



Har Ghar Jal
Jal Jeevan Mission

National Jal Jeevan Mission

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

No. W-11042/80/2023/JJM-VI-DDWS

Dated : 26th July, 2023

Vikas Sheel
Additional Secretary & Mission Director

**Subject:- Recognition and felicitation of achievement of Har Ghar Jal
villages /blocks/ districts- reg.**

Dear Colleague,

As you are aware, community engagement is at the heart of the implementation strategy of the Jal Jeevan Mission (JJM). The mission is being implemented at an unprecedented scale and with speed, and more and more villages are becoming 'Har Ghar Jal', every day. You are also aware that, this Department has put in place a process for Har Ghar Jal certification, of 100% covered villages, by gram sabhas. In order to ensure transparency about the work done and households covered, the Department has hosts all the details of the schemes, covered households and the proceedings of the gram sabha (the resolution of the gram sabha and the video of proceedings) in public domain at the JJM Dashboard.

The purpose of these mechanisms is to not only create better awareness among the community about the provisions of the tap water supply schemes for their respective villages but also to promote community ownership of these schemes facilitating handing over of schemes for their sustained operations and maintenance.

With a view to recognise the exemplary efforts being made by the states/UTs, especially at the district/ block and the GP level, and thereby to further increase transparency and to improve motivation levels among stakeholders, it is requested that the following actions may please be ensured :-

1. Daily progress of 100% reported villages can be seen at [JJM Dashboard \(ejalshakti.gov.in\)](http://ejalshakti.gov.in). The Dashboard also provides downloadable lists of villages reported as Har Ghar Jal in the last one week from the current date.
2. Once any Village/ block/ gram panchayat/ district, is reported as "Har Ghar Jal", tap water connection to all households in the village, a congratulatory message recognising the achievement and applauding the efforts of the respective stakeholders, may be posted on social media platforms such as twitter, Facebook, Instagram etc. from the handle of Member Secretary and Chairman of the District Water and Sanitation Mission.
3. Such creatives/ posts must include the following –
 - (a) Such posts should be prepared and disseminated preferably in the local language. However, an English or a Hindi version must be also be posted.
 - (b) While releasing the Social Media Posts, a short video covering various assets and visuals of tap water supply at household level, may also be preferably included. Images of asset, group photograph of the VWSC/ Pani samiti members and beneficiaries, can also be included in the posts.

....2/-

- (c) The details of social media handles of the NJJM, for the respective platforms is placed at Annexure-I. The links to JJM social media handles are placed at Annexure-II. These should invariably be tagged in the posts to inform the NJJM team about the posts.
- (d) Hashtags “#JalJeevanMission” and “#HarGharJal” must invariable be used for better amplification of messages. A sample draft content/ creative with hashtags is placed at Annexure-III.
4. A similar message may also be posted upon HGJ certification of the village/ gram panchayat/ block/ district.
 5. SWSM must amplify such posts for a wider outreach at the state level. NJJM shall amplify the posts that are shared in English or Hindi.
 6. SWSM must also prepare their own social media posts for any notable achievements, events such as inauguration of schemes (especially the MVS) and beneficiary testimonials from the HGJ villages, preferably on daily basis.
 7. The posts may also be shared with State/ District level Public Relation Officers, My Gov State team, State PIB etc., for better amplification, wherever deemed suitable.
 8. Links to a repository of IEC resources are placed at Annexure-IV. These resources may be suitably utilized. It must be ensured that the JJM logo is correctly displayed and that the name of the Mission, i.e., “Jal Jeevan Mission” is correctly spelled out. Name of the Mission must also be transliterated (not translated) in local language in the vernacular posts. The resource repository may be circulated to all relevant stakeholders/ officials, especially at district level.

It is requested that necessary instructions in this regard may be issued to all concerned, including, DWSMs, field teams, agencies, departments, etc. Sharing of information on HGJ achievements with community and public at large, and recognition of the successes achieved and the efforts of the teams contributing to such successes, shall go a long way in creating better awareness about the efforts, increasing community ownership and engagement and in improving the quality of implementation. Please do reach out to us for any further assistance in the matter.

Encl: As above

warm regards

Yours sincerely,



(Vikas Sheel)

To




Additional Chief Secretary/ Principal Secretary/ Secretary, PHED/RWS – All States/UTs

Cc:

1. Mission Director, Jal Jeevan Mission – All States/UTs.
2. RWPF partners, State Lead Partners – All.

Social Media handles at National level

Annexure-I

Name	Twitter 	Instagram 	Facebook 
Jal Jeevan Mission	@jaljeevan_	@jaljeevanmission	@Jal Jeevan Mission
Sh. Gajendra Singh Shekhawat, Hon'ble Union Minister, Jal Shakti	@gssjodhpur	@gssjodhpur	@Gajendra Singh Shekhawat
Sh. Prahlad Singh Patel, Hon'ble MoS, Jal Shakti	@prahladspatel	@prahladspatel	@Prahlad Singh Patel
Department of Drinking Water & Sanitation-DDWS	@MoJSDDWS	-	-
Smt. Vini Mahajan, Secretary-DDWS	@mahajan_vini	-	-
Sh. Vikas Sheel, AS&MD-NJJM	@iamvikassheel	-	-
Press Information Bureau-water	@pibwater	@PIBIndia	@Press Information Bureau

Links to JJM Social Media Handles

Annexure-II



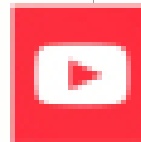
<https://twitter.com/jaljeevan>



<https://www.facebook.com/pages/category/Government-Organization/Jal-Jeevan-Mission-India-100947117940558/>



<https://www.instagram.com/jaljeevanmission/>



<https://www.youtube.com/c/JalJeevanMission>



<https://www.linkedin.com/company/jal-jeevan-mission>



[Follow Jal Jeevan Mission- Har Ghar Jal \(@jaljeevanmission\) - Koo \(kooapp.com\)](https://kooapp.com/@jaljeevanmission)



[Jal Jeevan Mission](http://jaljeevanmission.gov.in): Website

Sample Tweet and hashtags

Congratulations to all the people of
Village of.....district,, State.....
for becoming #HarGharJal with safe tap water to
all.....rural households, schools &
anganwadis under #JalJeevanMission as on

@jaljeevan_ @gssjodhpur @prahladspatel
@iamvikassheel

Filled template

Congratulations to all the people of <Mehsana>
village of Mehsana district, Gujarat State for
becoming #HarGharJal with safe tap water to all
1,250 rural households, schools & anganwadis
under #JalJeevanMission as on 25.07.2023.

@jaljeevan_ @gssjodhpur @prahladspatel
@iamvikassheel

Hindi Hashtags

#हरघरजल
#जलजीवनमिशन



पेयजल एवं स्वच्छता विभाग
जल शक्ति मंत्रालय
DEPARTMENT OF DRINKING WATER AND SANITATION
MINISTRY OF JAL SHAKTI



G20
भारत 2023 INDIA



STATE
LOGO



75
Azadi Ka
Amrit Mahotsav



Har Ghar Jal
Jal Jeevan Mission

Har Ghar Jal Jal Jeevan Mission



Congratulations!!

Village
.....

becomes '**Har Ghar Jal**'
on 00/00/0000 in
District....., State.....

100% tap water
connctions

All
00000
rural households, schools
& anganwadis now have
access of safe tap water

**Jal Jeevan Mission
Logo in Hindi,
English**

1

<https://drive.google.com/drive/folders/1HYBm2QPb-vNBkUO03MDmsTq2g6QkLHyH?usp=sharing>

**Videos/ Bytes/
Success Story**

2

<https://drive.google.com/drive/folders/1 rgq0aKzV0qHs 6CWaNO i94QCSdiC9rt?usp=sharing>

**Sample Images
of other States/
UTs**

3

https://drive.google.com/drive/folders/1RFo4_kq7Bg_pVp3BDP7eZJfI84Bj7OVV?usp=sharing

**Creative/ Design/
Banners**

4

<https://drive.google.com/drive/folders/1odR4qlk7Aj4XScb1anZ40zN-chEeLjpG?usp=sharing>

**HGJ Utsav
Banner/Design**

5

<https://drive.google.com/drive/folders/1R4LAqX9Xch8sukymibb5a3OAM5JYCfxo?usp=sharing>