



DRINK FROM TAP MISSION
PURE FOR SURE

THE MISSION

On achieving universal coverage of Piped Drinking Water Supply in urban areas, the Govt. of Odisha now moves to higher orbits with the 'Drink from Tap Mission'.

The Mission was initiated by WATCO in August 2019



Like a pure stream it flows



OBJECTIVES

- Provide 24X7 drink from tap quality water to every household in Urban Odisha so that water received from household taps can be directly used for Drinking and cooking without further filtration or boiling
- Reduce health risks to citizens caused due to contamination of water arising out of intermittent supply
- To eliminate Household investments on overhead water tank/ underground reservoir, motor pump, RO based water filter
- 100% Metering of Household Water Connections to reduce non-revenue water (NRW)
- Adoption of innovative, state-of-the art technology and management techniques/tools
- Equitable, sustainable and people centric service provision with focus on the Urban Poor



PILOT IMPLEMENTATION

Pilot projects successfully implemented at selected locations in Bhubaneswar Municipal Corporation (BMC) area and Puri town.

The pilot areas are representative of EWS, LIG, MIG, HIG, Commercial, Institutional and Government buildings.

In the pilot implementation, all houses are connected to provide 24X7 piped water supply of drink from tap quality water with 100% metering, benefiting 185000 population.

The Mission is mandated to be upscaled covering each household in all 114 Urban Local Bodies (ULB) of the State in a phased manner.



EQUITY & INCLUSIVITY

Providing Drink from Tap Quality Water to the Urban poor has been given special emphasis in the Mission.

Entire slum households/population across the state are to be covered under the Mission in a Phased Manner.

“Salia sahi”, the largest slum in Bhubaneswar along with Ishaneswar Basti in Bhubaneswar and Masani Chandi in Puri have been included in the pilot implementation.

Convergence with the various ongoing Programs of the Government such as JAGA Mission ensures greater reach with higher speed.



STATE OF THE ART WATER TREATMENT

Modern Water Treatment Plants using advanced technologies to ensure safe water supply at the consumer's tap.

WATER QUALITY MONITORING

Water Testing Laboratories are established for regular Water Quality Monitoring and Surveillance across all major cities and towns in the State on PPP mode to ensure Third Party Quality Monitoring.



LAB ON WHEELS

Mobile van laboratories have been deployed to ensure onsite water quality testing, surveillance and monitoring and efficient incident management.



GIS MAPPING & REAL TIME MONITORING

Centralised monitoring and tracking of Customer Complaint Redressal using GIS based Asset and Consumer Mapping helps in preventive maintenance, complaint redressal and revenue collection.

PLC/ SCADA systems are installed in each Pilot Zone for online real-time monitoring of field data to ensure uninterrupted qualitative water supply.



24X 7 CUSTOMER CARE

Centralised Customer Care system is established with IVRS based automatic complaint logging, transfer to concerned staff for action and online real time tracking of redressal.

Consumers can log in their complains in three languages – Odia, English & Hindi

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QUICK RESPONSE TEAM

Exclusive mobile Crews have been set up with dedicated vehicles & equipment for immediate response to leakages and supply related incidence management.

The crews are controlled from the Centralised Command & Control Centre.





PURE FOR SURE CAMPAIGN

'Pure for Sure Campaign' has been launched to build public confidence on 'Drink from Tap' water supply system.

Real-time online water quality data displayed on LED display Boards in prominent places.

A mascot of the Mission "SUJAL" has been introduced to raise public awareness.



ENABLING POLICY MEASURES

- Treating household connection as public work and executing the individual household connections at Govt cost as public work. As any defect or quality compromise in the connection/ferrule point can cause leakages and contamination leading to public health disaster
- Payment in instalments for house connection
- Free house connection charges with subsidised water tariff for urban poor.
- Exemption from the road cutting charges and hassle-free process for house connection.



Like a pure stream it flows

COMMUNITY PARTNERSHIP



The responsibility of Water Supply Distribution and Consumer Management at ward level is entrusted to Jalsathis, selected from SHG members of Mission Shakti.

The Jalsathis act as key community link between the public and WATCO on performance linked incentive program and are responsible for:

Facilitating new connections

Reading Water Meters

Generating, distributing water bills and collecting user charges

Field Water Quality Testing

Support in Consumer Complaint Redressal

Sensitizing people on water conservation



COMMUNITY BASED DRINKING WATER SUPPLY MANAGEMENT FOR SUSTAINABILITY, INCLUSIVITY & GRASSROOT LEVEL OUTREACH

- Partnering with 5,000 Jalsathis to reach more than 12 lakh households across 114 ULBs of the state.
- Jalsathis will manage revenue collection of Rs. 250 crores per annum (approx.).
- Jalsathis will earn an estimated Rs. 8 crore incentive per annum.



NRW CELL

Reduction of non-revenue water reduction is essential for sustainable service delivery of drink from tap quality water round the clock.

An exclusive NRW cell is being institutionalised under WATCO for continuous and concentrated effort on Non-Revenue Water Management.

Odisha Water Academy

Towards building the capacity of WATCO team for efficient service delivery, establishment of Odisha Water Academy has been envisioned. Specialised Field Oriented Training Certification Programs for the human resource at all levels including Workers, Operators, Supervisors, Managers shall be taken up in the Academy.



Plumber Training & Certification

Plumbers are Trained, certified and empanelled (including returning migrant workers) for installation of household connections and operation & maintenance as per standard operating procedures to ensure quality service delivery.





WATCO

As a part of the Sectoral reforms with a mandate to provide water services (Drinking water supply and waste water management) in efficient manner, a Not-for-Profit company, WATCO (Water Corporation of Odisha) of Government of Odisha has been established under the Companies act 2013.

The objective of WATCO are to foster functional autonomy, operational flexibility and customer centric service culture in water supply and wastewater management on a sustainable basis.





Universal coverage of piped water supply with house connections has been achieved in Gopalpur, Digapahandi & Kashinagar ULBs.

Universal coverage of piped water supply with house connections will be achieved in 50% of 114 ULBs by March 2021 & 100% by March 2022

Bhubaneswar becomes the 1st Million Plus City in the country to achieve 100% water supply house connections...!!



WATCO Odisha



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