

GOVERNMENT OF INDIA
MINISTRY OF JAL SHAKTI
DEPARTMENT OF DRINKING WATER AND SANITATION

LOK SABHA
UNSTARRED QUESTION NO.2991
ANSWERED ON 07.08.2025

HEALTHY CHILDHOOD THROUGH PURE WATER AND SANITATION

†2991. **SHRI CHINTAMANI MAHARAJ:**
SHRI ANURAG SHARMA:
SHRI DULU MAHATO:
DR. RAJESH MISHRA:
DR. MANNA LAL RAWAT:
SHRI P P CHAUDHARY:
SMT. VIJAYLAKSHMI DEVI:
SMT. SANDHYA RAY:
SHRI VISHWESHWAR HEGDE KAGERI:
SMT. ROOPKUMARI CHOUDHARY:
SMT. KAMALJEET SEHRAWAT:
SHRI JASWANTSINH SUMANBHAI BHABHOR:
SHRI BHOJRAJ NAG:
SMT. SMITA UDAY WAGH:
MS. BANSURI SWARAJ:
SHRI ALOK SHARMA:
MS. KANGNA RANAUT:
SMT. KAMLESH JANGDE:
SHRI JAGDAMBIKA PAL:
SHRI CHAVDA VINOD LAKHAMSHI:
SHRI RAJKUMAR CHAHAR:

Will the Minister of **JAL SHAKTI** be pleased to state:

(a) whether the Government has evaluated the impact of the "Healthy Childhood through Pure Water and Sanitation" campaign on child nutrition and health awareness; and

(b) if so, the details thereof?

ANSWER

MINISTER OF STATE FOR JAL SHAKTI
(SHRI V. SOMANNA)

(a) & (b) Department of Drinking Water and Sanitation (DDWS), participated in the 7th edition of Poshan Pakhwada from 8th to 23rd April 2025. Aligning with the Ministry of Women and Child Development's Saksham Anganwadi scheme, the campaign themed "Shuddh Jal aur Swachhta Se Swasth Bachpan" (Clean Water and Sanitation for Healthy Childhood), focused on clean water practices and sanitation as crucial elements for a child's nutrition and overall health.

Though the impact of the campaign in raising awareness on child nutrition and health has not been directly evaluated by the Department, however, the reach and amplification of the Poshan Pakhwada campaign to create awareness generation is apparent through following data on various social media handles:-

- **Reach & Impressions:** The campaign had this hashtag- #DDWSJoinsPoshanPakhwada that has a strong digital footprint with over 11 million impressions and over half a million in reach.
- **Sentiment analysis:** The engagement has a positive tone for the campaign. No negative sentiment was recorded.
