# Jal Jeevan Mission
# Behavioural Change Communication Strategy

# CONTRIBUTORS

## ADVISORY PANEL

### Department of Drinking Water and Sanitation, Ministry of Jal Shakti, Government of India

Mr. Gajendra Singh Shekhawat, Union Minister, Department of Drinking Water and Sanitation (DDWS), Ministry of Jal Shakti, Government of India

Mr. Rajeev Chandrasekhar, Minister of State, Department of Drinking Water and Sanitation (DDWS), Ministry of Jal Shakti, Government of India

Ms. Vini Mahajan, Secretary, Department of Drinking Water and Sanitation (DDWS), Ministry of Jal Shakti, Government of India

Mr. Chandra Bhushan Kumar, Addl. Secretary & Mission Director, National Jal Jeevan Mission (NJJM) Department of Drinking Water and Sanitation (DDWS), Ministry of Jal Shakti, Government of India

Mr. Vikas Sheel, (Former) Addl. Secretary & Mission Director, National Jal Jeevan Mission (NJJM), Department of Drinking Water and Sanitation (DDWS), Ministry of Jal Shakti, Government of India

Mr. Yogendra Kumar Singh, Director, National Jal Jeevan Mission (NJJM), Department of Drinking Water and Sanitation (DDWS), Ministry of Jal Shakti, Government of India

Mr. Arup Khan, Team Leader, National Programme Management Unit (NPMU)

## CORE COMMUNICATION GROUP AND PARTNERS

### BMGF

Mr. Kiran Antony, Lead – Digital, Communication, Consumer Engagement

### GHS

Ms. Suchi Mahajan, Vice President, Global Health Strategies
Mr. Rahul Patiri, Senior Director, Global Health Strategies
Ms. Priyasha Banerjie, Manager, Global Health Strategies
Ms. Anjali Nair, Senior Associate, Global Health Strategies

### NITI-BIU

Dr. Pavan Mamidi, Director
Dr. Sharon Barnhardt, Director
Dr. Shagata Mukherjee, Deputy Director
Ms. Nilanjana Bargotra, Program Manager
Ms. Nymphea Noronha, Senior Program Manager
Ms. Ananya Sridhar Iyer, Associate
Ms. Jocelyn Joseph, Deputy Program Manager
Ms. Swetha Selva, Senior Research Specialist

### MSL

Mr. Tushar Bajaj, Managing Director
Ms. Vidhi Thakur, Senior Vice President
Ms. Ayesha Mahanti, Associate Director
Mr. Bhaskar Bajpai, Senior Manager
Ms. Sneha Pokhriyal, Social Media Manager

# Jal Jeevan Mission
# Behavioural Change Communication Strategy

# Contents

# Abbreviations

| | |
|---|---|
| AI | Artificial Intelligence |
| ANM | Auxilliary Nurse Midwife |
| ASHA | Accredited Social Health Activist |
| CBO | Community-Based Organisation |
| CSO | Civil Society Organisation |
| CSR | Corporate Social Responsibility |
| DDWS | Department of Drinking Water & Sanitation |
| DM | District Magistrate |
| DWSM | District Water and Sanitation Mission |
| FAQs | Frequently Asked Questions |
| FHTC | Functional Household Tap Connections |
| FLW | Front-Line Worker |
| GIF | Graphics Interchange Format |
| GP | Gram Panchayat |
| HWC | Health and Wellness Centre |
| IAY | Indira Awaas Yojana |
| ICDS | Integrated Child Development Services |
| IMIS | Integrated Management Information System |
| ISA | Implementation Support Agencies |
| MP | Member of Parliament |
| JJM | Jal Jeevan Mission |
| KRC | Key Resource Centres |
| LED | Light Emitting Diode |
| MAS | Mahila Arogya Samiti |
| MLA | Member of Legislative Assembly |
| MGNREGA | Mahatma Gandhi National Rural Employment Guarantee Act |
| MoHFW | Ministry of Health and Family Welfare |
| MoRD | Ministry of Rural Development |
| MoWCD | Ministry of Women and Child Development |
| NGO | Non-governmental Organisation |
| NJJM | National Jal Jeevan Mission |
| NRHM | National Rural Health Mission |
| O&M | Operations and Management |
| PHED | Public Health Engineering Department |
| PR | Panchayati Raj |
| PRI | Panchayati Raj Institutions |
| SAP | State Action Plan |
| SBCC | Social and Behaviour Change Communications |
| SC | Scheduled Castes |
| SHG | Self-Help Groups |
| ST | Scheduled Tribes |
| SWSM | State Water and Sanitation Mission |
| UT | Union Territory |
| VAP | Village Action Plan |
| VO | Voluntary Organisation |
| VWSC | Village Water and Sanitation Committee |
| WASH | Water Sanitation and Hygiene |
| WQM&S | Water Quality Management and Surveillance |
| WQMIS | Water Quality Management Information System |

# 1. Jal Jeevan Mission

# Background

In 2019, Hon'ble Prime Minister Shri Narendra Modi launched the Jal Jeevan Mission (JJM) with a vision to provide safe and adequate drinking water to all households in rural India through Functional Household Tap Connections (FHTC) by 2024. The mission addresses the critical need for adequate quantity and assured quality of potable water while ensuring judicious use of resources and robust mechanisms for monitoring the quality of water supply. The mission also aims to mitigate the economic, social, and physical hardships women endure in the absence of safe drinking water supply. Most importantly, the programme intends to create a *'Jan Andolan'* or people's movement around the issue of access to clean drinking water.

# Key Components of the Mission

**Tap water supply**
Tap water connection to 19.14 crore rural households of the country by 2024

**Water quality**
Ensure safe drinking water to reduce water-borne ailments

**Bottom up planning**
Community engagement in planning, implementation, operation and maintenance (O&M)

**Source sustainability**
Promote groundwater recharge and water conservation

**Women empowerment**
Involvement of women in planning, decision-making, implementation, monitoring and O&M

**Grey water management**
Reuse and recycle waste water for source sustenance

**Skill development and employment generation**
Local people are skilled for building and maintaining water supply structures

**Focus on future generation**
Provision of tap water supply to schools, tribal hostels and anganwadi (day-care) centres

# Objectives of JJM

**1**

To provide **tap water connection** in every rural household while prioritizing **quality-affected areas, villages in drought-prone, desert areas and aspirational districts** and to promote and ensure ownership by the local community by way of contribution in cash, kind and labour (*shramdaan*)

**2**

To create awareness on various aspects and significance of **safe drinking water** and involvement of stakeholders in a manner that it makes water everyone's business

**3**

To encourage community approach towards managing water supply system, i.e., water source, infrastructure and funds with a sustainable lens, thereby facilitating *Jan Andolan* and water conservation

---

JJM has a strong **four-tier institutional framework** at national, state, district and Gram Panchayat levels.

## NATIONAL

The National Jal Jeevan Mission (NJJM) is headed by Secretary, Department of Drinking Water & Sanitation (DDWS), which implements long-term drinking water security to rural communities.

## STATE

The State Water and Sanitation Mission (SWSM) headed by the Chief Secretary of the State is responsible for overall planning, strategizing, coordination, convergence and policy guidance at the state level.

## DISTRICT

At the district level, District Water and Sanitation Mission (DWSM) is responsible for overall implementation of JJM and is headed by Deputy Commissioner/District Collector. The DWSM approves Village Action Plan (VAP) and facilitates the deployment of Implementation Support Agencies (ISA).

## GRAM PANCHAYAT

Gram Pradhans, Village Water and Sanitation Committee (VWSC), Paani Samitis, User Groups, etc. play an important and collective role in planning, monitoring, sustenance and maintenance of in-village water supply infrastructure.

## Implementation Support Agencies (ISA)

ISAs are agencies engaged to support Panchayats in creating awareness about the programme, building community engagement, facilitate in holding Gram Sabha and ensuring women participation in it.

They extend handholding support in setting up sub-committees, organizing regular meetings of these committees, sensitizing community to make timely payment of user charges and operation & maintenance of water supply structures created under 'Har Ghar Jal'.

### Functions
- **Facilitate the constitution of sub-committee** of Gram Panchayat, i.e., VWSC/ Paani Samiti/User Group, etc.
- ISAs help Panchayat in developing the **VAP**

## Paani Samitis/Village Water and Sanitation Committee

VWSC/Paani Samitis are responsible for ensuring the continuous supply of safe and clean water. It may consist of 10-15 members comprising elected members of Panchayat up to 25% of the composition; 50% women members (key to success); and remaining 25% may consist of representatives of weaker sections of the village (SC/ST) proportional to their population.
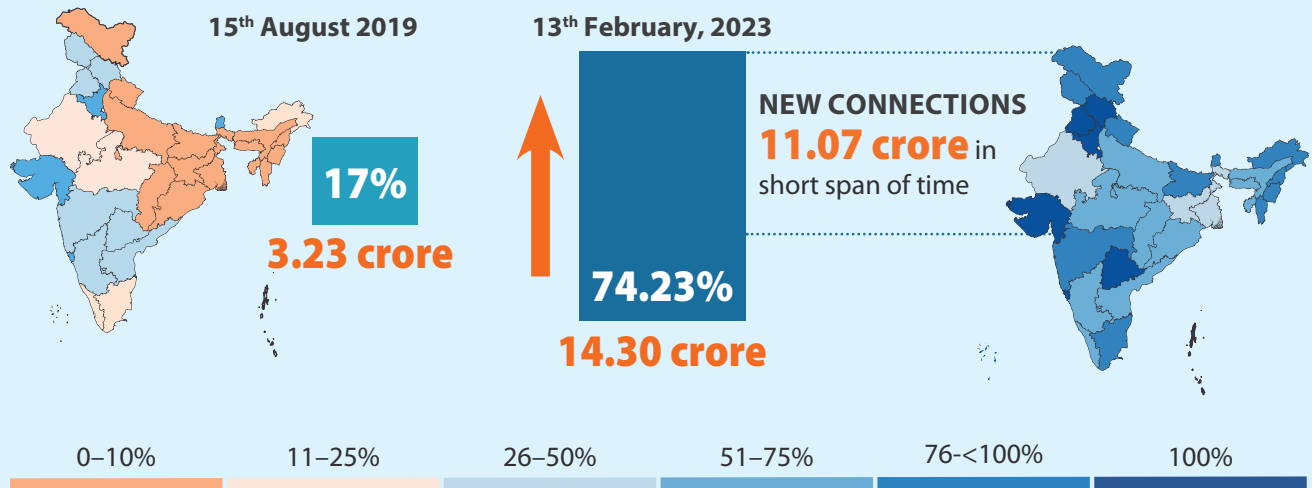
### Functions
- Testing of 100% drinking water sources including private sources using **FTKs and undertaking sanitary inspection**;
- Ensuring preparation of **VAP**
- Creating and maintaining register for accounts which reflect **community contribution**.

# Progress and Milestones

Within four years of its existence, JJM has increased coverage of FHTCs from 17% to 74.23%. More than 14.30 crore households now have access to tap water supply. India has taken a big step towards ensuring universal access to water and meeting the developmental targets set out in SDG 6 (Clean Water and Sanitation).

**Progress**  **Tap water connections to households:**

**15th August 2019**

**17%**

**3.23 crore**

**13th February, 2023**

**NEW CONNECTIONS**
**11.07 crore** in short span of time

**74.23%**

**14.30 crore**

| 0–10% | 11–25% | 26–50% | 51–75% | 76–<100% | 100% |

---

## Schools and Anganwadis

**Tap water supply was provided in**

**Schools**
**More than 9.28 lakh (88.59%)**

**Anganwadi Centres**
**9.62 lakh (85.82%)**

**6 states and 3 UTs**
**assured 100% tap water connectivity**

## Community Engagement

**5.18 lakh**
VWSC/Pani Samitis constituted with at least **50%** **women members.**

**More than 5.062 lakh**
VAPs developed detailing costing, implementation schedule, O&M, source sustenance.

## Water Quality

**2118** **water testing laboratories** are open for public to test water samples at nominal rates.

**About 23.73 lakh** **women in 4.89 lakh** village women were trained to use Field Test Kits (FTK) to check the **quality of water supplied** at source/home.

## Progress in Aspirational Districts

Number of Households with Tap Water Connection

**9 fold** increase in tap water coverage in **112 remote and socio-economic backward districts.**

Out of 112 Aspirational Districts, **14 districts** reported **100%** tap water coverage.

**201 lakh**

**21.33 lakh**

15th August 2019
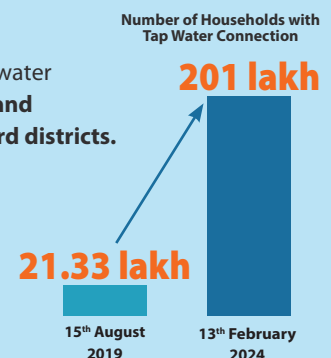
13th February 2024

**Source:** *JJM–IMIS (As on 13th February, 2024)*

# Launch of Jal Jeevan Mission on 15th August, 2019 by Hon'ble Prime Minister Shri Narendra Modi

**September 2023**
**13 crore**
Tap water connections

**July 2021**
**1 lakh**
Villages become 'Har Ghar Jal'

**September 2022**
First 'Swachh Sujal Pradesh': **Andaman & Nicobar Islands**

**March 2021**
**7 crore**
Tap water connections

**July 2022**
**Burhanpur, MP** becomes the first 'Har Ghar Jal' certified district in India

**February 2022**
**9 crore**
Tap water connections

**January 2023**
**11 crore**
Tap water connections

**August 2022**
**First 'Har Ghar Jal' certified**
State: **Goa**
Union Territory: **Dadra, Nagar Haveli, Daman and Diu**

**August 2022**
**10 crore**
Tap water connections

**January 2024**
**14 crore**
Tap water connections

# 'Har Ghar Jal'

**NO. OF STATES/UTs REPORTED WITH 100% FHTCs:**

- Goa
- Telangana
- Andaman and Nicobar Islands
- Puducherry
- Himachal Pradesh
- Dadra and Nagar Haveli Daman and Diu
- Gujarat
- Haryana
- Punjab

The DDWS has developed an integrated communications strategy to build positive, proactive, and responsive participation towards the Mission, leaving no one behind, while fostering values and ethics of good water governance. It aims to enable a *Jan Andolan* approach that encourages rapid achievement of **Har Ghar Jal** by 2024 and sustained community involvement in the process.

This strategy will also serve to guide state and district level communication activities.

## Objectives

**1** **Increase awareness and visibility:** Build a cohort of champion voices (e.g., elected representatives and technical experts) to spotlight JJM as a key point of discussion and change among policy planners and the public.

**2** **Ensure community engagement:** Work closely with Gram Pradhan's/ Sarpanch and other key stakeholders at the village level and establish an effective monitoring mechanism to ensure that the programme reaches the envisioned goal.

**3** **Foster sustainable practices:** Sustain momentum around JJM and reflect positively on freshwater availability, people's health and ease of living, which will be facilitated by targeted Social and Behaviour Change Communications (SBCC) Activities.



**Key Pillars**

**Pillar 1: Media Engagement and Digital Strategy**

- Increasing awareness and understanding of JJM across mainstream and digital media.
- Amplifying stakeholder voices to expand reach of JJM.
- Initiating partnerships with social media platforms such as Meta, Google and Twitter to expand reach.
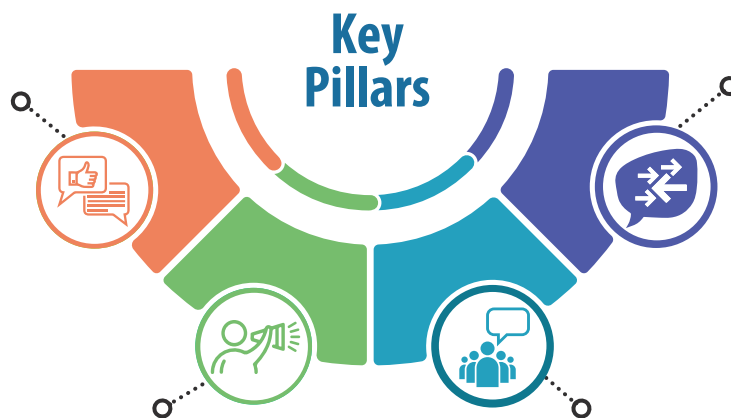
**Pillar 2: Advocacy and Communications**

- Building a cohort of credible and influential voices such as national and state level spokespersons, celebrities from entertainment fields, sports, academics and other fields to spotlight value of the mission.
- Streamlining and strengthening coordination among all stakeholders at the state and national levels.
- Building a suite of advocacy and educational materials including FAQs and one-pager briefs/ information kits, to inform the target audience.

**Pillar 3: Community Mobilization**

- Establishing an effective community monitoring mechanism.
- Developing resource materials/ modules and tools like FAQs, checklists that can be used to sensitize Gram Pradhans, Paani Samitis, and other community leaders.
- Sensitization workshops for elected community leaders.
- Setting up a feedback/exchange mechanism between the key stakeholders.
- Community radio campaigns to raise awareness on the issue of clean drinking water and JJM.
- Leveraging local events such as local festivals, panchayat meetings, etc. to inform programme beneficiaries and public.

**Pillar 4: Social and Behaviour Change Communications**

**Developing an SBCC strategy document that will guide implementation of activities in order to:**

- Increase the confidence in institutional support.
- Reducing the time between when the target audience adopts the behaviour and the benefits of the Mission.

## Demand Side Audience

## Supply Side Audience

The target audience consists of all those who directly and indirectly benefit from piped or tap water and create a demand for Jal Jeevan Mission. These include but are not limited to:

This target market consists of all those players tasked with providing tap water to any demand-side agent. These include:

### Rural and Peri-urban Audiences

- Communities – SHG, local communities, youth groups
- Families and households

### Individuals

- Women - within HHs, SHGs, etc.
- Men, Children – boys and girls
- School teachers
- Anganwadi workers
- Local activists

### Institutions

- Schools, Anganwadis
- Community Centres
- Health and Wellness Centres

### Rural and Peri-urban Audiences

- Infrastructure and service providers
- Gram Panchayats
- Paani Samitis
- PRIs
- PHED engineers
- Pump Operators
- Administrative or institutional facilitators of the scheme

**Communication Priority Focus Group 2**

### Urban Audiences

- Policymakers
- Line Ministries
- Political Stakeholders
- WASH-related institutions
- NGOs and CSOs
- International Development Agencies
- Partner networks
- Media
- Urban population

*As classified under the JJM Communications Guidelines by the BIU*

Relevant channels of engagement in both traditional and digital media will be used to build awareness among key stakeholders around clean drinking water practices and the mission. This will be done at both national and state levels via strategic partnerships across traditional and digital platforms and with extensive engagement of influencers, who are powerful voices shaping public opinion.

## Key Stakeholders

**Public figures**

**Youth ambassadors**

**Media personalities**

**Civil society organisations**

**Rural and peri-urban audiences**

## Key Platforms

**Media houses, newspapers, press agencies**

**Social media platforms: Facebook, Twitter, WhatsApp, Koo, ShareChat**

## Strategy Framework

| Building awareness and understanding | Engagement tools and platforms | Building public discourse |
|---|---|---|
| Media sensitization, including radio, community radio at national and regional levels | Positive op-eds, articles by experts, scientists, influencers in national and state media | Create attractive messaging for use across various social media platforms |
| Clear and simple content and evidence-based information to be shared with media as fact sheets/updates | Develop short videos, GIFs, simple explainers to enable easy understanding among urban and rural audiences | Work closely with local community voices, national and regional, to enhance messages and address any negatives |
| Hold regular media briefings or share press notes to help drive the discussion and proactively address gaps | Connect with platforms such as Facebook/Google/Twitter and develop social media toolkits i.e., messaging information kits to leverage them positively | Leverage influencer networks to amplify the core messages and clarify any doubts or negatives |

# Traditional Media

An informed discourse about JJM will be built via both national and state media to further the mission's objectives. A comprehensive messaging document will be developed to support the dissemination of all relevant information about the Mission.

## *Key Activities*

### National

- Opinion articles in national media by subject-matter experts, other thought leaders focusing on overall objectives and outcomes of JJM

- Press Releases on national media to convey key developments and other logistical information about the mission to the public

- Interviews with national public figures discussing the Mission

- Conducting regular media engagement to amplify key messages and leverage existing PIB platforms for media

- Development of positive stories and testimonials from beneficiaries, encouraging adoption of good practices and uptake around the mission

### State

- Leveraging regional, local media and online news, community radio stations to amplify local success stories of JJM

- Sensitization workshops to educate the regional media houses on the status and overall progress of the Mission

- Interviews with local public figures discussing the Mission's importance and encouraging good practices and uptake

- Engaging state-level influencers for interviews, short videos and opinion articles

# Digital Media

Social media will play a crucial role in raising awareness and keeping the discussion ongoing with large audiences in a real-time manner. Leveraging digital and other social media will help engage with different demographics in a targeted manner and in building a cadre of ambassadors to advocate for the cause of healthier water practices.

## *Key Activities*

### National

- Development of toolkit/messaging information kit for all mission-related activities
- Create social media campaigns to generate mass awareness around the mission and related issues
- Curate multimedia messages in the form of mission-themed songs and a JJM anthem to be shared across different platforms such as YouTube, Instagram, Twitter and WhatsApp
- Create a JJM anthem to be launched at the national level
- Launch a JJM mascot for better recall of the mission campaign and to build narrative around JJM
- Daily Social listening and analytics to guide social media strategy and rollout

### State

- Adapting content from the campaign toolkit/messaging information kit to the state-specific context and language (shared with states in all relevant formats JPEGs/pdf/open files)
- Sharing stories, photos, videos, testimonials for digital amplification
- Anthem to be dubbed into the regional languages to build a strong connection with the Mission
- Share multimedia content in the form of photos and videos through various formats
- Identifying existing official social media handles to augment campaign efforts

# Influencer Engagement

Social media influencers will be engaged at regular junctures as part of a sustained awareness build-to-action campaign. Social media posts by influencers will be aligned to work to promote the Mission's objectives. Each social media influencer will be instrumental in driving meaningful conversation around JJM through a range of activities and effectively engage with both the national and regional audiences.

## Key Activities

We should be:

- Spreading awareness of healthy practices and its positive impact;
- Sharing success stories and testimonials of beneficiaries;
- Spotlighting priority areas for the Mission;
- Inspiring other influencers and citizens to join the Mission.

Influencers may be chosen from a range of sectors, to effectively engage with both national and regional audiences.

## Key Stakeholders

**Popular culture stars such as from film, music, television, sports, literature, art who are good health advocates**

**Chefs, Health/ Fitness and Nutrition experts, doctors, ANMs and ASHA workers**

**Media personalities including Radio and Video jockeys at state and national levels**

**Domain experts such as researchers and doctors from academic and medical fields**

**Community Based Organisations (CBOs) and NGOs and campaigners**

**Social media stars and bloggers such as Instagram and YouTube content creators from various interest beats such as good health and well-being, tech and lifestyle**

**Community influencers such as youth leaders**

**Faith leaders such as priests and heads of religious institutions**

**Civil Society Organisations**

# Strategic Partnerships

The Mission will work with all the leading social media platforms to create regular and focused theme-based messaging to a targeted audience across the national and state levels.

## *Key Activities*

### National

- Organize trending hashtags for JJM related campaigns such as #SwachhJalSeSuraksha and #JalPeCharcha
- Explore different formats for creative storytelling on social media such as Insta Reels, Live events, Moments and Spaces
- Organize JJM events with influencers and public figures to increase visibility of the Mission

### State

- Organize virtual communities in the form of *Facebook* groups, *Twitter* handles, *Instagram* blogs and *WhatsApp* groups to reach wide personalized distribution streams tailored to local context
- Adapt content from the campaign toolkit to the state-specific context and language (shared with states in all relevant formats)
- Tag and share content with allied ministries and relevant stakeholders in the local contexts

The advocacy component of the communications strategy aims to create a supportive environment for the implementation of the Jal Jeevan Mission. The focus will be given to garner support, commitment, and action from relevant stakeholders on critical issues related to availability, quality and hygiene initiatives for drinking water.

Ensuring effective service delivery of the Mission will also require coordination with other relevant ministries such as Ministries of Health and Family Welfare, Ministry of Women and Child Development, Ministry of Rural Development, Ministry of Education and Panchayati Raj handling other national flagship programmes like NRHM, ICDS, IAY and MGNREGA, to work on convergent platforms will also be a critical component of this phase.

The advocacy activities will focus on building capacity of the key participants to become "advocates" or "champions" themselves and speak on issues related to the programme.

## *Key Stakeholders*

Elected representatives at national and state levels

Grassroot and community leaders (e.g. Gram Pradhans)

Reputed technical and subject-matter experts

Officials helming major institutions

Industry experts

# Cadre of Champion Voices

A cadre of champions, i.e., credible voices advocating for the cause will be roped in to promote the issue of safe drinking water, thereby raising the visibility of the programme. This will constitute a pool of influential voices such as mentioned above.

## *Key Activities*

### National

- Building a suite of advocacy and information materials such as FAQs, leaflets and factsheets to inform target stakeholders;
- Organizing roundtables and high-level discussions between parliamentarians and experts;
- Sharing communication materials and messages for efficient use of platforms owned by the above-mentioned influential voices;
- Publishing opinion pieces, organizing interviews and discussions with elected representatives, scientists, experts and other credible voices.
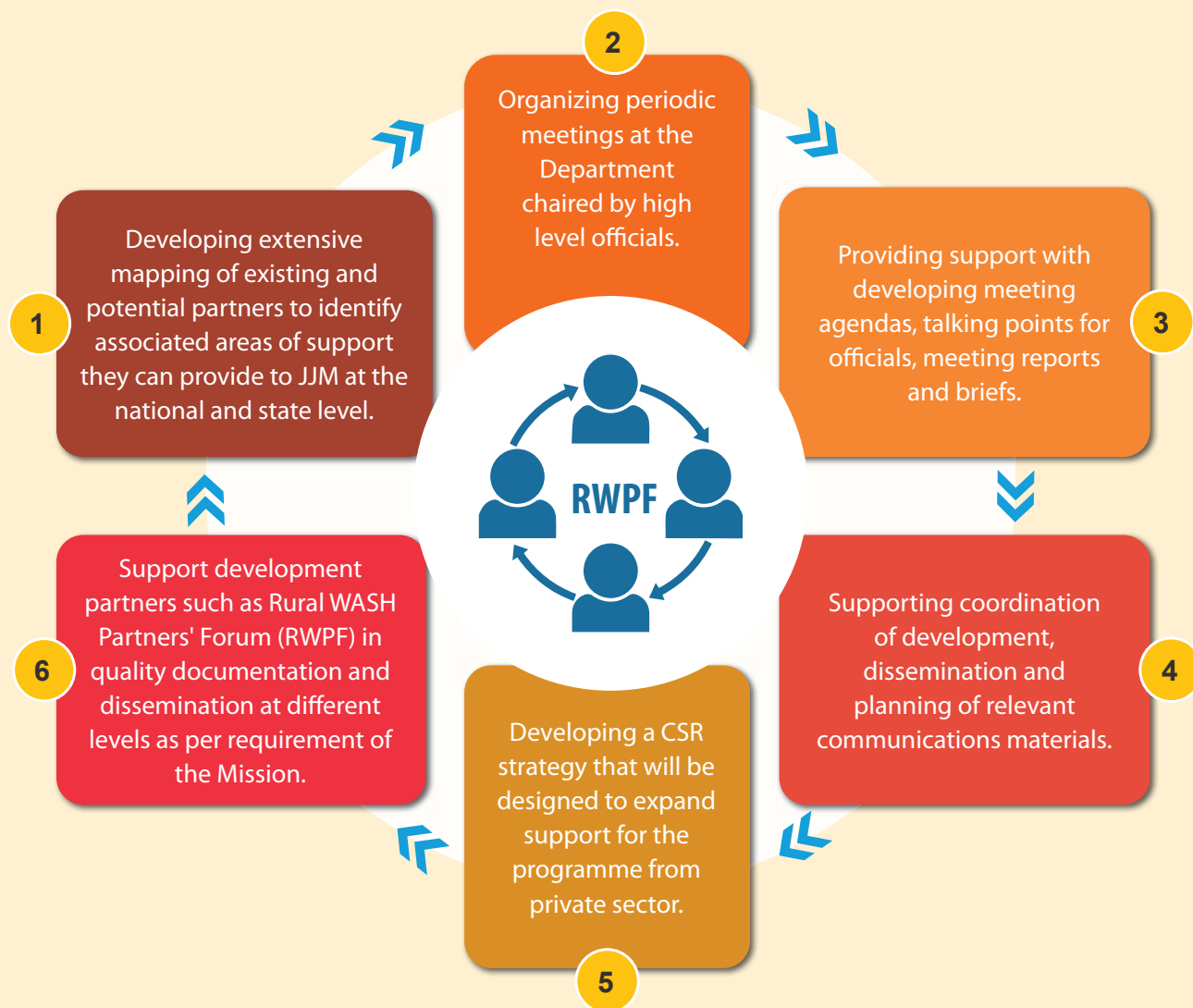
### State

- Setting up regional network of state elected representatives and regional experts;
- Developing and adapting communication package and relevant materials into local languages.
- Organizing sensitization workshops with religious leaders and faith-based institutions – written appeal, audio/video bytes, miking – amplified through electronic, print media, WhatsApp, and social media;
- Developing checklists for decision makers (MLAs, DMs and Gram Pradhans) to assist them in monitoring progress.

Jal Jeevan Mission: Behavioural
Change Communication Strategy

# Partner Coordination

In line with the motto of Jal Jeevan Mission, i.e.; 'Building partnerships, changing lives', multiple organisations have been roped in as Sector Partners. They have to unite resources and efforts in achieving the collective goal of 'Har Ghar Jal'. A steering committee will be set up for inter- and intra-departmental partner coordination.

## *Key Activities*

**1** Developing extensive mapping of existing and potential partners to identify associated areas of support they can provide to JJM at the national and state level.

**2** Organizing periodic meetings at the Department chaired by high level officials.

**3** Providing support with developing meeting agendas, talking points for officials, meeting reports and briefs.

**RWPF**

**4** Supporting coordination of development, dissemination and planning of relevant communications materials.

**5** Developing a CSR strategy that will be designed to expand support for the programme from private sector.

**6** Support development partners such as Rural WASH Partners' Forum (RWPF) in quality documentation and dissemination at different levels as per requirement of the Mission.

People's participation at all levels is the very essence of Jal Jeevan Mission, which is being implemented in a decentralized manner. For assured service delivery, the sustainability of water sources and water supply systems is of paramount importance. The mission aims to involve the local communities at every point and juncture to make it a 100% *Jan Andolan*, i.e., people's participatory process.

## Key Stakeholders

**Civil Society networks**

**Village panchayats**

**Paani Samitis**

**Households**

**Local institutions: Schools, Anganwadis, Community Centres, Health and Wellness Centres**

# Capacity Building

For capacity building, reorienting, and training Water & Sanitation (W&S)/Public Health Engineering (PHE) officials, a well-planned battery of training and community mobilization activities will be taken up, for which 100 Key Resource Centres (KRCs) have been selected. They are tasked to impart trainings at various levels, i.e., State, district and village level functionaries.

## Key Activities

Developing community mobilization package and orientation leaflets for different stakeholders.

Sensitizing key community-level influencers, PRI members, Gram Panchayat and Gram Sabha members, Paani Samitis, religious leaders on key messages.

National level orientation of CSOs and other bodies to support activation of networks at state levels.

Sensitization workshops across local media and community radio channels to amplify Mission's progress updates and for wider reach of awareness building messages.

Develop checklists for Gram Pradhans, DMs, Paani Samitis, and other community leaders to review programme efforts.

Set up a redressal mechanism by conducting regular review meetings between MLAs, Gram Pradhans and DM.

# Awareness Campaigns

There is a need to promote widespread awareness in order to dispel misconceptions and perceptions regarding safe water practices. The goal is to develop 'WASH enlightened villages' – wherein the local communities are self-equipped to provide long-term assured water supply and sanitation services to themselves, ensuring 'no one is left out'. The communities, including all age groups and positions will be sensitized and trained such that the village can fully adopt and meet the service level benchmarks.

## *Key Activities*

**1** Engage with **community media** in the form of **Nukkad Nataks, local folk songs, drama, dance and storytelling** to dispel misconceptions and perceptions regarding safe water practices.

**2** Leverage **community radio networks** for last mile mobilization.

**3** **Curate** easily accessible and highly visible **outdoor media content** for **messaging related to the Mission** in the form of wall paintings, bus panels, LED scroll, poster and banner.

**4** **Disseminate** informative and entertaining materials in the form of **games, prayers, posters and flipbooks** that aim at **expanding the knowledge of the linkages** between consuming contaminated water and its associated health risks.

**7.** Social and Behaviour Change Communications: Action Items

# Why behaviour change through Nudges?

Behaviour change programs and interventions aim to change citizen's behaviour, organisation's behaviour, and finally the collective behaviour of society in a positive direction.

They often attempt to encourage individuals to undertake certain positive behaviours and actions via "nudges".

Nudges are means of guiding or influencing people's behaviour without:

> Forbidding any options

**or**

> Significantly changing their economic incentives.

It is important to note that **nudges are not mandates**. Changing public behaviour through legislation or punishments does not count as nudges.

Nudges are subtle changes in the environment of an individual that allow them to choose a decision which will make them better off (as judged by themselves).

# Categories of Nudges

## Behaviour change nudges can broadly fall across four categories:

### 1 COMMUNICATION Nudges

Communication nudges are often executed through different communication mediums, such as TV, Radio, Print, Social Media, etc. that usually centre around a thought that nudges individuals to behaviour change.

For example, a simple communication nudge to turn off taps when not in use, can be executed through a "*roko-toko*" (stop and correct) campaign as was seen in SBM.

### 2 ARCHITECTURAL DESIGN Nudges

Architectural design nudges often use space, or elements of physical nature to nudge an individual to positive behaviours.

For example, architectural nudges, such as changing the location of the tap from the aangan to within the household walls, can nudge individuals to take better care of the tap, and improve the demand and use for the tap. Architectural, or placement nudges such as these can be used to improve a sense of ownership and maintenance amongst families, using the principals of salience (we tend to use more of, and that value which is immediately visible to us).
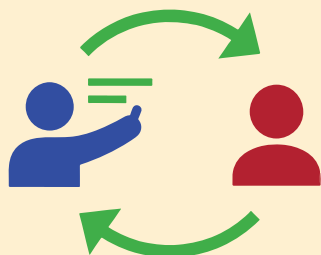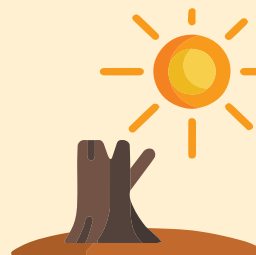
### 3 PROCESS Nudges

Yet another kind of nudge is a process nudge, which involves changing or simplifying steps in an existing process to leverage behaviour change for positive outcomes.

For example, process interventions, such as using a WhatsApp grievance redressal chatbot, can simplify many steps towards improving a feeling of trust and response efficacy.

### 4 PRODUCT Nudges

A product nudge involves placing a new product in an individual's environment so they are subtly nudged towards a positive behaviour.

For example, product nudges, such as pasting posters of regions with dry summers/drought next to a public tap can subtly nudge people to turn off the tap when not in use.

## Nudge theory – Applications

Nudges have great application in public policy, notably seen in several GoI programmes. For instance, Swachh Bharat Mission – Gramin (SBM-G) focussed on increasing the adoption and use of toilets by addressing stigma through communication nudge campaigns such as the "*Darwaza Band*" and the "*Roko-Toko*" campaign.

However, an essential aspect of developing any communication plan/material is to define the action it wants to drive. Communication messaging must be clear in what individuals are expected to do and how.

## Selecting target behaviours for nudges – ILSM framework

Any focus area within JJM could have multiple desired actions under it. For instance, a communication campaign to improve the adoption of grey water management can have any of the following several actions – building soak pits, collecting used water, discussing uses of grey water in community or household, etc.

## So how do we select one target behaviour?

A simple framework which can be used to identify a key target behaviour from a pool of options is the **Impact-Likelihood of Change-Spillover Effects-Measurability (ILSM) framework** detailed below:

**Impact**

The impact that a particular behaviour will have on the desired outcome has to be **large**. For example, if the desired outcome is to improve grey water management, building of soak pits in each household will have a larger impact than utilizing used water to maintain a kitchen garden.

**Likelihood of change**

There should be a **high** likelihood that a particular behaviour will be taken up through communications. For example, it will be difficult to change behaviours which require a large pre-investment of capital/infrastructure creation with only communications. Nudge campaigns will work best with existing behaviours that can be changed without incurring social costs and which do not require any systemic changes to presuppose changes in behaviour.

**Spillover effects**

It is imperative to choose those behaviours for a campaign whose uptake will have positive **ripple effects**, i.e., it results in the uptake of other positive behaviours also. For example, targeting a campaign that encourages individuals to ensure that taps are closed firmly in offices – can result in people also ensuring public/community taps are closed after use.

**Measurability**

Finally, choosing a target behaviour for a nudge requires you to carefully choose those behaviours where the performance of the target behaviour can be **measured objectively**. For example, tracking indicators related to water consumption per household, for the evaluation of the effects of a behavioural campaign on water wastage, is an objective indicator for measuring behaviour change, as compared to self-reported measures on changes in water consumption (as it is hard to rely on self-reported data).

These four criteria (I-L-S-M) can be used to select 1-2 target behaviours to develop communication materials.

A list of target behaviours through the lifecycle of JJM has been included in the table below:

## Pre-Implementation

| Desired Actions/Behaviours | Actors |
|---|---|
| Present a resolution letter before District Magistrate (DM) | GP |
| Develop intent to learn about and participate in JJM | HH/GP |
| Dedicate fixed time to discuss JJM in Gram Panchayat meetings | GP |
| Dedicate fixed time to discuss JJM in SHG meetings | Women |
| Conduct community workshops to educate members on JIM benefits | Women/Teachers |
| Upskill in tools and methods required to be a JJM operator | Women/HH |
| Constitute a VWSC/Paani Samiti, with at least 50% women | GP |
| Draft and submit a Village Action Plan (VAP) | GP |
| Approve the VAP submitted by GP | GS |
| Schedule dedicated VAP discussion meeting with residents in the village to secure approval of 80% participants | GP |
| Define and announce a specific one-time amount that each HH in the village must contribute | GP |
| Make a one-time payment towards installation of JJM in village | HH/Women |
| Create Paani Samiti bank account for depositing the one-time contribution as well as the monthly user fee | GP |

## During Implementation

| Desired Actions/Behaviours | Actors |
|---|---|
| Assist in creation of infrastructure for water supply till FHTC through *Shramdaan* | HH |
| Create and maintain a register for accounts | Paani Samiti |
| Conduct JJM inaugural programme in village after completion of work | GP/Women |

## Post Implementation

| Desired Actions/Behaviours | Actors |
|---|---|
| Pay monthly fixed user fee to the Gram Panchayat/Paani Samiti | HH/Women |
| Decide and announce rules around timely payment of monthly fee and water misuse | GP/PS/ Women |
| Identify and train 2-3 operators from the community for O&M activities of JJM | Paani Samiti |
| Conduct water quality inspections at pre-determined frequency | Women/PS/ Operators |
| Maintain water hygiene [Keeping drinking water covered, use longhand saddle, sanitize area where water is stored] | HH/Women |
| Purify/boil the stored water before drinking | HH/Women |
| Reduce water wastage at HH | Women/HH |
| Reuse grey water to field and outdoor areas | HH/Women |
| Safeguard the water source from pollution and contamination | HH |

# Barriers and Levers

Based on our research, there are different factors that may motivate or demotivate individuals from performing these desired behaviours. Circumstances, beliefs or other factors that discourage the performance of behaviours are called barriers, while those which encourage the performance of behaviours are called levers. A short list of these barriers and levers are listed below. For further details, please refer to the JJM Behavioural Diagnostic Report.

| Barriers | Levers |
|---|---|
| 1. **Low-Value Perception**<br>Concerns about water quality or availability may not be prominent issues in people's minds, and thus are not treated as a mental priority. Hence, JJM services (which charge a premium for making safe and good quality water supply available) have low value-proposition, and people are hesitant to pay for it. Also, people may believe that JJM itself will not be a high-quality or value scheme, which reduces their motivation to participate. Similarly, they may also believe that their own participation does not hold value in the overall functioning and success of the scheme. | 1. **Increase Value Perception**<br>People are more likely to pay, or invest in services they perceive as high value (or premium quality). If individuals are convinced that JJM services are of high quality, they are likely to make payments. |
| 2. **Mental Accounting**<br>Inconsistent payment collection dates (periodicity) make it challenging to develop payment as a mental habit and account for this as a regular expense in household budgets. | 2. **Easier Mental Accounting**<br>Payment collection is known to improve when they are collected at the same time/date every month (e.g., payment is collected on the same date every month). Regular schedules help in budgeting. |
| 3. **Conditional Cooperation**<br>Individuals are less likely to make payments if they observe other community members missing payments while still availing services. This reinforces the belief that payments can be missed without consequences. | 3. **Social Payments**<br>Households are more likely to pay when payment collection is a social and visible process. The likelihood of payment also increases if the timing of payment collection is aligned with a period when households have the highest propensity to spend (e.g., festivals, post-harvest season, etc.). |

4. **Status Quo Bias**
   The status quo bias states that individuals are unlikely to change their habits, or they may prefer to let things remain as they are (i.e., status quo). Most individuals view water as a free, natural resource *that does not need to be paid for*, since historically most previous water schemes in India have not charged any fee for water. Also, they may be reluctant to change their source of drinking water even if the quality of water is bad since historically their family may have been consuming the same water.

4. **Choice Architecture**
   Providing choices is known to improve an individual's ability to think that they matter (and thus enhance their scheme engagement). When households are given a choice between availing or not availing JJM services (as opposed to presenting JJM as a default), they are more likely to seek information and take up JJM.

5. **Low Reciprocity**
   Based on past experience, individuals may expect the quality of JJM assets and services to be subpar. They may also fear from misuse of funds. Hence, community members may be hesitant to invest money, or time and effort in JJM (low reciprocity).

5. **High Legitimacy**
   Households are likely to pay JJM recurring user charges regularly when they believe these charges are legitimate, devoid of fraud, and worthy of investment.

6. **Anchoring Bias**
   Anchoring bias refers to the tendency of individuals to anchor their present assessment to past experiences or information. Individuals tend to assume JJM is similar to the region's previous water-related programmes, and hence, there may be a belief that the quality of JJM may be subpar. Thus community participation may reduce.

6. **Voluntary Choice and Altruism**
   Households are more likely to participate when participation is presented as voluntary sewa, with various modes of participation that households can choose from, as opposed to compulsion. This also appeals to their altruism, enabling them to feel good about their contribution to JJM.

7. **Creator vs Owner Dichotomy**
   The government is the creator of the infrastructure (pipes, tap connections), while individuals are the owners of the taps installed. However, people tend to believe that since the government created the infrastructure under JJM, it must also be maintained by the government.

7. **Information Symmetry**
   Community members are more likely to contribute if all information regarding the scheme, and processes, implementation costs, benefits, risks, and key points of contact are communicated transparently. This improves trust and helps individuals understand that JJM is a valuable and functional scheme, and thus increases motivation to participate.

8. **Mental Model - Tap Location**
Generally, items inside the household's living quarters are perceived as the residents' property and their responsibility to maintain. Hence taps and other JJM infrastructure installed outside the household (in the aangan, or outside the boundary wall of the house) are generally not considered the individual's responsibility.

8. **No Cognitive Overload**
Individuals are more likely to participate if the avenues and forums for participation are easily accessible and participation tasks are easy to complete. Complex tasks with multiple steps and requirements may be cognitively taxing for a user.

9. **Lack of Awareness**
Individuals are often unaware of how they could participate in JJM or the negative impact of their non-participation on the program's success. They may also not have the ability to perform these participation activities.

9. **Early Buy-In**
When individuals are involved at the early stages of JJM, they are more likely to maintain the assets created after that than communities involved only at later stages.

10. **Mental Models - Water Quality**
Individuals assess water quality through smell, taste, and colour; hence may be unaware of more microscopic quality issues beyond sensory perceptions.

10. **Competition or Social Recognition**
Competition and social recognition can be a powerful tool to motivate beneficiaries and service providers to undertake maintenance activities. Additionally, provision of monetary rewards, gifts or other incentives to households who conserve or reuse water is likely to encourage other households to use water judiciously. Public announcement naming water conserving households or trophy for the best panchayat may be powerful motivators to encourage participation.

11. **Low-Risk Perception**
Since the health impact of poor water quality is only visible or measurable in the long run, the incentive to make water quality a mental priority and invest in it remains low.

11. **Salience**
Highlighting the impact of water quality, the value of JJM water and the reduction in changes of waterborne diseases and/or associated financial costs from drinking unsafe water may increase motivation to participate in JJM.

12. **Low Access to Information**
Individuals may not be aware of existing results of water quality tests OR available facilities to test water quality. Additionally, they are often unaware of the direct link between consumption of unsafe drinking water and lowering health or quality of life.

12. **Social and Religious Norms**
Individuals are more likely to participate in JJM if the social norms or religious norms (i.e., unwritten, informal rules in their community) also encourage participation in the maintenance of public or social goods.

**13. Opportunity Cost**
With more accessible access to clean water, women and men no longer have to travel long distances or wait in long queues to fetch water, which may reduce their water conservation or judicious water use behaviours as it reduces their opportunity cost of accessing water.

**13. Messenger Effect**
Campaigns are more likely to increase people's willingness to engage with water quality issues if they cast relatable actors and quote examples of health effects of unsafe water that people may have observed in their neighbourhood. They are also shown to be more effective when information is presented in an entertaining or engaging manner.

**14. Lack of Incentive**
Currently, the monthly tariffs charged under JJM are fixed and are not linked to the amount of water households consume. There are also limited social costs or punishment for overconsumption. Hence, the incentive to remain mindful of the use of water being consumed is reduced.

**14. Easy Access**
When individuals are provided access to facilities to test water OR accessible information regarding local water quality, they are more likely to actively seek information and utilise it to ensure that they are consuming safe water.

**15. Present Bias**
People are likely to prioritise the immediate joy of uninhibited water use against the future benefits of water conservation. This may be attributed to individuals' future discounting and present bias.

**15. High-Risk Perception**
Communities from areas with a high likelihood of water scarcity naturally adopt better water conservation behaviours. In these communities, there are higher social, financial and personal costs for wasting water. The fear of facing water shortage motivates judicious water use.

**16. Low Awareness**
Community members are unaware of appropriate uses of grey (used) water.

**16. Planning and Goal Setting**
Participatory activities where individuals are encouraged to think about their water consumption, chart a plan to reduce water overuse and set goals for themselves are effective pathways to encourage conservation.

**17. Novelty**
For those getting FHTCs for the first time, the novelty of supplied water daily demotivates households from adopting water reuse behaviours. They do not feel a need to use water sparingly anymore.

**17. Efficacy**
Individuals are likely to take up water conservation if they feel confident in their ability to create impact. Hence, interventions which inform people of easy actions or strategies for water conservation are more effective.

**18. Salience**
The link between a household's water wastage, water use activities and depleting water sources/water scarcity is unclear in public knowledge, and hence causes overconsumption of water without realisation of its consequences.

**18. Messenger Effect- Trust**
Trusted channels of communication or entertainment can be used to raise awareness about appropriate uses of grey water. Emphasis must be placed on the safety of reuse and its benefits.

# List of suggested nudges for JJM[1]

## 1  Festive Payments

Paani Samiti of the village collects JJM user charges on a half-yearly basis on festival days – either on Holi or Diwali.

Festivals offer windows when there is likely to be gatherings, high interaction between community members, and a higher propensity to set aside income towards additional expenditures. In such circumstances, it is easier for households to discuss or observe that other households are making payments and, hence, feel likely to make payments themselves. Additionally, households will likely spend money on other items during festivals. This reduces their resistance to making payments for JJM.

Through levers such as social payments and easier mental accounting, building memory for payments becomes easier, especially when there is a likelihood of additional disposable income being available. This can help overcome behavioural barriers such as conditional cooperation. Some indicators which can be used to track the impact of a nudge such as this can be: No. of households paying user charges per village, Total charges collected per village per payment cycle, average payment made by HHs per month, etc.

## 2  Jal Diwali

Increasing community participation and ownership of taps through celebration and positivity.

A celebration held three days before Diwali where families light diyas and decorate their homes to celebrate that their households are now equipped with FHTCs and supplied water.

Celebrations like this spark conversation around the scheme and instill a sense of pride regarding JJM. Establishing JJM as an achievement worth celebrating increases its value proposition. These factors foster a sense of ownership and a desire to maintain these assets/services through the use of social and religious norms.

Through behavioural levers such as high-value perception, altruism, and use of social and religious norms, several behavioural barriers relating to ownership can be overcome. A greater sense of ownership can also increase community participation in JJM activities and decisions. Some indicators which can be used for monitoring and evaluation/tracking the impact of deploying such a nudge can be: No. of people attending JJM activities/meetings, no. of people paying JJM user charges per cycle.

---

[1] This section contains a short, illustrative list of communication-based nudges that are relevant to the behavioural aims of the Jal Jeevan Mission. For a longer list of such behaviour change interventions, please refer to the JJM Compendium of Behavioural Best Practices.

## 3 Snakes and Ladders Game

Increasing salience of safe drinking water through games.

A game can be designed where choosing steps to consume safe water, testing safe water, and other good healthy practises is rewarded (through going up on the ladder) and consuming bad quality water can bring negative rewards (going down the snake). To operationalise the same, a 10 x 10 foot sheet is printed. Each ladder shows a good water use practice (e.g., used water judiciously, tested water quality) at its start and a good water-related outcome (e.g., low health problems) at its end, which brings the player up towards the goal. Each snake shows a bad water use practice at its start and a bad water-related outcome at its end, which brings the player downwards away from the goal.

This game provides an engaging medium to provide information regarding water quality. Entertainment aids information retention. Additionally, it ties every action to a concrete positive or negative outcome, which increases the likelihood of behaviour change.

In areas where this intervention was used, The intervention has led to increased proactive demand for water quality testing, soak pits and rainwater harvesting structures. People also have renewed interest in the JJM scheme and put effort towards reviving it and focusing on using only JJM water for consumption.

Some indicators which can be used to track the impact of deploying such a nudge can be: No. of requests for water quality testing, increased awareness of water quality concerns, number of soak pits and rainwater harvesting structures built, etc.

## 4 Water Comparison Sticker

Reducing excess water comparison through behavioural nudges on water bills.

A water reminder/bill can be a powerfully designed nudge to motivate people to change their behaviour. This can be in the form of an information pamphlet or sticker integrated with the water bill. Based on average water consumption in an area/locality, customised messages/stickers can be sent, effectively motivating pro-social behaviour. The sticker can be customised with colours when water consumption is below average/above/at average.

Through the use of behavioural levers such as social comparison, social recognition, and salience, excess water consumption can be reduced by ensuring that people are less present-biased and more aware of their water resources.

It could also include an information pamphlet with suggested actions to reduce household water wastage when households are above average consumption levels.

Alternatively, these stickers on the bills can also be accompanied by tips for conserving water/reusing greywater, which can help bridge the intention-action gap.

Suggested indicators for tracking the impact of deploying a nudge such as this could include household average water consumption, locality level average water consumption, etc.

# 8. Monitoring and Evaluation Framework

A monitoring and evaluation (M&E) framework* of the communications strategy focuses on how more attention can be paid towards addressing the needs and expectations of households and communities, encouraging more community participation, improving the quality of engagement with the beneficiaries along with reflecting on the prevailing attitudes and social norms around the key behaviours related to drinking water. The framework will also help in making any mid-course corrections and measure the impact of the communications interventions.

## *Key Activities*

**Media Monitoring and Analysis:** Analyse the aggregate of media statistics (page views, visits, click duration, etc.) to monitor the traction of media coverage on JJM.

**Knowledge Attitudes and Practices Assessment:** Telephonic interviews of key resource persons and other stakeholders, including beneficiaries associated with JJM to evaluate the effectiveness of the communication strategies undertaken by the Mission.

**Participation Assessment:** Telephonic interviews of key resource persons to evaluate the level of their engagement with the Mission.

**Uptake Assessment:** Monitor the rate of increase in the number of health care providers, FLWs, elderly and school children participating in JJM related activities.

*More details on the M&E framework are outlined in the Annexure.

# Monitoring and Evaluation

Monitoring is the routine process of collecting data and measuring progress towards an objective. On the other hand, evaluation uses specific study designs to measure the extent to which changes in the desired outcomes have been observed and to what extent. Depending on the requirements of the practitioner, either: A. A monitoring plan, or B. An evaluation plan, or C. Both (M&E plan) may be recommended. Largely, a key difference in the choice of plan depends on the kind of indicators being used. Process-based indicators are used to conduct monitoring activity, while outcome indicators will be used for an evaluation activity. If both are being used, then a M&E plan comes to fruition. M&E plans can be helpful for project leaders to:

a.  Decide if project resources are being used effectively and efficiently;
b.  Make informed decisions about further steps for a project;
c.  Develop institutional memory about learnings and best practices;
d.  Conclude if a project is successful and cost-effective and
e.  Determining whether the intervention should be scaled.

## Developing an M&E plan

This section will provide readers with a step-by-step guide towards creating and implementing an M&E plan for their intervention(s) of interest.

### Indicators

The first step in the creation of an M&E plan is choosing key indicators that are relevant to the success of one's intervention. This selection can be conducted based on the feasibility of measuring the indicator and the correlation of the indicator with the behaviour and intervention aims to change. An increase or decrease in the indicator should inform one of the success or failure of a behaviour change solution. Please find below a suggested list of some sample indicators which can be used for an M&E plan in JJM. For more information on M&E plans, and different methods of evaluations, please refer to the JJM Compendium of Behavioural Best Practises. Each intervention listed in the compendium also recommends monitoring at least 2–3 indicators which are best suited to it.

| S.No | Category | Indicator | Metric |
|---|---|---|---|
| 1. | Infrastructure | FHTC coverage | % or numeric |
| | | HHs with a tap connection within premises | % or numeric |
| | | Functionality (quantity):<br>◆ Fully functional (≥55 lpcd)<br>◆ Partially functional (40–55 lpcd)<br>◆ Non-functional (<40 lpcd) | Scale (fully, partially, non-functional) |
| | | Health facilities or schools gaining access to drinking water services | Number of schools, anganwadi centres, etc. |
| 2. | Health | Reduction in water-borne diseases reported in xx week/month/time horizon | % or numeric |
| | | No. of people (or HHs) gaining access to a safe drinking water resource | Number of people<br>OR<br>Number of HHs (assuming 1 HH = 5 people) |
| 3. | Gender | Reduction in time spent by women on water-collection activities | Time use survey |
| | | Increase in school attendance by adolescent girls | % increase in adolescent girls attending school<br>OR<br>Sum total of no. of days a girl student attending school |
| 4. | Payment | No. of people paying the recurring user charges out of the total population (in a month) | %, or absolute number of HHs |
| | | Average payment made by HHs | Numeric (median or mean) |

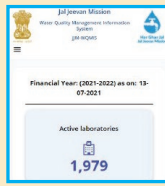# 9. Annexures

# Annexure 1: IEC Guidelines

## Jal Jeevan Mission: Communication Channels
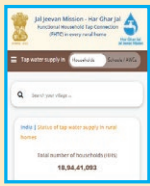

**IMIS Dashboard**
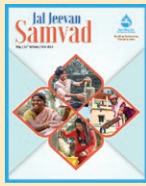

**Jal Jeevan Samvad**


**WQMIS Portal**

### Knowledge Products of JJM
- Operational Guideline
- Margdarshika
- Guideline for KRC
- Technical & Expert Committee document etc



**Har Ghar Jal**
**Jal Jeevan Mission**

R : 0
G : 175
B : 239
#00AFEF

**हर घर जल**
**जल जीवन मिशन**

C : 100
M : 0
Y : 0
K : 0

---

**Har Ghar Jal**
**Jal Jeevan Mission**
✅ YES

**Har Ghar Jal**
**Jal Jeevan Mission**
❌ NO

**Har Ghar Jal**
**Jal Jeevan Mission**
❌ NO

**Har Ghar Jal**
**Jal Jeevan Mission**
❌ NO

**Har Ghar Jal**
**Jal Jeevan Mission**
❌ NO

**Har Ghar Jal**
**Jal Jeevan Mission**
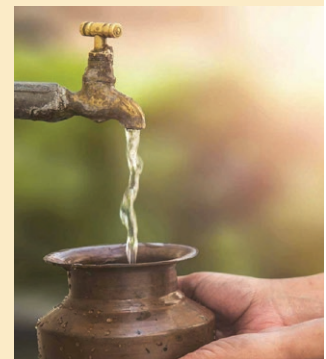❌ NO

**Har Ghar Jal**
**Jal Jeevan Mission**
❌ NO

**Har Ghar Jal**
**Jal Jeevan Mission**
❌ NO


This is signature image of the programme, not the logo.

# Annexure 2: 'Har Ghar Jal' Scheme Information Board

**Transparency and Good Governance**

### Installation of information board of village and project

This is to be ensured by the concerned departments to install sign boards, banner and mid-size hoarding at the entry of each village, mentioning the project cost, work progress, start of project, completion year, cost, contact persons, contractor, etc. This can also be translated to the local languages of the respective regions where the hoarding will be placed.

**← 6 Ft →**

**8 Ft**

**Jal Jeevan Mission**
Har Ghar jal

Village Name:_____ Block Name:_____ District Name:_____ State Name:_____

Name of Drinking Water Scheme: _____Total Cost Rupee _____ Date of Approval in Gram

Sabha:_____ Centre Fund: Rs. _____ State Fund: _____Community

Contribution: Rs. _____ Cash/ KindDate of Technical Sanction: _____Date of Issue

of Work order: _____ Date of Completion of Work: _____ Name of Agency:_____

Name of Implementing Support Agency: _____

| Name of work | Cost in Rs. | Name of the main works | Cost in Rs. | Quantity |
|---|---|---|---|---|
| Plan of source recharge | | Bore/ Bore Work of source …. | | |
| Water scheme | | Rising/ Distribution mains | | |
| Plan for gray water management | | Treatment/ Elevated service reservoir (E.S.R) | | |
| Plan for mantinance | | Measuring and evaluation functions | | |

Names and mobile numbers of key persons

Gram Pradhan: _____/_____ Chairman Committee: _____/_____

Panchayat Secretary: _____/_____Engineer: _____/_____ Assistant

Agency: _____/_____

# Annexure 3: Monitoring and Evaluation Framework

| Verticals | Inputs | Process | Progress | Target Group | Mechanism |
|---|---|---|---|---|---|
| **Media and Digital Engagement** | ▶ # of articles published by thought leaders in International, National and Regional media; <br> ▶ # of press releases on national media; <br> ▶ # of beneficiary testimonials and other posts shared on social media; <br> ▶ # of languages in which multimedia material such as (JJM anthem) is being disseminated; <br> ▶ # of views, reactions on social media; <br> ▶ # of WhatsApp groups, FB pages and Twitter handles formed related to JJM; | ▶ Picking influencers from a range of sectors, to effectively engage with both national and regional audiences; <br> ▶ Organizing trending hashtags for JJM related campaigns; <br> ▶ Exploring different formats for creative storytelling on social media such as Insta Reels, Live events, Moments and Spaces; | ▶ Increase in number of people recalling messages on safe storage and handling of drinking water from radio/TV/ print/ social media; <br> ▶ Increase in social media engagement and in the number of JJM related champions created; | Public figures, Youth ambassadors, Media personalities, Civil society organisations, Rural and peri-urban audiences; | ▶ Media monitoring and analysis; <br> ▶ Media reports; |

| | | | | | |
|---|---|---|---|---|---|
| **Advocacy and Communications** | ▶ # of FAQs, leaflets and factsheets;<br><br>▶ # of interviews and discussions with influential voices;<br><br>▶ # of sensitization workshops and other events organized with local leaders; | ▶ Identifying key elected representatives and technical experts who are engaged and motivated to spread messages, coordinate and monitor programmes;<br><br>▶ Organizing public and coordination meetings held by elected representatives to discuss drinking water issues and set the policy agenda; | ▶ Increase in the number of questions raised in parliament and assemblies about benefits of safe drinking water;<br><br>▶ Increase in the number of times the issue of drinking water and JJM is brought up in speeches and public events by credible voices; | Elected representatives; Grassroot and community leaders; technical and subject-matter experts; officials helming major institutions; Industry experts; | ▶ Surveys;<br><br>▶ Impact Evaluation reports;<br><br>▶ Pre-Post training assessments; |
| **Community Mobilization** | ▶ # of JJM themed street plays/ magic shows/ drama/singing events conducted in schools and anganwadis;<br><br>▶ # of sensitization workshops with youth clubs;<br><br>▶ # of members of PRI, SHGs; religious leaders, MAS, NSS, NYKS, Municipality Corporations, etc., who have attended the events; | ▶ Mapping and identification of local leaders, community champions and influencers;<br><br>▶ Equipping Frontline workers, School teachers, Self Help Groups and local volunteers to conduct interpersonal communication; | ▶ Increase in the number of health care providers, FLWs, elderly and school children participating in JJM related activities; | Village panchayats, Paani Samitis, Civil Society networks, FLWs, SHGs, HHs | ▶ Beneficiary testimonials;<br><br>▶ Telephonic interviews;<br><br>▶ Interviews; |

# Annexure 4: Sample State Action Plan

The events/activities below may be considered a sample action plan for states and local governing bodies to refer for JJM themed messaging. The calendar* below also serves as a general guideline for leveraging topical days and curating JJM campaigns around culturally relevant themes.

## First Quarter

| January | February | March |
|---|---|---|
| 24th January: National Girl Child Day | 11th February: International Day of Women and Girls in Science | 8th March: Holi |
| 26th January: Republic Day | 13th February: World Radio Day | 16th March: National Vaccination Day |
| 30th January: Martyrs Day (Shaheed Diwas) | 27th February: World Sustainable Energy Day | 22nd March: World Water Day |
| | | 24th March: World Tuberculosis Day |

### Suggested Activities:

◆ Curate hashtags for JJM related campaigns such as #SwachhJalSeSuraksha and #JalPeCharcha.

◆ Organize street theatre/folk music shows themed around Water security and Women's empowerment.

◆ Put up JJM themed poster on water conservation awareness at public places around relevant topical days such as Holi.

◆ Radio interviews with key resource persons/stakeholders on water-related issues on relevant calendar days such as  World Radio Day.

## Second Quarter

| April | May | June |
|---|---|---|
| 7th April: World Health Day | 5th May: World Hand Hygiene Day | 1st June: International Children's Day |
| 22nd April: World Earth Day | 18th May: World AIDS Vaccine Day | 5th June: World Environment Day |
| 24th-30th April: World Immunization Week | | 30th June: Social Media Day |

### Suggested Activities:

◆ Conduct mural/wall painting contests in schools and anganwadis around themes interlinking water and the planet on relevant topical days such as World Earth Day, World Environment Day, etc.

◆ Organize community initiatives such as afforestation and river clean-up, and have local leaders addressing the community about the mission, impact of JJM and the importance of water security.

◆ State-wise dissemination of information/press releases around key developments and announcements around the mission.

*Festival dates given for illustrative purposes only, actual dates subject to change as per Indian calendar*

## Third Quarter

| July | August | September |
|------|--------|-----------|
| 1st July: National Doctor's Day | 15th August: Independence Day | 1st–30th September: National Nutrition Month |
| 28th July: World Nature Conservation Day | 19th August: World Photography Day | 24th September: National Service Scheme Day |
| 30th July: Friendship Day | | |

## Suggested Activities:

- Organize photography competitions in schools/anganwadis on topically relevant days such as World Photography Day to engage school children and women.
- Develop short videos and simple explainers in local languages, showing the linkages between water and topically relevant themes such as nutrition and Nature conservation.
- Install JJM hoardings at visible places and distribute leaflets detailing FAQs and factsheets on national occasions such as independence day.
- Community radio spot messaging around announcements of new connections.

## Fourth Quarter

| October | November | December |
|---------|----------|----------|
| 2nd October: Gandhi Jayanti | 12th November: Diwali | 23rd December: National Farmers Day |
| 15th October: Global Handwashing Day | 19th November: World Toilet Day | 25th December: Christmas Day/ Good Governance Day |

## Suggested Activities:

- Organize JJM-themed awareness campaigns in schools and anganwadis on topically relevant days such as Global Handwashing Day and World Toilet Day to sensitize children and households about the significance of hygiene.
- Encourage sharing of JJM beneficiary testimonials and disseminate them on national occasions such as Gandhi Jayanti and Good Governance Day.
- Leverage occasions such as Diwali and Christmas by engaging local influencers to share festival wishes infused with messaging around safe water practices.

Follow, like and subscribe

**Jal Jeevan Mission, India**   **@jaljeevan_**   **Jal Jeevan Mission**

**@jaljeevanmission**   **jjm.gov.in**   **Jal Jeevan Mission**

**Government of India**
**Ministry of Jal Shakti**
**Department of Drinking Water & Sanitation**
**National Jal Jeevan Mission**
New Delhi - 110 003
**e - mail:** njjm-ddws@gov.in