

JJM Winter Awareness Campaign Set to Make Waves in Leh Leh, March 2025

The Deputy Commissioner of Leh, Santosh Sukhdeve, chaired a crucial meeting to outline the agenda for the Jal Jeevan Mission (JJM) Winter Awareness Campaign. The initiative aims to enhance public understanding of water conservation and sustainable practices, with special emphasis on the upcoming Winter Pangong Marathon scheduled for February 2025.

During the meeting, Mr. Chamba, the organizer of the marathon, proposed innovative methods to reach diverse audiences. The campaign will leverage various platforms, including television news coverage, social media reels and posts, and the involvement of youth influencers and sports personalities. These approaches are expected to ensure the mission's message resonates with local, national, and international participants and viewers.

The campaign also includes sponsorship programs on prominent media platforms. On Doordarshan Leh, interviews, advertisements, and success stories about JJM, accompanied by awareness messages, will be broadcast to reach rural beneficiaries.

Similarly, All India Radio will air JJM success stories and awareness interviews during the same period. These broadcasts will feature PHED officials, community leaders such as Gobas and Panchayats, Anganwadi staff, and influencers. The radio campaign will also include awareness slogans and jingles played during peak listening hours.

To further engage the community, the Municipal Committee and Rural Development Departments will utilize trash collection vehicles as mobile awareness platforms. These vehicles, operating in both urban and rural areas during morning waste collection, will feature banners and audio slogans promoting water conservation alongside messages on waste segregation.

The campaign underscores the administration's dedication to ensuring safe and sustainable drinking water under the Jal Jeevan Mission, using innovative and far-reaching methods to involve every segment of society.



