



# PERIYAR UNIVERSITY

NAAC 'A' Grade with CGPA 3.61 (Cycle-3) - State Public University Rank 25 - NIRF Rank 56

Salem – 636 011, Tamil Nadu, India

## DEPARTMENT OF ECONOMICS

*National Seminar on*

**Jal Jeevan Mission**

**The Road Ahead to SDGs (JJM – SDG 3,5,6 &11)**



6<sup>th</sup> & 7<sup>th</sup> February 2025

Venue: Periyar University

Dear Fraternity,

Greetings from Department of Economics, Periyar University, Salem, Tamil Nadu.

The Periyar University holds A<sup>+</sup> grade from NAAC, and the Department of Economics is well known among academicians in India. In addition to providing postgraduate instruction, the department has made an effort to support outreach, extension and research initiatives. We are pleased to announce the National Seminar in this regard.

The two day National Seminar is scheduled to be held on the overarching theme of **Jal Jeevan Mission: The Road Ahead to SDGs (JJM-SDG 3, 5, 6 & 11)**. The seminar provides an opportunity for publication to the participating authors. After completing the registration process, all accepted papers for seminar presentations will be published as a "Anthology of papers" in digital format, with an ISBN. Select manuscripts that pass the double blind review procedure will be published as a result of collaboration with the journals (UGC care list).

The organizing committee of the seminar is pleased to extend an invitation to you and your associates to participate in the conference deliberations. Research papers and case studies are invited for the presentation.

### About The Seminar

The seminar focuses on reviewing the Indian government's flagship program, Jal Jeevan Mission (JJM), in the context of achieving the United Nations' Sustainable Development Goals (SDGs), particularly Goals 3, 5, 6 & 11, which aims to ensure availability and sustainable management of water and sanitation for all.

The JJM was launched in 2019 by the Government of India, which aims to provide safe and adequate drinking water through individual household tap connections to all rural households by 2024. It focuses on the sustainable management of water resources, including conservation, recharge, and wastewater treatment with the intervention of state and local communities. The seminar would highlight significant milestones achieved under the JJM, such as the number of households that have received piped drinking water. The JJM directly contributes to SDG 6, by promoting access to clean water and sanitation. Additionally, it impacts other SDGs like health & well being (SDG 3), gender equality (SDG 5), and sustainable cities and communities (SDG 11). Hence it is to be discussed how JJM is a crucial part of India's efforts to meet the 2030 Agenda for Sustainable Development.

Hence this seminar will focus on the roadmap to achieve 100% rural household coverage by 2024 and ensure long-term sustainability, technological solutions, such as water-efficient practices, smart monitoring systems and community engagement. It will lead to collaboration and partnerships of international co-operations of public-private partnerships, NGOs, and local communities in scaling up the mission and the importance of coordination among various stakeholders to build resilient water infrastructure.

Finally this seminar throws light on the recommendations to address existing challenges, policy reforms, innovations in water resource management, and emphasize the need for sustainable practices to align with the global SDGs.

### Sub themes of the seminar

- Progress of JJM
- Challenges in JJM implementation
- JJM in achieving SDGs 3, 5, 6, & 11
- JJM & WaSH in India
- JJM and its impact on women in households
- Sustainability and water source management
- Community participation and behavioural change
- Capacity building and governance
- Public private partnership and international collaborations
- JJM and Swachh Bharat Mission
- Exploring interdependence between water, energy and food security
- The road ahead: Strategic plan for 2024 & beyond

These detailed topics provide a comprehensive framework for exploring the intersections of water management, sustainable development, public health, policy, and innovation, all while aligning with the goals of the JJM and the broader SDGs.

Submit your Abstract (500 words) and Full paper (5000 words) in the prescribed format (Title of the Paper followed by Name of the author, Designation, Affiliated institution, Place and Key words ) to the **email ID : [jjmsdg2024@gmail.com](mailto:jjmsdg2024@gmail.com)**

**Last date for abstract & full paper submission : 31/01/2025**

## ORGANIZING COMMITTEE

### Chief Patron

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Department of Economics

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### Seminar registration details

Author & Co-author should Register separately

### Registration Fee (including GST)

Students & Research scholars : Rs. 360/-

Faculties & others : Rs. 600/-

For Participation alone : Rs. 240/-

**To register scan the QR code :**



## Payment Details

Electronic Fund Transfer (EFT) infavour of "The Organising Secretary (JJM – SDG 3, 5, 6 & 11)", payable at Salem to the following account number:

**Canara Bank, Periyar University Branch**

**SB A/C: 8450101001415**

**IFSC Code: CNRB0008450**

**Gpay, Phonepe - 9894012370**

We look forward to welcoming you to Periyar University, Salem. Tamil Nadu

## CONTACT

**Prof. Dr. A. SUGIRTHA RANI**

**Organising Secretary (JJM – SDG 3, 5, 6 & 11)**

**Department of Economics**

**Periyar University**

**Salem 636 011. Tamil Nadu**

**Mobile : 9894012370**

**Email: [jjmsdg2024@gmail.com](mailto:jjmsdg2024@gmail.com)**