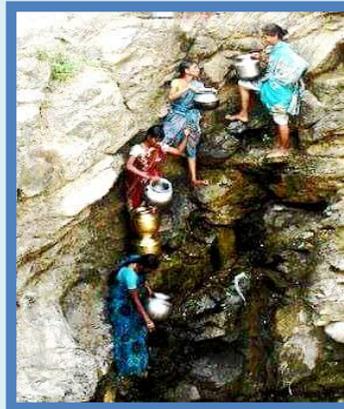


“Global Water Day” Celebrations in all Districts in Punjab on 22.03.2015

Highlights



Department of Water Supply & Sanitation
CCDU, State Programme Management Cell, Mohali

Preamble

Communication and Capacity Development Unit, SPMC initiated district wise “Global World Water Day” celebrations in all districts in Punjab on 22.3.2015 in villages where beneficiary share is being collected for up-gradation of Water Supply Schemes in PRWSSIP. The theme was “**water and sustainable development**”.

Background

The 1st Water Day was celebrated in 1993 in the light of increase in demand for water access, allocation and services.

Water holds the key to sustainable development. We need it for health, food security and economic progress. Yet each year brings new pressures. By 2030, more than half of the global population could be facing water scarcity. The competition is growing – climatic change and needs of population growing, we must work together to protect and manage this fragile, infinite resource.

Water day is dedicated to highlighting the efforts necessary to ensuring fair share for people and planet.

The post 2015 development agenda, our aim is to eradicate poverty and hunger, create an equitable world of opportunity for all.

We cannot prosper without clean, plentiful fresh water. When it comes to using water, human beings whether they live in a village or a mega, city cannot isolate themselves from their neighbor.

Nearly half of the world’s population depends on ground water sources for drinking water supply & other uses. Ground water management has enormous implication for sustainable development (1) degradation of ground water system through pollution of aquifers. (2) The lack of public awareness about the sustainable use and importance of ground water (3) The economic repercussion/implications of not resolving ground water demand and supply management.

Although access to safe drinking water has increased in recent years and India has been on track to meet Millennium Development Goal(MDG), nearly 130 million people in India still do not have access to clean water. Approximately 14 million children under age 5 are exposed to unsafe drinking water. India ranks 49 in the world for the under 5 age child mortality.

“World Water Day” is being celebrated to draw attention to the dreadful consequences of millions of children being denied clean water and proper sanitation.

Clean water is integral to life, health, education and prosperity. The daily grind for fetching water can take hours each day. Women and female children spend more than 10 million person years carrying water from distant sources every year.

In some regions women spend upto 5 hours a day fetching water. Medical research has documented cases of permanent damage to women’s health attributed to carry water. On an average women and children travel 10-15 kilo meters per day collecting water and carrying upto 20 kilos per trip.

Women are most often collectors, users and managers of water in house-holds women have considerable knowledge about water resources, quality reliability restrictions and its storage.

In India it is estimated that women fetching water spend 150 million work days per year which equivalent to a national loss of income of Rs. 10 billion rupee.

“A drop of water is flexible. A drop of water is powerful. A drop of water is in Demand.”

It is time that we all endeavor to strife for its sustainable use for future generations and for those underprivileged who have little access due to water wastage. We must come forward to bring about equity and parity. The poor have equal right to water.

Come let’s join hands to promote “water for all”, “health for all”!!

Let us use water intelligently and waste less to get a fair share for all. We need to be more responsible to use water intelligently and make its management, conservation a priority in the interest of mankind.

Pledge: a promise to do everything in our power to see that children and adults have clean water and sanitation methods to lead healthy lives.

Cluster Level Village programmes Organized

Sr. No.	Name of the District	Name of the village	Date/Day	Capacity Building and communication Activities
1.	Ropar	Natlampur	20.3.2015 Friday	<ul style="list-style-type: none"> • Building Capacity of Local community about the importance of World Water Day and soliciting their involvement for water conservation management and equitable distribution. • Though provoking messaging to trigger their conscience to actively to support safe water and hygiene practices. • Motivational Songs • Video clippings • Video documentaries • Talk by Subject Matter Specialist on Water Hygiene and Sanitation • Water Quality testing camps • Medical Camps • Puppet Show • Song competitions • Quiz Competition • Village Rally • Pledge Taking
2.	Mohali	Badarpur Simbal Majra	20.3.2015 Friday 22.3.2015 Sunday	
3.	Patiala	Bursat Karhali	19.3.2015 Thursday 21.3.2015 Saturday	
4.	Fatehgarh Sahib	Khumna	21.3.2015 Saturday	
5.	Ludhiana	Rajoana Kalan Sarwarpur	20.3.2015 Friday	
6.	Sangrur	Jhaner	20.3.2015 Friday 22.3.2015 Sunday	
7.	Barnala	Badbar and Gumti	20.3.2015 Friday 21.3.2015 Saturday	
8.	Amritsar	Wadali, Khiala	20.3.2015 Friday 21.3.2015 Saturday	
9.	TarnTaran	Sheik Chak	20.3.2015 Friday	
10.	Jalandhar	Khurampur Lakshian	20.3.2015 Friday	
11.	Kapurthala	Khassan	20.3.2015 Friday	
12.	Gurdaspur	Babri Nangal	21.3.2015 Saturday	
13.	Hoshiarpur	Dhamian Kalan	20.3.2015 Friday	
14.	SBS Nagar	Gunachour Majara Khurd	19.3.2015 Thursday 20.3.2015 Friday	
15.	Ferozepur	Chak Mobio Hardo Dandi Sohangarh urf Rattawala	19.3.2015 20.3.2015	
16.	Fazilka	Awa urf Varamura Chotiawali	19.3.2015 20.3.2015	
17.	Muktsar	Bhdhimal Tarkhan Wala	20.3.2015 Friday	
18.	Moga	Bilaspur and Takhupura	22.3.2015 Sunday	
19.	Faridkot	Simre wala Midduman	20.3.2015 Friday	
20.	Bathinda	Gehri Butter Gehri Bhagi	18.3.2015 Wed 20.3.2015 Friday	
21.	Mansa	Burj Rathi	18.3.2015 Wed	

Benefits Accrued from celebrations

- Successfully galvanized the GPWSCs and community/aroused awareness about safe water, water conservation through proper management and hygiene/sanitation practices benefitting more than three thousand local community.
- Participating GPWSCs from adjoining villages to the programme is expected to promote WSS schemes in their villages.
- Thought provoking examples and messaging triggered their conscience to actively support water and sustainable development.
- Winning GPWSC and community commitment towards self sustainable WSS.
- Strengthening GPWSCs roles and responsibilities.
- Event promoted increase in beneficiary share collections
- Promoting women involvement through actively participating in GPWSC meetings, decision making and beneficiary share collection etc.
- Equitable distribution of water



Capacity Building for beneficiary share collection



Water Quality Check in mobile Water Quality testing van



Random household water quality checks through water quality testing van



Dental check-up camp to promote ill-effects of contaminated water on teeth



Village Level rally by children promoting water conservation through slogans



General Check-up Medical Camp



Resource Person promoting water for sustainable development



Shabad Kirtan promoting importance safe water



School children during quiz competition on water



Village "Bhandh" promoting household connections



Village Lady Sarpanch taking a pledge to use water judiciously



Door to door Capacity Building for beneficiary share collection



Village community in water day celebration



GPWSC being briefed on project concept and importance of safe water



Song recital competition promoting water issues



Community members committing to water management