

Strengthening Urban WASH Service Delivery: Evaluating the Role of SHGs as Jalasathis



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Genesis of the Jalasathi Program

Odisha launched the **Jalasathi Program** in 2019. It empowers SHG women as "*Jalasathis*" as a part of its vision to engage women as last-mile service providers across all 115 cities in the state.

Its key objectives include:

- Universal Coverage by installing consumer meters for usage-based monthly billing.
- Promoting technological and digital solutions in water governance and management.
- Monitoring water quality, building community trust, and spreading awareness on piped water supply.
- Enhancing climate resilience.

In 2023, UMC, with GIZ's support, strengthened the program by building the capacities of *Jalasathis* and officials.



Jalasathis: Key Milestones (2019-2025)

From Pilot Projects to Statewide Implementation

2019

- Launch
- Introduction of mPOS machines and water quality testing.
- Piloted in 7 wards of Bhubaneswar.
- PMU established.

2021

- SOP Revised.

2023

- Prepaid card issued to Jalasathis.
- Jalasathi scaled to all 115 ULBs.
- 20 Jalasathis promoted as trainers for scale up.
- **Urban Management Centre** designated as TSU.
- State-wise orientation training of Jalasathis

2020

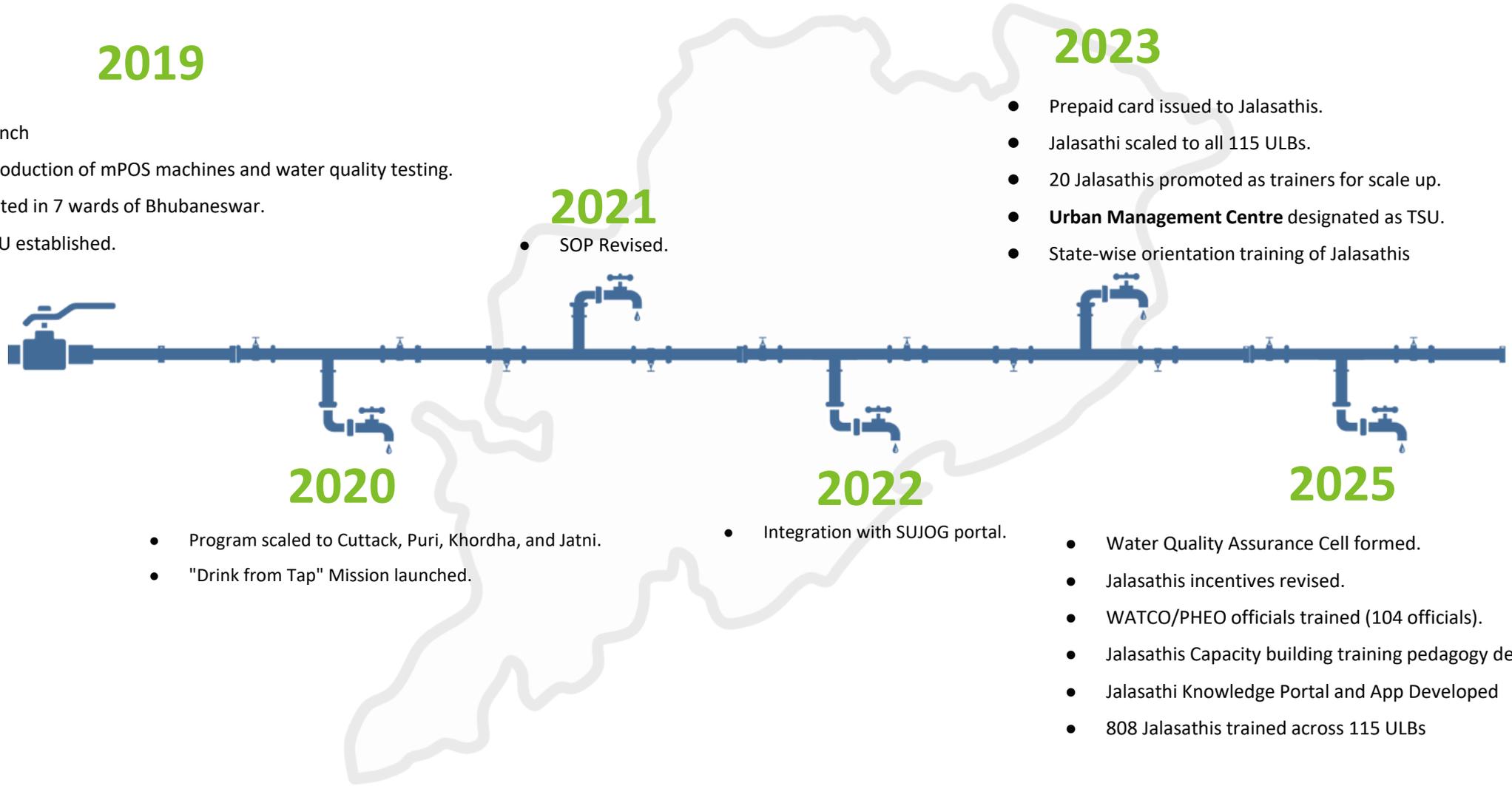
- Program scaled to Cuttack, Puri, Khordha, and Jatni.
- "Drink from Tap" Mission launched.

2022

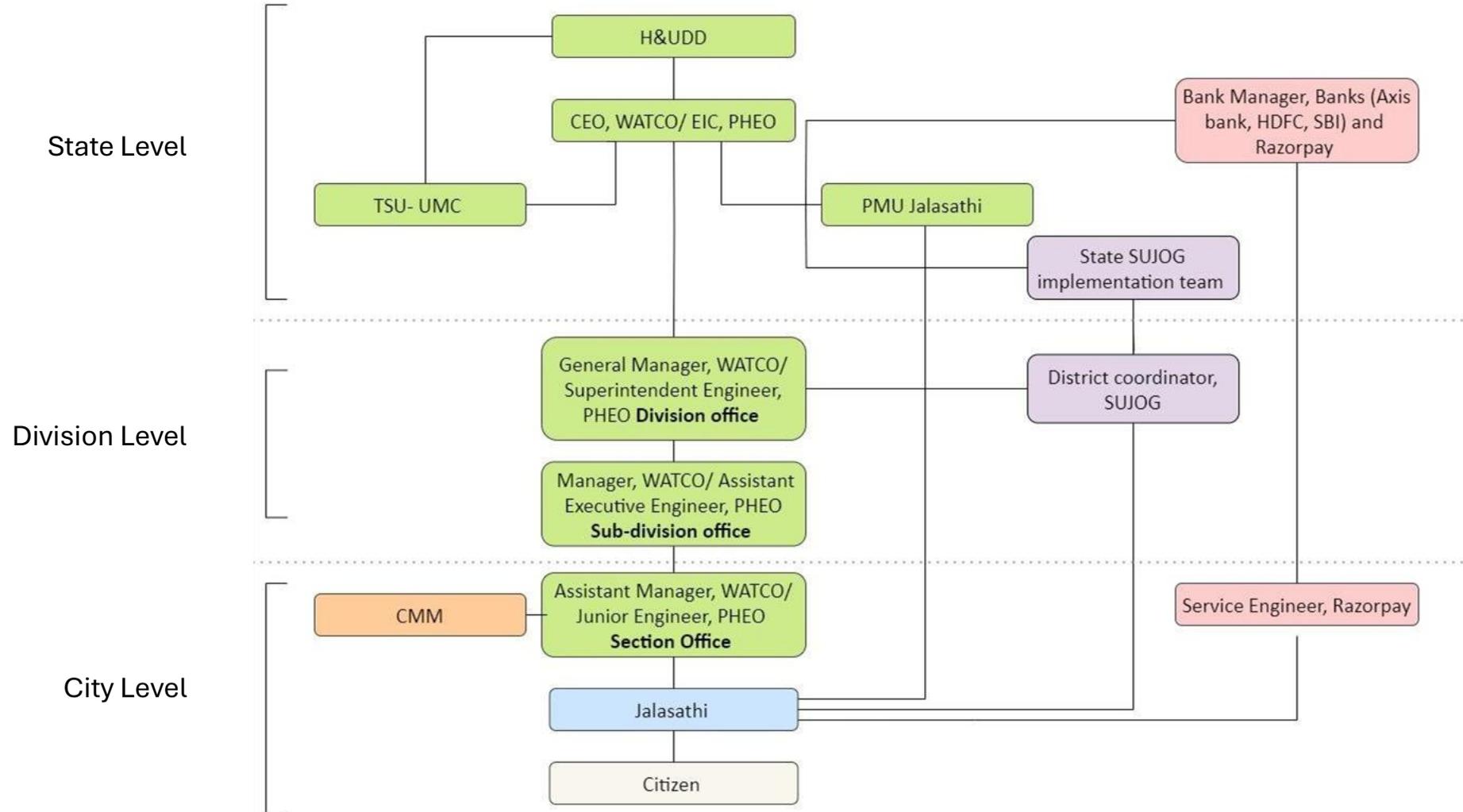
- Integration with SUJOG portal.

2025

- Water Quality Assurance Cell formed.
- Jalasathis incentives revised.
- WATCO/PHEO officials trained (104 officials).
- Jalasathis Capacity building training pedagogy developed.
- Jalasathi Knowledge Portal and App Developed
- 808 Jalasathis trained across 115 ULBs



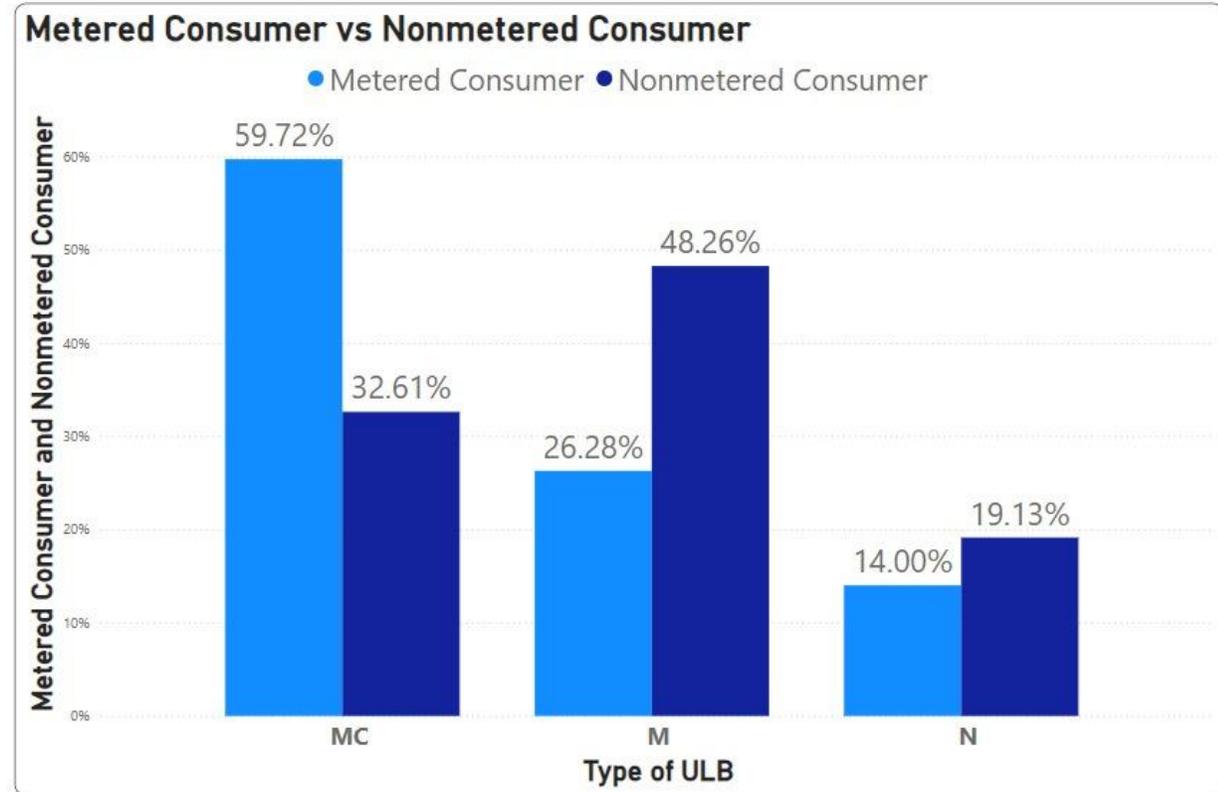
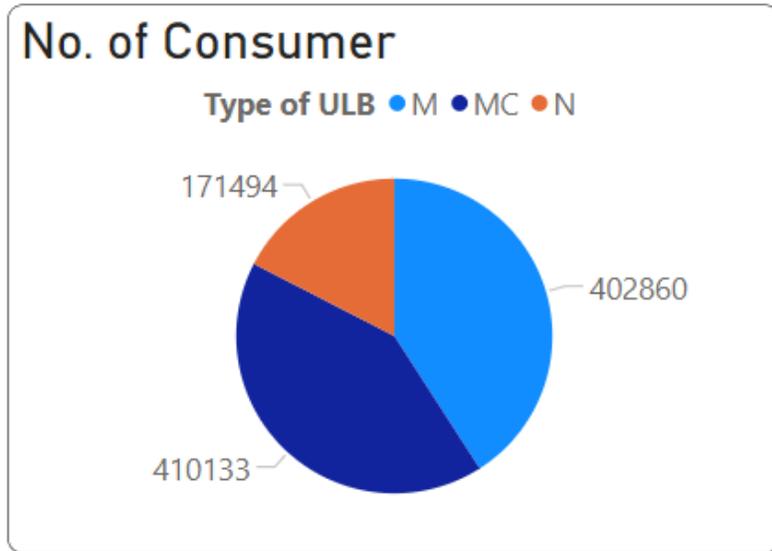
Stakeholder Mapping



Jalasathis at work

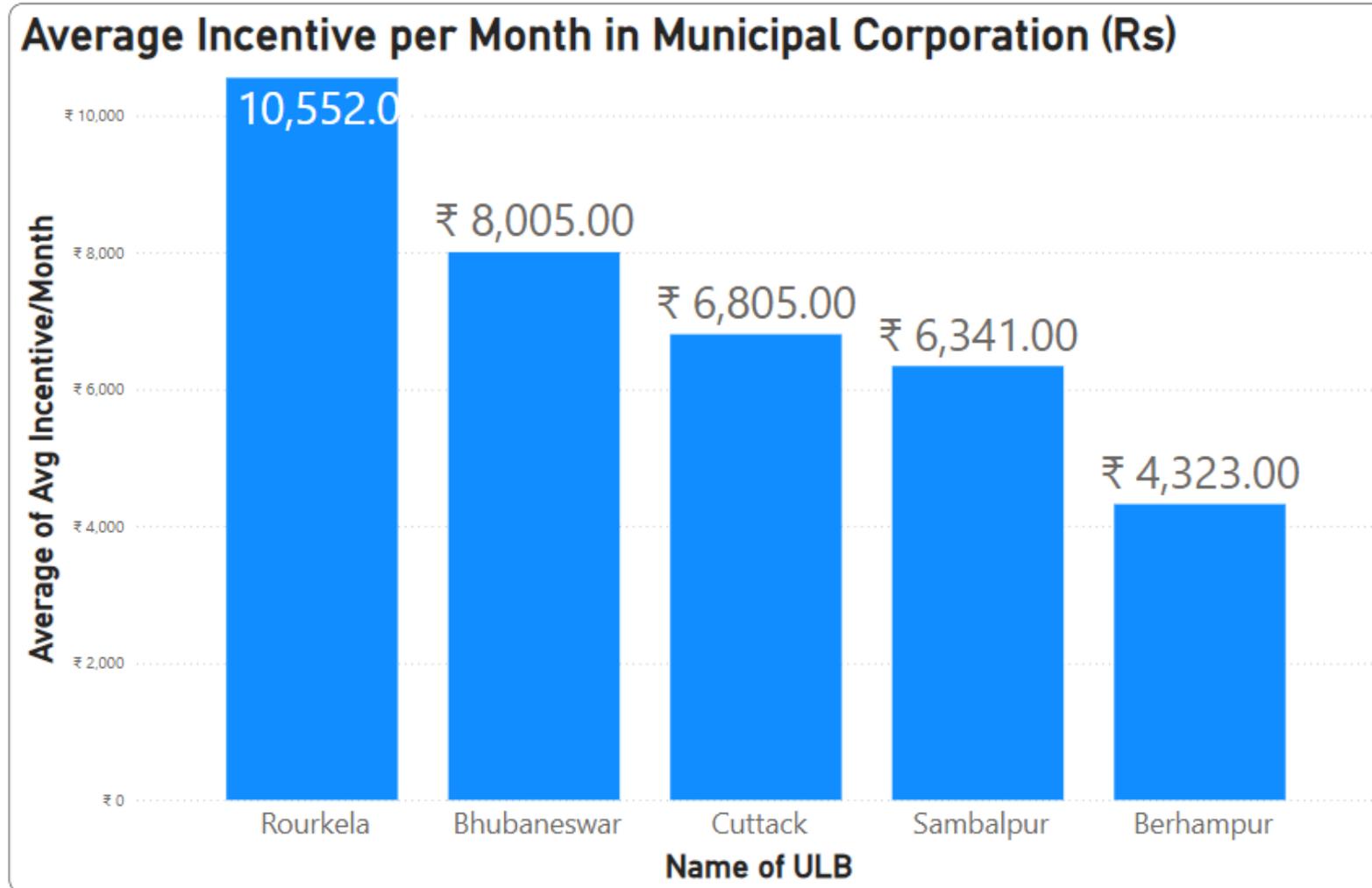


Distribution of Jalasathis



68 ULBs have more than 80% non metered connections

Average incentive of a Jalasathi (based on a 4 to 5-hour work day)



Data source: SUJOG, PMU (April'23- March'24)

Meeting and Discussions with Various Stakeholders





Capacity Building Initiatives

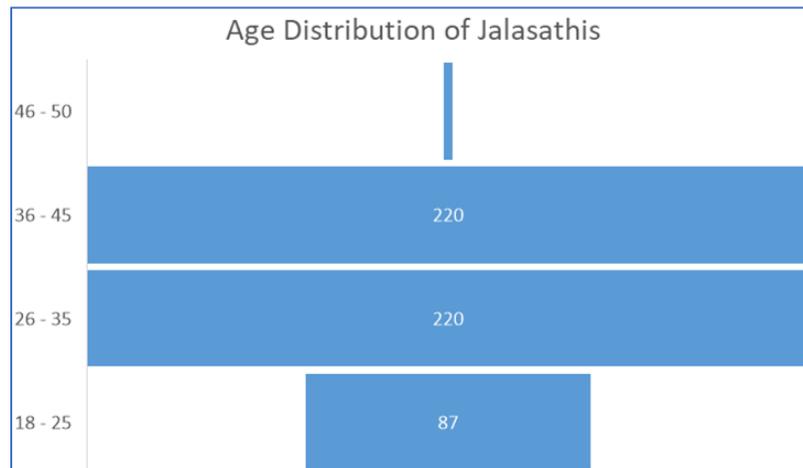
UMC's capacity-building initiatives focus on creating a sustainable ecosystem that equips all stakeholders *Jalasathis* (women SHG members) and state officials - with the skills and tools needed to ensure universal access to safe urban water supply



Building Capacity of Stakeholders

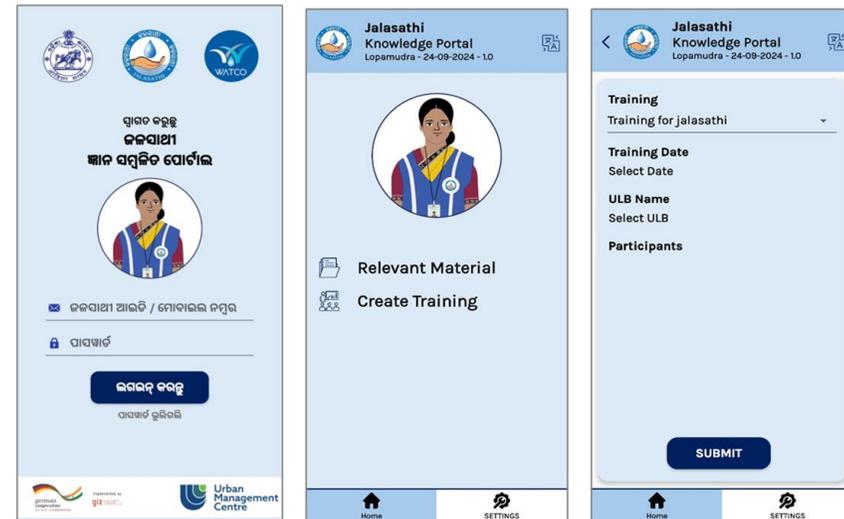
Strengthening *Jalasathis* and Officials for Effective Service Delivery

1. Ecosystem-Centric Framework
2. Participatory Learning
3. Digital Knowledge Management
4. Adult Learning Pedagogy
5. Training Assessment



Jalasathi Knowledge Portal

- **Bilingual Support**
- **Comprehensive Training Modules:** Covers roles, digital skills, grievance redressal, and water quality testing.
- **Assessment Tools:** Pre- and post-training evaluations.
- **Performance Dashboards:** Real-time tracking of trainings.
- **Offline Access**
- **Knowledge Bank:** Includes SOPs, advisories, and relevant documents for *Jalasathis* and officials..
- **Customisable User Management**



Training of WATCO and PHEO Officials

162
Participants

Symbiotic partnership between Assistant Manager, WATCO/ Junior Engineer, PHEO & Jalasathi

Orientation Training

Housing & Urban Development Department
Government of Odisha

Technical Support
 Implemented by



28
Female

134
Male

Symbiotic partnership between Assistant Manager, WATCO/ Junior Engineer, PHEO & Jalasathi

Gender Inclusion

Housing & Urban Development Department
Government of Odisha

Technical Support
 Implemented by



Orientation training of Jalasathis

- Prepared training modules and handouts for the capacity building training
- Conducted Capacity Building across all at OUA



809
Jalasathis

Learning Modules for Jalasathis

Communication and Perseverance for Jalasathi

Housing & Urban Development Department
Government of Odisha



With special support from:
Urban Management Centre




Digital Skills for Jalasathi

Housing & Urban Development Department
Government of Odisha



With special support from:
Urban Management Centre




How to use an mPoS machine?

Housing & Urban Development Department,
Government of Odisha



With special support from:
Urban Management Centre




How to conduct water quality test?

Housing & Urban Development Department
Government of Odisha



With special support from:
Urban Management Centre




Jalasathis as community partners

Housing & Urban Development Department
Government of Odisha



With special support from:
Urban Management Centre




Grievance Redressal

Housing & Urban Development Department
Government of Odisha



With special support from:
Urban Management Centre




Role and responsibilities as a Jalasathi

1. Distribution of water bills to both metered & non-metered consumers at doorstep
2. Collecting water charges through mPoS
3. Water quality testing at the consumer end
4. Sensitizing community on water conservation
5. Facilitating new piped water connections
6. Support in consumer grievance redressal
7. Regularizing unauthorized connection by installation and activation of meters



Urban Management Centre

Induction training of Jalasathis by WATCO/PHEO

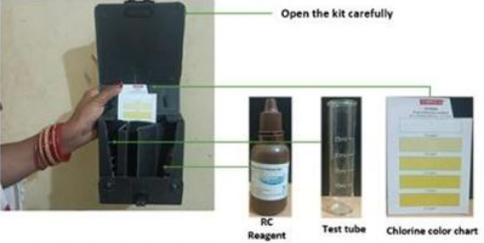
1. Did you receive orientation when you first joined? was it conducted in a classroom or on-field setting?
2. Were you given the consumer list for your designated area?
3. Are you provided with kits by WATCO/PHEO, and check your kits if you have
 - a) Water testing kits
 - b) paper roll
 - c) Jacket
 - d) ID card
 - e) Cap
 - f) Notebook and pen
 - g) Bag




Urban Management Centre

Step 2

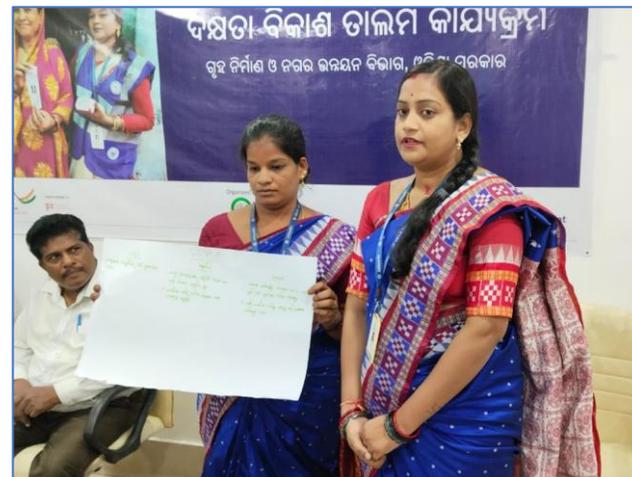
Open the kit carefully



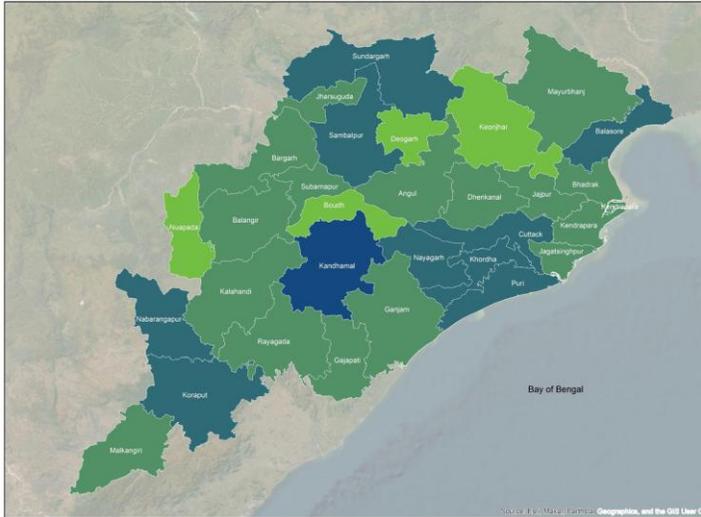
RC Reagent Test tube Chlorine color chart

Urban Management Centre

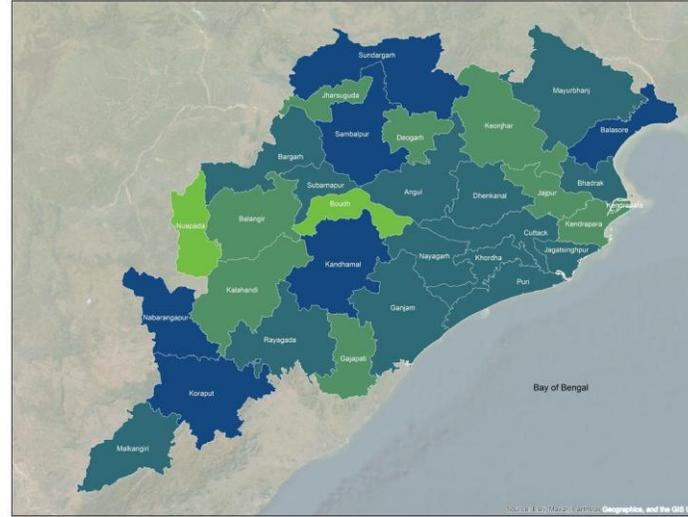
Training of Jalasathis across State



Training Assessment - Jalasathis

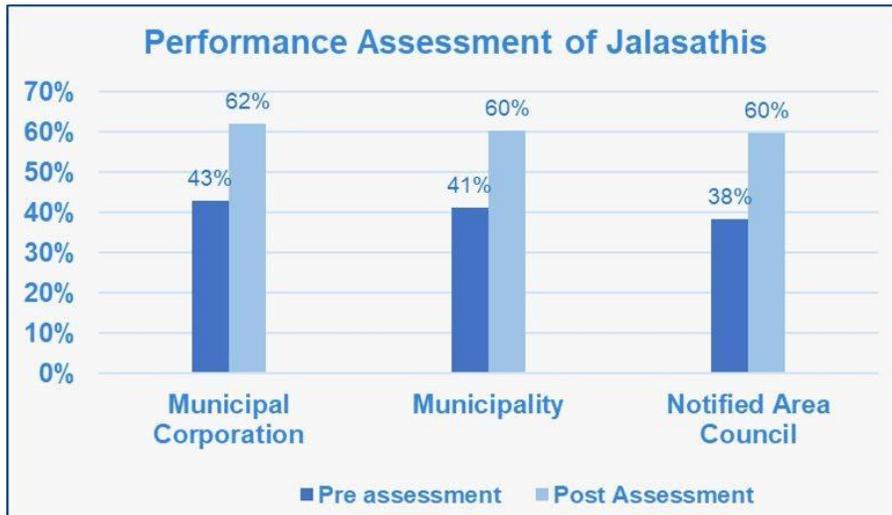
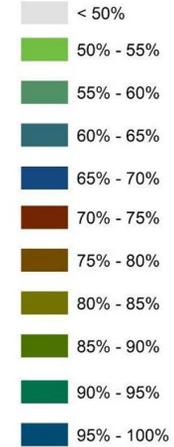


Pre Assessment Performance of Jalasathis by Districts



Post Assessment Performance of Jalasathis by Districts

Legend



- The maps depict the results of division wise aggregated scores of *Jalasathi* at the district level.
- The map on left shows the pre assessment scores while the map on right shows the post assessment scores of the *Jalasathi*.
- The performance assessment of *Jalasathi* across various class size of ULBs shows a 20% improvement following the training program.
- The *Jalasathi* in NACs show the maximum increase from 38% to 60%.

Performance Assessment of Jalasathis

- *Jalasathis* excel in soft skills such as interacting with consumers and officials.
- One of their key roles is to act as a bridge between citizens and the utility, ensuring timely grievance redressal and regular payment of water charges.
- *Jalasathis* test water quality, averaging 100 tests per month, earning an incentive of INR 10 per test. This helps WATCO and PHEO to address water quality issues.
- *Jalasathis* require further training on using mPOS machines for billing and collection of user charges.
- Each *Jalasathi* visits 600 households monthly and collects user charges worth approx. INR 75,000.
- **Revenue jumped from INR 65.6 cr. In FY 2022-23 to INR 72.4 crores in FY 2023-24 through Jalasathis.**



Thank You

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AND SANITATION
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UNIVERSITY

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UNIVERSITY
FACULTY
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