

Ministry of Jal Shakti
Department of Drinking Water and Sanitation
Swachh Bharat Mission (Grameen)

Note on Swachh Bharat Mission (Grameen) for UN Water Conference scheduled to be held from 22-24 March 2023 at UN Head Quarters, New York

1.1 Background of SBM(G)

There is a direct relationship between water, sanitation and health. Consumption of unsafe drinking water, open disposal of human excreta, lack of personal and food hygiene have a direct bearing on the high infant mortality rate and are also the causes of a host of medical problems like Schistosomiasis, Dysentery, Japanese Encephalitis, Malaria, Dengue fever and Trachoma. Indirect loss of working days due to repeated episodes of these diseases results in huge economic loss.

Government had launched Swachh Bharat Mission (Grameen) [SBM(G)], a Centrally Sponsored Scheme, on 2nd October, 2014, with the aim to make the country Open Defecation Free (ODF) by 2nd October 2019, by providing access to toilets to all the rural households. During the period of five years from 2014-15 to 2019-20, as reported by the States/UTs on the online Integrated Management Information System (IMIS) of SBM(G), more than 10 crore IHHLs were constructed under the programme across the country. As a result, all the villages, districts and States had declared themselves ODF as on 2nd October, 2019. The States/UTs were however advised to ensure that no one is left behind and any left-out households should be covered under the programme to construct a toilet.

Sanitation is a State subject. SBM(G) being a Centrally Sponsored Scheme is implemented through the State Governments. Government of India has been providing financial and technical support to the State Governments to supplement their efforts to improve overall sanitation in the rural areas. Apart from providing grants-in-aid, Department of Drinking Water and Sanitation (DDWS) issues operational guidelines, advisories and monitors the implementation of the programme.

1.2 Phase-II of SBM(G)

Having achieved the ODF status, Phase-II of SBM(G) has been launched with effect from 1st April, 2020, with the focus on ODF sustainability and Solid and Liquid Waste Management (SLWM) in villages i.e. to convert the villages from ODF to ODF Plus by 2024-25. It is also to be ensured that no one is left behind in having access to toilets and that any left out or new household are also covered under the programme. The total estimated outlay of SBM(G) Phase-II for five years is approx. Rs.1.40 lakh crores, which is to be dovetailed through convergence between different verticals of financing [e.g. Rs.52,497 crore (Central share Rs.34,591 crore and State share Rs.17,906 crore) is to be allocated through the budgetary provisions for SBM(G) from Centre and State Governments; about Rs.51000 crore from 15th Finance Commission grants for Rural Local Bodies, and about Rs.25,000 crore under MGNREGS, etc.

1.3 Components of the Phase-II of SBM(G): - The major components of the Phase-II of SBM (G) are: -

(a) **Solid and Liquid Waste Management (SLWM)** arrangements: -

(i) **Solid Waste Management:**

- Decentralised management of organic waste at village/GP level through composting or bio-gas plants (i.e. GOBAR-dhan Projects)
- Provision of collection, transportation and segregation shed/storage for non-biodegradable (plastics) waste at village/GP level; setting up of material recovery facility (Plastic Waste Management Unit) at block/district level, and establishing forward linkages for use of plastic waste in construction of roads and cement factories.

(ii) **Liquid Waste Management: -**

- Decentralised management of greywater at village/GP level through soak pits/leach pits, wherever possible, or through other technologies such as Waste Stabilization Ponds, Constructed Wetlands, etc. wherever required & feasible.
- Faecal Sludge Management (FSM), wherever needed, through co-treatment in existing Sewage Treatment Plant (STP)/Faecal Sludge Treatment Plant (FSTP) facilities in nearby urban/rural areas or trenching or setting up of FSM Plant as required.

(b) Construction of Individual household latrines (**IHHLs**) for newly emerged households.

(c) Construction of **Community Sanitation Complexes (CSCs)** in villages on need basis with planning for its Operation & Maintenance. To cater to the sanitation needs of households who do not have IHHL due to lack of space or for floating/migrant population, Gram Panchayats are provided financial assistance to construct CSCs.

(d) Information, Education and Communication (IEC) and Capacity Building

2.1 Swachh Bharat Mission (Grameen) and Sustainable Development Goals (SDGs)

The Sustainable Development Goals (SDGs) aim to transform the world. It is the the layout to achieve a better and more sustainable world. They are a call to action to end poverty and inequality, protect the planet, and ensure that all people enjoy health, justice and prosperity.

In September, 2015, countries adopted the 2030 Agenda for Sustainable Development to end poverty and promote prosperity for all while protecting the environment and addressing climate change. Sustainable Development Goal (SDG) 6 relates to clean water and sanitation. Following goals relate to sanitation:

6.2 *By 2030, achieve access to adequate and equitable sanitation and hygiene for all and end open defecation, paying special attention to the needs of women and girls and those in vulnerable situations*

6.a *By 2030, expand international cooperation and capacity-building support to developing countries in water and sanitation-related activities and programmes, including water harvesting, desalination, water efficiency, wastewater treatment, recycling and reuse technologies*

6.b Support and strengthen the participation of local communities in improving water and sanitation management

2.2. Progress under SBM(G) :

- Government had launched Swachh Bharat Mission (Grameen) [SBM(G)] on 2nd October, 2014, with the aim to make the rural areas of country Open Defecation Free (ODF) by 2nd October, 2019 by providing access to toilet facilities to all rural households. At the time of launch of SBM(G) on 2.10.2014, the rural sanitation coverage in the country was **38.7%**. This has increased to 100% as on 2.10.2019.
- SBM(G) said to be the world's largest behaviour change programme, achieved the seemingly impossible task by transforming itself into *janandolan* (people's movement), from all spheres of life contributing to make the programme a success. As a result, more than 10 crore toilets were constructed under the programme till 2nd October, 2019 and all villages across the country had declared themselves ODF as on 2nd October 2019.
- The programme prioritised on availability of sanitation facility for vulnerable groups such as SCs/STs, persons with disability (divyangjans), women, etc.
- This programme, has been a source of inspiration to countries around the world. It has been, indeed, a social revolution that transformed the lives of our people, bringing significant improvement in terms of economic, environmental, health and social benefits, and enhanced the safety and dignity of our women.
- Having achieved the outcome of ODF status, Union Cabinet approved Phase II of SBM(G) on 19th February, 2020. SBM(G) Phase-II is being implemented during 2020-21 to 2024-25 with the focus on ODF sustainability by covering newly emerged households and ensuring that no one is left behind in having access to toilet facilities, and to cover the villages with Solid and Liquid Waste Management (SLWM).
- The aim of Phase-II of SBM(G) is on converting the villages from ODF to ODF Plus. Till date, **1,29,893** villages (Aspiring-**70868**, Rising-**18,586**, Model-**40,439**) have declared themselves ODF Plus in the country. **1,16,535** villages have been covered with Solid Waste Management and **1,00,454** villages have been covered with Liquid Waste Management.
- Department is also emphasising on promoting hygiene practices including Hand Washing, Menstrual Hygiene Management (MHM). Advisories have been issued regarding campaign on hygiene promotion. Creatives on Hygiene have been developed by the Department and Shared with States/UTs.
- An international convention on sanitation – 'Mahatma Gandhi International Sanitation Convention' (MGISC) was organized from 29th September, 2018 to 2nd October, 2018 at Pravasi Bhartiya Kendra, New Delhi. The Convention brought together Sanitation Ministers and sector specialists from around the world, and was also attended by the Secretary General of the United Nations. About 150 delegates from 67 Countries had attended the convention. Participating countries shared sanitation success stories and lessons from each other.

3. Major reforms through Swachh Bharat Mission (Grameen)

3.1 Making Sanitation Everyone's business

Department of Drinking Water and Sanitation constantly worked with all other Union Ministries/Departments, the State governments, local institutions, NGOs, faith organizations, media and the other stakeholders. Each Ministry/Department developed *Swachhata* Action Plans that were funded mostly from their own budget for carrying out sanitation activities and they observe fortnightly Swachhata Pakhwada undertaking special swachhata initiatives. Corporates, NGOs, civil society organizations and other government ministries and departments played an important role in mainstreaming sanitation.

Over the years, everyone became a stakeholder and sanitation became everyone's business. SBM observed huge investment in terms of resources and efforts from all stakeholders towards realizing the vision of an open defecation free India. This also resulted in clean offices, environment and good hygiene practices.

3.2 Increased financing

The prior programs on Sanitation in India had limited public funding in comparison to the targets to be achieved. Universal access to sanitation could not be achieved without increased resources to the sector.

Increased public funding was provided under SBM-G to achieve the desired results. A Swachh Bharat Kosh was also created that allowed public sector, corporates, individuals to contribute funds, which was utilized for various Swachh Bharat initiatives in the country. Some volunteers were recruited and engaged under CSR as Swachh Bharat Preraks at district level for planning, implementation and monitoring of the programme and thus accelerating efforts to achieve universal sanitation coverage.

3.3 Women champions

Lack of sanitation affects women disproportionately posing threat to their life, health and safety. Women were the most vulnerable group who were to be motivated to come forward for fulfilment of the sanitation requirements as per their needs. Hence, women's participation in the planning, implementation and monitoring of SBM(G) was needed for ensuring gender equality and women empowerment.

Swachh Bharat Mission for the first time, partnered with its major beneficiary sector viz. women.

They also took upon themselves to break the traditional bastion of masonry, a domain erstwhile reserved for men only. Women SHG members came forward and got trained in the skill of 'constructing toilets' and were christened as *Rani Mistries*.

Women not only benefitted from the programme in terms of saved productive hours, reduction in drudgery because of ill-health related to open defecation, improved self-esteem but also emerged as community advocates for the cause. The programme could do a massive public outreach only because of the key role played by Women champions.

3.4 Bottom up Approach

SBM followed a bottom-up approach to behaviour change, and a widespread partnership driven approach to implementation. SBM followed a Community Approach to Sanitation (CAS). Also, it followed demand-

driven approach, as opposed to the supply-driven approach of previous sanitation programs. It focused on strong Information Education and Communication (IEC) and Inter-personal Communication (IPC) strategies to “trigger” the communities through over six-lakh swachhagrahis. Panchayat members, ASHA and anganwadi workers, women, children, youth workers, schoolteachers, senior citizens, and the differently abled took ownership of, and led the swachhata brigade in their communities.

With the effective tools like CLTS; IEC and IPC empowering community at the grassroots level, leads to a community driven approach. All the stakeholders worked together in a time bound manner especially community and ensured to make our country open defecation free.

3.5 People’s Movement

The strategy was to move towards a Swachh Bharat by making it a massive mass movement to engage everyone in the task of cleaning homes, workplaces, villages, and surroundings in a collective quest. Hon’ble Prime Minister had himself given a call for achieving the Swachh Bharat by 2nd October, 2019, as a fitting tribute to the 150th birth anniversary of Mahatma Gandhi. Hon’ble Prime Minister repeatedly appealed to the masses to adopt safe sanitation behaviours and keeping the surroundings clean. With the aim to achieve collective behaviour change, under SBM(G), the focus was given to Community Approach to the Sanitation. Sarpanches, PRI members, BDOs, DDOs, District Collectors were directly engaged and trained to achieve the desired results. SHGs, ASHAs, natural leaders, religious leaders, youths, school teachers, NGOs, corporates, etc. were also engaged to influence the masses to adopt positive sanitation behaviours. Massive media campaigns were undertaken at national level using audio visual (TV) and audio (Radio). States carried out IEC campaigns and used interpersonal Communication (IPC) techniques also. Besides, conventional IEC tools were also used to educate the people. Campaigns and events were organised to involve and motivate all the stakeholders and to create social awareness. Celebrities were roped in as brand ambassadors for promoting Swachh Bharat Mission. All these together contributed to make the SBM(G) a *Jan Andolan*.

This resulted in making the SBM(G) the world’s largest behaviour change programme. People constructed their own toilets and motivated others, communities planned activities and monitored progress. And, all the villages and districts declared themselves ODF as of 2nd October, 2019.

3.6 Aligning Priorities

Different people at in various departments have competing priorities. Hence it was clearly understood that to achieve results at scale as large as SBM, a goal congruence has to be achieved across the administrative ecosystem. The Department of Drinking Water and Sanitation ensured that the same message percolated down to the Chief Ministers, 700 District Collectors and 2,50,000 Sarpanches. This was achieved through the continuous engagement with the States/Districts. Team SBM-Grameen visited each State multiple times and engaged directly with District Collectors through learning workshops, informal gatherings and WhatsApp groups, ensuring that sanitation remained on top of everyone’s agenda.

The three layers of the Prime Minister (PM)-Chief Minister (CM)-District Magistrate (DM) model working in cohesion became a crucial step towards policy translating into real delivery.

3.7 Creation of grassroots volunteers' cadre

At its core, the SBM is a behaviour change programme. Communication at all levels, above and below the line, mass and inter-personal, was fundamental to the SBM. For this availability of a dedicated team at grassroots level was essential.

In view of this, an army of trained grassroots volunteers called *Swachagrahis* was created. It was envisaged that each village had a *Swachagrahi* who went from door to door to communicate the message of swachhata. Provision of payment of activity based financial incentive was also made for them. Around 6 lakh *Swachagrahi* were engaged in villages throughout the country.

This grassroots volunteers' cadre proved to be instrumental in generating awareness, community participation and collective action to achieve ODF outcomes and sustaining its benefits.

3.8 Adoption of Twin Pit toilet technology :

Under SBM(G), onsite sanitation technology such as twin pit toilets are mainly constructed in the rural areas in most parts of the country, which safely confine and decompose the human excreta. Technical specification of these toilets were issued to the States/UTs by DDWS. For single pit toilets, focus has been given on converting them to twin pit toilets by retrofitting, and septic tank toilets to be connected to soak pits, for their sustainable usage. For this, States have been advised to undertake awareness campaign in the villages. For ex situ faecal sludge management, focus has been given on co-treatment through the existing STPs/FSTPs in nearby urban areas. Under SBM(G) Phase-II, provision has been also made for setting up of FSTPs (planted/unplanted drying beds) in the rural areas which are easy to operate and maintain.

4. Recent initiatives

- Swachh Survekshan Grameen 2023 has also been launched on 2nd October, 2022. Under SSG 2023, village self-assessment on ODF Plus indicators is to be completed by GPs for its villages and best performing GPs will be peer assessed at block, district and State levels. The best performing GPs will also be recognized and felicitated at various levels.
- A national level campaign 'Retrofit to Twin Pit' has also been launched on 2nd October, 2022.
- For capacity strengthening, various stakeholders at State/Districts/Block/GP levels are being oriented on technical components of ODF Plus. A number of orientations/trainings/workshops on have been conducted and over 7800 master trainers and over 1.25 lakh functionaries have been oriented so far. Further, for capacity strengthening of field functionaries under SBM(G), an Interactive Voice Response System (IVRS) based SBM Academy (an online learning course on ODF Plus) was also launched in August, 2020.
- The Liquid Waste Management has been prioritized through the campaigns such as SUJLAM. Under SUJLAM 1.0 and SUJLAM 2.0, more than **23 lakh soak pits** have been constructed by the States/UTs.
- SBM 2.0 Mobile App, an integrated mobile app has been developed to capture the SLWM progress in villages.

- Recently, Swachchata Hi Seva (SHS) campaign was organized by DDWS from 15th September, 2022 to 2nd October, 2022. Under the campaign, 9,81,64,124 people participated in Shramdaan activities and 14,80,689 legacy waste sites were cleaned. 1,68,293 Sarpanches attended Sarpanch Samvaad organised by the States on ODF Plus components and 1,59,306 Gram Panchayats GPs passed resolution for banning of Single Use Plastics (SUP).

5. Impact assessment studies

- The study done by UNICEF and Bill and Melinda Gates Foundation (BMGF) in February, 2020 on the impact of SBM(G) on the convenience, safety and self-respect of women in rural India indicated that the increased access to household toilets has led to the improvement in the Suvidha (convenience), Suraksha (safety) and Swabhimaan (self-respect) of women in rural India. By not going out in the open to defecate, 93% women feel safer from (not afraid of) being hurt by someone or harmed by animals while defecating, or contracting health infections.
- As per study done by UNICEF during 2018-19 in some selected villages, groundwater sources were likely to be 12.7 times less contaminated in the ODF villages as compared to non-ODF villages.
- A WHO study released in 2018, estimated that SBM-G would result in averting more than 3,00,000 deaths (diarrhoea and protein-energy malnutrition) between 2014 and October 2019.
- UNICEF in 2017 estimated that a household in an ODF village in India saves Rs.50,000 (\$800) every year on account of medical costs averted due to reduction in illness, time saved (on account of sickness and seeking a place for open defecation), and economic value of saved lives due to lower mortality rates.
- BMGF in 2017 estimated that households in an ODF villages in India have significantly better health indicators.

6. Human Rights to Safe Sanitation :

Supreme Court and High Courts have interpreted the fundamental right to life under Article 21 of the Constitution to include the right to sanitation. The right to sanitation is, therefore, a part of the fundamental right to life and is a justiciable right. Sanitation is also a part of the 'Directive Principles of State Policy' (DPSP) in Part IV of the Constitution of India. More specifically, it can be read as part of Article 47, which provides that it is a duty of the government to raise the standard of living. Sanitation is undoubtedly a factor that contributes to a decent standard of living. Sanitation is also a part of Article 48A that makes it a duty of the state to 'protect and improve the environment'. There are other statutes that recognize the rights and duties relating to sanitation in some specific places or premises such as work places and schools for e.g labor laws. Sanitation is a State subject. As per the Constitution of India, regulation and governance of sanitation is in the domain of State governments and local self-government. State governments have the power to adopt laws relating to sanitation. To supplement the efforts of the State Governments to achieve universal sanitation coverage in rural India, Government of India has been implementing a national programme viz. Swachh Bharat Mission-Grameen. Under this programme, all the villages across the country have declared themselves as Open Defecation Free (ODF). Now the programme is now focusing on ODF sustainability and Solid and Liquid Waste Management. Also many aspects of sanitation are covered in Manual Scavenging Act. A combined reading of sanitation related laws and statutes clarifies that the legal system in India recognizes the right to sanitation. While it does not use the term 'right to

sanitation', it does spell out the right to sanitation through a language of legal duties of both government and individuals/institutions.



Note on Jal Jeevan Mission (JJM) - Sustainable Development Goals (SDGs)

Background

Universal access to water, sanitation, and hygiene (WASH) services lies at the foundation of a healthy nation. Water and sanitation are vital to India's vision for its development and economic growth, the well-being of its people, and the sustainability of ecosystem. Most of the critical issues that lead to a safe life and livelihood, viz. health, income, nutrition, social security, etc. are invariably and intricately linked as well as dependent on WASH. Providing safe drinking water, ensuring improved sanitation services, and integrated and effective management of water resources have therefore been a **national priority** for the Government of India (GoI). The government is '**working with speed and scale** with a principle of '**no one is left out**', to ensure basic needs like potable tap water and toilet in every rural household. In addition to provisioning basic amenities for individuals, the government is undertaking village development works for the community like wastewater treatment, water conservation, solid-liquid waste management, etc.

WASH a National Priority

In the last few years there have been several positive changes in the socio-economic structure of the country which have improved the living standards of people. The basic amenity in a rural home of India now includes toilet and clean cooking fuel. With continuous improvement in the standard of living of the common man, the expectation of the people has increased. Getting water at home through taps in villages is one such aspiration, and work for it is being carried out by the national government in partnership with State government/ Union Territories.

To achieve the goal set by the present government, *Jal Jeevan Mission: Har Ghar Jal* was announced by Prime Minister Shri Narendra Modi on the 73rd Independence Day, i.e. 15th August, 2019 from the ramparts of Red Fort, with an aim to provide safe and adequate drinking water through individual household tap connections by 2024 to all households in rural India.

On 15th August 2019, when Jal Jeevan Mission was announced, out of 193 million rural households, only 32.3 million (17%) rural households had access to tap water supply in their households. India has resolved to

Jal Jeevan Mission:

The estimated outlay of the mission under 'Har Ghar Jal' programme is INR 3.6 Trillion for the period 2019-2024.

Further, an additional tied grant of INR 1.42 Trillion from the 15th finance Commission has been set aside by the Government of India for both water & sanitation services, and facilities in the rural areas for the period 2021-2026 and is available for rural local bodies/ local self govt.

make provision for tap water supply in remaining 160.7 Million households in the next five years with August 2019 as the start date of the Mission.

COMPONENTS OF JAL JEEVAN MISSION



Jal Jeevan Mission and Sustainable Development Goals (SDGs)

The work under JJM contributes to **SDG 6 goal- 'Ensure availability and sustainable management of water & sanitation for all'** which covers the entire water cycle and its interconnections. JJM aims to meet Sustainable Development Goal 6.1 which aims to **provide universal and equitable access to safe and affordable drinking water for all.**

JJM aligns with SDGs, particularly on **adequate quantity, sustainability, reliability, affordability, equity & inclusivity, and quality.**

India is likely to achieve this objective well ahead of the schedule date of 2030 for the countries



Jal Jeevan Mission Vision - Aligned with SDGs



around the globe and could become a model for the other developing countries which are working to meet the SDG targets.

Access to safely managed drinking water services

As the country celebrated 75 years of its Independence on 15th August 2022, Jal Jeevan Mission (JJM) achieved a new milestone by ensuring potable tap water supply to more than 100 million (54.37 %) rural households¹. The households are being provided potable water regularly in adequate quantity and of prescribed quality.

Coverage of potable tap water to JE-AES affected and Aspirational districts

Government of India accords priority to Japanese Encephalitis (JE)-Acute Encephalitis Syndrome² (AES) affected and Aspirational Districts to ensure potable tap water supply in all the households under Jal Jeevan Mission. *Six aspirational districts have reported 100% tap water coverage and 19 districts have coverage of more than 75% tap water connection under JJM as on October, 2022. The coverage with tap water connection in 112 aspirational districts has increased from 2.24 million to 16.24 million households. Similarly, in 61 districts affected with JE/AES across 5 states, tap water connection increased from 0.80 million to 14.34 million households, resulting improvement in the health profile of the rural population of these areas³. In all JES affected districts of the country.*

JJM has provisioned to install Community Water Purification Plants (CWPP) as short-term measures for the water quality affected areas and immediate relief for the local community till the long-term solutions.

Special focus on children: Rural schools and Anganwadi Centres to get tap water supply

Safe water for children is critical for their well-being and holistic development. Jal Jeevan Mission is proving to be a game-changer for children's health, as potable drinking piped water supply is being provided on a priority basis in schools and anganwadi centers (day care) which will greatly reduce the occurrence of water related ailments among children. Infants and young children will be less prone to water-borne diseases and end to open defecation will result in reduced incidences of child deaths due to diarrhoeal disease.

With a focus on better health and well-being of children, a special campaign was started by the Union Minister of Jal Shakti, Shri Gahendra Singh Shekhawat, on 'Gandhi Jayanti' in 2020 to make provision for piped water supply in schools and Anganwadi centres for drinking, cooking, hand washing, and usage in toilets.

The continuous relentless effort by the government has resulted in ensuring tap water supply in more than 0.87 million schools and 0.9 million Anganwadi Centres⁴.

¹<https://ejalshakti.gov.in/jjmreport/JJMIndia.aspx>

² <https://www.niti.gov.in/aspirational-districts-programme>

³<https://ejalshakti.gov.in/jjmreport/JJMIndia.aspx>

⁴https://ejalshakti.gov.in/jjmreport/School/JJMSchool_India.aspx

Water Quality Surveillance

Ensuring water quality is one of the main objectives of Jal Jeevan Mission. To ensure that the supplied water is of adequate quality, the programme promotes regular testing of water samples at source and delivery points. As on date there are 2,073 active water testing laboratories across the country, which are open to general public. By getting the water samples tested at nominal rates in these laboratories people can ascertain the quality of drinking water supplied. Assured water quality will reduce the demand water purification gadgets in every home which will go a long way in building trust and assured service delivery to the end user.

Enlightened citizenry is necessary for assured service delivery. Keeping this in view, at least five women in every village are trained to use Field Test Kits (FTKs) for testing of water quality at village level. *So far, more than 1.3 million women have been trained in 0.29 million villages. During the FY 2022-23, thus far more than 0.72 million water samples have been tested in laboratories and 1.59 million samples have been tested using Field Test Kits (FTKs).*

Service delivery to decentralized, demand-driven, community-managed water supply

Jal Jeevan Mission follows a 'bottom-up' approach and is being implemented as a de-centralized, demand-driven, community-managed programme, which instills a 'sense of ownership' among the local community and creates an environment of trust which brings in transparency leading to better implementation and long-term O&M of water supply systems.

The 73rd Amendment to the Constitution of India has placed the subject of drinking water in the Eleventh Schedule and has assigned its management to Gram Panchayats. Keeping this in view, Gram Panchayats and local community will play a pivotal role under JJM in planning, implementation, management, operation and maintenance of in-village water supply systems including drinking water sources.

The mission also envisages the preparation of a Village Action Plan (VAP) by Gram Panchayats i.e Local Self Government and its sub-committee Village Water & Sanitation Committee (VWSC)/ Pani Samiti with the support of Implementation Support Agencies (ISAs), Public Health and Engineering Department (PHED) and Rural Water Supply (RWS) Department, Department of Drinking Water and Sanitation Management (DWSM) and other line departments. Today, *more than 0.51 million VWSC/ Pani Samiti have been constituted and 0.50 million Village Action Plans (VAP)'s have been developed under JJM⁵.*

Promoting community-centric behavior change for keeping WASH at the center of all activities

Considering the importance of assured potable water supply and improved sanitation, the 15th Finance Commission has identified water and sanitation services as national priority and 60% of the funds allocated to all Gram Panchayats are tied to water and sanitation works. This is a progressive step to ensure that villages have potable water supply with improved sanitation for transforming the villages into '**WASH enlightened**' villages.

⁵https://ejalshakti.gov.in/IMISReports/Reports/Physical/rpt_RWS_GetFormedVWSCandVAP.aspx?Rep=0

The 15th Finance Commission has identified water supply and sanitation as national priority and accordingly grants INR 2.36 Trillion to Rural Local Bodies/Panchayat Raj institutions (RLBs/ PRIs) for the period 2021-22 to 2025-26. Accordingly, 60% of the fund, i.e. INR 1.42 Trillion is provided as Tied Grant meant to be utilized exclusively for the supply of drinking water, rain water harvesting and water recycling, and sanitation & maintenance of open defecation-free (ODF) status.

Creating new avenues for employment of rural youth

The programme aims to build the capacity of women, in sectors which were otherwise considered male bastions like working as masons, mechanics, plumbers, pump operators, technicians, utility managers and water testing laboratory in-charge. With major infrastructure development taking place across the country a lot of employment opportunities are getting generated at all levels for skilled, semi-skilled and unskilled labour force. People are engaged in various activities beyond construction such as regular repair, maintenance and operation of the infrastructure under in-village and multi-village water supply schemes.

With hefty budgetary allocation under the programme, the fund not only works towards building a healthy life for the rural population but also provides livelihood opportunities, thereby enhancing 'ease of living' among the people of rural areas for a better life.

Gender Equity and Inclusive Approach to drinking water supply

Gender parity is placed at the center of the WASH policies. JJM is of great significance for the women in the country, as more convenient access to drinking water supplies frees them from the age old drudgery of sourcing water from long distances. Active participation of women at all levels of institutional arrangement with special emphasis at the village level is being ensured under JJM, with a mandate of at least 50 percent women representation in VWSCs. This not just acts as a welcome change to bring drinking water security in the central agenda of the village development and also helps in creating a '**responsible and responsive leadership**' at the grass-root level. *Around 1.3 million women have been trained to test the quality of water by using the Field Testing Kits⁶.*

Leveraging modern technologies for digital governance for transparency & accountability

Transparency, accountability, effective fund utilization, and grievance redressal are basics for implementation of Jal Jeevan Mission. To ensure this, JJM has adopted latest digital technology which can be accessed through online portals of IMIS, Dashboard, WQMIS, IoT Platform, Mobile app, PFMS, and Website, etc.

Reliable data support for better decision-making and stronger accountability

NJJM conducts regular review meetings, and field visits of NJJM team and National WASH Experts for ground truthing of the water supply system, understanding the community ownership, and technical support to States/ UTs/ Districts. Based on an integrated management information system (IMIS) and

⁶https://ejalshakti.gov.in/IMISReports/Reports/WaterQuality/WQ/rpt_WQ_NumberOfTrainees_S.aspx?Rep=0&RP=Y

field visits, NJJM provides technical and handholding support to States/ UTS strengthen the water supply system. The community will closely observe the functioning of their water supply system as part of their responsibility to manage, operate and maintain their in-village water supply infrastructures.

Promotion of eco-friendly technologies and innovations for climate-informed interventions

Under Jal Jeevan Mission, climate-informed interventions have been rolling out to ensure a community-led water supply system to reduce carbon footprints by adopting a holistic approach for mitigation and adaptation, particularly in the context of the poor and marginalized communities, which are most vulnerable to the impact of climate change.

Jal Jeevan Mission focuses on the community-led implementation of (i) source sustainability measures such as aquifer recharge, rainwater harvesting, increased storage capacity of water bodies, reservoirs, de-silting, etc. to improve the life span of water supply systems (ii) water budgeting and audits (iii) operation and maintenance (iv) grey water management (v) water quality monitoring and surveillance (vi) pre-positioned emergency water supply kits to provide transitional services in camps (vii) solar based water supply schemes using solar energy are steps intended to reduce the carbon footprints (viii) the technologies like IoT for SCADA, remote sensing & GIS, design software has been used in building climate resilience through water accounting, water quality control, water use efficiency, water resource planning, and impact assessment.

IoT Pilots are being implemented in 120 villages in 14 States/ UTs. 19 innovative projects related to water are recommended by Technical Committee for water treatment, water quality & monitoring, IoT-based Battery Vehicles, and Software for the hydraulic design of water treatment plants in rural India.

Building partnerships with International/National Agencies and Institutions

The government of India is building strategic international partnerships to enhance international cooperation in specific areas of water supply, water distribution, wastewater and solid waste treatment, sewerage systems, re-use of treated wastewater, water management, and energy optimization. Various organizations, viz. UN agencies, International/ National agencies, trusts, foundations, etc. have been roped in as Rural WASH Partners Forum, Development Partners, Sector Partners, Key Resource Centers (KRCs), Implementation Support Agencies (ISAs), Professor Chairs, and Center of Excellence in partnership with the academic and research institutions and international collaboration plays a key role in the area of capacity building, Information, Education, and Communication (IEC) strategies, community mobilization, capacity building, documenting best practices, social audits, etc. Further co-operation at the international level is also being forged and explored to address the challenges of water sector as well as share the best practices to enable the countries work on achieving universal coverage of water supply.

Promoting community-level behavior change

With an emphasis on service delivery, functionality, and long-term sustainability, the missions go beyond infrastructure development and are arguably the world's largest behavior change programmes, inspiring

countries around the world. The bottom-up approach witnessed a social revolution that transformed the lives of people, laying a strong focus on behavior change communication, women's engagement and empowerment, and social inclusion leading to overwhelming success. Various Information Education and Communication (IEC), Behavioral Change Communication (BCC), and capacity-building activities have been carried out for all the stake holders on water by developing individual-centric and collective nudge mechanisms which revolve around our existing norms and practices and by leveraging technologies, and making the movement for Jal Jeevan Mission a 'Jan Andolan'.

Water Audit and Water Security planning

Many states have taken initiatives through community-led water audits and water security planning to reduce the real and apparent losses in the water supply distribution system and non-revenue water. IoT-based technology, water metering, installation of flow control valves in water connection, water budgeting, community surveillance, water conservation measures and convergence with various water-related programs, IEC activities for long-term water security, etc are being taken up to strengthen water supply management for all.

Case Example: *In Goa⁷, all water supply connections are fitted with water meters, and water billing is computerized. Every consumer receives a computerized bill with an easy payment option. Goa has also started the service improvement facility for the rural community by introducing 'on-the-spot billing', which may also increase revenue collection and regular potable water supply on a long-term basis. Capacity building, awareness, and community participation has been carried out for sustainable practices to reduce the NRW⁸.*

Jal Jeevan Mission and Health

The high-risk disease burden and water-borne disease have been drastically reduced due to potable water supply by provisioning tap water at the doorstep in every rural household under JJM in the villages. As per report from National Centre for Disease Control (NCDC), there has been a drastic reduction in the number of water-borne diseases during the mission.

Year	Water-borne diseases
2019	17.7 million
2020	8.9 million
2021	5.9 million

"We estimate that if Jal Jeevan Mission (JJM) succeeds in this mission, it will prevent around 136,000 under-5 deaths per year. However, this will require that water delivered through JJM is free from microbiological contamination" stated in the research paper 'Potential Reduction in Child Mortality through expanding access to safe drinking water in India', by economists Mickel Kremer, Akanksha Saletore, Witold Wiecek, and Arthur Baker⁹.

⁷https://jalshakti-ddws.gov.in/sites/default/files/jal_jeewan_samvad_november_2020.pdf

⁸Source:https://jalshakti-ddws.gov.in/sites/default/files/jal_jeewan_samvad_november_2020.pdf

⁹https://twitter.com/jaljeevan_/status/1584044951871975424?t=eXuw1vFXd2MSnpD4hzNW4A&s=19

Grievance Redressal Mechanism

A Grievance Redressal Cell has been constituted in the department to address the grievances related to water supply. A grievance redressal portal has been developed to receive online complaints¹⁰. Constant feedback and suggestions from the recipients and stakeholders regarding the delivery of services are being taken up to improve the service delivery mechanism and make us responsive to the needs of the citizens.

Har Ghar Jal: Access to potable tap water

Overall, 125 districts, 1,352 blocks, 77,041 panchayats, and 0.16 million villages have reported as 'Har Ghar Jal' i.e all the households have access to tap water connection .Once a village is declared as Har Ghar Jal, Gram Panchayat of that villages conducts a special Gram Sabha and pass a resolution with the concurrence of all the village members that all the households, schools, anganwadi and public institutions in their village have functional tap connection and thus declare themselves as 'Har Ghar Jal Certified.

¹⁰<https://ejalshakti.gov.in/ISC/frmGrievanceEntry.aspx>