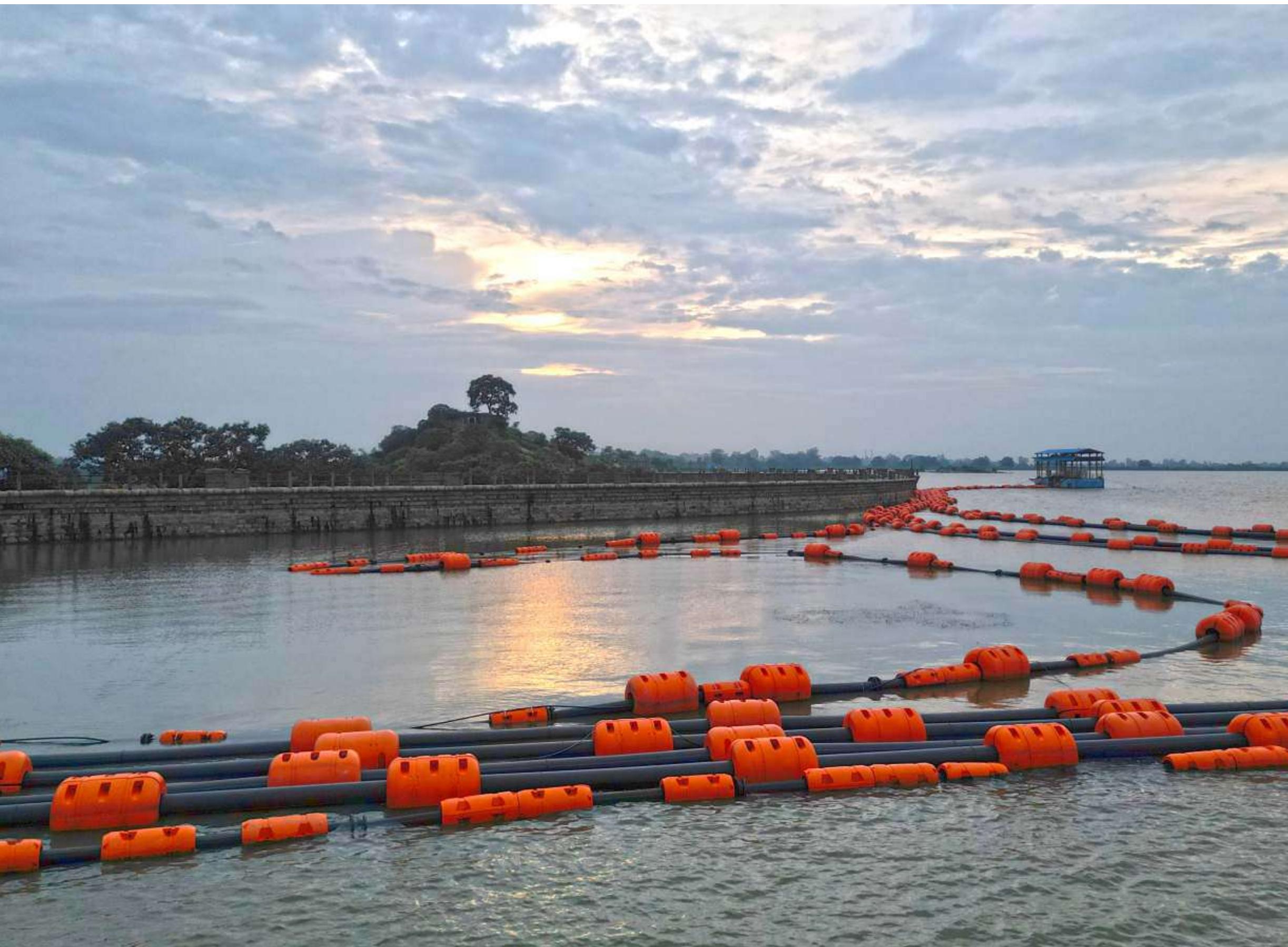
Floating Intake Well at Water Treatment Plant in Sonbhadra



Water Treatment Plant in Banda

Water Treatment Plant in Banda





Surface Water Scheme with Floating Intake Well in Sonbhadra



Water Treatment Plant in Mahoba

# INTAKE WELLS

Intake Wells are one of the various components of the Surface Water Scheme. These wells are constructed in rivers or dams. Water is collected here in the first step. At rivers where there is heavy silt load, floating intake wells are constructed for drinking-water schemes that allow water to be extracted from the surface of a river or lake, thus avoiding silt that is deposited closer to the bottom.

A floating intake well minimizes the impact on the surrounding environment. It is mounted on a floating structure, such as a pontoon or a buoy, which allows it to move up and down with the water level.



Intake Wells at Water Treatment Plant in Mahoba and Banda



India's longest, 207-meter Intake Well Bridge in Chitrakoot



A Floating Intake Well in  
Dhandhraul Dam in Sonbhadra



Intake wells are essential components of the Surface Water Scheme. These wells are constructed within rivers or dams and serve as the initial point for collecting water.



Operations Underway in a  
Pump House at Intake Well.



## WATER TREATMENT PLANTS

Water Treatment Plants (WTPs) are built to purify raw water, which naturally contains impurities and is not safe for consumption. At these facilities, the water undergoes various treatment processes, including chlorination, to eliminate harmful bacteria, viruses, and other contaminants, making it safe for drinking.



Water Treatment Plant in Chitrakoot



Water Treatment Plant in Mahoba



Water Treatment Plant in Mahoba



Water Treatment Plant in Banda



Mahoba  
Water Treatment Plant

## TAMING CHALLENGES

The rocky terrain of Bundelkhand presented significant challenges for engineers. Transporting water from river sources to remote villages was an arduous task, yet the team successfully accomplished this feat. The installation of pipelines on uneven and rugged surfaces required careful planning and execution. Additionally, maintaining consistent water pressure throughout the extensive distribution network, ensuring that even the most distant household covered by the scheme received a reliable supply, was achieved with precision.



Taking water pipeline through railway underpass



Taming the rugged stony terrain in Chitrakoot and Mahoba for executing water-for-all schemes was among the main challenges

## IMPACT OF JJM



Har Ghar Jal  
Jal Jeevan Mission

## EMPLOYMENT: THE GAME CHANGER

One of the key objectives of the Jal Jeevan Mission was to inspire self-employment among youth. To achieve this, technical training in six trades was provided to village youths, including plumbing, masonry, fitting, motor mechanics, pump operation, and electrical work.

Following the training, the youth gained confidence in their skills, reducing their need to migrate in search of work. Many were employed by construction agencies for various tasks, while others became self-employed within their villages or found jobs in nearby communities or markets.

The recruitment of volunteers at different WTPs helped provide gainful employment to locals who also received skill development training.





Skilled  
Workforce

# CLEANER HEALTHIER COMMUNITIES

Sustained efforts to enhance water quality and sanitation have begun to show positive results. There has been a significant decline in the incidence of waterborne diseases such as cholera, diarrhea, and typhoid.

According to data from the Communicable Diseases Section, Department of Health, Uttar Pradesh, the number of waterborne disease cases dropped from 42,546 in 2022 to 38,026 in 2023, with a further reduction to 7,638 cases by July 2024. This decline has been accompanied by a decrease in deaths, from 25 in 2022 to 11 in 2023 and 5 by July 2024. These improvements in health outcomes have been made possible through the proactive measures of the Jal Jeevan Mission.



A dream come true! A nonagenarian can't believe her eyes as she fills her pot from the newly installed FHTC, right at her doorstep!



Water testing at Water Treatment Plants

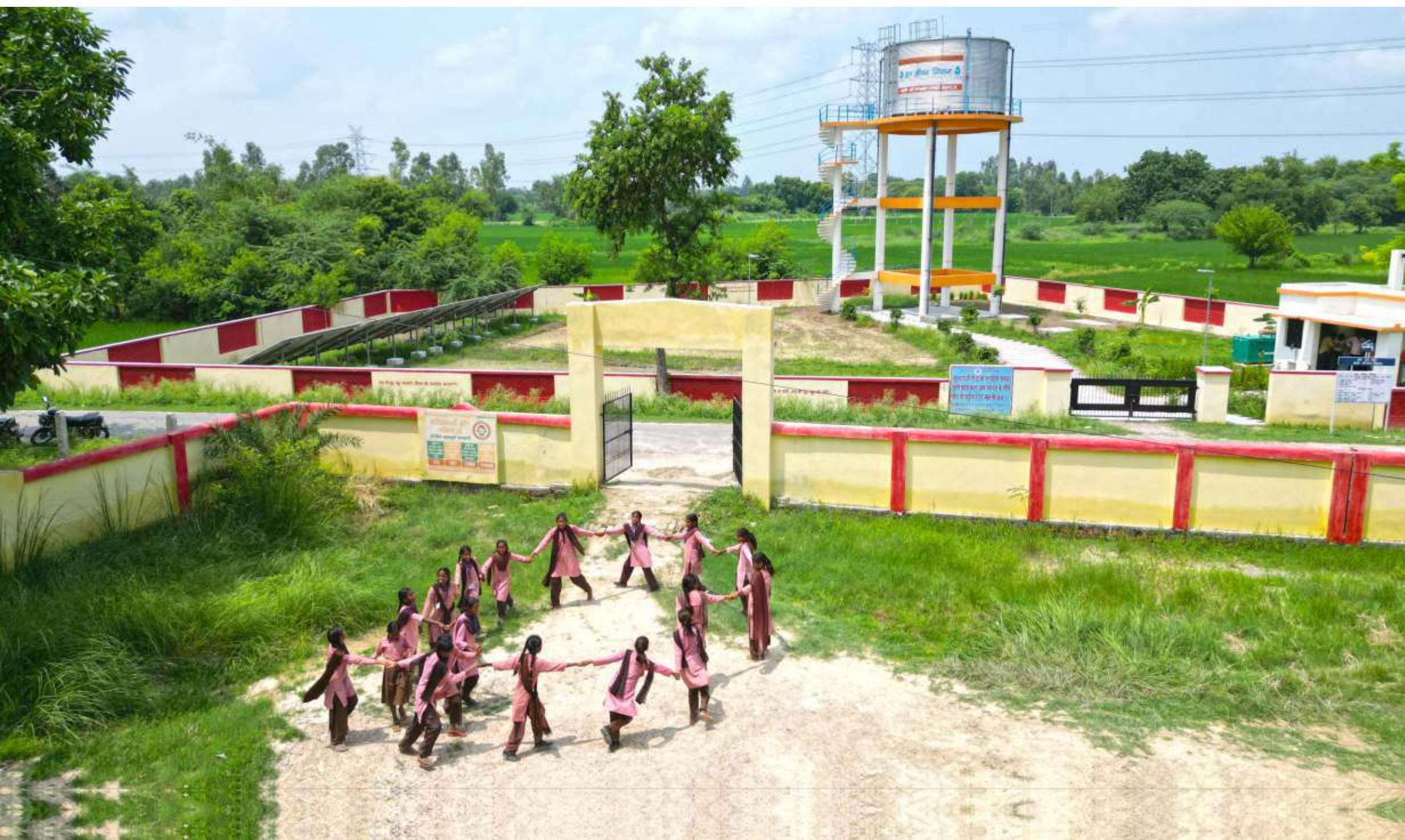


Clean drinking water for all

# MISSION BOOSTS EDUCATION

The Jal Jeevan Mission has contributed to a decrease in school dropout rates across primary and upper primary schools in Uttar Pradesh, a trend observed over the past few years. With potable water reaching every household, health conditions have improved, leading to higher school attendance and lower dropout rates. Previously, many children, especially young girls, were often tasked with fetching water from distant sources, which impacted school attendance as they spent significant time on these errands.

According to the Basic Education Department, in the academic year 2018-19, the dropout rate in primary schools was 4.45%, and 4.68% in upper primary schools. By 2019-20, these rates had drastically reduced to 1.48% in primary schools and 2.6% in upper primary schools. Despite the disruption of the Covid-19 pandemic in 2020-21, the dropout rate remained relatively low at 0.76% for primary and 2.27% for upper primary schools. In the academic year 2021-22, another Covid-affected period, the dropout rate was 2.68% in primary and 2.9% in upper primary.



No more scurrying for water; only for education!



## UNLEASHING WOMEN POWER

Women trained in testing water quality using Field Test Kits experienced a newfound sense of self-reliance as they organized in groups to contribute positively to their communities. This empowerment allowed them to engage more confidently in interactions with men, including those in senior positions. They became aware that their efforts were valuable, helping identify impurities in water and reducing the risk of diseases.

These interactions fostered a sense of equality, as women recognized their role as equal partners in village development. Many women also became members of the Village Water and Sanitation Committee (VWSC), further strengthening their presence and influence in community matters.



# SOCIAL EQUALITY

## BRIDGING THE WATER GAP

For years, marginalized communities in rural areas endured significant hardships due to discriminatory practices that restricted their access to water sources. The introduction of Functional Household Tap Connections (FHTCs) brought a transformative change, symbolizing social equality and heralding celebrations as underprivileged rural residents gained access to water at their doorsteps. This development not only ended the physical exploitation faced by women who previously had to travel long distances to fetch water but also empowered the elderly population in villages, improving their quality of life.



Saaf Jal Swastha Jeevan



FHTCs at doorsteps sans discrimination in rural areas of Uttar Pradesh are a reality now





Pure Happiness



With access to Water at Doorstep, Women and Girls are all smiles.





# SUSTAINABILITY THROUGH PROACTIVE PARTICIPATION

Ensuring the long-term sustainability of the Jal Jeevan Mission has involved placing the responsibility for the management, operation, and maintenance of water supply infrastructure in the hands of local communities.

Communities now play an active role in conducting regular sanitary inspections and participating in water quality monitoring and surveillance activities. These efforts include educational programs held at schools, Anganwadi Centers, and health facilities, aimed at raising awareness about the importance of water quality, safe-handling practices, and waterborne disease prevention.

Capacity building for all stakeholders at various levels has been a key component, enhancing their understanding of water quality issues and empowering them to engage in proactive measures. Additionally, communities have been given the tools to file grievances with the District and State Water and Sanitation Mission (DWSM/SWSM) through a dedicated toll-free number and an online portal, ensuring their voices are heard and issues are addressed efficiently.



Mobilizing local communities for creating awareness about saving water





Har Ghar Jal  
Jal Jeevan Mission

GREEN  
INITIATIVE

## SOLAR POWER: HARVESTING SUNLIGHT

To reduce energy consumption and eliminate reliance on grid power, a self-sustaining water supply system has been implemented at multiple locations. This system, which includes pump houses and overhead tanks powered by solar energy, represents an innovative and eco-friendly solution. It is designed to have minimal operation and maintenance costs while ensuring a reliable water supply. This unit has battery backup, storage tanks of adequate capacity with motor on-off sensors and water level sensors. Uttar Pradesh has launched 33,157 solar-powered water supply projects, generating 900 MW of power.





Overhead Tank in Sultanpur powered by Solar Panels



## TALL CHIMNEYS, CLEANER AIR

In areas where electricity is scarce and solar power may be unreliable, gensets have been employed as an alternative power source. To mitigate the carbon emissions generated by these gensets, tall chimneys have been installed, ensuring that operations are environmentally responsible and contribute to cleaner air.



## PLANTATION DRIVES

Plantation drives, within and around the project sites, to promote eco-friendliness and long-term sustainability, feature regularly now. The plantation initiative was launched by Uttar Pradesh's Jal Shakti Minister Shri Swatantra Dev Singh, emphasising the importance of adopting green practices. Local villagers are also encouraged to participate in these plantation drives to foster a sense of community ownership and to support environmental sustainability efforts. Top officials, including Additional Chief Secretary Anurag Srivastava and Managing Director Dr. Balkar Singh, also planted saplings to encourage the locals towards adopting environment-friendly approach.



  
Har Ghar Jal  
Jal Jeevan Mission  
BACKUP  
NETWORK

## INFORMATION, EDUCATION & COMMUNICATION

Under the Jal Jeevan Mission in Uttar Pradesh, the Information, Education, and Communication (IEC) initiatives are vital for promoting awareness about the mission's core objectives, which include ensuring access to safe drinking water, water safety, security, and conservation. As a key component of the mission, the IEC strategy involves conducting extensive awareness campaigns, engaging local communities through workshops, and enhancing public visibility via wall writings, hoardings, and LED displays at prominent locations. Additionally, educational materials are distributed, and training programs for community leaders and volunteers are organized. School-based programs have also been introduced to educate children about the importance of water preservation for future generations.





Spreading Awareness through  
Wall Paintings, Slogans, Banners and Hoardings.



## IMPLEMENTATION SUPPORT AGENCIES

Implementation Support Agencies (ISAs) are integral to achieving the Jal Jeevan Mission's objectives within village communities. State-empanelled ISAs play a crucial role in mobilizing and involving communities in the planning, design, implementation, management, operation, and maintenance of local water supply systems. ISAs work closely with communities to increase awareness of water safety, security, conservation, and hygiene practices. They also emphasize the sustainability of water supply systems by promoting infrastructure maintenance and management.

The role of ISAs is vital for achieving the mission's goal of providing safe and sufficient drinking water to every rural household.



Jal Mela in full swing at Banda





Video education, Postermaking, Pledge and Prabhat Pheri for enhanced awareness



# CAPACITY BUILDING & TRAINING

The Jal Jeevan Mission's Capacity Building and Training initiative focuses on enhancing the skills and knowledge of various stakeholders. This includes women trained in water quality testing, technical personnel such as pump operators, fitters, electricians, and masons, as well as Panchayati Raj members and frontline village workers, such as Anganwadi workers, ASHA workers, ANMs, and school teachers. Such training programs are aimed to sensitise these groups about their role in promoting water conservation and ensuring sustainable water management practices for future generations.



Capacity Building & training programs organised by JJM in different districts of Uttar Pradesh





Har Ghar Jal  
Jal Jeevan Mission

**AWARENESS  
CAMPAIGN**

## JAL GYAN YATRA

### AN EDUCATIONAL TOUR FOR STUDENTS

The Jal Gyan Yatra, organized by the State Water and Sanitation Mission (SWSM), was an innovative program aimed at educating children about the processes involved in ensuring the delivery of clean drinking water to remote rural areas.

This initiative fostered collaboration between the Jal Nigam and the Education departments, making children active participants and change agents in the Jal Jeevan Mission. The program provided school children with comprehensive insights into the operations of various water supply mechanisms, including Water Treatment Plants (WTP), laboratory water quality testing, the distribution system of Overhead Tanks (OHT), pump house operations, chlorination of tanks, and direct interactions with beneficiaries.

Through this unique educational initiative, the SWSM reached out to 10,000 individuals, enhancing awareness of the importance of water conservation and empowering children to play an active role in promoting water sustainability within their communities.





Exploring the journey from source to tap! Students getting first-hand knowledge about water schemes at treatment plants.



Students on fun-filled journey to learn about water schemes



# JAL SEWA

## WATER FOR LIFE

Under the Jal Jeevan Mission, the State Water and Sanitation Mission established over 3,000 Jal Sewa Kendras or water stalls across various districts during the sweltering months of May and June. This initiative was a crucial response to the pressing need for access to safe drinking water during extreme heat conditions.

Designed to provide immediate relief and ensure a continuous supply of safe drinking water during the peak summer period, the Jal Sewa Kendras marked a significant step forward in safeguarding public health and enhancing community resilience.



Police officials performing Jal Sewa at one of the stalls.



Jal Sewa being performed by Jal Sewa Kendra

# JAL DEEPAWALI

## A CELEBRATION OF WATER

Over 51 lakh families in rural Uttar Pradesh participated in the unique 'Jal Deepawali' celebrations, acknowledging the positive changes brought by the 'Har Ghar Jal' initiative that aimed to deliver water to every doorstep. Held three days before the festival of lights, Deepawali, which symbolizes the triumph of good over evil, the celebrations were named 'Jal Deepawali' to reflect the spirit of positivity and renewal. This event underscored the determination of a people-centric government and signified that the water supply initiative was indeed a blessing for everyone.



Tap water reached Jhansi for the first time



# INTERNATIONAL TRADE SHOW

## A GATEWAY TO GLOBAL RECOGNITION

The Uttar Pradesh International Trade Show, inaugurated by Hon'ble Vice President Shri Jagdeep Dhankhad in the presence of Chief Minister Shri Yogi Adityanath, served as a platform to showcase the transformation brought by the Jal Jeevan Mission's 'Har Ghar Jal' initiative. The Har Ghar Jal Gaon model showcased during the International Trade Show at Noida in September 2024 attracted significant attention from both local and international visitors. Spanning 438 square meters, the model village illustrated the profound impact of clean drinking water on rural life in Uttar Pradesh.

A notable feature of the trade show was the 'Time Wall', an interactive display that chronicled the mission's journey, key milestones, successes, and impactful stories. The model earned the Best Display Award for its compelling representation.

In 2023, the Hon'ble Chief Minister of Uttar Pradesh, Shri Yogi Adityanath, visited the 'Har Ghar Jal Yojana' stall, where he observed live demonstrations showcasing household water supply systems, water distribution in schools, healthcare centers, cow sheds, rainwater harvesting, and greywater management, among other innovations.



UP CM Shri Yogi Adityanath visiting International Trade Show in Noida



MLA Shri Kapil Aggarwal and Minister MSME, UP, Shri Rakesh Sachan visiting the stall of Jal Jeevan Mission



Alha artistes from Bundelkhand spreading awareness about water schemes during UPITS-2024.



Uttar Pradesh Jal Jeevan Mission stall during International Trade Show 2024

# MAHA KUMBH 2025

## 'SWACHH SUJAL GAON' AT MAHA KUMBH 2025

Over 30 lakh visitors visited the Swachh Sujal Gaon stall set up by the Uttar Pradesh Namami Gange and Rural Water Supply department at the Prayagraj Maha Kumbh from January 22 to February 26, 2025.

The novel stall, spread across 40000 sq ft, aesthetically showcased 'old and new Bundelkhand' and how the water situation in parched Bundelkhand villages miraculously transformed post Jal Jeevan Mission (JJM).

The theme of the stall inaugurated by UP Jal Shakti minister Swatantra Dev Singh was 'Peyjal ka samadhan, mere gaon ki nayi pehchaan' and depicted how JJM's 'Har Ghar Jal' mission empowered women and helped increase school enrollment of girl students too. An innovative 'Water Run' game designed to create awareness among the masses about need to conserve water was quite popular, as was the 'Nal se Jal' quiz in which over 10,000 participants got awards.

A unique 'Ganga Jal' aarti captivated the visitors, so did the 'Jal Katha' videos and picture gallery. Jal Kathas featured women who recounted how water scarcity hindered marriages, affected lives and livelihoods. Many women also disclosed how, post JJM, their receding hairline got a fresh lease of life! The visitors also got 'Jal Prasad' – Ganga Jal, literature and a pledge to conserve water!



# MAGH MELA

## A RELIGIOUS CONGREGATION

The **State Water and Sanitation Mission (SWSM)** took an active role in the **Magh Mela** in **Prayagraj, Uttar Pradesh**, demonstrating its dedication to promoting water conservation and the importance of safe drinking water for all. This significant event allowed the SWSM to highlight its numerous initiatives and engage with a wide audience, reinforcing its commitment to ensuring clean water and sanitation in rural and urban communities alike.

### Special Water Kiosk at Magh Mela

As part of its efforts under the **Jal Jeevan Mission**, the SWSM installed a special kiosk at the Magh Mela, providing safe drinking water and sanitation facilities to the millions of pilgrims attending the festival. This kiosk, set up as a dedicated pandal, functioned as a central hub for water distribution, equipped with temporary taps, water tanks, and essential sanitation services.

### Promoting Hygiene and Safe Practices

Beyond the provision of water, the SWSM organized **awareness campaigns** aimed at educating attendees on the importance of water conservation and hygiene practices. These initiatives fostered a cleaner, safer environment for the pilgrims, promoting sustainable habits and reinforcing the community's role in maintaining water safety and hygiene.



UP Jal Jeevan Mission had set up a huge camp at Magh Mela in Prayagraj where people gathered in large numbers to know about the work undertaken by the JJM.



# JJM NATIONAL CONFERENCE

## SHARING KNOWLEDGE, ENHANCING EFFORTS

The **State Water and Sanitation Mission (SWSM), Uttar Pradesh** successfully hosted a **two-day National Conference** under the **Jal Jeevan Mission**, aimed at evaluating the mission's progress in delivering tap water access to households across the country. This significant gathering brought together stakeholders from different states, fostering an environment of shared learning, collaboration, and strategic planning.

### Focus Areas of the Conference

The conference featured comprehensive discussions on:

- Best Practices and Innovations:** Participants shared successful strategies and technological advancements from various states that have contributed to efficient water supply and management.
- Community Engagement:** The critical role of community participation was highlighted, emphasizing its importance in planning, executing, and maintaining water systems to ensure sustainability and effectiveness.
- Challenges and Solutions:** Key challenges faced during the implementation of the mission were outlined, leading to collaborative brainstorming sessions aimed at developing actionable solutions.
- Future Planning:** The event also focused on outlining strategic plans for the future, ensuring that the mission continues to progress and meet its objectives.



Uttar Pradesh Jal Shakti Minister Swatantra Dev Singh, Secretary, Ministry of Jal Shakti, New Delhi Vini Mahajan & Additional Chief Secretary Namami Gange and Rural Water Supply Department Anurag Srivastava addressing the gathering at JJM National Conference. (Above) Dignitaries at the conference.



# UP BAGS COVETED PM EXCELLENCE AWARD

Uttar Pradesh won the Prime Minister's Awards for Excellence in Public Administration for 2023 for successfully tapping solar power to run water-based schemes under the Jal Jeevan Mission projects. PM Shri Narendra Modi presented the award to UP's Additional Chief Secretary Namami Gange and Rural Water Supply Department Shri Anurag Srivastava, at a glittering event on 17th Civil Services Day at Vigyan Bhawan in New Delhi.

ACS Shri Anurag Srivastava was selected by the Government of India in the 'Innovation State' category for his pioneering use of solar power in JJM projects.



UP became the country's first state to use solar power on a large scale in JJM projects. There are a total of 41,539 projects. Out of these, 33,157 projects (over 80%) are utilizing solar energy, generating 900 megawatts of electricity daily. The use of solar power has resulted in a reduction in the cost of water supply in rural areas by more than 50%. These solar power plants have a lifespan of 30 years. Over this period, the operation of these projects through solar energy will result in a saving of approximately Rs 1 lakh crore. It will also reduce around 13 lakh metric tons of CO<sub>2</sub> emissions annually.



A MOMENT TO CHERISH: Additional Chief Secretary Shri Anurag Srivastava (sitting extreme right) with Prime Minister Shri Narendra Modi, after receiving the prestigious Prime Minister's Awards for Excellence in Public Administration for 2023, at the 17th Civil Services Day celebrations at Vigyan Bhawan, New Delhi

## AWARDS & ACHIEVEMENTS

The Jal Jeevan Mission's 'Har Ghar Jal' initiative in Uttar Pradesh has garnered national acclaim for its impactful progress in providing safe drinking water to every rural household. This remarkable achievement has been acknowledged through a series of prestigious awards, showcasing the state's commitment to water management and conservation.

### 1. National Water Award 2024

Uttar Pradesh secured the second place in water management and conservation at the 5th National Water Awards held at Vigyan Bhavan, New Delhi, on 22 October 2024. The award was presented by President Droupadi Murmu, recognizing the state's exemplary efforts. Anurag Srivastava, Additional Chief Secretary of the Namami Gange and Rural Water Supply Department, along with Dr. Balkar Singh, then Managing Director of Jal Nigam (Rural), accepted the award on behalf of the state.



President Droupadi Murmu presenting the National Water Award to Anurag Srivastava, Additional Chief Secretary, Namami Gange and Rural Water Supply Department, and Dr. Balkar Singh, then Managing Director, Jal Nigam (Rural) at a ceremony held at Vigyan Bhavan in New Delhi on 22 October 2024.



Additional Chief Secretary, Namami Gange and Rural Water Supply Department Shri Anurag Srivastava greeting Chief Minister Shri Yogi Adityanath.



Additional Chief Secretary Shri Anurag Srivastava, Executive Director, SWSM, Brijraj Singh Yadav, Senior Media Adviser, SWSM Shri Radhakrishna Tripathi and Shri Anupam Srivastava, Executive Engineer (Ground Water) presenting the awards won by the department to UP chief Minister Shri Yogi Adityanath.



#### UP International Trade Show 2024

At the UP International Trade Show 2024, the Namami Gange & Rural Water Supply Department's display won the Best Display Award. The exhibit featured a 438-square-meter model village, illustrating the journey and achievements of the 'Har Ghar Jal' initiative and its impact on rural communities by providing tap connections to every household.



Union Minister of Textiles Giriraj Singh and UP MSME minister Rakesh Sachan presenting Best Display Award at International Trades Show- 2024 to senior media advisor, JJM, Radha Krishna Tripathi.



**SKOCH Gold Award 2024**  
On July 13, 2024, Uttar Pradesh was honored with the SKOCH Gold Award for its exemplary river conservation efforts under the Swachh Ganga Mission, particularly the Ganga Swachhata Abhiyan. This recognition underscores the state's commitment to maintaining water quality and promoting sustainable water management practices.



**JJM monthly awards for high performing UP districts**  
Uttar Pradesh has consistently ranked No. 1 in the monthly awards category, showcasing ongoing excellence in implementing the mission. Districts like Meerut, Lalitpur, and Mirzapur achieved recognition under the High Achievers category for maintaining tap connection coverage of 75-100%, while Aligarh, Jaunpur, Sant Kabir Nagar, and Mau were recognized as Achievers with tap connection coverage ranging from 50-75%.



Employees and Engineers of State Water and Sanitation Mission, Uttar Pradesh, honored for their exceptional contribution in Jal Jeevan Mission's progress in a felicitation ceremony organised at IGP in Lucknow. Jal Shakti Minister Shri Swatantra Dev Singh gave away the certificates. Present on the occasion were State Minister Jal Shakti Ramkesh Nishad, ACS Anurag Srivastava, MD Raj Shekhar, ED Brijraj Singh Yadav and PN Dwivedi, Information Commissioner.



#### The Best Tableau Award 2022

The Uttar Pradesh Jal Jeevan Mission was awarded The Best Tableau Award in the Republic Day Parade in 2022, highlighting the mission's innovative approach and community-driven efforts in advancing water accessibility and conservation.

These accolades reflect the state's diligent efforts and successful execution of the Har Ghar Jal initiative, positioning Uttar Pradesh as a leader in water conservation and sustainable development. The recognition is not only a testament to the state's achievements but also serves as an encouragement for continued innovation and commitment to equitable water access for all communities.

# BEST PRACTICES ENSURED WORK ON FAST TRACK MODE

## System of e-Tendering

To speed up the 'Har Ghar Jal' project through multiple schemes, the time-consuming traditional tendering method was replaced with e-tendering. This approach involved a 3-layered process for vendor selection Survey, Detailed Project Report (DPR) and construction with 10-year Operations and Maintenance (O&M). For this purpose, acclaimed construction companies both nationally and globally were identified and empaneled after obtaining consent from the District Water and Sanitation Committee (DWSC) and other stakeholders. This approach helped fast track the entire process.



## State's nod to O&M policy

The State introduced an effective O&M policy in 2024 for piped water supply schemes in rural areas. Under this policy, the expenditure done on operation & maintenance of piped water supply schemes will be met out from the state government's budget.



## Grievance Redressal System

An effective grievance redressal system was also developed, allowing the common man to report issues regarding water schemes. Grievances are promptly addressed and a toll-free number, 18001212164, was also launched for this purpose.



## Electronic Management and Billing System

A unique payment system – the Electronic Management and Billing system (EMB) – was developed, to ensure transparent and quick payments after a thorough online monitoring of bill-claims processes. The vendors thus received payments within 7 days of uploading their bills, facilitating quick pace of work.



## Regular Review Meets

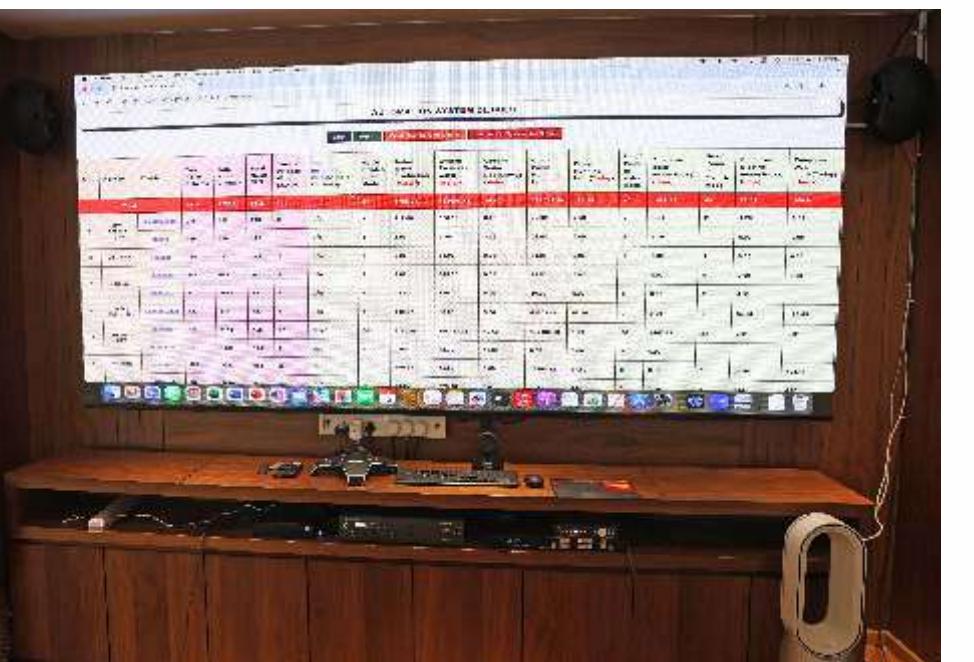
Regular monthly reviews of projects and schemes were conducted at the level of Chief Minister Yogi Adityanath while Additional Chief Secretary, Namami Gange and Rural Water Supply, Anurag Srivastava held similar reviews on a weekly basis to ensure that the 'Har Ghar Jal' project remained on track. Virtual review meetings were also held every Tuesday from 4 PM to 9 PM and were attended by ADMs Namami Gange and Rural Water Supply Department, executive engineers, and regional agency heads across Uttar Pradesh.

## MONITORING OF WATER SUPPLY SCHEMES

- Supervisory Control and Data Acquisition (SCADA) and automation systems have been implemented across all water supply schemes to improve their efficiency and sustainability through real-time monitoring via a centralized dashboard.
- The Centralized automation system plays a pivotal role in facilitating prompt responses to any variations in the water supply system.
- This system provides better control over water supply operations, minimizing downtime and reducing resource wastage.
- It is specifically designed to analyze water inflow and detect water losses through regular water audits. These audits help identify and mitigate water losses, ultimately enhancing the overall efficiency and sustainability of the system.



Screens showing real-time monitoring via centralized dashboard





**Har Ghar Jal  
Jal Jeevan Mission**

## MEDIA & SOCIAL MEDIA

राज्य पेपरल एवं स्वच्छता मिशन, उत्तर प्रदेश @upswm - Jan 25  
मानवांशी @narendramodi जी के पालनी यानिस्तरी भरती गयी है दूर या नाके  
लूप की ओर अपने हैं। जल जीवन मिशन के तहत 11 कार्यक्रम प्रयोगशालों की अवृ  
द्धि और गुणात्मक प्रगति उपलब्ध है।

#राज्य जीवन मिशन कर रहा नियत नए कीर्तिमान

समाजिक राज्यपाल श्रीमती आनंदीबेन पटेल ने द्वितीय पुरस्कार से

सम्मानित किया। मिशन के अधिकारी निदेशक श्री प्रियं रंजन कुमार

जी व अधिकारियों ने इस समान को प्राप्त किया।

राज्य पेपरल एवं स्वच्छता मिशन, उत्तर प्रदेश @upswm - Jan 31  
मानवांशी @narendramodi जी के मार्गदर्शन और मा. सुखांशु जी  
में गुणात्मक प्रगति उपलब्ध है। जल जीवन मिशन के तहत 11 कार्यक्रम प्रयोगशालों की अवृ  
द्धि और गुणात्मक प्रगति उपलब्ध है।

#राज्य जीवन मिशन स्थापित कर रहा नियत नए कीर्तिमान

विभाग द्वारा 74वें गणतंत्र दिवस पर निकाली गयी भव्य शोकी को

महामहिम राज्यपाल श्रीमती आनंदीबेन पटेल ने द्वितीय पुरस्कार से

सम्मानित किया। मिशन के अधिकारी निदेशक श्री प्रियं रंजन कुमार

जी व अधिकारियों ने इस समान को प्राप्त किया।

राज्य पेपरल एवं स्वच्छता मिशन, उत्तर प्रदेश @upswm - Jan 31  
मानवांशी @narendramodi जी के मार्गदर्शन और मा. सुखांशु जी  
में गुणात्मक प्रगति उपलब्ध है। जल जीवन मिशन के तहत 11 कार्यक्रम प्रयोगशालों की अवृ  
द्धि और गुणात्मक प्रगति उपलब्ध है।

#राज्य जीवन मिशन स्थापित कर रहा नियत नए कीर्तिमान

विभाग द्वारा 74वें गणतंत्र दिवस पर निकाली गयी भव्य शोकी को

महामहिम राज्यपाल श्रीमती आनंदीबेन पटेल ने द्वितीय पुरस्कार से

सम्मानित किया। मिशन के अधिकारी निदेशक श्री प्रियं रंजन कुमार

जी व अधिकारियों ने इस समान को प्राप्त किया।

राज्य पेपरल एवं स्वच्छता मिशन, उत्तर प्रदेश @upswm - Jan 31  
मानवांशी @narendramodi जी के मार्गदर्शन और मा. सुखांशु जी  
में गुणात्मक प्रगति उपलब्ध है। जल जीवन मिशन के तहत 11 कार्यक्रम प्रयोगशालों की अवृ  
द्धि और गुणात्मक प्रगति उपलब्ध है।

#राज्य जीवन मिशन स्थापित कर रहा नियत नए कीर्तिमान

विभाग द्वारा 74वें गणतंत्र दिवस पर निकाली गयी भव्य शोकी को

महामहिम राज्यपाल श्रीमती आनंदीबेन पटेल ने द्वितीय पुरस्कार से

सम्मानित किया। मिशन के अधिकारी निदेशक श्री प्रियं रंजन कुमार

जी व अधिकारियों ने इस समान को प्राप्त किया।

राज्य पेपरल एवं स्वच्छता मिशन, उत्तर प्रदेश @upswm - Jan 31  
मानवांशी @narendramodi जी के मार्गदर्शन और मा. सुखांशु जी  
में गुणात्मक प्रगति उपलब्ध है। जल जीवन मिशन के तहत 11 कार्यक्रम प्रयोगशालों की अवृ  
द्धि और गुणात्मक प्रगति उपलब्ध है।

#राज्य जीवन मिशन स्थापित कर रहा नियत नए कीर्तिमान

विभाग द्वारा 74वें गणतंत्र दिवस पर निकाली गयी भव्य शोकी को

महामहिम राज्यपाल श्रीमती आनंदीबेन पटेल ने द्वितीय पुरस्कार से

सम्मानित किया। मिशन के अधिकारी निदेशक श्री प्रियं रंजन कुमार

जी व अधिकारियों ने इस समान को प्राप्त किया।

# MEDIA & SOCIAL MEDIA

In this digital era, with mobile phones having penetrated almost all rural areas and social media becoming an integral part of village life, engaging with rural communities has become more accessible than ever before. Seizing this opportunity, a dedicated team launched a mission to spread awareness about the critical importance of water conservation through a variety of engaging and informative content.

## Multifaceted Awareness Campaign

The campaign utilized a combination of:

- Visually Appealing Pictorials and Graphics:** Eye-catching images and infographics were created to quickly grab attention and convey important information about water scarcity and the benefits of conservation.
- Catchy Jingles:** Memorable and relatable tunes were shared to reinforce key messages and make them more impactful, ensuring that the information resonated with the community.
- Short Documentaries:** These provided an in-depth look at the challenges related to water resources and demonstrated the transformative impact of conservation practices. The documentaries featured stories of local successes and community efforts to inspire viewers to take action.

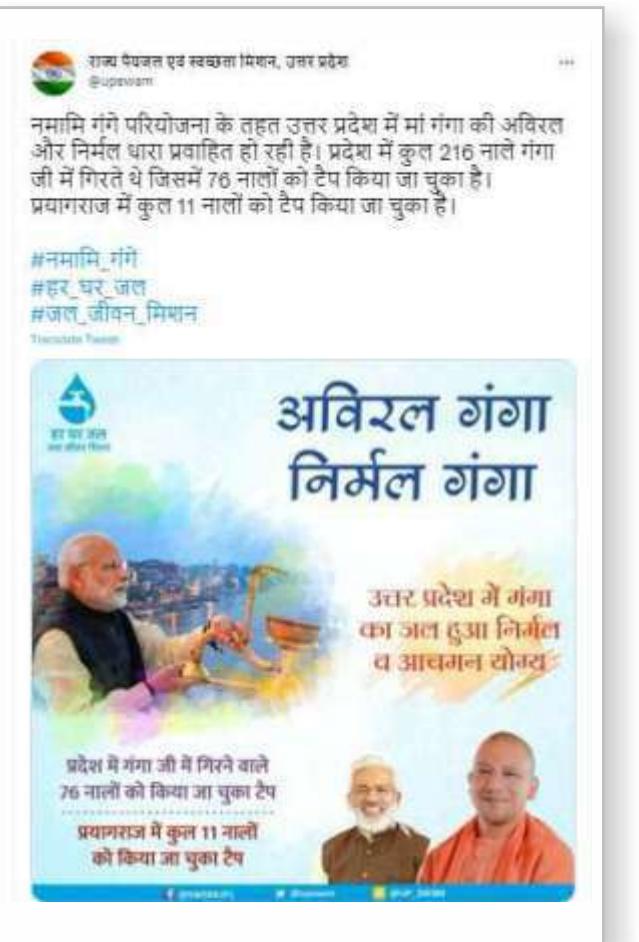
## Educational Outreach

The primary aim of the campaign was to educate rural communities on **simple, practical ways to conserve water**. By demonstrating the positive effects of small actions—such as fixing leaks, using water-saving methods in daily chores, and promoting rainwater harvesting—the campaign emphasized how these efforts contribute to a healthier environment and better living conditions. The message was clear: every individual has a role in safeguarding this vital resource, and small changes can lead to significant long-term benefits.

## Impact and Engagement

Through this digital outreach, the team successfully captured the attention of rural audiences, making the topic of water conservation more relatable and actionable. The campaign not only raised awareness but also fostered a sense of collective responsibility for protecting water resources, encouraging communities to take pride in their role as stewards of the environment.





## Central team visits UP villages, inspects tap water supply: 'State a role model'

EXPRESS NEWS SERVICE  
LUCKNOW, OCTOBER 10

A FIVE-MEMBER team led by Vini Mahajan, secretary, Jal Shakti Ministry, on Tuesday visited Udaipur village in Mohanlalganj and took stock of the tap water supply to every household, inspecting all aspects, including the chlorination plant and the overhead tank. Mahajan later met some women residents of the village, who shared their "life-changing" experiences since tap water reached their homes, a statement said.

According to the statement, the team is travelling across Uttar Pradesh to assess the 'ground reality' of the Jal Jeevan Mission. On Tuesday, the team reached Udaipur village to take stock of water supply in villages under the 'Har Ghar Jal Yojana' of the Jal Jeevan Mission.

The women of Udaipur village welcomed the scheme. In the past, they used to fetch water from hand pumps or wells. During summer, hand pumps often ran dry, forcing them to draw water from a well in the scorching heat, said the statement.

Later, on Tuesday evening, during a review meeting convened under Mahajan's leadership, she appreciated the efforts made by the Uttar Pradesh government. The meeting was attended by UP chief secretary Durga Shankar Mishra, APC Manoj Kumar Singh, Namami Gange and principal secretary of

the rural water supply department Anurag Srivastava, managing director of Jal Nigam Rural Dr Balkar Singh, and director of the state drinking water and sanitation mission Brijraj Singh Yadav, along with other senior officials. District magistrates, chief development officers and department engineers also participated in the virtual meeting, the statement said.

Mahajan praised all the officials concerned for making Uttar Pradesh the leader in providing maximum tap connections, the statement said. She expressed happiness over the "transformation" in Bundelkhand, where water supply has now reached every household and the ongoing progress in the area.

She pointed out that Uttar Pradesh has become a role model in the 'Har Ghar Jal Yojana' of the Jal Jeevan Mission nationwide. In just four years, until October 10, 2023, Uttar Pradesh, despite its large population, has provided tap water to over 1 crore 69 lakh (64.45 per cent) rural families, a significant achievement. Of the total 96,296 villages in the state, 100 per cent tap connections have been established in 25,853 villages, marking them as water villages for every household.

Vikas Sheel, additional secretary and mission director of the department of drinking water and sanitation, and Pradeep Singh, director of Jal Jeevan Mission, visited Sarthua in Mohanlalganj and Rudauli village in Sarojini Nagar.

# THE TIMES OF INDIA

## Tap water a big respite in parched B'khand, but adaptation a challenge

Shalabh@timesgroup.com

**JHANSI/MAHOBIA:** With over 90% of the households in Bundelkhand covered under the Har Ghar Jal, a scheme to provide tap water connections within households, the next challenge before the government is to convince the elderly population to start using tap water.

"Yeh paani alag ho (this water tastes different)", says Kaushalya (who is in her 60s) of Purwa village in sub-division of Jhansi. For generations, the villagers of Bundelkhand have been using hand pumps or open wells for water and people, especially senior citizens, are averse to drinking water being supplied through taps as it tastes different.

To make water potable for domestic use, the rural water supply department treats it with chlorine. An elaborate process is followed before water stored in dams is supplied through pipelines which includes rigorous quality checks as specified by the central government.

In Bundelkhand (Jhansi, Banda, Lalitpur, Hamirpur, Jalaun, Mahoba and Chitrakoot), 91% of the households have been provided with a connection. Out of the targeted 14.19 lakh connections, 12.86 lakh taps have become operational.

Principal secretary, rural water supply department, and director of Jal Jeevan Mission, Anurag Srivastava said, "We are working on the issue. A task force of young volunteers will be constituted to create awareness among the elderly."

He pointed out that Uttar Pradesh has become a role model in the 'Har Ghar Jal Yojana' of the Jal Jeevan Mission nationwide. In just four years, until October 10, 2023, Uttar Pradesh, despite its large population, has provided tap water to over 1 crore 69 lakh (64.45 per cent) rural families, a significant achievement. Of the total 96,296 villages in the state, 100 per cent tap connections have been established in 25,853 villages, marking them as water villages for every household.

He

### TAP TURNAROUND

Jal Jeevan mission household tap connection progress (as on Sept 22, 2023)

District	Coverage	Target	Coverage in %
Jhansi	2,38,034	<b>2,51,104</b>	95
Banda	2,48,944	<b>2,68,864</b>	93
Chitrakoot	1,45,114	<b>1,63,414</b>	89
Jalaun	1,79,430	<b>2,12,020</b>	85
Mahoba	1,29,217	<b>1,32,489</b>	98
Lalitpur	1,98,766	<b>2,06,607</b>	96
Hamirpur	1,47,101	<b>1,84,927</b>	80
<b>Total</b>	<b>12,86,606</b>	<b>14,19,425</b>	91

While the younger generation and children are forthcoming about using tap water, convincing senior citizens will be a daunting task for the state government.

In Bundelkhand (Jhansi, Banda, Lalitpur, Hamirpur, Jalaun, Mahoba and Chitrakoot), 91% of the households have been provided with a connection. Out of the targeted 14.19 lakh connections, 12.86 lakh taps have become operational.

Bhupat Prasad (33) of Shivpuri village in Mahoba said that installation of tap within the household has been a positive step for the local population, particularly young girls. "Girls had to fetch water for the entire family in Kabral. Tap water supply is a boon for girls and women who are expected to do household chores," said Prasad.

To foster stronger ties with the local community, engineers deputed in rural parts of Bundelkhand have appointed five women volunteers from each village to test the quality of water through kits. For conducting tests, Rs 20 is paid to women who have also been trained to upload results over a centralized online portal being maintained

in 2019, officials expect complete coverage of the scheme in Bundelkhand by December 31.

Total 41 water treatment plants have been set up and water stored in 35 dams, sourced primarily from Yamuna, Betwa and Son, is supplied through a network of 1,258 overhead tanks to the villages.

Principal secretary, rural water supply department, and director of Jal Jeevan Mission, Anurag Srivastava said, "We are working on the issue. A task force of young volunteers will be constituted to create awareness among the elderly."

He

by the state and central governments. For supplying 55 litre of water to an individual daily, the department provides supply for two hours each in the morning and evening. An amount of Rs 50 has to be collected from each household per month which will be deposited in the bank account and idea is to prepare local gram sabha to maintain and operate the treatment plants after a gap of 10 years once the contract period with the private companies that are operating the plants would expire.

Executive engineer, Jal Nigam (rural), and in charge of water supply scheme in Purwa group of villages in Jhansi, Ranviraj Singh, said besides supporting women, training is being provided to 13 youths in each village being covered. "Skill set to find employment as mason, fitter, pump operator, plumber and electrician is being honed so that they are able to make a living," said Singh.

In Mirzapur, for instance, before 2019 only 0.56 per cent of the families had tap water connection, which has risen to 69.10 per cent now.

About 600 connections are being added daily here. In adjacent Sonbhadra region too, 400 tap water connections are being installed daily.

By March 2024, about 2.65 crore people would be ensured drinking water access.

UP is among the top four States in terms of rolling out drinking water connections. Much back-room

planning has gone behind ensuring this.

More than 90 per cent of schools and 'anganwadi centres' in the State that lacked access to drinking water, now have a functional tap water connection. The State government's commitment to make a real difference in the lives of the people was evident from day one when the Bundelkhand and Vindhya regions, where water crisis is generally the most acute, were chosen for the implementation of the 'Har Ghar Jal' scheme.

In Mirzapur, for instance, before 2019 only 0.56 per cent of the families had tap water connection, which has risen to 69.10 per cent now.

About 600 connections are being added daily here. In adjacent Sonbhadra region too, 400 tap water connections are being installed daily. Here again, against a mere 4.08 per cent tap connections prior to 2019, the figure has gone up to 41.51 per cent.

UP's efforts are now visible in terms of the rankings, with some districts making it to the starred category for

# THE HINDU

## businessline.

FRIDAY - MARCH 17 - 2023

## UP makes much headway in providing tap water to rural homes

Anurag Srivastav

**T**he smile and satisfaction on the face of that elderly woman in Jhansi's Purwa village of Bundelkhand, on seeing a newly installed functional tap water connection at her residence, was heart-warming.

The Jal Jeevan Mission, launched by Prime Minister Narendra Modi on August 15, 2019, aims at quenching the thirst of nearly 50 per cent rural population that lack access to pure drinking water at their doorstep.

In Uttar Pradesh, the country's most populous State, functional tap water connections have been provided to about 33 per cent of the rural population.

This has touched the lives of over 8 lakh rural families and benefited an estimated 5.18 crore people.

By March 2024, about 2.65 crore people would be ensured drinking water access.

UP is among the top four States in terms of rolling out drinking water connections. Much back-room

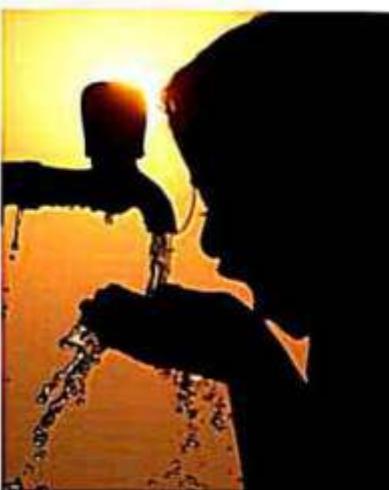
planning has gone behind ensuring this.

More than 90 per cent of schools and 'anganwadi centres' in the State that lacked access to drinking water, now have a functional tap water connection. The State government's commitment to make a real difference in the lives of the people was evident from day one when the Bundelkhand and Vindhya regions, where water crisis is generally the most acute, were chosen for the implementation of the 'Har Ghar Jal' scheme.

In Mirzapur, for instance, before 2019 only 0.56 per cent of the families had tap water connection, which has risen to 69.10 per cent now.

About 600 connections are being added daily here. In adjacent Sonbhadra region too, 400 tap water connections are being installed daily. Here again, against a mere 4.08 per cent tap connections prior to 2019, the figure has gone up to 41.51 per cent.

UP's efforts are now visible in terms of the rankings, with some districts making it to the starred category for



MUCH RELIEF. Water on tap

the first time and others improving their rankings on the water roll-out plan.

**EMPLOYMENT GENERATION**  
This scheme has yet another dimension to it — providing gainful employment to women in rural areas.

From each village, five women have been picked for being trained as water testers, and so far 4.8 lakh women have been trained for this.

Also, some 1.16 lakh youth have been trained as plumbers, and a similar number as electricians, motor mechanics, fitters and pump operators.

The water testing is also being done through 81 labs.

The efforts have also resulted in another encouraging development. In 37 districts of UP, the groundwater level has increased. In 2017, about 129 development blocks across the State were in 'dark zone' and today less than a 100 are there in this category.

Also, wastewater is being recycled for irrigation, and the intention is to tap each drop of water for the larger good. When each house has access to drinking water along with a simultaneous increase in groundwater levels, it would mean a secure future for generations. That is what the State is aiming at.

The writer is Principal Secretary, Jal Jeevan Mission, Government of Uttar Pradesh.

# THE ECONOMIC TIMES

## JAL JEEVAN MISSION IN UTTAR PRADESH

### Tap Water Cools Off Worries, But Adaptation an Issue in Bundelkhand

Vatsal.Case@timesgroup.com

**JHANSI/MAHOBIA:** With over 90% of the households in Bundelkhand covered under the Har Ghar Jal, a scheme to provide tap water connections within households, the next challenge before the government is to convince the elderly population to start using tap water.

"Yeh paani alag ho (this water tastes different)", says Kaushalya (who is in her 60s) of Purwa village in sub-division of Jhansi. For generations, the villagers of Bundelkhand have been using hand pumps or open wells for water and people, especially senior citizens, are averse to drinking water being supplied through taps as it tastes different.

To make water potable for domestic use, the rural water supply department treats it with chlorine. An elaborate process is followed before water stored in dams is supplied through pipelines which includes rigorous quality checks as specified by the central government.

In Bundelkhand (Jhansi, Banda, Lalitpur, Hamirpur, Jalaun, Mahoba and Chitrakoot), 91% of the households have been provided with a connection. Out of the targeted 14.19 lakh connections, 12.86 lakh taps have become operational.

Bhupat Prasad (33) of Shivpuri village in Mahoba said that installation of tap within the household has been a positive step for the local population, particularly young girls. "Girls had to fetch water for the entire family in Kabral. Tap water supply is a boon for girls and women who are expected to do household chores," said Prasad.

To foster stronger ties with the local community, engineers deputed in rural parts of Bundelkhand have appointed five women volunteers from each village to test the quality of water through kits. For conducting tests, Rs 20 is paid to women who have also been trained to upload results over a centralized online portal being maintained

in 2019, officials expect complete coverage of the scheme in Bundelkhand by December 31.

Total 41 water treatment plants have been set up and water stored in 35 dams, sourced primarily from Yamuna, Betwa and Son, is supplied through a network of 1,258 overhead tanks to the villages.

Principal secretary, rural water supply department, and director of Jal Jeevan Mission, Anurag Srivastava said, "We are working on the issue. A task force of young volunteers will be constituted to create awareness among the elderly."

He

pointed out that Uttar Pradesh has become a role model in the 'Har Ghar Jal Yojana' of the Jal Jeevan Mission nationwide. In just four years, until October 10, 2023, Uttar Pradesh, despite its large population, has provided tap water to over 1 crore 69 lakh (64.45 per cent) rural families, a significant achievement. Of the total 96,296 villages in the state, 100 per cent tap connections have been established in 25,853 villages, marking them as water villages for every household.

Vikas Sheel, additional secretary and mission director of the department of drinking water and sanitation, and Pradeep Singh, director of Jal Jeevan Mission, visited Sarthua in Mohanlalganj and Rudauli village in Sarojini Nagar.

## Potable water has reached 12.62 crore villagers: Govt

HT Correspondent

letterto@live.com

**LUCKNOW:** Potable tap water has reached over 12.62 crore (12,62,54,160) villagers of the state till Monday.

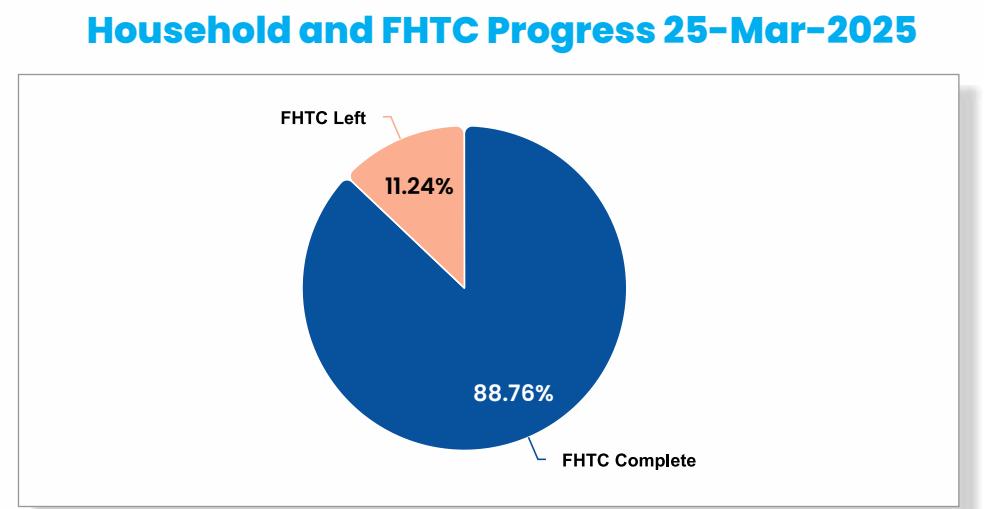
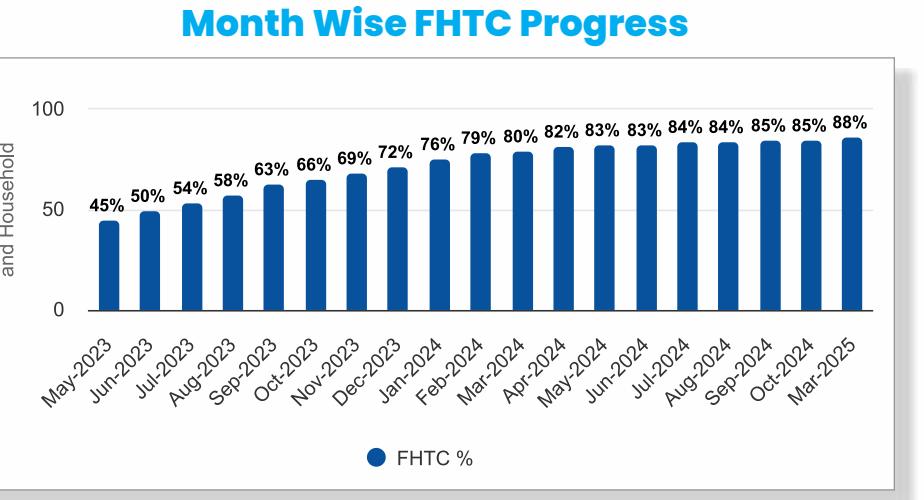
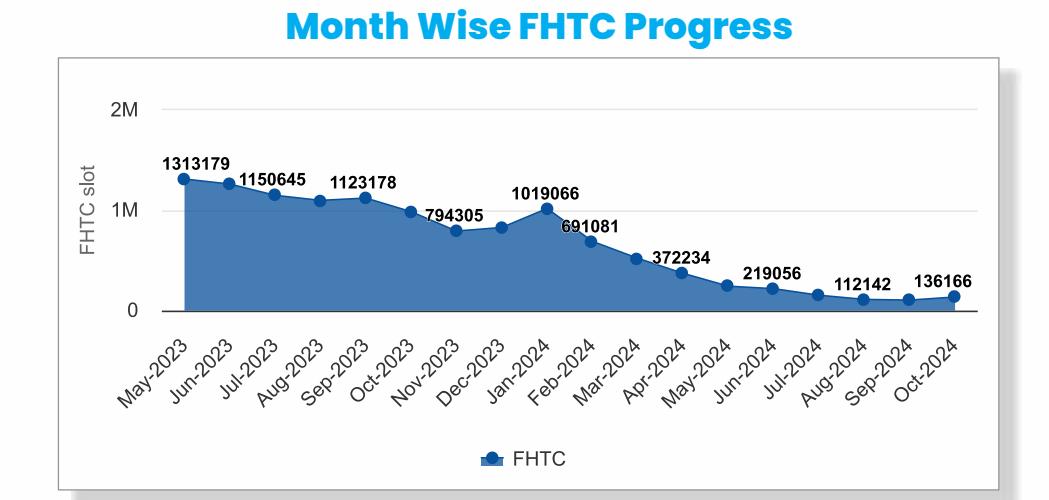
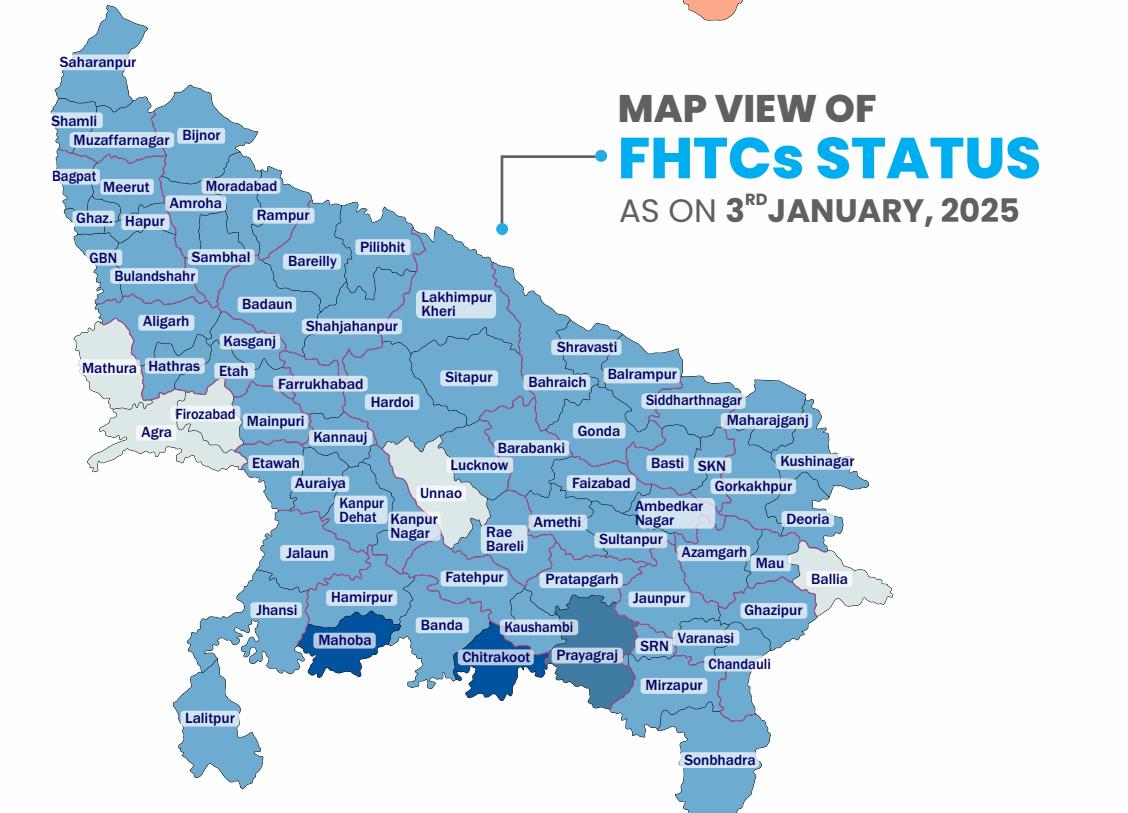
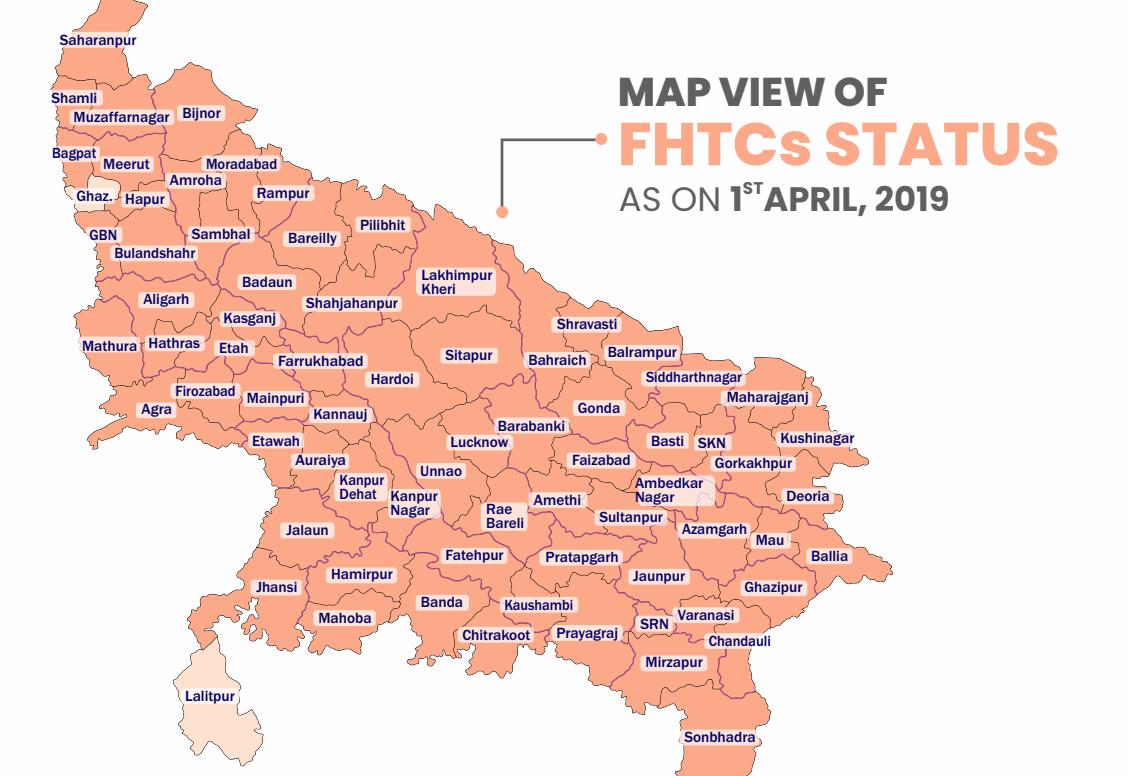
Besides, functional household tap connections have been provided to 2.10 crore (2,10,47,360) rural families till Monday, under the Jal Jeevan Mission's Har Ghar Jal Yojana, and clean drinking water has also become a reality in the water-scarce regions of Bundelkhand and Vindhya, a government press release read.

Along with ensuring access to clean drinking water to rural households, the double-engine water supply has also become a reality in the water-scarce regions of Bundelkhand and Vindhya, a government press release read.

Training them," the release read.

"In Uttar Pradesh, 1.16,388 as pump operators, while water testing training has been provided to more than 4,80,205 women so far,"

# STATISTICS OF JJM



## COVERAGE STATUS OF FHTCs

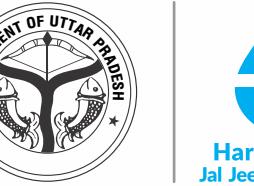
TOTAL NUMBERS OF HOUSEHOLDS	FHTC BEFORE JJM (15.08.2019)	HOUSEHOLDS WITH TAP WATER CONNECTION AS ON 25.03.2025
<b>2,67,16,587</b>	<b>5,16,221</b> (1.93%)	<b>2,37,19,189</b> (88.76%)

## TRAINING DETAILS

S.NO.	TYPE OF TRAINING	TARGET	ACHIEVED	STATUS OF COMPLETION
1	FTK	4,80,205	4,80,205	Training Complete
2	Technical Training	7,56,379	7,56,174	Training Complete
3	Panchayati Raj Institutions (PRI)	9,92,920	9,68,268	Training Complete
4	Government Staff	5,23,746	4,41,551	Training Ongoing (Hopefully to be Completed this Month)

\*AS ON DATE 03.01.2025





## Jal Jeevan Mission

**State Drinking Water & Sanitation Mission**

Namami Gange & Rural Water Supply Department,  
Uttar Pradesh.