



KAMARAJ IAS ACADEMY
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Jal Jeevan Mission (JJM)

Published On: 13-12-2024

Context:

The Jal Jeevan Mission (JJM), a flagship initiative of the Indian government, **has significantly empowered women, particularly in rural areas.**

By ensuring access to reliable tap water at every household, JJM is transforming the lives of women and communities.

A recent **report from the State Bank of India (SBI)** highlighted that **9 crore women no longer have to fetch water from outside, thanks to the *Har Ghar Jal* initiative.**

This has not only alleviated the physical burden on women but has also provided numerous opportunities for personal and professional growth.

Key Highlights of JJM's Impact on Women Empowerment:

- Skill Development:** With water now available at their doorstep, women can focus more on skill development and become self-reliant. The time saved from fetching water has led to a 7.4% increase in women's participation in agriculture and business activities.
- Leadership Roles:** The mission mandates that at least 50% of members in village water and sanitation committees be women. This ensures that women's needs are prioritized in water planning, enhancing their leadership roles in the community.
- Employment Opportunities:** JJM is expected to generate nearly 60 lakh direct employment opportunities, boosting economic prospects for women in rural areas.

About JJM: Har Ghar Jal:

- **Objective:** To provide every rural household with access to safe and reliable tap water by 2024.
- **Key Components:** Water quality assurance, bottom-up planning, sustainable water sources, greywater management, and skill development.
- **Focus Areas:** Piped water in schools, anganwadi centers, and ashramshalas, with an emphasis on children's well-being.
- **Key Achievement:** The rural tap water coverage has increased dramatically to 79.31% from just 17% in 2019.

Through these efforts, the Jal Jeevan Mission is creating a new era of women empowerment, economic progress, and social transformation in rural India.

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