

W-11042/79/2023-JJM-VI-DDWS
Government of India
Ministry of Jal Shakti
National Jal Jeevan Mission

4th floor, Antyodaya Bhawan,
CGO Complex, Lodi Road,
New Delhi dated 18th July, 2023

To

The Additional Chief Secretary/ Principal Secretary/ Secretary,
In –charge of Rural Water Supply Department,
All States

Subject: Use of Vernacular language and translation of IEC Resource material (brochure, Booklets, Manuals and videos etc.) in vernacular languages and their dissemination- regarding.

Madam/Sir,

As you are aware, JJM is not just about creating water infrastructure, but also aims at building capacities of different stakeholders especially local communities, responsible and responsive leadership to own, manage, operate and maintain in-village water supply systems. Therefore, IEC strategies, planning and their effective implementation will be the key to success of JJM.

2. An important aspect of effective IEC is designing relevant and impactful resource materials to support all stakeholders. In the above context, DDWS has developed brochures, videos, manuals and booklets for various components of JJM (annexed). The e-friendly(pdf) versions (English and Hindi) of these documents are available on JJM website for dissemination to various stakeholders. Open and print ready files may also be made available by DDWS for further customization and/ or translation in vernacular language, if necessary.

3. For reaching the local village community and penetrate the message/ achievement at the local level, use of vernacular language is must. According, it is requested to have the messaging/scheme display boards etc in vernacular language along with tweets/facebook post etc from JJM handle to be amplified in vernacular language. Further, it is requested that the IEC material may be translated into regional languages and shared with all stakeholders for better dissemination. In case of any query or assistance, Shri Amit Ranjan, Communication Specialist, NJJM ([+91-7428216166](tel:+91-7428216166), e-mail- jjmamit@gmail.com) may be contacted.

Encl. As above.

Yours faithfully,



(Yogendra Kumar Singh)

Director, NJJM

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IEC materials (videos, booklet, brochures, manuals etc.) available on DDWS website.

Videos (Link: [Jal Jeevan Mission](#))

1. Har Ghar Jal Certification Video
2. Role of VWSC
3. Village Action Plan
4. Skill Development
5. Community Participation under JJM to make it a Jan Andolan
6. Role of ISA
7. Empowerment of women under JJM

Manuals/ Booklets (Link: [Jal Jeevan Mission](#))

1. Margdarshika for Gram Panchayat and Paani Samiti
2. Drinking Water Quality Monitoring & Surveillance Framework
3. Manual for utilization of 15th Finance Commission tied grant to RLBs for water and sanitation for the period 2021-22 to 2025-26
4. Reforms in rural drinking water supply - Jal Jeevan Mission (Har Ghar Jal)
5. Jal Jeevan Mission Booklet [Jal Jeevan Mission Booklet](#)
6. Jal Jeevan Mission Brochure [Jal Jeevan Mission](#)
7. JJM Flyer [Jal Jeevan Mission](#)