

महाराष्ट्र शासन
पाणी पुरवठा व स्वच्छता विभाग
शासन परिपत्रक क्रमांक: जजीमि-२०२६/प्र.क्र.३८/पापु-१०
सातवा मजला, गोकुळदास तेजपाल रुग्णालय संकुल,
क्रॉफर्ड मार्केट जवळ, लोकमान्य टिळक मार्ग, मुंबई
दिनांक : २७ फेब्रुवारी, २०२६

वाचा-

- १) जल शक्ती मंत्रालय, भारत सरकार नवी दिल्ली यांच्या मार्गदर्शक सूचना
दि. २५.१२.२०१९
- २) शासन निर्णय पाणी पुरवठा व स्वच्छता विभाग क्र. जजमि २०१९/प्र.क्र.१३८/
पापु- १०(०७), दि.०४.०९.२०२०
- ३) केंद्र शासनाचे क्र. W-JJM-/१२/२०२६-JJM-VI-DDWS-Part(२)
दिनांक १७.०२.२०२६

प्रस्तावना-

जलशक्ती मंत्रालय, केंद्र शासन यांनी दिनांक २५/१२/२०१९ रोजी जल जीवन मिशन कार्यक्रमाच्या मार्गदर्शक सूचना प्रसिध्द केल्या आहेत. त्यानुषंगाने राज्यात जल जीवन मिशन राबविण्याकरिता शासन निर्णय पाणी पुरवठा व स्वच्छता विभाग दिनांक ४.९.२०२० अन्वये मार्गदर्शक सूचना निर्गमित करण्यात आल्या आहेत.

सदर निर्गमित सुचनान्वये या कार्यक्रमांतर्गत ग्रामीण भागातील प्रत्येक घरात वैयक्तिक नळ जोडणीद्वारे दरडोई किमान ५५ लिटर प्रतीदिन, गुणवत्तापूर्ण पाणी पुरवठा करणे हे जल जीवन मिशनचे प्रमुख उद्दीष्ट आहे. राष्ट्रीय ग्रामीण पेयजल कार्यक्रमांतर्गत सुरु असलेल्या योजना, स्टॅण्ड पोस्ट नळ पाणी पुरवठा योजना, तसेच दरडोई किमान ४० लिटर प्रतीदिन ने पूर्ण झालेल्या योजनांची दरडोई किमान ५५ लिटर प्रतीदिन प्रमाणे सुधारणात्मक पुनर्जोडणी (Retrofitting) करण्यात येत आहे. राज्यातील शाळा, अंगणवाड्या, अनुदानित आश्रमशाळा, शासकीय वस्तीगृहाकरीता या योजनेतून नळ जोडणी देण्यात येत आहेत. एकाकी/आदिवासी वाडी/पाड्याकरीता सौर उर्जा आधारीत नळ पाणी पुरवठा योजना करण्यात येत आहेत.

सद्यस्थितीत देशात पाणी ही केवळ पायाभूत सुविधांची बाब राहिलेली नाही तर ती सांस्कृतिक पद्धती, स्थानिक परंपरा, उपजीविका आणि सामुदायिक जीवनामध्ये खोलवर रुजलेली एक महत्त्वाची बाब आहे. जल जीवन मिशन (JJM) आता मोठ्या प्रमाणावर पायाभूत सुविधांच्या निर्मितीकडून, विश्वसनीय, नियमित आणि सुरक्षित पिण्याच्या पाण्याचे नियोजन करण्याच्या पुढील महत्त्वपूर्ण टप्प्याकडे वळत असताना, पिण्याच्या पाण्याचा लोकांच्या दैनंदिन जीवनात, सामूहिक जबाबदारी म्हणून समाविष्ट करणे आवश्यक आहे.

जल महोत्सवची संकल्पना जल उत्सवच्या उत्पत्तीतून आली आहे, जी राष्ट्रीय नेतृत्वाच्या विचारमंथनावर आधारित आहे. तिसऱ्या मुख्य सचिवांच्या परिषदेदरम्यान, मा. पंतप्रधान महोदयांनी नदी उत्सवच्या धर्तीवर जल उत्सवची परंपरा विकसित करण्याच्या गरजेवर भर दिला होता. या दृष्टीकोनावर आधारित, राष्ट्रीय पेय जल विभाग, केंद्र शासन व नीती आयोगाच्या सहकार्याने २०२४ मध्ये २० महत्वाकांक्षी जिल्ह्यांमध्ये जल उत्सव प्रायोगिक तत्त्वावर राबवला.

या अनुषंगाने देशातील ग्रामीण पाणी पुरवठा यंत्रणा अधिक शाश्वत व मजबूत करण्यासाठी, तसेच सामुदायिक सहभाग वाढवण्यासाठी "जल महोत्सव" या नावाने महोत्सव मोठ्या स्वरूपात दरवर्षी दिनांक ८ ते २२ मार्च या कालवधीमध्ये राबवण्याचा निर्णय घेण्यात आला असल्याचे संदर्भ क्र. ३ येथील पत्रान्वये कळविण्यात आले आहे. याअनुषंगाने राज्यात दरवर्षी दिनांक ८ ते २२ मार्च या कालावधीत 'जल महोत्सव पंधरवडा साजरा करण्याबाबत सूचना निर्गमित करण्याची बाब शासनाच्या विचाराधीन होती.

शासन परिपत्रक-

ग्रामीण पाणी पुरवठा यंत्रणा अधिक शाश्वत व मजबूत करण्यासाठी, तसेच सामुदायिक सहभाग वाढवण्यासाठी "जल महोत्सव" या नावाने महोत्सव मोठ्या स्वरूपात दरवर्षी दिनांक ८ ते २२ मार्च या कालवधीमध्ये राज्यात राबविण्यास मान्यता देण्यात येत आहे. सदर कार्यक्रम राबविण्यासंबंधित संदर्भाधीन (३) येथील केंद्र शासनाच्या दिनांक १७.०२.२०२६ रोजीच्या मार्गदर्शक सूचना सोबत जोडण्यात येत आहेत.

०२. जल महोत्सव कार्यक्रमाची प्रमुख उद्दिष्टे आणि रचना

१. जल महोत्सवाचे आयोजन राष्ट्रीय, राज्य आणि ग्राम स्तरावर अशा तीन स्तरांवर केले जाणार आहे:-
२. राष्ट्रीय स्तर याला "जल महोत्सव" म्हणून ओळखले जाईल, जेथे विविध मंत्रालये (आरोग्य, शिक्षण, महिला आणि बाल विकास इ.) एकत्र येऊन पाणी आणि स्वच्छता यावर काम करतील.
३. राज्य स्तर: राज्य जल उत्सव किंवा नदी उत्सव आयोजित करतील.
४. ग्राम स्तर: गाव आणि पंचायत समिती स्तरावर "लोक जल उत्सव" आयोजित केला जाईल, जो पूर्णपणे लोकसहभागावर आधारित असेल.

०३. जल महोत्सवाचे स्वरूप सामान्यतः पुढीलप्रमाणे असावे -

सदर कार्यक्रम राष्ट्रीय स्तरापासून ते गाव स्तरापर्यंत पुढील तीन स्तरांमध्ये विभागलेला आहे -

१)राष्ट्रीय स्तर-

अ) नारी नीर शक्ती दिवस: आंतरराष्ट्रीय महिला दिनी महिला जल नेत्यांचा गौरव.

- आ) हर घर जल से स्वस्थ जीवन और पोषण: NITI आयोग आणि संबंधित मंत्रालयांद्वारे आरोग्य आणि पाणी यांचा समन्वय.
- इ) महिलांच्या नेतृत्वाखाली जल गुणवत्ता देखरेख: गावागावांत पाणी तपासणीसाठी महिलांना प्रोत्साहन.
- ई) कौशल्य विकास: ग्रामीण पाणीपुरवठा योजनांच्या देखभाल-दुरुस्तीसाठी (O&M) कुशल मनुष्यबळ तयार करणे.
- उ) तरुण पिढीचा सहभाग: 'यंग ब्रिगेड'ची स्थापना आणि शाळांमध्ये जल संवर्धनासाठी स्पर्धा.

२) राज्य स्तर -

राज्य शासन राष्ट्रीय स्तरावरील संकल्पनांना राज्याच्या आराखड्यात समाविष्ट करावी आणि सर्व संबंधित विभागांच्या समन्वयाने व अभिसरणाद्वारे जिल्हा, पंचायत स्तरावर त्याची अंमलबजावणी सुनिश्चित करावे.

३) पंचायत आणि गाव स्तरावरील लोकसहभाग:

- अ) गावात ग्रामसभा आणि पाणी समिती (VWSC) द्वारे प्रत्यक्ष कृतींवर भर देण्यात यावा.
- आ) महिलांद्वारे जल गुणवत्ता चाचणी: फिल्ड टेस्टिंग किट (FTK) वापरून तपासणी.
- इ) बँक टू रूट्स (आपले गाव, आपला पाण्याचा स्रोत): लोकप्रतिनिधी आणि नागरिकांनी आपल्या गावातील जलस्रोतांच्या संरक्षणासाठी पुढाकार घेणे.
- ई) जल संचय: जलस्रोतांचे पुनरुज्जीवन आणि स्वच्छता करणे
- उ) जल अर्पण: पाणीपुरवठा योजनांचे औपचारिक हस्तांतरण आणि सामुदायिक शपथ घेणे.
- ऊ) पंचायत जल नियोजन दिवस: ग्रामपंचायत विकास आराखड्यात (GPDP) पाण्याचा समावेश करणे.

०४. जल महोत्सवाचे उद्देश पुढीलप्रमाणे आहे -

- अ) पिण्याच्या पाण्याला सांस्कृतिक आणि सामाजिक प्राधान्य देणे.
- आ) राज्यांना स्थानिक जल उत्सव संस्थात्मक करण्यासाठी प्रोत्साहित करणे.
- इ) राज्य ते गाव स्तरापर्यंत विविध विभागांमध्ये समन्वय साधणे.
- ई) पाणी गुणवत्ता, सौर ऊर्जा आणि देखभाल-दुरुस्तीसाठी दीर्घकालीन आराखडा तयार करणे.
- उ) आरोग्य, पोषण आणि महिला सक्षमीकरणाला जल सेवेशी जोडणे.

०५. केंद्र शासनाच्या संदर्भाधीन (३) येथील सोबत जोडलेल्या दिनांक १७.०२.२०२६ रोजीच्या मार्गदर्शक सूचनांनुसार व विहीत केलेल्या वेळापत्रकानुसार दरवर्षी जागतिक महिला दिन म्हणजेच दिनांक ८ मार्च ते जागतिक जल दिन म्हणजेच दिनांक २२ मार्च या कालावधीत “जल महोत्सव” जिल्हास्तरावर राबविण्याच्या अनुषंगाने मुख्य कार्यकारी अधिकारी, जिल्हा परिषद यांनी तसेच राज्य स्तरावर राबविण्याच्या अनुषंगाने मिशन संचालक, जल जीवन मिशन, राज्य पाणी व स्वच्छता मिशन यांनी कार्यवाही करावी.

०६. सदर शासन परिपत्रक महाराष्ट्र शासनाच्या www.maharashtra.gov.in या संकेतस्थळावर उपलब्ध करण्यात आला असून, त्याचा संकेतांक २०२६०२२७१२४२३७४३२८ असा आहे. हा आदेश डिजीटल स्वाक्षरीने साक्षांकित करून काढण्यात येत आहे.

महाराष्ट्राचे मा. राज्यपाल यांच्या आदेशानुसार व नावाने,

**BAPU
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(डॉ. बी.जी.पवार)

सह सचिव, महाराष्ट्र शासन

प्रत,

१. मा. राज्यपाल यांचे सचिव
२. मा. मुख्यमंत्री यांचे अपर मुख्य सचिव, मंत्रालय, मुंबई.
३. मा. उप मुख्यमंत्री (राज्य उत्पादन शुल्क, क्रीडा व युवक कल्याण व अल्पसंख्याक विकास आणि औकाफ) यांचे खाजगी सचिव, मंत्रालय, मुंबई.
४. मा. उप मुख्यमंत्री (नगरविकास) यांचे खाजगी सचिव, मंत्रालय, मुंबई.
५. मा.मंत्री/राज्यमंत्री पाणी पुरवठा व स्वच्छता यांचे खाजगी सचिव, मंत्रालय, मुंबई.
६. अपर मुख्य सचिव/प्रधान सचिव, वित्त विभाग मंत्रालय, मुंबई.
७. अपर मुख्य सचिव/प्रधान सचिव, (महसूल) महसूल व वन विभाग, मंत्रालय, मुंबई.
८. प्रधान महालेखापाल (लेखा परीक्षा/ लेखा अनुज्ञेयता), महाराष्ट्र-१/२ मुंबई/ नागपुर
९. सदस्य सचिव, महाराष्ट्र राज्य जीवन प्राधिकरण, मुंबई.
१०. अभियान संचालक, राज्य पाणी व स्वच्छता मिशन, बेलापूर, नवी मुंबई
११. आयुक्त, भूजल सर्वेक्षण आणि विकास यंत्रणा, पुणे.
१२. संचालक, लेखा व कोषागारे, महाराष्ट्र राज्य, मुंबई.
१३. सह सचिव/ उप सचिव (अर्थसंकल्प), पाणी पुरवठा व स्वच्छता विभाग विभाग, मंत्रालय, मुंबई.
१४. विभागीय आयुक्त, (सर्व)
१५. जिल्हाधिकारी, (सर्व)

१६. मुख्य अभियंता, महाराष्ट्र जीवन प्राधिकरण, प्रादेशिक विभाग (सर्व)
१७. सर्व जिल्हा परिषदांचे मुख्य कार्यकारी अधिकारी / कार्यकारी अभियंता, ग्रामीण पाणी पुरवठा विभाग जिल्हा परिषद, (सर्व)
१८. अवर सचिव/कक्ष अधिकारी (सर्व), पाणी पुरवठा व स्वच्छता विभाग, मंत्रालय, मुंबई
१९. निवडनस्ती

No.: W-JJM-/12/2026-JJM-VI-DDWS
Government of India
Ministry of Jal Shakti
Department of Drinking Water & Sanitation
Jal Jeevan Mission

4th Floor, Pt. Deendayal 'Antyodaya Bhawan'
CGO Complex, Lodhi Road
New Delhi – 110003

Dated 17.02.2026

To

Addl. Chief Secretary/Pr. Secretary/Secretary,
In charge of Rural Drinking Water,
All States/UTs

Subject: Advisory for planning and observance of “Jal Mahotsav Pakhwada” (8–22 March 2026) under Jal Jeevan Mission – reg.

Madam/Sir,

I am directed to refer the above-mentioned subject and to state that in order to deepen community engagement and reinforce sustainability of rural drinking water systems, it has been decided to scale up ongoing community-led initiatives as a nationwide programme titled “**Jal Mahotsav.**” The initiative aligns with the spirit of *Jan Bhagidari* in water management and builds upon efforts such as Har Ghar Jal and Jal Arpan.

2. In this regard, it is informed that **Jal Mahotsav Pakhwada** is proposed to be observed from **8th to 22nd March 2026**, with:

- **Launch on 8th March 2026 (International Women’s Day)** by Hon’ble Minister of Jal Shakti through VC;
- **Culmination on 22nd March 2026 (World Water Day);** and
- **A national-level programme at Vigyan Bhawan** (9th/10th/11th March 2026 – tentative) highlighting the role of women in water governance under JJM.
- The intervening days of Jal Mahotsav will feature focused engagements led by key programmes and Ministries.

3. It is intimated that priority during Jal Mahotsav shall be accorded to **Pani Samitis, women Sarpanches/Gram Pradhans, Panchayat Secretaries and frontline institutions**, particularly from 24×7 water supply villages. These stakeholders may be showcased as exemplars of effective community participation and sustainable O&M under JJM.

4. Further, a letter No. W-11042/15/2026-JJM-III-DDWS dated 13.02.2026 was sent to all States/UTs regarding recognition of “**24×7 -Drink from Tap**” Rural Water Supply Systems during Jal Mahotsav (8–22 March 2026) may be referred and information to be provided.

5. Further, a preparatory meeting may be organized in the last week of February 2026, under the Chairmanship of **Hon’ble Minister of Jal Shakti** with the Hon’ble Ministers of State Rural

Development Department, Panchayati Raj Department and Public Health Engineering Department of all States/UTs to review preparedness and provide strategic direction through VC. The date and time of the said VC meeting will be intimated shortly.

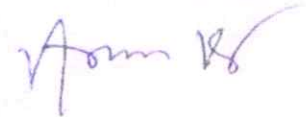
6. In this regard, States/UTs are requested to:

- (i) Prepare a detailed action plan for observance of Jal Mahotsav at State, District and Gram Panchayat levels (**Draft Concept Note is attached for reference**)
- (ii) Identify and submit of GPs ready for Jal Arpan during 8th to 22nd March 2026
- (iii) Ensure convergence with Health, Women & Child Development, Panchayati Raj, Rural Development and other relevant Departments; and
- (iv) Widely disseminate activities through IEC and social media platforms.

7. Your proactive participation will be instrumental in strengthening community ownership and ensuring sustainability of rural drinking water systems.

Encl: As above.

Yours faithfully,



(Arun Kumar)

The Under Secretary to the GoI

Email: auri.moca@nic.in

Concept Note for celebrating Jal Mahotsav (8–22 March 2026)

An Initiative for Jan Bhagidari- Sujal Gram

Background and Context

Water in India has never been merely an infrastructure concern; it is deeply embedded in cultural practices, local traditions, livelihoods, and community life. As the Jal Jeevan Mission (JJM) transitions from large-scale infrastructure creation to the next critical phase of ensuring **reliable, regular and safe drinking water services**, it becomes essential to embed drinking water into people's everyday lives, identities, and collective responsibilities.

The idea of Jal Mahotsav, comes from the genesis of **Jal Utsav**, which is firmly anchored in national leadership deliberations. During the **3rd Chief Secretaries' Conference**, the Hon'ble Prime Minister highlighted the need to develop a tradition of "**Jal Utsav**", on the lines of "**Nadi Utsav**", to promote widespread public sensitivity towards the importance of water. Acting on this vision, the Department of Drinking Water & Sanitation, in collaboration with **NITI Aayog**, piloted Jal Utsav in **20 aspirational districts/blocks in 2024**.

Encouraged by the outcomes and community response, Jal Utsav is now envisioned across three complementary levels. At the national level, it is proposed to be observed as Jal Mahotsav, serving as a whole-of-government convergence platform that brings together relevant Ministries and Missions to provide a shared vision, thematic direction, and coordinated action on water, sanitation, health, livelihoods, and sustainability, with participation from States, districts, and village institutions.

At the State level, recognising rivers as the source of life and livelihoods, DDWS proposes that States/UTs celebrate "**Rajya Jal Utsav / Nadi Utsav**" by anchoring Jal Jeevan Mission activities around local river and water-related festivals, promoting river care and water services through community participation "**Jan Bhagidari**". DDWS proposes that at the village and Panchayat level, "**Lok Jal Utsav**" be organised as a community-led initiative that embeds water stewardship into local traditions, cultural practices, and daily life through community led approach.

Together, this three-tier structure ensures that Jal Utsav functions as a collective action for Jan-Bhagidari firmly rooted in local ownership and participation.

Jal Mahotsav is envisioned not just as an annual celebration, but as a **national nudge**, encouraging **States, Panchayats and villages** to institutionalise **Local Lok Jal Utsavs**, community-led celebrations rooted in area-specific customs and traditions where water has historically held cultural significance. The emphasis is on **creating an enabling cultural and governance environment for sustained behavioural change**, rather than organising isolated events.

This will promote active people's participation, revival of local water cultures, and shared stewardship at the village and Panchayat level. Recognising this, the Department of Drinking Water & Sanitation (DDWS) proposes **Jal Mahotsav**, a national-level fortnight campaign from **8 March (International Women's Day)** to **22 March (World Water Day)**, dedicated to placing water at the centre of India's social, cultural, and development discourse.

Need for Jal Mahotsav

At the State, Panchayat and village levels, the urgency for such a people-centric approach is particularly high. A significant proportion of rural households now depend on **surface water, based bulk supply schemes**, whose sustainability hinges on:

- coordinated planning across administrative levels (State to Village),
- strong **Gram Panchayats and VWSCs** capable of managing operation and maintenance,
- **regular water quality testing at the village level**, and
- sustained **source protection and recharge actions (Jal Sanchay)**.

Multiple Ministries, Departments and institutions, water, health, nutrition, sanitation, livelihoods, education, skills, energy and environment, must act in alignment **not only at the national level, but at the level where water is actually delivered and consumed: the village**.

Jal Mahotsav therefore serves as a bridge between national policy dialogue and village-level action, bringing together the Government of India, States, development partners, academic and research institutions, private sector stakeholders, **Gram Panchayats, VWSCs, SHGs, youth and communities**, to collectively shape the future of rural drinking water governance.

Strategic Alignment with National and Global Priorities

The choice of dates is deliberate and strategic:

- **8 March 2026 – International Women's Day**: highlights drinking water as a women's empowerment intervention.
- **11 March 2026 – World Plumbers' Day**: foregrounds operators, plumbers and technicians as frontline service providers sustaining village piped water supply systems.
- **22 March 2026 – World Water Day**: reinforces the link between water, gender equity and community stewardship.

Together, these observances align global priorities with **local village realities**, reinforcing the Jal Jeevan Mission's lived truth:

When drinking water services are sustained at the village level, equality and well-being grow nationwide.

Inaugural Focus: Women at the Centre of Water

On 8 March, it is proposed that, the Department of Drinking Water & Sanitation (DDWS) will inaugurate **Jal Mahotsav** through a national virtual programme, in participation with State Rural Water Supply Departments and PHEDs, celebrating water champions from the field. Special Guest for the inaugural day will Hon'ble Minister of Jal Shakti. It is also proposed to organise a grand national-level event in the presence of Her Excellency the President of India. Considering her availability around International Women's Day, the possibility of holding a one-day national commemorative event during the period 9–11 March 2026 will be explored.

This national event will be conducted in convergence with the Ministry of Women and Child Development and the Ministry of Health and Family Welfare, with participation of Ministers and senior officials from all three Ministries at both national and State levels. The objective of this engagement is to operationalise and demonstrate convergence by highlighting the transformative impact of safe and reliable drinking water on women's health, nutrition, dignity, and overall well-being across programmes.

The focus will be on **grassroots leadership**, highlighting how reliable drinking water has:

- improved women's health and nutrition outcomes,
- reduced drudgery and time poverty, and
- enabled women to emerge as **VWSC members, FTK testers, operators, SHG leaders, Panchayat representatives and administrators.**

Women beneficiaries, village water champions, and District Collectors who have demonstrated exemplary last-mile delivery will be recognised, reinforcing that **women are central actors in sustaining drinking water services**, not just beneficiaries.

Architecture of Jal Mahotsav: National Dialogue Anchored in Village Action

Beyond the inaugural, Jal Mahotsav is designed as a **carefully sequenced national-to-village programme**, where **every national dialogue is mirrored by visible action at the Gram Panchayat and village level.**

During the Mahotsav, all three Interlinked Action Layers will complement each other:

1. National-Level Convergence and Policy Signalling

- At the national level, Jal Mahotsav will catalyse ministerial dialogue and inter-ministerial convergence on drinking water sustainability, integrating water with health, nutrition, livelihoods, education and skilling. Aligned with Jal Jeevan Mission priorities, it will issue national calls to action on women's leadership, water quality, source sustainability, youth engagement, O&M skilling, and Panchayat-led planning and financial management. National frameworks, advisories, reports and digital platforms will be released to guide and strengthen effective implementation of Jal Jeevan Mission priorities.

Key national-level actions are outlined below.

- i. **Nari Neer Shakti Divas (International Women's Day)** - A national-level observance led by DDWS in collaboration with States' RWSD/PHEDs and Panchayati Raj & Rural

Development Departments to recognise and celebrate women leaders who have strengthened community water governance and ensured reliable, safe, and sustainable rural drinking water services.

- ii. **Har Ghar Jal se Swasth Jeevan aur Poshan - Safe Water for Health and Nutrition Outcomes:** A NITI Aayog led national-level programme, in collaboration with DDWS, MoHFW, MoWCD and MoPR, to celebrate women leaders whose work in drinking water management has improved health and nutrition outcomes, while integrating water and sanitation indicators into health and nutrition impact assessments.
- iii. **Women-Led Community Action for Drinking Water Quality Surveillance:** A national-level dialogue led by NRLM/SRLM (Ministry of Rural Development), in hybrid mode, with virtual participation of Gram Panchayats, VWSCs/Pani Samitis, SHGs and development partners, to institutionalise women-led community water quality testing across villages through strong JJM–NRLM/SRLM convergence.
- iv. **Building Skills and Livelihoods for Rural Water Sustainability:** A national-level hybrid dialogue led by AICTE (Ministry of Higher Education), with participation from key ministries, skill councils and technical institutions, to build a skilled workforce for operation and maintenance of rural water schemes and promote water services as sustainable livelihood opportunities.
- v. **Establishing a Young Brigade for Protecting Water Sources:** A national-level dialogue led by the Ministry of Education, along with the launch of a national REEL competition, to engage school children in protecting water sources and build a nationwide cadre of young water custodians, followed by coordinated field-level actions by students across States and UTs.
- vi. **A Nationwide Media & Jan Bhagidari Initiative** on theme “Back to Roots - My Village, My Water” to mobilise leaders, celebrities and citizens to return to their villages, take stock of local drinking water sources, and personally lead visible, community-driven actions for their protection and stewardship.
- vii. A national-level physical/virtual dialogue on “Jal Sanchay-Jan Bhagidari” led by the Department of Water Resources, River Development and Ganga Rejuvenation to align ministries, missions and programmes for coordinated protection and recharge of drinking water sources at village and aquifer levels under the Jal Jeevan Mission, with virtual participation of Gram Panchayats, VWSCs and SHGs.

2. State Level Institutional Action

States will play a critical role in aligning with the above programme by adapting national themes into State-specific action plans, coordinating line departments for convergence, and operationalising activities through districts, Gram Panchayats and VWSCs. They will identify and showcase best practices, mobilise women’s institutions, youth and schools, integrate priorities into GPDP and State planning processes, and ensure follow-up actions on water quality, O&M, source sustainability and community engagement beyond the Mahotsav

period. Accordingly, they will orient **districts and Panchayats** to plan and celebrate as per agreed themes.

3. Panchayat and Village-Level People's Action

At the village and Panchayat level, the programme will translate into visible, people-led action through Gram Sabhas, VWSCs and community institutions. Gram Panchayats will organise local Jal Mahotsav activities, review drinking water services and source status, lead water quality testing, promote user responsibility and O&M practices, engage women, SHGs, youth and schools, and integrate priority actions for water security and sustainability into GPDP and local implementation plans.

Across villages and Gram Panchayats, Jal Mahotsav will catalyse simple, visible and people-led actions, with key community action activities organised around the following themes.

- **Women-led water quality testing** using Field Testing Kits, with testing conducted and results explained to communities. To institutionalize women-led community water quality testing across Gram Panchayats through JJM–NRLM/SRLM convergence.
- **Back to Roots; My Village, My Water Source** to observed as a nationwide Jan Bhagidari, encouraging leaders and public figures to return to their native or nearby villages to review local drinking water sources and participate in cleanliness, protection and recharge activities, reinforcing local stewardship and shared responsibility for sustainable services.
- **Dialogue and district-level action** on World Plumbers Day to recognise plumbers as frontline service providers, strengthen district-level plumbing skills, and link Jal Jeevan Mission with ITIs and local plumbers for sustained O&M of rural water supply, while reinforcing training, certification, and livelihood pathways for skilled human resources.
- **Jal Sanchay** by Community-led actions for source cleanliness, protection and recharge, including cleaning of water bodies and catchments, protection of intake points, revival of traditional structures, and simple recharge measures to strengthen the long-term sustainability of drinking water sources.
- **Jal Arpan** to be celebrated as a community-led occasion, combining the formal handover of in-village drinking water infrastructure to the Gram Panchayat and VWSC with community pledges, cultural performances, folk traditions and water-centric rituals, while ensuring active participation of school children, youth, SHGs and Panchayat representatives to build collective ownership, inter-generational responsibility and long-term stewardship of drinking water services.
- Under **Panchayat Jal Niyojan Diwas**, special Gram Sabhas to integrate drinking water sustainability, O&M needs and 16th Finance Commission, linked planning into the GPDP, strengthening Panchayat ownership and local governance.
- Field-level activities led by students under the “*Main Bhi Jal Rakshak*” campaign to build a nationwide cadre of young water custodians, in collaboration with the Ministry of Education.

These simple, people-led actions integrate drinking water with local culture, governance and behaviour change, ensuring that Jal Mahotsav functions as a national movement rooted in community ownership. They ensure that Jal Mahotsav is experienced in villages as a living movement, not merely heard about through announcements.

Objectives of Jal Mahotsav

Jal Mahotsav seeks to:

- Position drinking water as a **cultural and social priority**, embedded in everyday village life through community-led practices and festivals.
- Nudge States to institutionalise **Local Jal Utsavs** as sustained, Panchayat-owned campaigns reinforcing collective ownership of water systems.
- Strengthen **inter-departmental convergence from State to Village level**, particularly for surface water-based schemes.
- Enable States and Panchayats to refine **long-term sustainability frameworks**, covering source security, water quality, energy efficiency and O&M governance.
- Promote a **whole-of-government and whole-of-community approach**, linking health, nutrition, livelihoods, women's empowerment, skills and youth engagement to drinking water services.

Collectively, these efforts articulate a **national governance framework that is implemented and owned locally**, signalling JJM's long-term direction towards **reliable and regular (24x7) water supply in Viksit Bharat**.

Jal Mahotsav: Building a True Jan Bhagidari- Sujal Gram Initiative for Water

Jal Mahotsav draws its strength from deep cultural legitimacy at the village level, women's leadership in day-to-day water management, and strong institutional convergence from the national level down to Gram Panchayats. By combining national leadership and policy alignment with visible, community-led action on the ground, Jal Mahotsav has the potential to create sustained national momentum rooted in local ownership, advancing not only the objectives of the Jal Jeevan Mission but also the broader vision of Viksit Bharat, where development is people-owned, inclusive and sustainable.

Key Preparatory Activities:

The following preparatory activities will be undertaken as part of Jal Mahotsav planning:

- Meeting of the Hon'ble Minister of Jal Shakti with Panchayati Raj and PHED Departments of all States to review preparedness and provide strategic direction.
- Coordination meeting of DDWS with relevant Ministries and Departments (WCD, MoHFW, MoPR, MoHUA, etc.) to ensure inter-sectoral convergence and alignment.

Overview of Activities:

The following is the overview of the Jal Mahotsav:

- **08th March 2026, Inaugural Day on International Women's Day:** The Day inaugural day will be presided over by the Hon'ble Minister of Jal Shakti as the Chief Guest. The day will set the national tone for the Mahotsav, highlighting the Government's commitment to people-led drinking water governance, women's leadership, and sustained service delivery. The inaugural programme will bring together representatives from States, districts, Panchayats, and partner Ministries to launch key themes, share the vision for the Mahotsav, and signal coordinated action across levels.
- **9th/10th /11th - National Level Event in the presence of Her excellency the President of India:** The national event will be held in convergence with MoPR, MoWCD and MoHFW, with participation from Ministers, senior officials at both national and State levels and field level key stakeholders and beneficiaries. It aims to demonstrate programme convergence by showcasing how safe and reliable drinking water transforms women's health, nutrition, dignity, and overall well-being as well as women leadership at grassroot.
- **11th March World Plumber's Day:** World Plumbers Day will recognise plumbers as frontline service providers and strengthen district-level plumbing skills for sustained operation and maintenance of rural water supply systems.
- **22nd March; Culmination Day on World Water Day:** The day will mark the culmination of Jal Mahotsav, bringing together all participating Ministries to reflect on campaign learnings, showcase key events and outcomes, and recognise the contributions of people and institutions involved.
- The intervening days of Jal Mahotsav will feature focused engagements led by key programmes and Ministries, including women's capacity building for water quality testing (NRLM/SRLM, MoRD), dialogues on strengthening the skill ecosystem for RPWSS (AICTE, Department of Higher Education), student-led initiatives as a young water brigade (Department of School Education), and converged actions for source sustainability and water security under Jal Sanchay (DoWR).