

JAL SATHI

Empowering Women for Water
Secured Cities



Only a mother can keep vigil eye on the health status of her family and pure drinking water is most important for good health. Today our mothers are getting golden opportunity for serving people as Jal Sathi.



Shri Naveen Patnaik

Hon'ble Chief Minister, Odisha
December 18, 2019



JAL SATHI Partnering with Mission Shakti in Urban Water Supply Management

- Universal piped water supply to each urban household is a priority of the Government of Odisha.
- To achieve this, in addition to the significant upgradation in water supply infrastructure and putting innovative and world class technology in place, community partnership is considered essential for effective service delivery, sustainability and inclusivity.
- The transformative Jal Sathi initiative started in 2019 by Water Corporation of Odisha (WATCO) under Housing & Urban Development Department, Odisha.
- Members of women SHGs have been engaged to facilitate effective urban drinking water supply management by providing better consumer friendly services at their doorstep.
- They are also acting as a bridge between the consumers and water supply authorities at the ward level to ensure community connect.

How They Contribute



Reading water meters, doorstep water bill distribution & digital (MPoS) collection of water user fees.



Facilitation of consumer complaint redressal



Sensitizing public on water conservation and health and hygiene aspects



Field testing of water quality at user end



Facilitating new water connections and regularizing existing unauthorized connections



Bringing About Change



Achievement of 100% house connections



Customer friendly water supply services at the doorstep



Improved customer connect leading to customer trust, confidence and satisfaction



Direct feedback from the consumer on water supply issues



Improved awareness on desirable behaviours linked to water conservation & water supply services



Elimination of unauthorized connections

Socio-economic empowerment of women through performance linked incentive based partnership





- Scaling up to function in all 114 ULBs of the State , about 1,000 Jal Sathis, now will be partnered in the water supply distribution management system.
- A total annual revenue of Rs. 300 Crores would be collected, which in turn would fetch them an annual earning of around Rs. 20 Crores.

MoHUA, Government of India has included community partnership as an essential component in the implementation of AMRUT 2.0 across all the States inspired by the success of Odisha's Jal Sathi initiative.

Jal Sathi

Partnering Women SHGs in Water Supply Management
with performance linked incentive programme

Managing
distribution of
over 100 crore ltrs
of drinking water
every day



Benefiting 1.2
Million household
with over 7 Million
people, across
114 urban
local bodies

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We are associated with a noble initiative like managing drinking water supply and I feel very happy for this. I extend my heart felt thanks to our hon'ble Chief Minister for providing us such a lifetime opportunity.

Sujata Das
Jal Sathi, Bhubaneswar

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Earlier, we were dependent on my husband's income only. Now I earn nearly Rs. 12,000 – Rs. 14,000 per month and this has not only enhanced my dignity in my family but also, I have earned enough dignity in the society.

Sreemati Mohapatra
Jal Sathi, Puri

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I never ever thought to work in this kind of delivery oriented service with the State Government. Now I feel proud that we are partners in the state's development process and this gives me an immense pleasure all the times.

Sangita Singh
Jal Sathi, Berhampur

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The strategy of onboarding Jal Sathis has become a game changer and they have now become an indispensable part in the success of Odisha's urban water supply transformation. The Jal Sathi initiative has transformed the water supply service delivery and taken the women empowerment to new heights.

G. Mathi Vathanan
Principal Secretary, H&UDD, Government of Odisha

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Water Corporation of Odisha (WATCO)
Housing & Urban Development, Govt. of Odisha