





## Atal Mission for Rejuvenation and Urban Transformation 2.0





...In the next stage of AMRUT, country targets to have access to clean water for all urban citizens, increase coverage of sewerage & septage management, make our cities water secure and ensure that no dirty water falls into the rivers from drains. The journey of AMRUT and Swachh Bharat Mission so far is a pride for citizens. It is not only Mission, but also denotes honour, modesty & aspiration of the nation and love for the Motherland ...

> - Hon'ble Prime Minister in his address during launch of AMRUT 2.0, on 1 October, 2021

## हरदीप एस पुरी HARDEEP S PURI



आवासन और शहरी कार्य मंत्री पेट्रोलियम एवं प्राकृतिक गैस मंत्री भारत सरकार Minister of Housing and Urban Affairs; and Petroleum and Natural Gas Government of India



Message

अमत महोत्सव

Atal Mission for Rejuvenation and Urban Transformation (AMRUT) launched in 500 selected cities across the country in June 2015 by the Hon'ble. Prime Minister has been successful in enhancing liveability in AMRUT cities. AMRUT made states equal partners in planning and implementation of projects, thus actualizing the spirit of cooperative federalism.

AMRUT 2.0 launched by Hon'ble Prime Minister on 1 October 2021, with a total outlay of ₹2,99,000 crores – nearly 3 times of the AMRUT - is the outcome of confidence gained during implementation of AMRUT scheme and our resolve to extend the basic services to every household. The Mission envisages providing water tap connections to households in all statutory towns through 2.68 crore new household tap connections and providing universal household coverage of sewerage/septage services in 500 AMRUT cities through 2.64 crore new sewer connections/coverage with septage management. Rejuvenation of water bodies and green spaces and parks are other components of the Mission. Outcome based funding is a major feature of AMRUT 2.0.

In this context, I am happy to see the operational guidelines for AMRUT 2.0 issued by the AMRUT Mission Directorate. I am hopeful that AMRUT 2.0 will go a long way in improving the quality of life for all urban dwellers, especially the poor and the disadvantaged and make our cities water secure.

(Hardeep S Pu

New Delhi 26 October, 2021

आवासन और शहरी कार्य राज्य मंत्री भारत सरकार Minister of State, Housing & Urban Affairs Government of India



## कौशल किशोर KAUSHAL KISHORE



संदेश

घरों के लिए बुनियादी सेवाएं (जैसे जल आपूर्ति, सीवरेज) प्रदान करना और शहरों में सुविधाएं उपलब्ध कराना, जो सभी के जीवन की गुणवत्ता में सुधार करें, राष्ट्रीय प्राथमिकता रही है। इसी उद्देश्य से अमृत योजना को 500 शहरों में 25 जून 2015 को प्रारम्भ किया गया था। मिशन के सफलता को देखते हुए तथा इसे सभी वैधानिक शहरों में क्रियान्वित करने के उद्देश्य से माननीय प्रधानमंत्री जी ने अमृत 2.0 मिशन का शुभारम्भ 1अक्टूबर 2021 को किया है।

अमृत 2.0 सभी वैधानिक शहरों में सभी को नल कनेक्शन प्रदान करने का लक्ष्य रखता है। साथ ही, इसमें सभी 500 अमृत शहरों में सीवरेज/सेप्टेज सेवाओं का सार्वभौमिक घरेलू कनेक्शन प्रदान करने का प्रस्ताव है। जल निकायों का नवीकरण, हरित स्थान और पार्क इस मिशन के अन्य घटक हैं। परिणाम आधारित वित्तपोषण इसकी प्रमुख विशेषता है।

इन सब को ध्यान में रखते हुए आज मै गर्व से कहना चाहता हूँ कि अमृत 2.0 मिशन की परिचालन दिशानिर्देश, जोकि अमृत मिशन निदेशालय द्वारा जारी किया गया है, सभी वैधानिक शहरों को जल सुरक्षित बनाएगा और आत्मनिर्भर भारत के स्वप्न को साकार करने में मदद करेगा।

out 21 minzul कौशल किशोर

जय हिन्द।

**दुर्गा शंकर मिश्र** सचिव **Durga Shanker Mishra** Secretary



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Hon'ble Prime Minister launched AMRUT 2.0 on 1 October, 2021. It aims to develop water secure cities in the spirit of **AatmaNirbhar Bharat**. It targets to provide reliable **2.68 crore** new water tap connections to all in about **4,800 statutory towns**. Also, it proposes to get universal household coverage of sewerage/ septage services in **500 AMRUT cities through 2.64 crore** new sewer connections. Rejuvenation of water bodies, green spaces and parks are other components of this Mission. Outcome based funding is its major feature. Total indicative outlay for AMRUT 2.0 is **₹ 2,99,000 crore** which includes allocation for projects of ongoing AMRUT Mission to the tune of **₹ 22,000 crore** for **two years** from FY 2021-22 to FY 2022-23 and the rest is for five years. Total indicative central share is **₹86,760 crore** including **₹10,000 crore** for AMRUT projects.

I am pleased to share AMRUT 2.0 guidelines with the stakeholders. Guidelines gives way forward for implementing the Mission. To begin with, cities are expected to prepare and submit City Water Balance Plans (CWBPs) online on a robust Mission Portal of MoHUA. CWBPs will give the status of water sources, quantum of water available, water demand and supply in the city culminating in gaps in services. These gaps will lead to formulating projects with target of filling these gaps. Mission mandates implementation of 10% worth of funds allocated to million plus cities under PPP mode. Projects on 24x7 water supply in 500 AMRUT cities are encouraged. Mission management will be paperless on an online platform.

All projects proposed by State will aggregate to State Water Action Plan (SWAP) which will be submitted in three tranches for approval of Apex Committee. Mission will provide central assistance for implementing projects in three instalments. Third instalment will be released only on the basis of achieved outcomes. Notification of Property Tax and User charges by States are mandatory reforms to be implemented in first two years for continuity of central funding. Aquifer Management Plans of cities are to be submitted by States. Mission will provide funds separately for outcomes achieved through sources not funded through AMRUT and AMRUT 2.0. Central funding will be admissible for Administrative and Other Expenses (A&OE) to the States.

Pey Jal Survekshan, Information Education & Communication (IEC) and Technology sub-Mission are key components of Mission. Start-ups in water sector will also be encouraged through sub-Mission. Reform agenda of Mission has reforms on municipal governance and water security of cities. Major reforms are reducing non-revenue water to below 20%; recycle of treated used water to meet at least 20% of total city water demand and 40% for industrial water demand at State level; 24x7 water supply with 'Drink from tap' facility; GIS based master plans of the cities & efficient town planning; raising funds through issuance of municipal bonds and rejuvenation of water bodies. Successful implementation of reforms will be incentivized.

I hope these guidelines will be used extensively by the States/UTs and ULBs to implement the Mission in the field. I look forward to whole heartedly participation to achieve the Mission outcomes in a time bound manner.

NYMO

Durga Shanker Mishra

New Delhi 25<sup>TH</sup> October, 2021 डी॰ तारा, आई.ए.एस. संयुक्त सचिव D. Thara, I.A.S. Joint Secretary



भारत सरकार आवासन और शहरी कार्य मंत्रालय

GOVERNMENT OF INDIA MINISTRY OF HOUSING AND URBANAFFAIRS



## Preface

The AMRUT 2.0 guidelines have been formulated with the aim of assisting States/ UTs for making our cities **Aatma Nirbhar** and '**water secure**'. Several stakeholder consultations across 36 States/ UTs have been conducted as well as inputs from the key players such as development banks, private sector players, water sector consultants as well as NGOs have been taken into consideration.

MoHUA in partnership with States aims to achieve functional tap connections to all households, undertaking water source conservation/ augmentation, rejuvenation of water bodies and wells, recycle/re-use of treated used water and rainwater harvesting. Mission will extend the ease of living by upscaling universal coverage in water supply from 500 cities to about 4,800 statutory towns and universal coverage of sewerage and septage management to 500 AMRUT cities.

City Water Balance Plan will help cities to identify scope for projects focusing on the objectives of Mission stated above. Based on the projects identified in City Water Balance Plans, City Water Action Plan (CWAP) will be devised. These CWAPs will be aggregated in the form of State Water Action Plans (SWAP).

Another significant shift in the running the national Mission will be to attain data equity - AMRUT 2.0 will be a paperless mission with complete digital monitoring of projects progress and its funding. Funding to States will be predominately outcome based.

Mission has a reform agenda with focus on strengthening of urban local bodies and water security of the cities. Major reforms are reducing non-revenue water to below 20%; create a 'new tap of water' through recycle of treated used water to meet at least 20% of total city water demand and 40% for industrial water demand at State level; electric vehicle charging points; 24x7 water supply; reforms on property tax and user charges; GIS based master plans of the cities; raising funds through issuance of municipal bonds and rejuvenation of water bodies.

Further, to encourage start-ups involved in water sector, Technology Sub-Mission will be launched. Under the gig economy model, Mission will co-opt women and youth for concurrent feedbacks about its progress. Women SHGs will be involved in water demand management, water quality testing and water infrastructure operations. Pey Jal Survekshan will instill healthy competition among cities and act as a monitoring tool and Mission accelerator. Capacity building programs will be extended to various stakeholders.

We welcome this grand Mission launched by the Hon. PM and we wish to contribute to his vision of making this Mission a Jan Aandolan (people's movement).

Jai Hind.

Sd/-(**D. Thara**)

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## Abbreviations:

A&OE	Administrative and Other Expenses	
AC	Apex Committee	
ACA	Admissible Central Assistance	
ADB	Asian Development Bank	
AFD	Agence Française de Dévelopement	
AMRUT	Atal Mission for Rejuvenation and Urban Transformation	
AMRUT 2.0	Atal Mission for Rejuvenation and Urban Transformation 2.0	
BCC	Behavioural Change Communication	
C&AG	Comptroller and Auditor General of India	
СА	Central Assistance	
CGWB	Central Ground Water Board	
CMMUs	City Mission Management Units	
СРНЕЕО	Central Public Health and Environmental Engineering	
CFILLO	Organisation	
Cr	Crore	
CWAP	City Water Action Plan	
СШВР	City Water Balance Plans	
DLAMC	District Level Advisory and Monitoring Committee	
DM	District Magistrate	
DMA	District Metered Area	
DPIIT	Department for Promotion of Industry and Internal Trade	
DPR	Detailed Project Report	
FA	Financial Advisor	
FC	Finance Commission	
FSSM	Faecal Sludge and Septage Management	
FSSTP	Faecal sludge and Sewage treatment plant	
FY	Financial Year	
GIS	Geographical Information System	
Gol	Government of India	

НАМ	Hybrid Annuity Model	
HH	Household	
1&D	Interception and Diversion	
IEC	Information, Education and Communication	
IRMA	Independent Review and Monitoring Agency	
LAP	Local Area Planning	
MD	Managing Director	
MLD	Million Liter per Day	
MoHUA	Ministry of Housing and Urban Affairs	
MoU	Memorandum of Understanding	
NEHU	North Eastern Hill University	
NGO	Non-Governmental Organization	
NIUA	National Institute of Urban Affairs	
NRSC	National Remote Sensing Centre	
NRW	Non revenue water	
NUDM	National Urban Digital Mission	
NULM	National Urban Livelihood Mission	
0&M	Operation and Maintenance	
PDMC	Project Development and Management Consultant	
PFMS	Public Financial Management System	
PHE	Public Health Engineering	
PIU	Project Implementation Units	
PMIS	Programme Management Information System	
PMU	Project Management Unit	
РРР	Public Private Partnership	
RWH	Rain Water Harvesting	
SBM	Swachh Bharat Mission	
SCADA	Supervisory Control and Data Acquisition System	
SCM	Smart City Mission	
SDG	Sustainable Development Goal	

SHGSelf- Help GroupsSHPSCState High Powered Steering CommitteeSLBService Level BenchmarksSLTCState Level Technical CommitteeSMMUState Mission Management UnitSNASingle Nodal AgencySOISurvey of IndiaSOPStandard Operating ProcedureSTPSewage Treatment PlantSWAPState Water Action PlanTCPOTown and Country Planning OrganisationTPSTown Planning SchemeUAVUnmanned Aerial VehicleUDUrban DevelopmentULBUrban Local BodyVGViability Gap			
SLBService Level BenchmarksSLTCState Level Technical CommitteeSMMUState Mission Management UnitSNASingle Nodal AgencySOISurvey of IndiaSOPStandard Operating ProcedureSTPSewage Treatment PlantSWAPState Water Action PlanTCPOTown and Country Planning OrganisationTPSTown Planning SchemeUAVUnmanned Aerial VehicleUDUrban DevelopmentULBUrban Local BodyUTUnion Territory	SHG	Self- Help Groups	
SLTCState Level Technical CommitteeSMMUState Mission Management UnitSNASingle Nodal AgencySOISurvey of IndiaSOPStandard Operating ProcedureSTPSewage Treatment PlantSWAPState Water Action PlanTCPOTown and Country Planning OrganisationTPSTown Planning SchemeUAVUnmanned Aerial VehicleUDUrban DevelopmentULBUrban Local BodyUTUnion Territory	SHPSC	State High Powered Steering Committee	
SMMUState Mission Management UnitSNASingle Nodal AgencySOISurvey of IndiaSOPStandard Operating ProcedureSTPSewage Treatment PlantSWAPState Water Action PlanTCPOTown and Country Planning OrganisationTPSTown Planning SchemeUAVUnmanned Aerial VehicleUCUtilization CertificateUDUrban DevelopmentULBUrban Local BodyUTUnion Territory	SLB	Service Level Benchmarks	
SNASingle Nodal AgencySOISurvey of IndiaSOPStandard Operating ProcedureSTPSewage Treatment PlantSWAPState Water Action PlanTCPOTown and Country Planning OrganisationTPSTown Planning SchemeUAVUnmanned Aerial VehicleUCUtilization CertificateUDUrban DevelopmentULBUrban Local BodyUTUnion Territory	SLTC	State Level Technical Committee	
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SOPStandard Operating ProcedureSTPSewage Treatment PlantSWAPState Water Action PlanTCPOTown and Country Planning OrganisationTPSTown Planning SchemeUAVUnmanned Aerial VehicleUCUtilization CertificateUDUrban DevelopmentULBUrban Local BodyUTUnion Territory	SNA	Single Nodal Agency	
STPSewage Treatment PlantSWAPState Water Action PlanTCPOTown and Country Planning OrganisationTPSTown Planning SchemeUAVUnmanned Aerial VehicleUCUtilization CertificateUDUrban DevelopmentULBUrban Local BodyUTUnion Territory	SOI	Survey of India	
SWAPState Water Action PlanTCPOTown and Country Planning OrganisationTPSTown Planning SchemeUAVUnmanned Aerial VehicleUCUtilization CertificateUDUrban DevelopmentULBUrban Local BodyUTUnion Territory	SOP	Standard Operating Procedure	
TCPOTown and Country Planning OrganisationTPSTown Planning SchemeUAVUnmanned Aerial VehicleUCUtilization CertificateUDUrban DevelopmentULBUrban Local BodyUTUnion Territory	STP	Sewage Treatment Plant	
TPSTown Planning SchemeUAVUnmanned Aerial VehicleUCUtilization CertificateUDUrban DevelopmentULBUrban Local BodyUTUnion Territory	SWAP	State Water Action Plan	
UAVUnmanned Aerial VehicleUCUtilization CertificateUDUrban DevelopmentULBUrban Local BodyUTUnion Territory	ТСРО	Town and Country Planning Organisation	
UCUtilization CertificateUDUrban DevelopmentULBUrban Local BodyUTUnion Territory	TPS	Town Planning Scheme	
UDUrban DevelopmentULBUrban Local BodyUTUnion Territory	UAV	Unmanned Aerial Vehicle	
ULB     Urban Local Body       UT     Union Territory	UC	Utilization Certificate	
UT Union Territory	UD	Urban Development	
	ULB	Urban Local Body	
VG Viability Gap	UT	Union Territory	
	VG	Viability Gap	

#### 1 Introduction

1.1 Hon'ble Prime Minister, during his address to the nation on 15 August 2019 stated, "... nearly half of the households do not have water...women have to travel two to three km to fetch water...we need to work in the field of water conservation, irrigation, rainwater conservation, rejuvenation of water bodies, desalination of sea water and treatment of wastewater...". To holistically address these issues, he announced the launch of Jal Jeevan Mission.

1.2 Earlier, to facilitate ease of living to citizens, Atal Mission for Rejuvenation and Urban Transformation (AMRUT), was launched in 500 cities on 25 June 2015, as a first focused national water Mission.

1.3 AMRUT aimed to provide universal coverage of water supply by providing 1.39 crore household tap connections. Likewise, coverage of sewer/ septage connections were proposed to increase



from 31% to 62% by providing 1.45 crore connections. So far, 1.12 crore tap connections and 87 lakh sewer connections have been provided. Sewage treatment plants of capacity 1,800 MLD have been created; out of this 907 MLD is being reused. This Mission has decreased disease load and improved quality of life of all, especially women in terms of time and energy saved to be put to constructive use.

1.4 Sustainable Development Goal 6.4 aims to substantially increase water-use efficiency across all sectors and ensure sustainable withdrawals and supply of freshwater to address water scarcity and substantially reduce the number of people suffering from water scarcity, by 2030. In order to meet (SDG 6), and to extend ease of living in water sector from 500 to all statutory towns, Atal Mission for Rejuvenation and Urban Transformation 2.0 (AMRUT 2.0) has been launched. This will also ensure 100% coverage of sewerage/ septage management in 500 AMRUT cities.

#### 2 Atal Mission for Rejuvenation and Urban Transformation 2.0 (AMRUT 2.0)

#### 2.1 AMRUT 2.0 is a step towards AatmaNirbhar Bharat with aim of making the cities

**'water secure'** and providing functional water tap connections to all households. This will be achieved through circular economy of water by effecting water source conservation, rejuvenation of water bodies and wells, recycle/ reuse of treated used water, and rainwater harvesting by involving **community at large.** This Mission will be run as people's program i.e. **Jan Aandolan**. Mission also targets to provide 100% sewage/ septage management in 500 AMRUT cities.

2.1.1 Mission will focus on empowering States/ UTs and cities for efficient implementation of projects in the spirit of cooperative and competitive federalism by providing flexibility to the States/ UTs to formulate, plan and implement the projects. CA released can be utilized for projects in any of the ULBs as per physical/ financial progress of the projects.

#### 2.2 Ensuring community participation:

**Mission will co-opt women and youth for concurrent feedbacks about its progress.** Women SHGs will be involved in water demand management, water quality testing and water infrastructure operations. A concerted effort will be made to train women to test water quality in all the cities. This training program will be spearheaded by PHEDs or water and sewerage boards under the overall guidance of urban development department at the State level.

2.3 Mission has a reform agenda focused towards financial sustainability and water security of ULBs. Meeting 20% of water demand through recycled water, reducing non-revenue water to less than 20% and rejuvenation of water bodies are major water related reforms. Reforms on property tax, user charges, and enhancing credit worthiness of ULBs and urban planning are other important reforms.

2.4 Mission will encourage smart elements to be incorporated in every project. Mission will have a sub-Scheme on well rejuvenation.

2.5 Capacity building programs will be conducted for all stakeholders including contractors, plumbers, plant operators, students, women and citizens. Technical institutions will be roped in for assessment of Mission outcomes. Students will be engaged for survey of projects and outputs through **gig economy model**.

2.6 Technology Sub-Mission will help in identifying the proven and potential global technologies in water sector. Entrepreneurships / start -ups involved in low-cost indigenous equipment and processes will be encouraged.

## 2.7 Mission will be paperless and monitored on a robust technology-based monitoring& evaluation platform.

### 3 Components of AMRUT 2.0

#### 3.1 **Projects**

ULBs will submit detailed City Water Balance Plans (CWBPs) and City Water Action Plans (CWAPs) through online portal covering proposed projects in the thrust areas. The projects will be prioritized based on following outcomes with the focus on improving sustainability and efficiency in water sector:

- i. Universal coverage of water supply;
- ii. Sewerage, septage management and recycle/ reuse of treated used water; and
- Rejuvenation of water bodies (including urban wetland) and creation of green spaces.

Detailed information on project formulation and funding is in Article 4, 6 and 7.

#### 3.2 Administrative & Other Expenses (A&OE)

A&OE will be fully funded by the Centre and shall be utilized to cover the cost of preparing CWBPs, Program Management Units (PMUs), Detailed Project Reports (DPRs), Project Implementation Units (PIUs), Project Development and Management Consultants (PDMCs), development of Aquifer Management Plans and Independent Review and Monitoring Agencies (IRMAs). It will also be used for capacity building. Detailed information on A&OE funds is in **Article 7.4** 

3.3 Reforms

Mission has a reform agenda on ease of living of citizens through reduction of nonrevenue water, recycle of treated used water, rejuvenation of water bodies, augmenting double entry accounting system, urban planning, strengthening urban finance etc. Successful implementation of reforms will be incentivised. Reforms are described in **Article 7.5 and Article 8**.

#### 3.4 Technology Sub-Mission

Technology Sub-Mission will encourage start-up ideas and private entrepreneurship, and commissioning them into the pilot projects after screening of expert committee. Sub-Mission will also encourage innovative light house projects which will be partly funded. This component is detailed further in **Article 10**.

#### 3.5 Information, Education and Communication

**Information Education and Communication (IEC)** including **Behavior Change Communication** under AMRUT 2.0 is envisaged as a key strategy for spreading awareness on conservation of water and enhancing water use efficiency among the masses. This component is detailed further in **Article 14**.

#### 3.6 Pey Jal Survekshan

Pey Jal Survekshan is proposed in cities as a challenge process to assess the compliance of service level benchmarks with respect to quality, quantity, and coverage of water supply, sewerage & septage management, extent of reuse & recycle of used water, and conservation of water bodies in the city. Pey Jal Survekshan will instill healthy competition among cities and act as a monitoring tool and Mission accelerator. This component is detailed further in **Article 9**.

- 3.7 **Community Participation with focus on woman self help groups** to be co-opted in management of water infrastructure and quality assensement. This will be facilitated through National Urban Livelihood Mission (NULM) management unit.
- 3.8 **Outcome based funding is the most important defining feature of this Mission.** The cities will submit roadmap for outcomes to be achieved by them during the mission period.
- 3.9 **Evidence based evaluation of outcomes using online monitoring platform** combined with citizen feedback through gig economy will enable **community partnership**.
- 3.10 Public Private Partnership (PPP) projects are mandatory in million plus cities and at least a minimum of **10% of total fund allocation** at the city level shall be committed to PPP projects.

## 4 Projects

4.1 Mission will focus on achieving functional outcomes through project implementation under Amrut 2.0 as one of the means. While formulating the projects, it should be ensured that households of **informal settlements and low-income groups** are duly considered. These admissible projects/ need to be prioritized as per functional outcomes envisaged in the table below:

No.         outcomes           1         Providing         • Water source improvement and augmentation	
1 Providing • Water source improvement and augmentation	
<ul> <li>universal piped water supply with household water tap connection</li> <li>Fresh Water treatment</li> <li>Water distribution system in uncovered areas</li> <li>Augmentation of existing water distribution system Sustainability of quality and quantity of water size</li> <li>Reuse of treated used water</li> <li>Provision for 24x7 water supply#</li> <li>Smart solutions like SCADA</li> <li>Last mile connectivity to households (Not ex 3,000 per HH)</li> </ul>	stem supply
<ul> <li>Providing universal</li> <li>coverage of sewerage and septage</li> <li>management in 500 AMRUT cities and promoting circular economy of water</li> <li>Sewerage network</li> <li>Interception and Diversion (I&amp;D) infrastructure</li> <li>Sewage Treatment Plants (STPs)</li> <li>Tertiary Treatment with end-to-end re (preferably in PPP mode)</li> <li>Faecal sludge and Septage management (FSTI Plant &amp; collection mechanism)</li> <li>Provision/ augmentation and rehabilitation of systems with end-to-end treatment and reuse</li> <li>Tapping of used water for recycling</li> <li>Identifying the bulk users of recycled used facilitating sale of used water to potential industrial clusters such as textile/ leather/ pap plants/ railways, etc.)</li> <li>Smart solutions like SCADA</li> <li>Last mile connectivity to households (Not ex 3000 per HH)</li> </ul>	euse plan P cum STP f sewerage water and users (e.g. per/ power
3Rejuvenation of water bodies to• Rejuvenation of wetlands, water bodies by strengthening the embankments, and stone pa	0,

<ul> <li>augment water and enhance amenity value and development of green spaces</li> <li>Creation/ strengthening of storm water drains around water body</li> <li>Creation/ strengthening of storm water drains around water body</li> <li>Provision of STP to treat inflow into water body.</li> <li>Development of the community green spaces linked to a clean water body</li> <li>Funds for the projects of this sector shall not exceed 5% of total project allocation (4% for rejuvenation of water bodies and 1% for development of green spaces &amp; parks).</li> <li>Outcome based funding</li> <li>Functional outcomes in terms of functional water tap and sewer connections to households beyond baseline and not covered by AMRUT, implemented on or after 1 Nov</li> </ul>		
amenityvalue and development of green spaceswater body (which is not receiving sewage/ effluent)• Strengthening/ rejuvenation of the aquifers/ community wells• Creation/ strengthening of storm water drains around water body• Provision of STP to treat inflow into water body.• Development of the community green spaces linked to a clean water body• Funds for the projects of this sector shall not exceed 5% of total project allocation (4% for rejuvenation of water bodies and 1% for development of green spaces & parks).Outcome funding• Functional outcomes in terms of functional water tap and sewer connections to households beyond baseline and not covered by AMRUT, implemented on or after 1 Nov	augment water	<ul> <li>Diverting the polluting drains to treatment plants</li> </ul>
<ul> <li>and development of green spaces</li> <li>Strengthening/ rejuvenation of the aquifers/ community wells</li> <li>Creation/ strengthening of storm water drains around water body</li> <li>Provision of STP to treat inflow into water body.</li> <li>Development of the community green spaces linked to a clean water body</li> <li>Funds for the projects of this sector shall not exceed 5% of total project allocation (4% for rejuvenation of water bodies and 1% for development of green spaces &amp; parks).</li> <li>Outcome based funding</li> <li>Functional outcomes in terms of functional water tap and sewer connections to households beyond baseline and not covered by AMRUT, implemented on or after 1 Nov</li> </ul>	and enhance	Harvesting the rain water through storm water drains into
of green spaceswells• Creation/ strengthening of storm water drains around water body• Creation/ strengthening of storm water drains around water body• Provision of STP to treat inflow into water body.• Development of the community green spaces linked to a clean water body• Eunds for the projects of this sector shall not exceed 5% of total project allocation (4% for rejuvenation of water bodies and 1% for development of green spaces & parks).Outcome based funding• Functional outcomes in terms of functional water tap and sewer connections to households beyond baseline and not covered by AMRUT, implemented on or after 1 Nov	amenity value	water body (which is not receiving sewage/ effluent)
<ul> <li>Creation/ strengthening of storm water drains around water body</li> <li>Provision of STP to treat inflow into water body.</li> <li>Development of the community green spaces linked to a clean water body</li> <li>Funds for the projects of this sector shall not exceed 5% of total project allocation (4% for rejuvenation of water bodies and 1% for development of green spaces &amp; parks).</li> <li>Outcome based funding</li> <li>Functional outcomes in terms of functional water tap and sewer connections to households beyond baseline and not covered by AMRUT, implemented on or after 1 Nov</li> </ul>	and development	<ul> <li>Strengthening/ rejuvenation of the aquifers/ community</li> </ul>
<ul> <li>water body</li> <li>Provision of STP to treat inflow into water body.</li> <li>Development of the community green spaces linked to a clean water body</li> <li>Funds for the projects of this sector shall not exceed 5% of total project allocation (4% for rejuvenation of water bodies and 1% for development of green spaces &amp; parks).</li> <li>Outcome based funding</li> <li>Functional outcomes in terms of functional water tap and sewer connections to households beyond baseline and not covered by AMRUT, implemented on or after 1 Nov</li> </ul>	of green spaces	wells
<ul> <li>Development of the community green spaces linked to a clean water body</li> <li>Funds for the projects of this sector shall not exceed 5% of total project allocation (4% for rejuvenation of water bodies and 1% for development of green spaces &amp; parks).</li> <li>Outcome based funding</li> <li>Functional outcomes in terms of functional water tap and sewer connections to households beyond baseline and not covered by AMRUT, implemented on or after 1 Nov</li> </ul>		
<ul> <li>clean water body</li> <li>Funds for the projects of this sector shall not exceed 5% of total project allocation (4% for rejuvenation of water bodies and 1% for development of green spaces &amp; parks).</li> <li>Outcome based funding</li> <li>Functional outcomes in terms of functional water tap and sewer connections to households beyond baseline and not covered by AMRUT, implemented on or after 1 Nov</li> </ul>		<ul> <li>Provision of STP to treat inflow into water body.</li> </ul>
<ul> <li>Funds for the projects of this sector shall not exceed 5% of total project allocation (4% for rejuvenation of water bodies and 1% for development of green spaces &amp; parks).</li> <li>Outcome based funding</li> <li>Functional outcomes in terms of functional water tap and sewer connections to households beyond baseline and not covered by AMRUT, implemented on or after 1 Nov</li> </ul>		• Development of the community green spaces linked to a
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bodies and 1% for development of green spaces & parks).Outcome based funding• Functional outcomes in terms of functional water tap and sewer connections to households beyond baseline and not covered by AMRUT, implemented on or after 1 Nov		• Funds for the projects of this sector shall not exceed 5%
Outcome based funding• Functional outcomes in terms of functional water tap and sewer connections to households beyond baseline and not covered by AMRUT, implemented on or after 1 Nov		of total project allocation (4% for rejuvenation of water
funding sewer connections to households beyond baseline and not covered by AMRUT, implemented on or after 1 Nov		bodies and 1% for development of green spaces & parks).
not covered by AMRUT, implemented on or after 1 Nov	Outcome based	Functional outcomes in terms of functional water tap and
	funding	sewer connections to households beyond baseline and
		not covered by AMRUT, implemented on or after 1 Nov
2021, shall be considered for funding. (Note 3)		2021, shall be considered for funding. (Note 3)

**# In AMRUT cities**, **projects on 24x7 water supply** with drink from tap facility may be taken up. These projects should cover at least one ward or DMA with at least 2,000 households in the contiguous manner. Projects costing up to 20% of the project fund allocation for water supply projects in AMRUT cities may be taken up for 24x7 water supply. **Additional funding for such projects will be admissible in form of reform incentive.** 

Note 1: All admissible projects should have at least five-year O&M for infrastructure, which may be duly incorporated through the tender process.

Note 2: All water supply and sewerage projects will have smart elements.

Note 3: Outcome based funding is to be considered for the outcomes achieved with respect to sewer and water connections after the launch of AMRUT 2.0 by projects taken up by States/ UTs and achievement beyond baseline established for the city as on 1 November 2021. 4.2 Tentative distribution of central fund allocation among project components of Mission is as under:

#	Description	Central Share ( ₹ Cr)
1	Water supply projects	35,250
2	Rejuvenation of water bodies and developing green spaces & parks projects	3,900
3	Sewerage and septage management projects	27,600
	Total	66,750

\*The above table provides a broad picture of fund allocation. At city level, if universal water supply is achieved, then other components which are admissible can be taken up to achieve Mission objectives. The State Mission directorate shall ensure that universal water supply and sewage/ septage treatment is achieved in all cities as the first priority in that order.

### 5 Fund allocation

5.1 The total indicative outlay for AMRUT 2.0 is ₹ 2,77,000 crore including central share of ₹ 76,760 crore for five years from FY 2021-22 to FY 2025-26.

5.2	The central budgetary allocation for various Mission components will be as under:
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S.no	Mission component	Central
		Allocation
		( ₹ Cr)
1	Projects	66,750
2	Incentive for Reforms (8% of project CA allocation)	5,340
3	Administrative & Other Expenses (A&OE) for States/ UTs 2,169	
	(3.25% of project CA allocation)	
4	Administrative & Other Expenses (A&OE) for MoHUA (1.75% of 1,168	
	project CA allocation)	
5	Technology Sub-Mission (1% of project CA allocation)667	
6	IEC Activities (1% of project CA allocation)	667

5.3 Ongoing AMRUT projects will be funded with central assistance up to 31 March 2023.

No funds will be released for any AMRUT project incomplete by that date and it will become the responsibility of the State/ UT to complete them from their own resources.

#### 5.4 Funding for projects

Funding for the projects will be shared by Centre, States/ UTs and ULBs. Central share for various classes of ULBs will be as under:

ULBs	Central share
Union Territories	100% project funds by Centre
North eastern States and Himalayan States	90% of the project funds by Centre
With less than one lakh population	50% of the project funds by Centre
With population one lakh to ten lakh (both included)	1/3 <sup>rd</sup> of the project funds by Centre
With population more than ten lakh	25% of the project funds by Centre (except for projects taken up under PPP mode)

5.5 Public Private Partnerships (PPP): Projects amounting to at least 10% of total project allocation for all cities with population above ten lakh in a State will be mandatorily taken up in PPP mode. Projects with focus on selling treated water to industries and other users may be the potential projects for implementing under PPP mode. Such projects can be taken up in Hybrid Annuity Model (HAM) or any other suitable model. **Viability gap funding for such projects will be provided through CA**. CA will be 50% of the **viability gap subject to maximum of 30% of the project cost**. Balance viability gap will be borne by State/ ULB. Total viability gap will not exceed 60% of project cost.

- 5.5.1 States/ UTs and ULBs may augment their share of funding through alternative sources like raising municipal bonds, accessing capital markets, loans/ credits, State grants and central finance commission grants etc.
- 5.5.2 States/ UTs may avail loan from the funds earmarked by multi-lateral/ bilateral agencies like ADB, KFW, AFD and World Bank etc.

#### 6 Mission Implementation

#### 6.1 **Memorandum of Understanding (MoU):**

States/ UTs and ULBs have accepted a tripartite Memorandum of Understanding (MoU) with MoHUA. This MoU represents collective intent of MoHUA, State/ UT, and ULBs towards making urban India 'Water-secure' by effecting water source conservation, rejuvenation of water bodies and wells, recycle/ reuse of treated used water, and rainwater harvesting by engaging the community at large. MoHUA, States/ UTs and ULBs shall align themselves to the roles and responsibilities as per the MoU.

6.2 The implementation of Mission will be **paperless**. Preparatory steps (CWBP, CWAP, SWAP, reform roadmap), project planning, reform outcome achievement reporting, functional outcome reporting, evidences reporting, progress reporting and claims will be made on a robust online technology platform. Industry, community and implementing agencies will be onboarded on a colloborative platform.

#### 6.3 City Water Balance Plans (CWBPs):

- 6.3.1 CWBPs will comprise details of water sources including water bodies, water treatment and distribution infrastructure, area-wise water coverage, status of NRW and sewerage network including STPs etc. (Annex- 1 illustrative). ULBs will compile baseline data on household water tap and sewer/ septage connections, and gaps in service delivery will be worked out. Based on assessed gaps, potential projects will be identified targeting functional outcomes.
- 6.3.2 State and ULBs will target to achieve universal coverage of water supply to all households in all ULBs and sewer/ septage connections in 500 AMRUT cities through projects proposed under AMRUT 2.0, ongoing AMRUT projects and projects/ initiatives funded by State/ ULB funds, XV FC grants, funding from external sources and PPP etc. The extent of gaps proposed to be filled through each of aforementioned sources will be clearly identified. CWBPs will be filled on the online formats provided for this purpose on the portal. CWBP should also be published on respective ULB and State websites.

#### 6.4 **City Water Action Plans (CWAPs):**

- 6.4.1 CWAP will comprise the list of projects proposed by the ULB in the priority sectors of water supply; sewerage/ septage management; rejuvenation of water bodies including green spaces & parks. It will be ensured that projects are taken up with a view to meet 20% of city water demand through recycle/ reuse of treated used water. The projects proposed under AMRUT 2.0 and ongoing/ proposed projects through sources other than AMRUT 2.0 in three sectors will be provided (Annex-2a, Annex 2b & Annex 2c are illustrative). CWAPs will be submitted to SHPSC by State Mission Director online on Mission portal.
- 6.4.2 Projects amounting to **at least 10%** of total project allocation for all cities with population above ten lakh (**million plus cities**) in a State will be mandatorily taken up in **PPP mode**. Such projects maybe identified in the CWAPs.
- 6.4.3 ULBs will furnish year-wise roadmap of providing household water tap connections with a view to achieve universal coverage of water supply (Annex- 2d illustrative). Likewise, roadmap of achieving universal coverage of household sewer/ septage connections in 500 AMRUT cities will also be furnished (Annex-2e illustrative).

#### 6.5 State Water Action Plans (SWAPs):

6.5.1 SWAPs will be prepared by State Mission director by aggregating CWAPs submitted by the ULBs. SWAPs will comprise entire list of projects, city-wise and sector-wise, proposed to be undertaken by States/ UTs. Cost of projects taken up will exclude cost of land acquisition. SWAP will include project wise number of proposed new household water tap connections, sewer connections and coverage of existing water tap and sewer connections to be augmented, which shall be outcomes of such projects. The projects to be implemented in PPP mode will be clearly identified. It will be ensured that projects are taken up only when land is available with clear title without any disputes. SWAPs will be submitted on portal to Apex committee in three tranches as per **Annex-3 (illustrative)**.

The first tranche will be submitted within five to nine months, second tranche within twelve to sixteen months and third tranche preferably within twenty-four months of launch of Mission. It can be submitted in advance also.

- 6.5.2 SWAPs will be approved by SHPSC before progressing to Apex Committee. State High Powered Steering Committee (SHPSC), while approving the SWAP will consider the following:
  - i. SWAP is oriented towards achieving desired functional outcomes such as universal coverage of water supply and sewerage/ septage management,
  - ii. Water body rejuvenation and parks & green spaces parks have been taken in specified proportion,
  - iii. Water supply projects oriented towards 24x7 water supply in AMRUT cities have been taken,
  - iv. There is no duplication of projects with AMRUT or any other government schemes,
  - v. Low economic and informal settlements are duly included in SWAP,
  - vi. At least meeting 10% of fund allocation in PPP projects as mandated have been included for million plus cities,
  - vii. Projects facilitating Rural-Urban Synergy have been taken up wherever feasible,
  - viii. Every city should achieve universal coverage and become water secure through either AMRUT 2.0 or any other funding. State assures that all the cities are moving in this direction,
  - ix. It will also be ensure that used water (waste water) is treated and put to reuse to meet 20% of cities water demand and 40% of Industry water demand in aggregate at the state level.
  - x. Projects being proposed in SWAP will have O&M for atleast five years to be funded by way of levy of user charges or other revenue streams. Project cost will exclude O&M. ULBs shall fund O&M through an appropriate cost recovery mechanism in order to make them self-reliant and cost effective.

#### 6.6 Urban Aquifer Management Plan

- 6.6.1 The Aquifer Management Plan will focus on maintaining positive groundwater balance in urban aquifer systems. The cities will strategize groundwater recharge augmentation by developing a roadmap for improving rainwater harvesting within city limits. Cities will conduct aquifer mapping with technical support from Central Groundwater Board (CGWB)/ State Groundwater Board/ other agencies to identify recharge and discharge zones and integrate aquifer management into urban planning. Cities will develop an annual groundwater balance report to ascertain the current and future availability of groundwater.
- 6.6.2 The template for aquifer mapping shall be made available to the ULBs along with a technical guidance manual on urban aquifer management following the Mission launch. Urban Aquifer Management Plan shall be submitted within 24 months from the launch of Mission by 500 AMRUT cities.

#### 6.7 Implementation of projects

Projects as per approved SWAP will be planned, tendered, awarded and implemented by ULBs. Where ULBs do not have adequate capacity, specialized parastatal agencies will implement the projects. In order to ensure efficient implementation of projects, the States/ UTs, ULBs should follow an approach wherein end-to-end support for project design, development, implementation and management is provided to ULBs/ States/ UTs by external entities (PDMCs). Maintenance and upkeep of the assets created will be responsibility of the State/ UT/ ULB. Smart elements will be part of the projects.

#### 6.8 Monitoring of projects

The achievement of mission objectives will be monitored through an online module. This module will directly be the precursor for availaing funds. Therefore, the portal needs to be regularly updated by State/ UT/ ULB functionaries for flow of information and sanctioning of funds. The fields to be updated will include physical progress, financial progress, documents required for seeking central assistance, photographs, videos, third party reports, etc. The progress reported on portal will be randomly verified through citizen/ third party feedback. Implementing agencies and community stakeholders will also be facilitated to access the portal and upload the progress and feedback.

#### 6.9 **Replacement of projects**

- 6.9.1 The projects approved by the Apex committee will not be replaced in normal course. However, in case some projects are required to be replaced due to unavoidable circumstances, State Mission Director will submit such proposal to SHPSC along with justification. The SHPSC will be competent to approve replacement of projects costing up to 10% of respective tranche of SWAP in admissible project components of AMRUT 2.0. Replacement of projects beyond 10% of respective tranche of SWAP, if approved by SHPSC shall be sent to the Apex committee with proper justification for consideration and approval. No expenditure shall be booked against any project proposed to be replaced.
- 6.9.2 The SHPSC, while considering replacement of projects, shall ensure that there is no duplication of projects through replacement, overall State allocation is not exceeded, new proposed projects are in line with Mission objectives.

#### 7 Release of funds

#### 7.1 General conditions for release of project funds

- 7.1.1 Central assistance will be processed through online claims and settlement system, which will emerge from the actual progress updated on portal through physical/ financial data, photos and videos obtained through citizen feedback and third-party assessment.
- 7.1.2 Fund flow under Mission will be as per instructions issued vide Ministry of Finance OM No. F. No. 1(13) PFMS |FCD/2020, dated 23 March 2021, which is explained in Article 7.6.
- 7.1.3 **Central fund allocation** to States/ UTs for projects will be worked out by distributing entire central project funds (₹ 66,750 crore) among States/ UTs giving weightage to urban population (Census 2011) and area of States/ UTs in ratio 90:10.
- 7.1.4 States shall ensure that the further allocation to cities is oriented towards achieving universal coverage of water supply in all ULBs and universal coverage of sewerage/ septage management in 500 AMRUT cities through AMRUT 2.0. If a city has already achieved universal coverage of water and sewerage, it will be clearly brought out in CWBP and further actions can be taken to make the city water secure through AMRUT 2.0. In case of a city where all indicated outcomes are planned to be achieved from other sources of funding (not through AMRUT 2.0), these may be clearly indicated in the format provided for the same purpose in CWAP.
- 7.1.5 Project funds will be released for implementation of AMRUT 2.0 projects. Functional outcomes achieved beyond baselines (as on 1 Nov 2021) through funding from sources other than AMRUT/ AMRUT 2.0 will also be funded. These other sources of funds can be XV Finance Commission grants, State Funds, ULB funds or funds from external agencies.
- 7.1.6 Admissible Central Assistance (ACA) will be worked out based on total amount of SWAPs submitted and applying proportion for the category of the State/ City as per Table in Article 5.4.
- 7.1.7 Total project fund release to a State/ UT through all instalments will not exceed the central fund allocation.

7.1.8 CA released for a particular tranche of SWAP can be utilized for implementation of approved projects of another tranche. Similarly, States/ UTs can utilize CA for projects in any of the ULBs as per physical/ financial progress of the projects.

#### 7.2 Release of project funds (other than PPP)

Central assistance (CA) to the States/ UTs has been divided in two components as under:

7.2.1 **Component-1:** This component will comprise of CA for projects approved under SWAPs. This will be provided in three instalments of 20:40:40 as under.

#### 7.2.1.1 First instalment under component-1

- i. This will be 20% of CA admissible against SWAP submitted by the State/ UT and approved by Apex Committee.
- ii. First instalment for component-1 shall be claimed in three (almost equal) tranches against submission and approval of each of three tranches of SWAP.

#### 7.2.1.2 Second Instalmentunder component-1

- i. Second instalment will be 40% of the total CA for the State/UT.
- ii. AMRUT 2.0 projects for which contracts have been awarded will be eligible for consideration for release of second instalment.
- iii. Approved cost of projects will be the basis for working out instalment. Approved cost will be lower of appraised cost and contract award cost.
- iv. Following should be achieved before claiming second instalment:
  - a) Second instalment will be applicable to projects which have achieved 15% physical and financial progress. The work should have been started on site.
  - b) Submission of City Aquifer Management Plan (At least 20% AMRUT cities of the State with first tranche of SWAP, 30% AMRUT cities of the State with second tranche and remaining 50% AMRUT cities of the State with third tranche of SWAP). States having less than ten AMRUT cities may submit City Aquifer Management Plan with third tranche.
  - c) Submission of UC of A&OE grants and reform incentive.
  - d) Submission of assessment report of AMRUT 2.0 by IRMA (to be appointed by MoHUA) and ATR by the State/ UT thereon and compliance report by IRMA.

e) Citizen feedback.

#### 7.2.1.3 Third instalment under component-1

i. Third instalment will be 40% of admissible CA to the State/UT. It will be released entirely on achieving functional outcomes through AMRUT 2.0 projects. Third instalment will be worked out as per following Table:

#	Outcome	Formula for working out 3 <sup>rd</sup> instalment	
1	Tap connections (both new and	(0.4) X (ACA for water supply projects) X	
	serviced through augmentation)	(WA/ WT)	
2	Sewer/ septage connection (both	(0.4) X (ACA for sewerage/ septage	
	new and serviced through	projects) X (SA/ ST)	
	augmentation)		
3	Water body rejuvenation projects	(0.4) X (ACA for Water body rejuvenation	
		projects) X (WBA/ WBT)	
4	Parks & green spaces	(0.4) X (ACA for Parks & green spaces	
		projects) X (PA/ PT)	
Sum	Sum of all above will be the admissible amount of third instalment. This is an		
illus	illustration. Actual apportionment of third instalment for projects will be based on		
achi	achievement of actual outcomes pertaining to those projects.		

#### Description of terms in the Table

Outcomes	Achievement through AMRUT 2.0	Cumulative target under AMRUT 2.0
Number of new household water tap connections provided + number of tap connections serviced through augmentation + tap connections provided with 24x7 water supply as per real outcomes.	WA	WT
Number of new household sewer connections provided + sewer connections serviced through new sewerage network + households covered with septage management + households covered with tertiary treatment	SA	ST
Number of water body rejuvenation projects completed under AMRUT 2.0	WBA	WBT
Number of parks projects completed under AMRUT 2.0	РА	РТ

- ii. Targets in the last column will be submitted through Tables 3(b), 3(c) and 3(d)
- iii. Third instalment can be claimed in three tranches against approved tranches of SWAPs.
- 7.2.2 Component-2: Funding at the rate of ₹ 3,000 (Rupees three thousand) per new household water tap connection provided in ULBs beyond the baseline as on 1 November 2021 will be awarded. Similarly, funding at the rate of ₹ 3,000 (Rupees three thousand) for each new household sewer connection provided in all 500 AMRUT ULBs beyond the baseline as on 1 November 2021 will be provided. Only those new connections, which are not funded under AMRUT and AMRUT 2.0 will be considered for the above funding. Funds against these outcomes can be claimed once every quarter in tranches from launch of Mission after baseline is firmed up. Funds will be released after due verification through citizen feedback and third-party. Funds provided under component-2 will be used by the State/ UT/ ULB on components of AMRUT 2.0 only.

#### 7.3 **Funds for projects implemented in PPP mode:**

For the projects planned for implementation under PPP mode in cities with population above ten lakh, State/ ULB will prepare appropriate financial model and work out viability gap of such projects. Total viability gap for a project shall not exceed 60% of the project cost. 50% of the viability gap not exceeding 30% of project cost will be admissible to be funded as CA.

For such projects, CA worked out as above will be released in three instalments like non-PPP projects. First instalment worth 20% of the admissible CA will be released on approval of DPR and finalization of financial model of PPP project. While claiming first instalment, details of the PPP projects will be submitted online as under:

SI.	Name of	Total	Total Via	bility Gap	Viability g	ap to be	Brief
No.	РРР	cost of	(VG)		funded		detail of
	project	project	ct				financial
		(₹ crore)	Amount	VG as %	Ву	Ву	model
		<b>、</b>	(₹ crore)	of	Centre(₹	State(₹	adopted
				project	crore)	crore)	
				cost			

Secon	d instalment	worth	40%	of admiss	ible CA	for	PPP projec	t will be	released or

achieving 15% of physical as well as financial progress of the project minute verticated on will be released on achievement of functional outcomes as described in **Article 7.2.** Payment of annuity over the agreed period of time as per financial model will be done by the State/ ULB. To bring in confidence for PPP projects, States may facilitate ULBs to operate Escrow accounts for ensuring seamless fund flow.

#### 7.4 Administrative and Other Expenses (A&OE) for States & MoHUA:

- 7.4.1 3.25% of annual budget allocation will be earmarked for States/ UTs. State A&OE funds will be allocated among all States/ UTs/ ULBs depending on their urban population and area in the ratio 90:10.
- 7.4.2 A&OE funds will be released to the State in the beginning to kickstart the Mission. Some funds will be provided to the State for establishing State Mission Management Units like PDMC. To enable ULBs to prepare City Water Balance Plans (CWBPs), ₹ 20 lakh will be provided per AMRUT City to the State, to be passed on to each AMRUT ULB based on their claim in SNA account and ₹ 10 lakh each for rest of the ULBs. This can also be used to establish dedicated unit for Mission management in ULBs. The States may initiate immediate action to onboard resources for assisting the cities/ parastatals for operationalizing Mission.
- 7.4.3 A&OE action plan will be submitted by States/ UTs along with SWAPs as per **Annex-4**. Annual A&OE allocation to a State/ ULB will be released in two instalments. First instalment for the first year will be released on receipt of A&OE action plan. Second instalment will be released on receipt of online claims and UC worth at least 75% of central assistance already released. In subsequent years, first instalment will be released on receipt of action plan and UC worth 75% of all the A&OE fund released in previous years. Eligible A&OE funds will be restricted as per proportion of actual expenditure.
- 7.4.4 State A&OE funds can be spent on following:
  - i. Capacity building, preparation of CWBPs, Programme Management/ Implementation Unit (PMU/ PIU),

- ii. Project Development and Management Consultant (PDMC), State Mission Management Unit (SMMU),
- iii. City or City cluster Mission Management Unit (CMMU),
- iv. Preparation of Detailed Project Reports (DPRs),
- Publications like e-Newsletter, guidelines, brochures etc., promotional activities for Mission,
- vi. Display of the logo and tagline of AMRUT 2.0 prominently on all projects,
- vii. Reform implementation.
- 7.4.5 Due to smaller size and fewer ULBs, North-Eastern and Himalayan States may need specialized handholding for efficient project implementation. On their written request MoHUA may deploy additional support/ experts/ institutions to augment capacities. Representatives from local technical institutions, colleges and universities may be employed in these PDMCs/ PMUs.
- 7.4.6 In addition to water sector experts, hydrogeologists and data analysts may be part of Mission management units at State, regional and city level. Model guidance document for procurement of these team members will be provided by MoHUA, if required.
- 7.4.7 The A&OE funds for MoHUA will be utilized at the National Mission Directorate level on following:
  - i. Capacity building,
  - ii. Convening national & regional workshops,
  - iii. Conferring awards and recognition, up-scaling and replication of best practices & smart solutions,
  - iv. Commissioning of research and applied studies through Center of Excellence and other institutions,
  - v. Independent Review and Monitoring Agency (IRMA) to be positioned at State/ sub-State/ regional level,
  - vi. Feedback using gig economy model,
- vii. International cooperation for capacity building and technology development, etc.,
- viii. Pey Jal Survekshan components

- 7.4.8 Following is the indicative (not exhaustive) list of **inadmissible** components under A&OE:
  - i. Purchase of land for projects or project related works,
  - ii. Regular staff salaries of State Governments/ULBs,
  - iii. Any other purpose not oriented towards achieving Mission objectives.

#### 7.5 **Reform Incentive:**

- 7.5.1 Funds totaling ₹ 5,340 Crore has been earmarked as reform incentive. Eight percent of the annual budget allocation will be given as reform incentive to States/ UTs every year for achievement of Reforms from second year of Mission onwards. Incentive for reforms implemented in a year will be awarded in the succeeding financial year. States/ UTs will submit reform roadmap along with SWAPs. Reforms covered under AMRUT 2.0 under various categories have been brought out in Article 8.
- 7.5.2 A toolkit for marking system will be issued before commencement of financial year. Procedure of assessing reforms and working out of incentive to the States/ UTs will be described in toolkit.
- 7.5.3 The incentive can be used in Mission cities on admissible components of the AMRUT2.0 as additionality for achieving the objectives of Mission as an untied fund. The StateHigh Power Steering Committee (SHPSC) will decide the use of the incentive amount.
- 7.5.4 UCs against incentive released shall be submitted in time as per guidelines of Ministry of Finance (MoF). Unutilized funds for reform incentives will be transferred to project fund every year.

#### 7.6 Fund flow

Adoption of Public Financial Management System stipulated by Ministry of Finance will be the pre-condition to submit CWBPs. To receive funds under AMRUT 2.0, all transactions will have to be made through Single Nodal Agency (SNA) by using EAT as applicable, as per revised procedure for fund release stipulated in Department of Expenditure (GoI)'s OM No. F. No. 1(13)PFMS |FCD/2020, dated 23 March 2021, as updated from time to time.

#### 8 Reforms

8.1 Mission has a reform agenda to enhance city water security, financial health of ULBs and ease of living of citizens. Reforms will be implemented in first four years of Mission. Reform milestones to be achieved, criteria for evaluation along with timelines will be released in reform toolkit. The evaluation will be done through third party, citizen feedback and interview with officials.

There will be two type of reforms:

- 1) Mandatory reforms
- 2) Incentive based reforms

#### 8.2 Mandatory reforms

Mandatory reforms will be on property tax and user charges. The States will have to implement these reforms in first two years from launch of Mission to be eligible for central assistance from third year onwards.

- 8.2.1 **Property tax reform** will be focused on notifying property tax calculation containing guidance value/ circle rate along with provision for its periodic increase. The increase in property tax will be ensured through this notification and increase in coverage, & collection efficiency.
- 8.2.2 **Reforms on User Charges** will be focused on notification by State on user charges for water supply and sewerage, resolution of its adoption by all ULBs. User charges will offset O&M expenses substantially and a periodic increase mechanism has to be put in place.

500 AMRUT cities where water supply coverage has improved substantially shall submit road map for achieving 90% billing and collection. The status of billing and collection efficiency will be verified by IRMA or in any other manner decided by MoHUA.

8.2.3 Effective system for grievance redressal will be put in place in ULBs.

#### 8.3 Incentive based reforms

Incentive based reforms will be on water conservation, urban governance and energy efficiency.

#### (A) Reforms on water conservation:

#### 8.3.1 Reduction in non-revenue water to below 20%:

The ideal target for non revenue water of any ULB will be 20%. Cities will submit roadmap including regularization of illegal connections and minimizing leakage in distribution system due to damages of pipes. The system in place for leakage detection and grievance redressal will be evaluated based on its effectiveness. Measuring stations at source, storage and distribution as well as number of metered connections will be the criteria for evaluation. Proactive approach to train the plumbers and infrastructure managers to ensure minimal leakages will also be assessed. Development of mobile application for reporting of pipe leakages will be the criteria for evaluation for incentive to States. MOHUA may also facilitate the mobile application development. When ULBs adopt this mobile application and implement the successful leakage detection and repair system, they will be incentivized through this reform.

# 8.3.2 Recycle of treated used water to meet at least 20% of total city water demand and 40% of industrial water demand at State level

Issue of Policy Guidelines by State for Recycling and Reuse of treated used water and its resolution by ULBs will be a **State level reform.** 

Mechanism of institutionalisation to check the quality, treatment capacity of STP, treated used water recycled, percentage of recycled water used by city, industrial, agriculture and other demand, whether the treated used water is released in water bodies will also be assessed.

### 8.3.3 **Rejuvenation of water bodies with area preferably one acre**

ULBs which take up projects for rejuvenation of water bodies will be incentivised based on the number of water bodies taken up for rejuvenationas per the city population, DPR prepatration, award of contract and execution of work.

City population	Number of water bodies to be rejuvenated
above 40 lakh	5
10 lakh to 40 lakh	3

1 lakh to 10 lakh	2
less than 1 lakh	1

ULBs will be evaluated based on improvement of quality of water in water body, diversion of drain/ sewer from water body and quality public spaces around water body.

#### 8.3.4 **24x7 water supply with 'Drink from tap' facility in the selected wards**

24x7 water supply can be taken up in the form of projects. Successful implementation of such projects will be incentivized. 24x7 water supply with 'Drink from tap' facility will be evaluated on parameters of quality, accessibility and availability of water.

#### 8.3.5 Development of green spaces and parks

ULBs will implement projects on divyang friendly green spaces and parks. Reform evaluation will be based on progress of implementation of these projects. Each park preferably will not be below 0.5 acre area. Park projects will be taken up as under:

City population	Number of green spaces and parks to be developed/ augmented
50,000 to 1 lakh	2
less than 50,000	1

#### (B) Reforms on governance:

#### 8.3.6 Ease of getting water and sewer connections

ULBs will endeavour to simplify the procedure for getting sewer/ water connections for the households. The ease in getting these connections with respect to SLB achieved in getting connections, documents required and cost incurred will be evaluated under this reform.

#### 8.3.7 Credit rating and issuance of municipal bonds

This reform will involve Credit rating of Tier-2 cities (population 50,000 to 99,999), enhancing credit worthiness of AMRUT ULBs and issuance of municipal bonds. Credit rating will be a **State level reform**.

#### 8.3.8 Online municipal services system

Online delivery of municipal services by ULBs will be evaluated for the services such as Property tax, Death and Birth certificate, Shop license, Health license and Grievance redressal. The SLB targeted and achieved for municipal services will also be evaluated. Similarly, the online extent of ULB's grievance redressal system will be also be evaluated for water, sanitation, solid waste, street lights and drainage services. The guidelines issued under National Urban Digital Mission (NUDM) will be adopted for the same.

#### 8.3.9 Electrical Vehicle Charging Points in cities with population above 50,000

Preparing and issuing notification and guidelines by State for providing electric vehicle charging points in specified class of buildings/ areas and resolution by ULBs for adoption of guidelines will be the evaluation criteria.

#### 8.3.10 Augmenting double entry accounting system

Double entry account system shall be adopted for all the ULBs. Complete migration to double entry accounting system and obtaining audit certificate will be evaluated.

#### 8.3.11 PPP project in non-million plus cities

Planning and implementation of projects in PPP mode in water sector in cities with population below ten lakh will be evaluated.

8.3.12 **Involvement of community** including women SHGs in water demand and water infrastructure management will be incentivised.

(C) Reform on energy efficiency:

#### 8.3.13 Reform on energy efficiency

Effective O&M SOPs for water supply and sanitation infrastructure will be evaluated. Energy efficiency of pumps and cleaning procedures for filters will also be evaluated.

#### (D) Reforms on urban planning and unlocking land value through urban planning

Land monetization, unlocking land value and improving land use efficiency will be undertaken through sub-schemes as under:

## 8.3.14 GIS based master plans of Class-II Towns with population of 50,000 - 99,999 - sub Scheme

A sub Scheme is proposed to be launched for GIS based master plans of Class-II Towns with population of 50,000 - 99,999. The Sub Scheme will be in line with AMRUT GIS sub Scheme, which will comprise three major components i.e. Geo-database creation, formulation of GIS based master plans and capacity building. The Geo-database will be created as per the design & standards approved by MOHUA namely "Design & Standards for Formulation of GIS based Master Plans for AMRUT Cities" and "Design & Standards for Application of Drone/UAV technology for Formulation of GIS based Master Plans for Small and Medium Towns". The creation of Geo-database will be taken up in-house or through out-sourcing. The MoUs for Geo-database will be signed with National Remote Sensing Centre (NRSC) for Satellite based geo-data creation or Survey of India (SOI) for drone/ UAV based geo-data creation, based on requirement of State/UTs Governments.

The GIS based Master Plans will be formulated by State Governments in-house or through out-sourcing as per the State Town Planning Acts using the Geo-database created through above mentioned State of Art technologies.

#### 8.3.15 Sub-Scheme on Local Area Plan (LAP) and Town Planning Scheme (TPS)

The sub-Scheme will encourage implementation of LAP and TPS in select cities targeting optimum land utilisation. It will help States and cities in preparing LAP/ TPS plans through stakeholder consultation. Handholding will be provided for the same.

#### 9 Pey Jal Survekshan

9.1 Pey Jal Survekshan will foster healthy competition among ULBs, wherein following parameters will be assessed:

- i. Water supply management & innovative practices,
- ii. Compliance of water supply service level benchmarks w.r.t. coverage, quality, quantity, and user charges reforms,
- Reduction in Non-Revenue Water (NRW) through District Metered Areas (DMAs) and training to check leakages,
- iv. Operational efficiency of sewage and water treatment plants,
- v. Rejuvenation of water bodies and wells,
- vi. Evaluation of collection, treatment, and reuse of treated used water.

9.2 Feedback will be taken from citizens and municipal officials to assess above parameters. Water samples will be collected and their laboratory testing will be carried out.

9.3 The results of the survey will be the basis of ranking the ULBs in terms of water sector services and water security at city and household level.

## 10 Technology Sub-Mission

10.1 Technology Sub-Mission will facilitate identification of innovative, proven and potential environment friendly technologies in the fields of water & used water treatment, distribution and water body rejuvenation. Following are the major initiatives to be taken under Technology Sub- Mission:

### 10.1.1 Start- ups entrepreneurs:

- Start- ups will be encouraged in water/ sewerage sector. The Start-ups fulfilling the definition given by "Start-up India" initiative of DPIIT<sup>1</sup> shall be eligible to participate. Start-ups can apply to the State Mission Director by submitting a brief proposal online comprising details of the project, technology proposed, cost and intended benefits. Projects costing up to ₹ 20 lakh will be approved by a State Water Start-Up Screening Committee consisting of State Mission Director, representative of technical institute and/ or practitioners in water sector. Approved projects can be taken up for which necessary assistance will be provided by the concerned ULB.
- Start-up projects with path breaking technologies, costing more than ₹ 20 lakh will be approved by National Water Start-Up Screening Committee consisting of representatives of MoHUA, CPHEEO and experts in water sector.
- iii. Funds will be released in three instalments of 50:40:10. First instalment (50%) will be released after approval of project by State/ National Water Start-Up Screening Committee as per cost of the project.
- iv. Second instalment (40%) will be released on receiving the claim for the same after having achieved progress of the project and reported online.
- v. Third instalment (10%) will be released after the project is completed and intended outcomes are achieved.

<sup>&</sup>lt;sup>1</sup> https://www.startupindia.gov.in/content/sih/en/startupgov/startup-recognition-page.html

vi. The first shortlisting of start-ups projects for funding should be completed within six month of launch of mission and first instalment should be released within seven months from start of mission.

#### 10.1.2 Technology Melas:

Mission will support innovative, low-cost indigenous technologies including equipment, through technology challenge and melas at National/ State level.

#### 10.1.3 Light house projects:

National and international agencies/entrepreneurs will be encouraged to take up lighthouse projects and demonstrate the results in water sector. Interested agency can apply to the State Mission Director for such projects with clearly defined objectives and outcomes. MoHUA will approve such projects on recommendation of SMD. Initially, such projects will be funded by the concerned agency, however, on achieving the intended outcomes within Mission period, 20% of project cost, restricted to ₹ 50 Lakhs will be reimbursed to the agency by MoHUA.

### 11 Synergies for effective outcomes

### 11.1 Rural-Urban Synergy:

Water markets for reuse of treated used water shall be ascertained in rural urban continuum. Co-treatment of sewage/ septage from nearby villages in spare capacities of STPs will be explored by ULBs.

To facilitate this, National, State and ULB level committees on water/ sewerage/ river/ water body coordination shall be represented by members of rural areas also, especially for peri-urban areas.

There will be a capacity building convergence between urban and rural, wherever feasible.

### 11.2 Urban-Urban synergy:

Mission covers all ULBs across the country. Many of the ULBs are very small with population below 10,000. For such ULBs, water supply projects may be technoeconomically sustainable, if planned for a cluster of ULBs which are adjacent to each other. For example, a common intake line may be laid from a far-away water source for a group of ULBs. State/ULBs will endeavor to plan such projects for cluster of cities where ever feasible. Viability of such projects will be analyzed specifically by the SHPSC before including in the SWAP.

### 11.3 Synergy among Missions:

Swachh Bharat Mission (SBM), Smart City Mission (SCM) and National Urban Livelihood Mission (NULM) have components common with AMRUT 2.0. Sanitation and FSSM are components of SBM and water supply with smart elements is a component of SCM. Employment generation through various components of AMRUT 2.0 like project implementation and capacity building contribute to the cause of urban livelihood, which is also the motto of NULM.

Convergence/ synergy among these Missions is essential to achieve the outcomes targeted towards enhancing ease of living. The ULBs which cannot plan projects to achieve intended outcomes due to resource crunch can plan the projects in convergence.

## 12 Capacity building

12.1 Capacity building will be taken up for elected representatives, ULB functionaries, contractors & their staff and citizens. Purpose of capacity building is to enhance the functional knowledge and improve the job-related skills of targeted groups.

	Targeted gro	-	Sugge	sted fields of capacity building
1	Elected		a.	AMRUT 2.0 and its Reform agenda
	representatives		b.	Recycle/ Reuse of treated used water, Rejuvenation of
	and Municipal			Water bodies, Rain water harvesting.
	functionaries		C.	Project and financial management
			d.	E-governance and soft skills

12.2 Suggested targeted groups and fields of capacity building are as under:

2	Contractors,	a. Project and financial management			
	managers and	b. Aspects of water & sewerage infrastructure and recycle			
	consultants	of treated used water			
3	Plant operators,	a. O&M of water supply & sewerage networks ar			
	Plumbers and	treatment plants			
	Workmen	b. Aspects of plumbing and plugging the leakages.			
		c. RWH structures, NRW reduction,			
4	Citizens including	a. Water quality testing			
	Women and	b. Management of water demand			
	members of SHGs	c. Feedbacks on functional outcomes			
5	Town planners	a. Land monetization			
		b. Form based planning, local area plans and town			
		planning scheme			
		c. GIS based master plans			

12.3 States/ UTs may impart capacity building in fields other than those described in the Table above as per specific requirements of the State/ ULB. Training can be of any duration as decided by State and can be imparted through class room courses as well as online classes.

12.4 International and Intra-national visits to best water managing cities will also be taken up.

12.5 Capacity building plans will be submitted along with action plan for State A&OE funds as per **Annex-5**. States/ UTs will bear the expenses on capacity building through A&OE funds allocated to them. The capacity building plan will include the list of agencies that are proposed to impart training. States/ UTs may explore the institutions in their proximity to impart capacity building. North-Eastern States may also explore North-Eastern Hill University (NEHU) to impart training. Small States/ UTs can adopt cluster approach whereby persons from different States can participate in common capacity building program.

12.6 1,00,000 persons are targeted to be trained under capacity building program.

## 13 Urban Aquifer Management Plan

13.1 AMRUT 2.0 acknowledges the importance of wells and aquifers, and the dependence of urban population on these systems. Mission intends to prioritize management of urban aquifer systems towards its pursuit of water secure cities.

- 13.1.1 ULBs under Mission are expected to develop sound strategies for management of groundwater resources with specific focus on the following parameters:
  - i. ULB's dependence on groundwater
  - ii. Key characteristics of city's aquifer systems
  - iii. Available recharge potential within city limits
- 13.1.2 Mission will promote and encourage citizen's engagement for groundwater management in cities. Dug wells are identified as a common entry point towards citizen engagement and awareness generation on well recharge and rejuvenation for shallow aquifer systems in the city.
- 13.1.3 ULBs will facilitate a scientific approach towards management of groundwater aquifer systems by enhancing their technical capacities. ULBs shall monitor groundwater usage, identify aquifer potential and recharge opportunities.
- 13.1.4 Mission shall support the development of protocols for operating a scientific routine around data collection on groundwater resources that will assist in the development of aquifer management plan and its refinement.
- 13.1.5 A technical guidance manual specific to different aquifer systems in urban India shall be developed under Mission to assist the cities in developing an aquifer management plan.
- 13.1.6 The City Aquifer Management Plan will be a dynamic document that shall be revised every year until 2026 to assess the change in the dynamic groundwater balance over the mission period.
- 13.1.7 For the purpose of development of aquifer management plan, cities/ ULBs may provide baseline information in the first year of Mission to understand the relationship between the urban area and its underlying aquifer systems and work towards generating further information pertaining to the aquifer systems that shall be incorporated in the subsequent plans.

## 14 IEC Campaign

14.1 In order to ensure extensive outreach of Mission and its objectives; Information, Education and Communication (IEC) will be undertaken. IEC campaign shall target to build the capacities of local communities through information, education, and persuasion of people effecting Behavioral Change Communication (BCC). IEC will envisage to convert the campaign into a movement- *Jan Aandolan* by engaging ward committees, resident welfare associations, senior citizens, home makers, NGOs and civil society groups, students and youth, celebrities, brand ambassadors, and SHG groups.

**Ensuring community participation:** NULM Mission management will be involved in training and mobilizing SHGs in water quality testing and infrastructure management. At least one project's operation and maintenance of AMRUT/ AMRUT 2.0 in each city may be considered for deployment of well-trained SHG.

14.2 Objectives of IEC campaign areas under:

- To create awareness about practices for water conservation like rainwater harvesting, clean water bodies, ground water recharge and intensive plantation, etc.
- To make people aware about municipal services, especially new water connection.
- To effect behavioral changes about optimum usage and minimizing wastage of water.
- To inculcate sense of ownership of water supply infrastructure among citizens.
- To enhance awareness about creation of markets for treated used water in rural/ periurban areas.
- To encourage potential investors to invest in PPP projects in water sector through project profiles.

### 14.3 Strategy for IEC:

MoHUA will devise strategy for IEC activities at National, State, and ULB level. It will include the tools of awareness campaigns on the objectives brought out above. MoHUA may appoint external consultants/ agencies/ organizations etc. to devise the strategy.

This strategy will be designed into two folds -1) primary creative strategy & master templates and its adaption into multiple tools of IEC campaign. 2) Optimum utilization of such tools for information dissemination. Similarly, States shall leverage the MoHUA's creative strategy and localize the content at the State, district and ULB level and facilitate its information dissemination.

### 14.4 IEC tools and action plan

Below is a snapshot of the tools of IEC plan to be used in AMRUT 2.0:

Mass Media - TV, Radio, Newspapers, Movies, AMRUT 2.0 anthem,etc.	Social media campaign through influencers, celebrities and Recognition of Water Warriors	Targeted marketing through- Collaterals – Pamphlets, brochures, leaflets, snippets, Outdoor publicity – hoardings, banners, standees, wall paintings etc.
Activations – competition among children, local community	<b>Community engagement</b> through train the trainer	Exhibition/ Melas of success stories

### 14.4.1 Mass Media - TV, Radio, Newspapers, Movies

Broadcast of "Audio-Visual spots" through internet, television, local cable TV and social media networks. Advertisements and success stories in newspapers/ magazines and short films on objectives of Mission. An audio-visual anthem on AMRUT 2.0 may be created to effect behavioral change in people regarding water and sanitation.

**Radio** may also be used to achieve above objectives. Audio spots, anthem and jingles through local FM channels roping in influential radio jockeys may be broadcasted.

### 14.4.2 Social media campaign and recognition of Water Warriors

**Social media campaign** can involve celebrities to spread awareness among masses about Mission; optimum usage of water; importance and avenues for recycle/ reuse of treated used water; significance of rejuvenation of water bodies, plantation and rain water harvesting etc. For this purpose, platforms such as WhatsApp, Facebook, Instagram, YouTube, LinkedIn, Twitter, etc. may be used. Mission will recognize citizens who have done outstanding work in the related fields, as 'Water Warriors'. Documentary films/ movies on Mission objectives and success stories of water warriors may be made and shown during campaign.

#### 14.4.3 Targeted marketing through collaterals and outdoor campaign

**Pamphlets, brochures, leaflets, snippets** may be distributed to schools, RWAs, Slum Welfare Associations, Mohalla Samitis, academic institutions, health workers, key opinion leaders and beneficiaries, etc. **Outdoor campaign may be done via hoardings, banners, standees, wall paintings etc**. at ULB offices, schools, institutions, railway stations, bus stops, malls, markets, subways, inside and outside public transport buses, etc.

#### 14.4.4 Local level activations

Organizing competitions on painting and essay writing, etc. on water related topics in schools, colleges, slums, and RWAs, etc.

#### 14.4.5 Community engagement using 'Train the Trainer' workshops

Community young leaders at local level may be identified and trained in 'Train the Trainer' workshops. These leaders may further train the community and create sensitisation among community in water related aspects.

#### 14.4.6 Exhibition and Melas of success stories

Start-ups, entrepreneurs, research centers, institutions etc. may be engaged in local level exhibitions/ Melas to showcase their technologies and processes. This will help in increasing awareness of ULB functionaries, contractors, plant operators, and citizens.

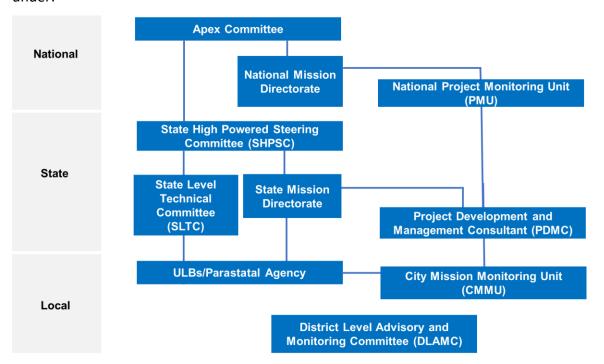
#### 14.5 Funding:

MoHUA will receive 1/3<sup>rd</sup> of annual IEC funds, and remaining funds will be disbursed to States/ UTs. State share will be worked out giving weightage to urban population and area of States in ratio of 90:10.

Annual IEC action plan will be submitted by States/ UTs along with SWAPs as per **Annex-6**. Annual IEC allocation to a State/ ULB will be released in two instalments. First instalment for the first year will be released on receipt of IEC action plan. Second instalment will be released on receipt of online claims and UC worth at least 75% of central assistance already released. In subsequent years first instalment will be released on receipt of action plan and UC worth 75% of all the IEC fund released in previous years.

## 15 Institutional Mechanism

15.1 A three-tier institutional mechanism has been devised for implementing Mission as under:



#### 15.2 National Level

### 15.2.1 Apex Committee (AC)

An Apex Committee (AC) chaired by the Secretary, MoHUA and comprising representatives of related ministries and organizations will monitor Mission. For the successful implementation of Mission, the Apex Committee (AC) will have following responsibilities:

- Policy guidance formulation, central assistance, and technical support to States/ UTs.
- ii. Approval of State Water Action Plans (SWAPs).
- iii. Allocate and release funds to the States/ UTs/ Mission Directorate.
- iv. Monitoring of Mission progress & fund utilization at State/UT level.
- v. Advise States/ UTs on roadmap for reform implementation and monitoring progress.
- vi. Advise the State/UT/ implementing agencies on innovative ways for resource mobilization, private financing, and land leveraging.

vii. The Apex Committee may delegate, as it considers appropriate, some of the functions within prescribed limits to the Mission Director for ensuring speedy implementation of Mission.

Apex committee will be empowered to take any decision required for uninterrupted progress of Mission within broad framework of approved Cabinet note. Apex committee shall meet at intervals not exceeding once every quarter.

The composition of the Apex Committee will be:

1	Secretary (MoHUA)	Chairman
2	Secretary (Department of Expenditure)	Member
3	Secretary(Department of Economic Affairs)	Member
4	Secretary (Drinking Water & Sanitation)	Member
5	Secretary (Environment & Forest)	Member
6	Joint Secretary/ Advisor, NITI Ayog	Member
7	Joint Secretary & FA, MoHUA	Member
8	Adviser (CPHEEO)	Member
9	ТСРО	Member
10	Director, NIUA	Member
11	Mission Director, AMRUT 2.0	Member Secretary

## 15.2.2 National Project Management Unit (PMU)

National Project Management Unit may be employed to support National Mission Directorate. It will monitor the physical and financial progress of the overall Mission, visit States/ cities as required, liaise with PDMC/ CMMU to keep the portal updated and undertake any other duties as directed by Mission director.

## 15.2.3 Independent Review and Monitoring Agency (IRMA)

IRMAs shall be selected for a State/ UT or cluster of States/ UTs by MoHUA through bidding process. Payments to IRMAs will be made by MoHUA. States/ UTs will facilitate IRMAs in undertaking reviews and feedbacks etc. Periodic reports and other documents will be submitted by IRMA to MoHUA with copy to States/ UTs. Brief description of activities to be performed by IRMAs is as under:

- I. Review of projects and reforms undertaken by the States/ UTs. Ascertaining if the projects are taken up in accordance with the approved SWAPs.
- II. Verification of Action Taken Report furnished by States/ UTs against IRMA observations and confirmation to MoHUA.
- III. Verification of outcomes submitted/ uploaded on portal by the States/ UTs.
- IV. Collecting user feedback in form of recorded video interviews and testimonials etc.
- V. Assisting States/ UTs in updating the portal on regular basis.

### 15.3 State level

### 15.3.1 State High Powered Steering Committee (SHPSC)

State High Powered Steering Committee (SHPSC) chaired by Chief Secretary of State will steer the Mission program at State level. The responsibilities of SHPSC will be as under:

- I. Approve State Water Action Plan (SWAP) and accord administrative approval of Detailed Project Reports (DPRs).
- II. Monitor Mission including progress of projects, capacity building, IEC campaign and reform implementation, etc.
- III. Recommend proposals for release of instalment of funds for projects to the Centre.
- IV. Finalize State and ULB share of funds for project implementation.
- V. Allocate and release of Central and State share of funds to ULBs in time.
- VI. Encourage and facilitate start-ups and private entrepreneurs to participate in Mission through technology sub-Mission.
- VII. Approve plans for capacity building, issue notifications, etc. for speedy implementation of reforms.
- VIII. Advise State Mission Director on Operations & Maintenance of plants erected under Mission.

The indicative composition of the SHPSC will be:

1	Chief Secretary	Chairman
2	Pr. Secretary (Finance)	Member
3	Pr. Secretary (Housing)	Member
4	Pr. Secretary (Environment & Forest)	Member

5	Representative of MoHUA	Member
6	State Mission Director	Member
7	Representative of PHE Department	Member
8	Pr. Secretary (UD)	Member Secretary
9	Pr. Secretary/ Secretary Rural Development	Member

SHPSC may co-opt members from other State government departments / organizations and may invite experts in the field to participate in its deliberations.

Mission at State level will be led by State Mission Director, who will be an officer not below the rank of Secretary, nominated by the State Government. The State Mission Directorate will be responsible for developing DPRs and bid documents with the help of ULBs & PDMCs and forwarding them to the SLTC for technical approval. State Mission director may seek guidance from SHPSC to ensure speedy implementation of AMRUT 2.0.

## 15.3.2 State Level Technical Committee (SLTC)

States/ UTs shall appoint SLTC which will be primarily responsible for technical appraisal of DPRs and tender documents. Before giving approval, SLTC will ensure availability of undisputed land for projects, inclusion of O&M for at least five years and last stretch of tap/ sewerage connectivity to households.

The indicative composition of the SLTC is given below.

1	Pr. Secretary (UD)/ Secretary (UD)	Chairman
2	Water Resources/Ground Water Department	Member
3	Public health department	Member
4	Electricity Department	Member
5	Finance Department	Member
6	State Mission Director	Member
7	Technical Head (e.g. Engineer-in-Chief) Urban Water Supply &	Member
	Sewerage Board	Secretary
8	M.D. of Parastatal	Member

#### 15.3.3 Project Development and Management Consultant (PDMC)

The PDMCs may be procured by the States/ UTs through a contract, model Request for Proposal (RfP) which is available in Mission toolkit. Each PDMC will have one State office at State capital comprising management and design professionals and multiple field offices comprising project implementation professionals. PDMC in place for AMRUT Mission can continue to work for AMRUT 2.0 at the discretion of State Mission Director.

The scope of PDMCs will broadly cover planning, design, supervision and management of projects. They will prepare CWBPs, CWAPs and SWAPs and carry out investigation, design, procurement, and implementation using PMIS / latest IT tools and techniques. They will help in monitoring physical & financial progress of projects and updating Mission portal. They will also help States/ UTs in conducting capacity building activities.

The PDMCs will examine convergence with other similar schemes in terms of coverage, fund flow, impact and outcomes. The scheduling of projects for next five years will be done in consultation with citizens. During the process of developing the SWAP, the PDMCs shall explore the possibility of Public Private Partnerships (PPP) in project implementation. PDMCs will prepare Detailed Project Reports (DPRs), which shall include financial plan and O&M strategy for complete life cycle of projects. Based on approved DPRs, PDMCs will provide bid documents and support States/ULBs in procurement of contracting firms. They will subsequently provide extensive support to ULBs/State parastatal for project implementation.

#### 15.4 ULB level

At the city level, the ULB represented by Municipal Commissioner/ administrative head of ULB, etc. will be responsible for implementation for Mission. The responsibilities of ULB will be as under:

- i. Submit City Water Balance Plans in time.
- ii. Help State Mission Director/ PDMC in preparation of DPRs.
- iii. Act for tendering and award of contracts as per financial rules & regulations and ensure timely completion of work under contract.
- iv. Participate actively and provide necessary support for Pey Jal Survekshan.
- v. Ensure that the reforms are achieved within timeline.

### 15.5 City Mission Management Units (CMMUs)

The States/ UTs may decide to appoint CMMUs comprising sector experts to support a city or a cluster of cities within the State.

#### 15.6 District level

The Ministry of Housing & Urban Affairs has issued Guideline regarding District Level Advisory and Monitoring Committee (DLAMC) to be formed under District Magistrate (DM) to review and monitor several programs in urban sector including AMRUT 2.0. Elected representatives and representatives from ULBs and Gram Panchayats in the district will be the part of this committee. The Committee will monitor and review the implementation of AMRUT 2.0 projects in accordance with the applicable guidelines.

### 15.7 Audit and litigation matters

State Mission Directorate shall be responsible for all matters connected with C&AG Audit and litigation including cases before Courts/Tribunals and Arbitrators. State Mission Directorate shall be responsible for defending the Central Government interests on behalf of the National Mission Directorate, MoHUA.

### 15.8 Ongoing projects of AMRUT

Ongoing AMRUT projects will continue to be funded as per AMRUT guidelines.

## **16 Indicative Annexures**

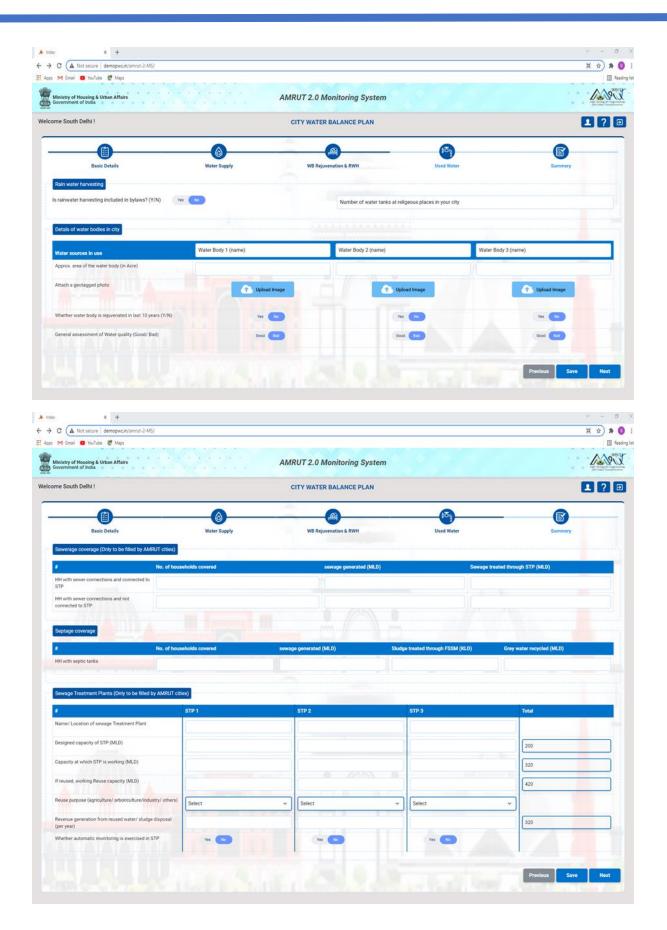
The annexures give indicative formats. The final formats will be made available through online portal developed by MoHUA.

#### Annexure 1

C 🛕 Not secure   demopwc.in/amrut-2-M5/ M Gmail 😐 YouTube 🛃 Maps					H x) :
		MRUT 2.0 Mor	nitoring System		
inistry of Housing & Urban Affairs overnment of India	· · · · · · · · · · · · · · · · · · ·				And State of the second s
ne South Delhi !		CITY WATER B	ALANCE PLAN		1?
	6		A	<b>1</b>	6
Basic Details	Water Supply	WB Rejuven	ation & RWH	Used Water	Summery
3asic Information	- Dated				
New Delhi	Presse choose a userham		٥	State	
Whether covered in 500 AMRUT cities 🛛 🙀 💦	Any parastatal agen		Ves 🔥		
i i	Name		Contact No.	Email Id	
Mayor/ President					
Aunicipal Commissioner/ Chief Officer/ ULB Head					
lead, water supply/ sewerage department/ parastatal agency					
100 Public Health department					
Vodal Officer					
City profile as per FY 2020-21					
Have you done any population study in last 5 year		Yes No	Select Year	Y Population	
City Population (Census 2011) (No.)		- BO	Households (Census 2011) (no.)		G
City Population in 2021 (No.)			Households in 2021 (no.)		
City Area (Sq. km.)			Population density (no. per sq. Km.)		
			Slum settlements (No.)		
Wards in city (no.)					
Slum Population in 2021 (no.)			Slum Households 2021 (no.)		
Future projections					
Population in 2025	Households in 202	15		Slum households in 2025	
Population in 2030			Households in 2030		
Sgency/ organisation/ Experts/Engg college/ community base	f organisation working in water sector in	city			
Organisation Name	Nodal Officer name		tact Number	Email ID	
Geographical assessment					
Administrative & Municipal and Ward boundary of the ULB			Choose File		Browse
			Choose File		Browse
Map with following water sector details >					
Area covered with tap water connection (in blue colour)     Area not covered with tap water connection (in red colour)				A 10	
1. Area covered with tap water connection (in blue colour)			Choose File		Browse

City Wate Bala DI

C (🛦 Notsecure   demopwcin/amrut-2-MS/ M Gmail 📴 YouTube 😻 Maps					<u>∺</u> ☆) <b>*</b> □
nistry of Housing & Urban Affairs wernment of India	AMRUT 2.0 Mo	nitoring System			1.0
ne South Delhi !	CITY WATER B	ALANCE PLAN			1?
			<b>M</b>	ß	_
Basic Details	Water Supply WB Rejuven	ation & RWH	Used Water	Summery	
fajor water sources in use					
/ater sources in use Name/ Location urface water source 1 (River/ Dam/ Lake/	Nur	nber of Water tapping points		located outside the City?	
lond/ Canal)				res No	
urface water source 2 (River/ Dam/ Lake/ lond/ Canal)				res ho	
urface water source 3 (River/ Dam/ Lake/ ond/ Canal)				fes No	
roundwater source 1 (Wells/ Tube-wells/ orewells/ handpumps)				fes bo	
reated used water					
otal					
Please add more entries for more water sources.					
Vater Treatment Plants (WTP)					
Name/ Location of WTP	Designed capacity (MLD)	Operational capacity (			
Name/Location of WTP	Designed capacity (MCD)	Operational capacity (	Select	d for automatic monitoring	Ŷ
Please add more entries for more water treatment plants.					
Vater connections	No. of hous	eholds / establishments having wat	er tap connections (Add		
Number of tap or		eholds / estabilishments having wat red by bulk connections)	er tap connections (Add Water supplied (	мш)	
Number of tap or esidential/ Households including slums				MLD)	
Number of tap or				MLD)	
Number of tap or esidential/ Households including slums				MLD)	
Number of tap or residential/ Households including slums				MLD)	
Number of tap or esidential/ Households including slums commercial establishments				MLD)	
Number of tap or residential/Households including slums commercial establishments industries strutional establishments				MLD)	
Number of tap or residential/ Households including slums commercial establishments industries institutional establishments lame				MLD)	
Number of tap or residential/ Households including slums commercial establishments industries institutional establishments lame				MLD)	
Number of tap or esidential/ Households including slums .	all HH cove		Water supplied (	MLD)	
Number of tap or residential/ Households including slums commercial establishments industries stitutional establishments sums ortal: resent water supply to consumers (after losses)	Water supply direc	thy from through tankers, etc, other t	Water supplied (	MLD)	
Number of tap or residential/ Households including slums commercial establishments notautries hame cotai headent water supply to consumers (after fosses) hoed water supply through distribution network (MLD)	Water supply direc	thy from through tankers, etc, other t	Water supplied (	MLD)	
Number of tap or residential/Households including slums commercial establishments industries saturational establishments structional establishments some oral: resent water supply to consumers (after losses) Piped water supply through distribution network (MLD) Water supply through tube/ bore wells, other than distribution network	Water supply direc	thy from through tankers, etc, other t Water supp	Water supplied (	MLD)	
Number of tap or residential/Households including slums commercial establishments industries saturational establishments structional establishments some oral: resent water supply to consumers (after losses) Piped water supply through distribution network (MLD) Water supply through tube/ bore wells, other than distribution network	Water supply direc	thy from through tankers, etc, other t Water supp	Water supplied (	MLD)	
Number of tap or residential/ Households including slums commercial establishments iduatives stitutional establishments Nums ortal resent water supply to consumers (after losses) resent water supply through distribution network (MLD) Water supply through tube/ bore wells, other than distribution netword otal water supply through tube/ bore wells, other than distribution netword otal water supply through tube/ bore wells, other than distribution netword otal water supply through tube/ bore wells, other than distribution netword otal water supply (MLD)	Water supply direc	thy from through tankers, etc, other t Water supp	Water supplied (	MLD)	
Number of tap or residential/ Households including slums commercial establishments industries stitutional establishments Aums otal resent water supply to consumers (after losses) resent water supply through distribution network (MLD) Vater supply through bioscipations network (MLD) uture demand	Water supply direc	tly from through tankers, etc. other t Water supply	Water supplied (	MLD)	
Number of tap or           residential/ Households including slums           commercial establishments           idustries           institutional establishments           tums           ortal           reserver supply to consumers (after losses)           riped water supply through distribution network (MLD)           Vater supply through tube/ bore wells, other than distribution network           otal           uture demand           testential/ Households including slums	Water supply direc	ty from through tankers, etc, other t Water supp Average per capita water supply Commercial establishments	Water supplied (	MLD)	
Number of tap or esidential/ Households including slums commercial establishments commercial establishments aums otal besident water supply to consumers (after losses) resent water supply through distribution network (MLD) Water supply through distribution network (MLD) Water supply through distribution network otal water supply (MLD) uture demand besidential/ Households including slums industries	Water supply direc	ty from through tankers, etc, other t Water supp Average per capita water supply Commercial establishments	Water supplied (	MLD)	



s M Gmail 🖸 YouTube 🛃 Maps				
Ministry of Housing & Urban Affairs Government of India		AMRUT 2.0 Monitoring System		
ome South Delhi I		CITY WATER BALANCE PLAN		22
				6
Basic Details	Water Supply	WB Rejuvenation & RWH	Used Water	Summery
Gap Identification				
Current Infrastructure assets / Supply FY21-22 (A)		Projected consumption/ Demand FY25-26 (8)	Estimated Gap FY25-26 (C)= (	(B)-(A)
Water supplied (Surface+ ground+ recycled)		Water demand	Gap in water supply	540
Water treatment capacity		Water to be treated	Gap in water treatment	50
Tap connections provided in slums		Tap connections provided in slums	Gap in household tap connections in slums	54
Households covered with Tap connections (City)		Total households incl slums	Gap in households tap connections including slums	210
Used water being treated		Used water generation	.gap in used water treatment	210.22
Used water being recycled		Used water to be recycled (20%)	Gap in used water recycling	24
Sewer connections provided (including coverage with septage management)		Total households	gap in household sever connections/ overage with septage management)	02

## City Water Action Plan (CWAP)

## 2(a) CWAP for Water supply projects

Name	e of city:						
SI. No.	Name of water supply project	Number of household water tap connections proposed under project (New, augmented, 24x7 water supply connections)	Ward number and name of locality covered under project	Estimated cost of the project (₹ Crore)	Other source of funding for projects under AMRUT 2.0 in addition (if any)		
Propo	osed under AMRUT 2.0			·			
					NA		
					NA		
Ongo	Ongoing/ planned projects, other than AMRUT, funded through sources like State/ ULB owned funds, XV FC grants, external funding, PPP, etc.						

## 2(b) CWAP for Sewerage/ septage management projects (for AMRUT cities only)

Name	e of city:							
SI.	Name of sewerage/	Number of	Ward number and	Proposed recycle,	/ reuse of	Estimated cost	Other source of	
No.	septage	household sewer/	name of locality	treated used wat	er and buyer/	of the project	funding for	
	management	septage	covered under	receiver		(₹ Crore)	projects under	
	project	connections	project				AMRUT 2.0in	
		proposed under		Proposed	Name of		addition (if any)	
		project		recycle/ reuse	buyer/			
				(MLD)	receiver			
Prop	osed under AMRUT 2.0		·					
							NA	
							NA	
Ongo	Ongoing/ planned projects, other than AMRUT, funded through sources like State/ ULB owned funds, XV FC grants, external funding, PPP, etc.							

## 2(c) CWAP for projects on Rejuvenation of water bodies and development of parks & green spaces

Nam	e of city:										
SI.	Name of project	Identification of water	Area of		Estimated cost of the	Other source of					
No.	on rejuvenation	body / park (Name and	water body	Park (acre)	project (₹ Crore)	funding for projects					
	of water bodies/	latitude -longitude)	(acre)			under AMRUT 2.0					
	parks					in addition (if any)					
Prop	osed under AMRUT 2	.0									
						NA					
						NA					
Ongo	bing/ planned project	s, other than AMRUT, fund	led through sou	rces like State/ I	ULB owned funds, XV FC gr	ants, external funding,					
PPP,	PPP, etc.										

## 2(d) Roadmap for water tap connections

Name of the	e City:													
Number	Number	Number	Gap	Year wis	e Connec	tions pro	posed (FY	)						
of	of	of	in	2021-22		2022-23		2023-24		2024-25		2025-26		
household	househol	househol	house	AMRUT	Other	AMRUT	Other	AMRUT	Other	AMRUT	Other	AMRUT	Other	Total
s in the	ds having	d s to be	hold	2.0	than	2.0	than	2.0	than	2.0	than	2.0	than	of (e )
city	functional	covered	water		AMRUT		AMRUT		AMRUT		AMRU		AMRUT	to (n)
	water tap	through	tap		2.0		2.0		2.0		Т 2.0		2.0	
	connectio	AMRUT	conne											
	ns as on 1	(Post 1	ctions											
	Nov 2021	Nov	(a) -											
	(Base	2021)	(b) -											
	line)		(c)											
(a)	(b)	(c)	(d)	(e )	(f)	(g)	(h)	(i)	(j)	(k)	(I)	(m)	(n)	

# 2(e) Roadmap for sewer/ septage connections (AMRUT cities only)

Name of the	e City:													
Number	Number	Number	Gap in	Year w	ise Connec	tions pro	oposed (I	FY)						
of household s in the city	of househol ds having functional	of househol d s to be covered	household sewer / septage connection	2021-22 AMR UT 2.0	2 Other than AMRUT	2022-2 AMR UT 2.0	3 Other than AMR	2023- AMR UT 2.0	24 Other than AMRUT	2024-25 AMRUT 2.0	Other than AMRUT	2025-2 AMR UT 2.0	6 Othe r than	Total of (e ) to
s s c n N	sewer / septage connectio ns till 1 Nov 2021	through AMRUT (Post 1 Nov 2021)	s (a) - (b) - (c)		2.0		UT 2.0		2.0		2.0		AMR UT 2.0	(n)
(a)	(b)	(c)	(d)	(e )	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	

## **3(a) State Water Action Plan (SWAP)**

## Name of State:\_\_\_\_\_

SI.	Name of the	Name	of	the	Name	of	the	Number	of	new	household	connections,	Estima	ted cost	of
No.	City	project	inclu	uding	sector			rehabilita	ted o	connecti	ions, connec	tions provided	the	project	(₹
		Ward nu	umbe	r and				with 24x7	/ wate	er suppl	y, as applical	ole proposed as	Crore)		
		locality						applicable	e (To	be le	r water body				
								rejuvenat	ion a	nd park					
								Tap conne	ection	eptage					
											connecti	ons			

Total	Total	Number of	Total Gap in	Year w	ise Conne	ections <b>p</b>	oropose	d by Stat	e (FY)					
Number	Number of	households	household	2021-22		2022-23	;	2023-24		2024-25		2025-26		Total of
of household s in the State	households having functional water tap connection s as on 1 Nov 2021	to be covered through AMRUT (Post 1 Nov 2021)	water tap connection s (a) - (b) - (c)	AMRU T 2.0	Other than AMRUT 2.0/ AMRUT	AMRU T 2.0	Other than AMRU T 2.0/ AMRU T	AMRUT 2.0	Other than AMRUT 2.0/ AMRUT	AMRU T 2.0	Other than AMRU T 2.0/ AMRU T	AMRUT 2.0	Other than AMRU T 2.0/ AMRU T	(e) to (n)
(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(0)

## 3(b) State Roadmap for achieving universal coverage of household water tap connections

Total	Total	Number of	Total Gap in			•	Year wise	Connect	ions prop	oosed by	State (FY)			
Number of	Number of	household	household	2021-22	2	2022-23	3	2023-2	4	2024-2	5	2025-2	6	Total o
household s in the State	the having covered conne	water tap connections (a) - (b) - (c)	AMRUT 2.0	Other than AMRUT 2.0/ AMRUT	AMRUT 2.0	Other than AMRUT 2.0/ AMRUT	AMRU T 2.0	Other than AMRUT 2.0/ AMRUT	AMRUT 2.0	Other than AMRUT 2.0/ AMRUT	AMRU T 2.0	Other than AMRUT 2.0/ AMRUT	' (e) to (n)	
(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)

# 3(c) State Roadmap for achieving universal coverage of household sewer/septage connections

## 3(d) State Roadmap for rejuvenation of water bodies and development of parks & green spaces

Name of	Water b	odies proposed for	N	umber of w	ater bodies	proposed t	o be rejuve	nated unde	r AMRUT 2.	0
city	r	ejuvenation	FY 202	23-24	FY 202	24-25	FY 20	25-26	To	tal
	Number	Total area (Acre)	Number	Total	Number	Total	Number	Total	Number	Total
	of water			area		area		area		area
	bodies			(Acre)		(Acre)		(Acre)		(Acre)

Name of	Parks & gr	een spaces proposed		Ν	umber of pa	arks & greei	n spaces to l	be develope	ed	
city	to	be developed	FY 202	23-24	FY 20	24-25	FY 20	25-26	То	tal
	Number	Total area (Acre)	Number	Total	Number	Total	Number	Total	Number	Total
	of parks			area		area		area		area
				(Acre)		(Acre)		(Acre)		(Acre)

## A&OE action plan of State

Name	of State :							
Sr. No.	Items proposed	Proposed sp	ending					
NO.		FY 2021-22	FY 2022-23	FY 2023-24	FY 2024-25	FY 2025-26	Total	
1.	Procurement of PDMC / SMMU/ CMMU for preparation of CWBPs, CWAPs, Aquifer management plans, DPRs, Bid documents							
2.	Capacity Building							
3.	Reform implementation							
4.	Publications (e-Newsletter, guidelines, brochures, etc.)							
5.	Others							

## Capacity Building plan of State ( To be submitted with State A&OE plan of Action)

Na	ame of State:												
	Targeted group	Suggested fields	Year 1		Year 2		Year 3		Year 4		Year 5		Total
	for capacity	of capacity	No. of	Cost	(₹								
	building	building	trainees	(₹	crore)								
				crore)									
1	Elected	a. AMRUT 2.0											
	representatives	and its Reform											
	and Municipal	agenda											
	functionaries	b. Recycle/ Reuse											
		of treated used											
		water,											
		Rejuvenation of											
		Water bodies,											
		Rainwater											
		harvesting.											
		c. Project and											
		financial											
		management											
		d. egovernance											
		and soft skills											

2	Contractors	a. Project and						
-	and managers	financial						
		management						
		b. Aspects of						
		water &						
		sewerage						
		infrastructure						
		and recycle of						
		treated used						
		water						
3	Plant	a. O&M of water						
	operators,	supply &						
	Plumbers and	sewerage						
	Workmen	networks and						
		treatment						
		plants						
		b. Aspects of						
		plumbing and						
		plugging the						
		leakages.						
		c. RWH						
		structures,						
		NRW reduction,						
4	Citizens	a. Management						
	including	of Water						
	Women	Demand						

		b. Feedbacks on						
		functional						
		outcomes						
5	Town planners	a. Land						
		monetization						
		b. Form based						
		planning, Local						
		area plans and						
		town planning						
		scheme						
		c. GIS based						
		master plans						

Name of State :								
FY 2021-22	FY 2022-23	FY 2023-24	FY 2024-25	FY 2025-26	Total	(If Any)		
1.	Mass Media - TV, Radio,							
	Newspapers, Movies, AMRUT 2.0							
	anthem, etc.							
2.	Social media campaign through-							
	influencers, celebrities and							
	recognition of Water Warriors							
3.	Targeted marketing through-							
	<b>Collaterals</b> – Pamphlets, brochures,							
	leaflets, snippets,							
	Outdoor publicity – hoardings,							
	banners, standees, wall paintings							
	etc.							
4.	Activations – competition in							
	institutions, local community							
5.	Community engagement through							
	train the trainer							
6.	Exhibition/ Melas of success stories							

## IEC action plan