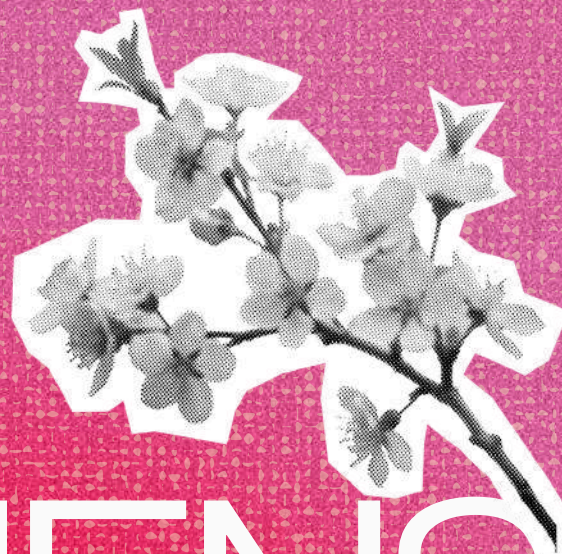


2025 WOMENS DAY REPORT



Overview



01

International Women's Day (IWD) 2025 was celebrated across India with a strong emphasis on recognizing and empowering women in the Water, Sanitation, and Hygiene (WASH) sector. This year's activities aimed not only to acknowledge the vital contributions of women in rural sanitation but also to create platforms for leadership, participation, and sustainable change. The celebrations focused on mobilizing communities, recognizing women's leadership, strengthening grassroots governance, and amplifying success stories through both on-ground and digital initiatives.

To ensure widespread impact and structured implementation, a set of activities were conducted across all participating states. One of the highlights was the WASH Run, a community-driven event led by women champions and sanitation workers to spread awareness on the importance of hygiene and sanitation. Recognizing and honoring contributions was another key focus, with Felicitation Ceremonies held to celebrate outstanding women leaders who have significantly contributed to WASH initiatives in their communities.

In many villages, special Mahila Sabhas (women-only Gram Sabhas) were organized, providing a dedicated space for women to discuss sanitation challenges, share best practices, and engage in decision-making processes. In collaboration with the Panchayati Raj Department, these GPs were recognized for fostering environments that actively support and encourage women-led sanitation efforts. Beyond these activities, states were encouraged to innovate and engage communities through initiatives tailored to their local context. In some areas, Field Test Kit (FTK) water testing sessions allowed communities to understand the importance of safe drinking water and its link to health. Additionally, training sessions on menstrual hygiene and sanitation solutions empowered women and adolescent girls with essential knowledge and sustainable practices.

A strong focus was placed on village-level participation, ensuring that the celebrations were not just symbolic but also had a tangible impact. Village Water & Sanitation Committees (VWSCs) played an active role in planning and executing the events, reinforcing the importance of community-driven sanitation solutions.

To amplify the reach and impact of IWD 2025, a dedicated social media campaign ran from March 5 to 8, spotlighting the stories of women in rural WASH. This campaign aimed to inspire action by sharing real-life experiences of women leading sanitation efforts in their communities. The hashtags #WomenLedWASH, #IWD2025, and #SheroesOfWASH were widely used to engage audiences and bring national attention to the cause.



Summary-SBMG

02



Over 666,000+ participants engaged in Swachh Bharat Grameen activities nationwide, including WASH Runs (111K+), Mahila Sabhas (409K+), and Felicitation Ceremonies (53K+). Over 5,500 women-led Gram Panchayats and 6,800+ sanitation workers contributed to the initiatives. Key programs also included MHM training, health camps, sanitation competitions, and cultural events.

WASH Run	111,860+ participants
Felicitation Ceremonies	53,597+ participants
Mahila Sabha	509,289+ participants
Special Gram Sabha (Model Women-Friendly Villages)	640 participants
Menstrual Waste Management (MHM) & Training	29,865 participants
Street Plays, Cultural Events & Exhibitions	67,289 participants
Health Camps	3,141 participants
Swachh Shauchalay Pratyogita (Sanitation Competitions & Awards)	4,029 participants, 540 awards given
Street Plays, Cultural Events & Exhibitions	47,289 participants
Women-Led Sanitation & Governance Initiatives	5,561 Women Sarpanch-led Gram Panchayats
Women Sanitation Workers Engaged	6,832 workers

757,242+ participants across multiple events

Summary-JJM

02



Under Jal Jeevan Mission, States/ UTs have participated in large number of activities to sensitise and aware masses including ASHA workers and local panchayat community. Over 50+ women empowered during the IWD-25 and over 1 lakh Stundets engaged in various IEC activities i.e, Painting, Essay and Quiz competition.

Rallies
conducted

3,480 Rallies conducted

Felicitation of
Women

67,000+ participants

IEC activities in
schools

13,400,56+ Schools

Special Gram Sabha (Model
Women-Friendly Villages)

1,986 participants

Meetings in Gram Panchayat

1,584 participants

Community level meetings on
Water Issues

67,289 participants

Female members of Jal Bachaw
Committee

3,141 participants

Street Plays, FGD, Door-to-door
visit, fairs

76,890 participants, 540
awards given

Districts covered in IWWD
celebration

47,289 participants

Meetings at Panchayat level, Pannel
Discussion

2,789 Women Sarpanch-led
Gram Panchayats

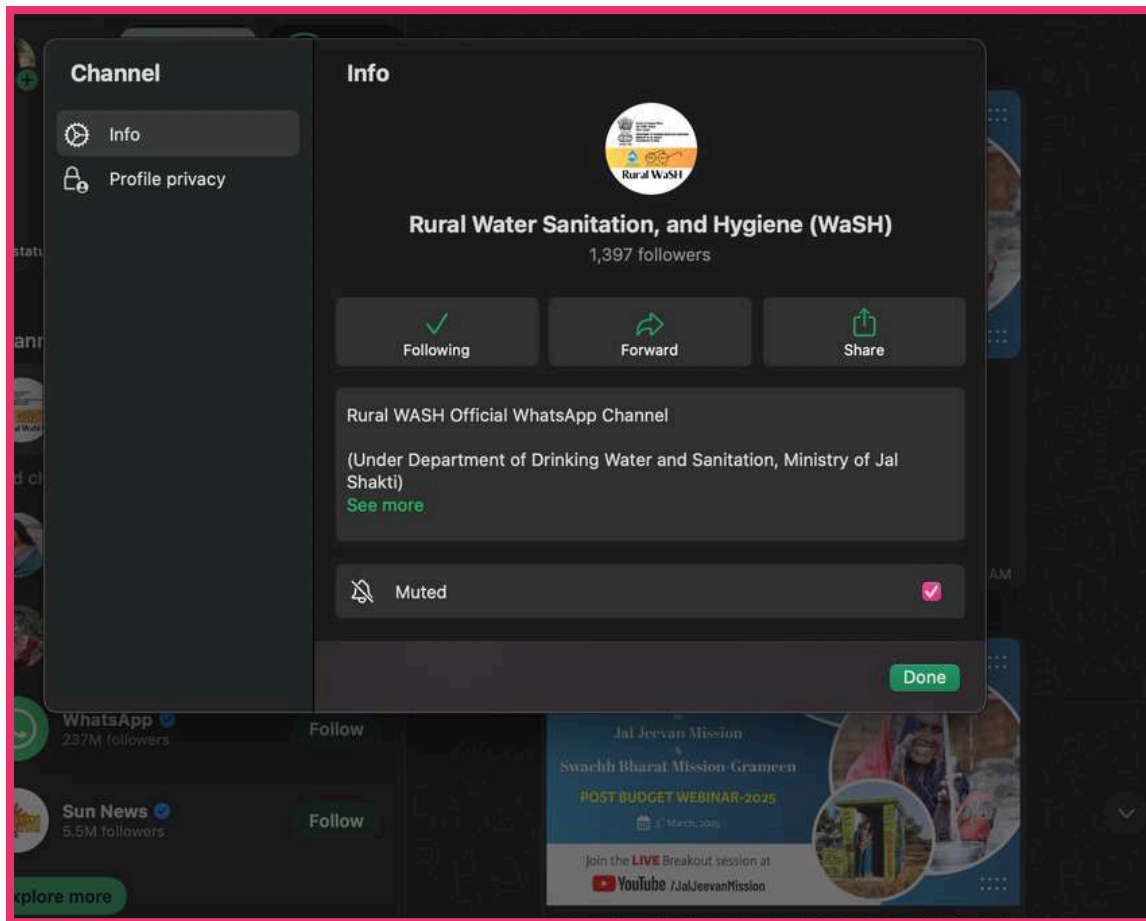
Numbers of ASHAs trained on FTK use

16,821 training

1,78,476+ participants across multiple events



Launch of WhatsApp Channel



To expand our digital outreach, we launched the Swachh Bharat Grameen WhatsApp Channel ([Join Here](#)). This platform serves as a direct communication space to share key updates, inspiring stories, and community-driven sanitation initiatives.

As part of International Women's Day 2025, we actively used the channel to share impactful stories of women leaders, sanitation champions, and grassroots efforts in promoting WASH initiatives. Regular updates included event highlights, testimonials, success stories, and engagement opportunities to encourage wider participation and community-driven action.

1.4k+ followers

Increase in revenue

50+ posts

Social Media

04



#WomenLedWASH

Reach: 1.9 Million

Total Impressions - 35 million

#SheroesOfWash

Reach: 2.2 Million,

Total Impressions - 44 million

Interesting Fact: 88% Users were male

WCD hashtags #SheBuildsBharat had a reach of 233K and 2 million impressions.



Highlights



05

ASSAM

Community Mobilization Through Cleanliness Drives and Youth Engagement To reinforce the importance of sanitation in public spaces, cleanliness drives were organized in bustling market areas, schools, and community hubs. Rallies, Swachhata marathons, and street processions brought together students, youth groups, and tea garden workers, all taking pledges to uphold cleanliness and hygiene standards. Colleges played a crucial role by engaging students in cultural events such as skits, dance performances, and essay competitions centered on women's contributions to sanitation. The 'Red Dot Challenge', aimed at breaking menstrual taboos, was widely embraced, underscoring the need for normalizing conversations around menstrual health.



Highlights

06

GOA

In Goa, Mauvin Godinho, Minister of Panchayati Raj, felicitated women for their contributions to sanitation, hygiene, and rural development as part of the International Women's Day celebrations. The event recognized women leading efforts in clean water access, waste management, and community-led sanitation initiatives. During the ceremony, the minister emphasized the crucial role of women in WASH (Water, Sanitation, and Hygiene) governance, highlighting their impact on improving public health and sustainable sanitation practices. Several women were awarded for their exemplary work in Panchayati Raj institutions, Swachh Bharat initiatives, and grassroots hygiene programs.



Highlights

07

KERALA



Pink Squad: A Door-to-Door Sanitation Awareness Movement One of the most innovative initiatives of Women's Day in Kerala was the Pink Squad campaign, where women-led teams conducted door-to-door awareness visits promoting the Green Protocol. The squads, comprising Kudumbashree members, ASHA workers, and local self-government officials, distributed sanitation guides and engaged households in discussions on waste reduction and hygiene practices. Their efforts were complemented by sanitation assemblies in local wards, where public resolutions were passed against littering, and communities pledged their commitment to cleanliness. The Pink Squad initiative not only spread awareness but also instilled a sense of collective responsibility among residents, making it a pioneering model in participatory waste management.



Highlights

08

MAHARASHTRA

Recognizing the need for sustainable sanitation solutions, Maharashtra introduced targeted Menstrual Hygiene Management (MHM) training sessions. These workshops went beyond just providing knowledge; they fostered open dialogue about menstrual health, breaking long-held taboos in rural communities. Local women were trained in making biodegradable sanitary pads and were encouraged to establish self-help groups for production and distribution. This initiative not only addressed hygiene concerns but also empowered women economically, enabling them to contribute to their household incomes while championing an environmentally friendly alternative to plastic-based sanitary products.



Highlights

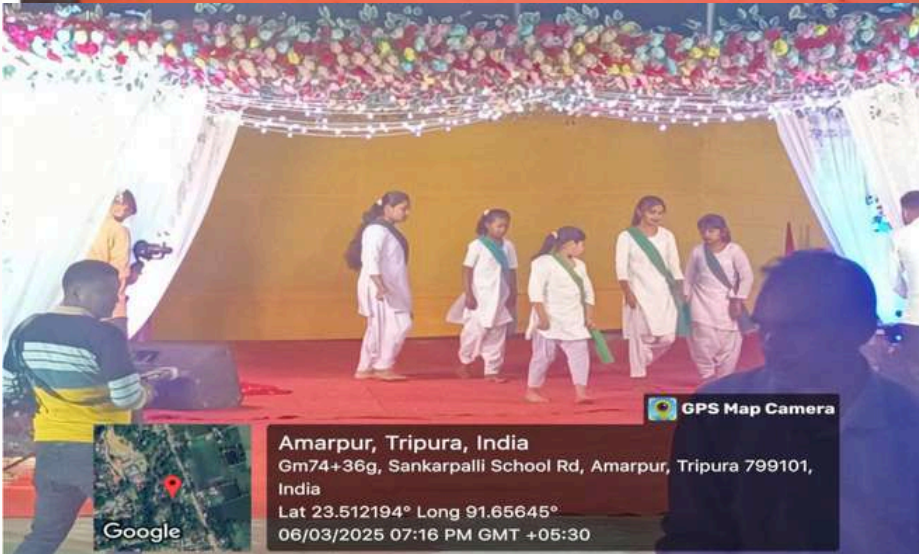
09

TRIPURA



Tripura's International Women's Day (IWD) celebrations featured a first-of-its-kind Ramp Walk in Amarpur RD Block to empower Grade-D staff, contingency workers, and elected women representatives. 42 women participated, stepping out of their comfort zones with pride and confidence. Each participant received sarees, blouses, and bags, and a professional beautician groomed them for the event. The ramp walk wasn't just about appearance but about breaking societal barriers and celebrating diverse cultural traditions like Bengali, Gujarati, Marathi, and Western attire.

Adding prestige, SDPO Smt. Debanjali Ray joined the walk, inspiring leadership. Male officials also participated, showcasing traditional attire to support gender equality. This initiative uplifted morale and challenged norms, proving confidence and recognition belong to all.



Highlights



10

UTTAR PRADESH

The state also implemented a large-scale plastic waste management initiative, "Mera Plastic, Meri Jimmedari," in Sonbhadra district. This campaign encouraged households to hang sacks outside their homes to collect plastic waste, which was periodically picked up by sanitation workers. The involvement of over 1,65,000 women from Self-Help Groups (SHGs) ensured strong grassroots participation, making it not only an environmental movement but also an economic opportunity for women engaged in plastic recycling. By aligning sanitation with livelihood opportunities, the initiative highlighted how women could lead the way in sustainable waste management.



[illegible]

Awareness & Social Gathering



Kerala



Ladakh



Madhya Pradesh



Chhattisgarh



**Felicitation to Women Champions
Felicitation and award presented to active
Women sanitation workers**

Over 40+ K Women Participated

Nagaland



West Bengal



Meghalaya



Nagaland





Nagaland



Chhattisgarh



Uttar Pradesh

अंतरराष्ट्रीय महिला दिवस मनाया

नारी शक्ति को किया सम्मानित

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patrika.com



साहपुरा में कार्यक्रम में उपस्थित महिलाएं।



साहपुरा के खोजावाला में गैरकूट गुरु राज्य मंत्री व भाजपा नेता।

के निर्देशन में रविवार को अंतरराष्ट्रीय महिला दिवस पर सम्मानित की थीम के तहत महिला सार्वजनिकरण एवं कानूनी जागरूकता महिला पंचायत का आयोजन किया गया। काला मित्र महिला मंडल अध्यक्ष राजीव शर्मा व भाजपा सरपंच रमेशा नारायण के मुख्य आतिथ्य में कई जागरूकता संदेश दिए गए। राजकाज सिटीजन एप के बारे में



अंतरराष्ट्रीय महिला दिवस पर कार्यक्रम का आयोजन

सच मीडिया

साहपुरा। वृत्तिक की ग्राम पंचायत पिपलोद नारायण में यूनोपस द्वारा अंतरराष्ट्रीय महिला दिवस पर एक संगोष्ठी कार्यक्रम का आयोजन किया गया, जिसमें यूनोपस के जिला परामर्शदाता दिलीप कुमार शर्मा ने बताया कि आज पूरे विश्व में अंतरराष्ट्रीय महिला दिवस मनाया जाता है, 8 मार्च का दिन महिलाओं को समर्पित है, यह दिन नारी शक्ति को उपलब्धियों को सम्मान करने वाला दिन है, महिला दिवस का दिन हमें नारी शक्ति के हर छोटे-बड़े लड़ाई को सम्मान देने और उनके सपनों को पंख लगाने का अवसर देता है, यह दिवस महिलाओं द्वारा समाज में उनके द्वारा दिए गए योगदान और बलिदान उन संघर्ष और उनके सामने आने वाली चुनौतियों को याद दिलाता है, महिला दिवस का दिन हमें याद दिलाता है कि महिलाएँ समाज के लिए कितने महत्वपूर्ण हैं वह अपना वह कितना महत्वपूर्ण स्थान समाज में रखती हैं कार्यक्रम के दौरान गांव की महिलाओं ने भाग लिया और ग्राम पंचायत पिपलोद नारायण के सरपंच श्री राजेन्द्र वर्मा, ग्राम विकास अधिकारी मो. बालोडिया, और पीपुल्स वीथिभाग के जेईएन भी मौजूद रहे।



जयपुर-दूदू भास्कर 09-03-2025

राजस्थान के जयपुर में महिला दिवस के अवसर पर एक कार्यक्रम का आयोजन किया गया। इस कार्यक्रम में महिलाओं को उनके योगदान और शक्ति के प्रति सम्मानित किया गया। कार्यक्रम में महिलाओं ने अपने योगदान और शक्ति के प्रति अपने भावों को व्यक्त किया।

रेनवाल में महिलाओं को पानी की शुद्धता जांचने का प्रशिक्षण दिया

राजस्थान के जयपुर में महिला दिवस के अवसर पर एक कार्यक्रम का आयोजन किया गया। इस कार्यक्रम में महिलाओं को उनके योगदान और शक्ति के प्रति सम्मानित किया गया। कार्यक्रम में महिलाओं ने अपने योगदान और शक्ति के प्रति अपने भावों को व्यक्त किया।

जागतिक महिला दिनी उत्कृष्ट कार्य करणाऱ्या महिलांचा होणार सत्कार -रोहन घुगे

ठाणे : संपूर्ण देशात 8 मार्च रोजी 'जागतिक महिला दिन' साजरा करण्यात येत आहे. त्यानिमित्ताने जिल्हा परिषदेच्या पाणी व स्वच्छता विभाग, राष्ट्रीय ग्राम स्वराज अभियान, उमेद अभियान यांच्या संयुक्त विद्यमाने जिल्ह्यातील सर्व ग्रामपंचायतींमध्ये विविध कार्यक्रमांचे आयोजन करण्यात येणार आहे. यावेळी पाणी व स्वच्छतेबाबत गावात उत्कृष्ट कार्य करणाऱ्या महिलांचा सत्कार करण्यात येणार आहे. जिल्हा परिषदेच्या सर्व गटविकास अधिकारी यांच्या माध्यमातून ग्रामपंचायतींना निर्देश देण्यात आले आहेत. सर्व ग्रामपंचायतींनी उत्कृष्ट कार्य करणाऱ्या महिलांचा सत्कार करणे, असे आवाहन मुख्य कार्यकारी अधिकारी रोहन घुगे यांनी केले आहे.



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जागतिक महिला दिनी उत्कृष्ट कार्य करणाऱ्या महिलांचा सत्कार होणार

ठाणे जिल्ह्यातील ग्रामपंचायतींमध्ये महिलांचा सन्मान करण्याचे मुख्य कार्यकारी अधिकारी रोहन घुगे यांचे आवाहन

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याप्रसंगी विशेष सत्कार करण्यात येणार आहे. असे होणार उपक्रम : जिल्ह्यातील सर्व ग्रामपंचायतींमध्ये स्वच्छता धाव (वांश रन) आयोजन, महिलांचा सन्मान, ग्रामपंचायतींमध्ये विशेष ग्रामसभेचे आयोजन, जिल्ह्यात किमान एक महिला अनुकूल आदर्श ग्रामपंचायती संबंधित मॉडेलची उभारणी करण्यात येणार आहे. स्थानिक महिला नेतृत्वासोबत गट चर्चा किंवा कथाकथन सत्र, पाणी, स्वच्छता व आरोग्य क्षेत्रातील महिलांच्या भूमिकेविषयी

त्यानुसार सर्व ग्रामपंचायतीमध्ये अंमलबजावणी सहाय्य संस्था म्हणून निवड



जागतिक महिला दिनी उत्कृष्ट कार्य करणाऱ्या महिलांचा होणार सत्कार

जिल्ह्यात सर्व ग्रामपंचायतींमध्ये महिलांचा सन्मान करण्याचे मुख्य कार्यकारी अधिकारी रोहन घुगे यांचे आवाहन

ठाणे : संपूर्ण देशात 8 मार्च रोजी 'जागतिक महिला दिन' साजरा करण्यात येत आहे. त्यानिमित्ताने जिल्हा परिषदेच्या पाणी व स्वच्छता विभाग, राष्ट्रीय ग्राम स्वराज अभियान, उमेद अभियान यांच्या संयुक्त विद्यमाने जिल्ह्यातील सर्व ग्रामपंचायतींमध्ये विविध कार्यक्रमांचे आयोजन करण्यात येणार आहे. यावेळी पाणी व स्वच्छतेबाबत गावात उत्कृष्ट कार्य करणाऱ्या महिलांचा सत्कार करण्यात येणार आहे. जिल्हा परिषदेच्या सर्व गटविकास अधिकारी यांच्या माध्यमातून ग्रामपंचायतींना निर्देश देण्यात आले आहेत. सर्व ग्रामपंचायतींनी उत्कृष्ट कार्य करणाऱ्या महिलांचा सन्मान करावा, असे आवाहन मुख्य कार्यकारी अधिकारी रोहन घुगे यांनी केले आहे.

त्यानुसार सर्व ग्रामपंचायतींमध्ये अंमलबजावणी सहाय्य संस्था म्हणून निवड झालेले ग्राम संचायतीत सर्व महिलांची जागतिक महिला दिनानिमित्त महिलांसाठी विशेष स्वच्छता धाव (वांश रन) आयोजित करण्यात येणार आहे. यावेळी पाणी व स्वच्छतेबाबत गावात उत्कृष्ट कार्य करणाऱ्या महिलांचा सत्कार करण्यात येणार आहे. जिल्हा परिषदेच्या सर्व गटविकास अधिकारी यांच्या माध्यमातून ग्रामपंचायतींना निर्देश देण्यात आले आहेत. सर्व ग्रामपंचायतींनी उत्कृष्ट कार्य करणाऱ्या महिलांचा सन्मान करावा, असे आवाहन मुख्य कार्यकारी अधिकारी रोहन घुगे यांनी केले आहे.



विशेष सत्कार

जिल्ह्यातील सर्व ग्रामपंचायतींमध्ये स्वच्छता धाव (वांश रन) आयोजन, महिलांचा सन्मान, ग्रामपंचायतींमध्ये विशेष ग्रामसभेचे आयोजन, जिल्ह्यात किमान एक महिला अनुकूल आदर्श ग्रामपंचायती संबंधित मॉडेलची उभारणी करण्यात येणार आहे. स्थानिक महिला नेतृत्वासोबत गट चर्चा किंवा कथाकथन सत्र, पाणी, स्वच्छता व आरोग्य क्षेत्रातील महिलांच्या भूमिकेविषयी

Session with School Students

Over 30+ K students
sensitised



Meghalaya



West Bengal

Special Session on FTKs

Over 46+ K women sensitised about
tetsing of Water Quality through FTK



Arunachal Pradesh



Nagaland



Chhattisgarh



vivo V50



23

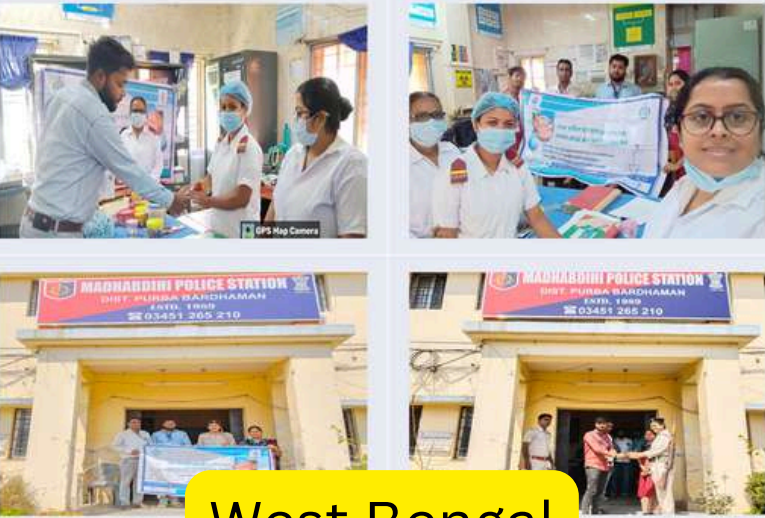
Karnataka



West Bengal



Uttar Pradesh



West Bengal



Rajasthan



Chhattisgarh

Social Media Wall



 ਵਿਭਾਗ ਦੀ ਟੀਮਾਂ ਵੱਲੋਂ
 ਪੰਜਾਬ ਵਿੱਚ ਵੱਖ-ਵੱਖ ਥਾਂਵਾਂ ਉੱਤੇ
ਅੰਤਰਰਾਸ਼ਟਰੀ ਮਹਿਲਾ ਦਿਵਸ 2025
 ਮਨਾਇਆ ਗਿਆ



ਹੁਸ਼ਿਆਰਪੁਰ ਫ਼ਰੀਦਕੋਟ
 ਜਲੰਧਰ ਲੁਧਿਆਣਾ

f DWSPunjabIND DWSPunjabIND X DWSPunjabIND dwsspunjab.wordpress



Jal Jeevan Mission DWSM DURG @JalDurg · 12m

Honoring the power of women on #internationalwomensday
 @PMOIndia @narendramodi @MoJSDDWS @gssjodhpur
 @ChhattisgarhCMO @UNICEFIndia @vishnudsai @ArunSao3 @DurgDist
 @jjmchhattisgarh



District Jal Jeevan Mission Anantnag



Name: Gulshan Begum
 Panchayat & Village:
 Mathindoo
 Block: Lamoo
 District: Anantnag
 UT: J&K

Gulshan Begum, Chairperson VWSC/Pani Samiti, has played an instrumental role in making J Mathindoo. From the preparation till the installation of the last J has played an essential role at no longer have to fetch water o

Jal Shakti Department,
 Jammu & Kashmir
 Jal Jeevan Mission J&K



Jal Jeevan Mission
 Har Ghar Jal



Jal Shakti Department,
 Jammu & Kashmir
 Jal Jeevan Mission J&K



Jal Jeevan Mission
 Har Ghar Jal



Jal Jeevan Mission J&K @JJM_JK · 12m

#SheBuildsBharat
 #JalJeevanMission

District project Management unit Poonch... @JJM_JK_POONCH... · 42m
 On #IWD2025, Khalida Begum from Village Pindi, Block Mandi, District Poonch, expresses her heartfelt gratitude to @narendramodi ji for #JJM. With Har Ghar Jal, her life has changed, empowering her with easy access to clean water at home
 #WomenLedWASH #IWD2025 #SheBuildsBharat

Jal Shakti Department,
 Jammu & Kashmir
 Jal Jeevan Mission J&K



Jal Jeevan Mission
 Har Ghar Jal



Jal Jeevan Mission J&K @JJM_JK · 12m
 #SheBuildsBharat
 #JalJeevanMission

District project Management unit Poonch @JJM_JK_POONCH · 1h
 Celebrating International women's day at District Poonch.
 #WomenLedWASH #IWD2025 #SheBuildsBharat

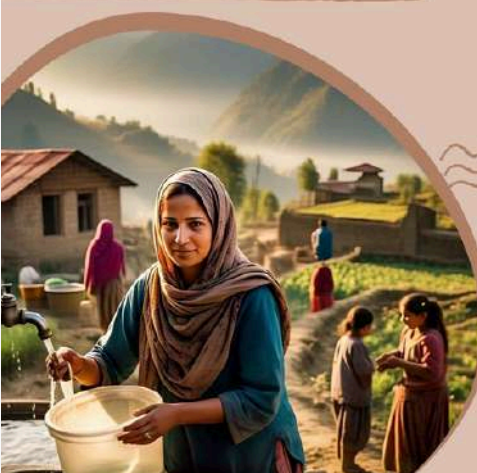


Jal Shakti Department,
 Jammu & Kashmir
 Jal Jeevan Mission J&K

Jal Jeevan Mission
 Har Ghar Jal

District Project Management Unit Poonch
 @JJM_JK_POONCH Dpmu Poonch jjm_jk_poonch

International Women's Day



Celebrating International Women's Day



#WomenLedWASH

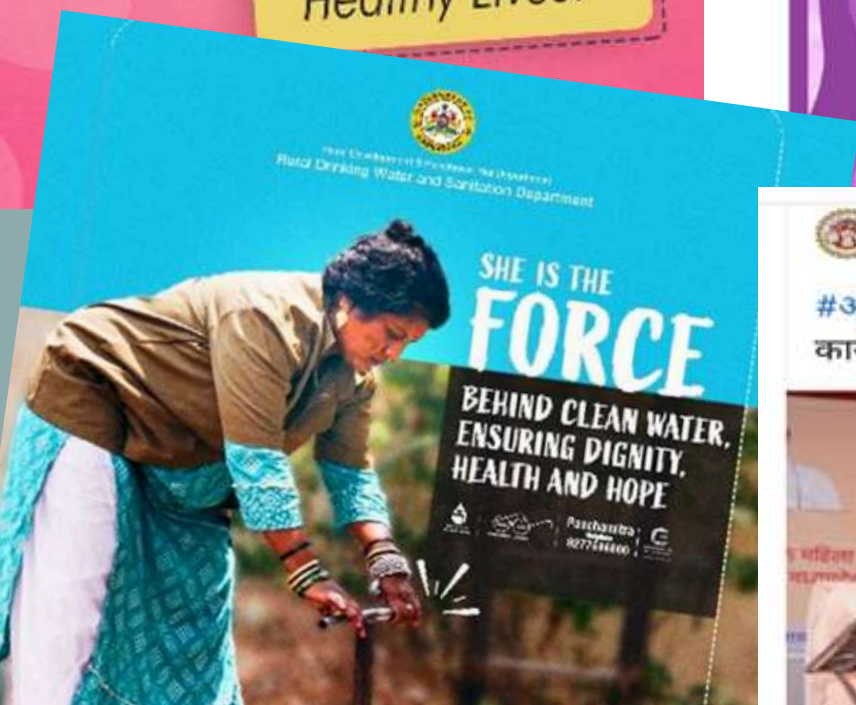
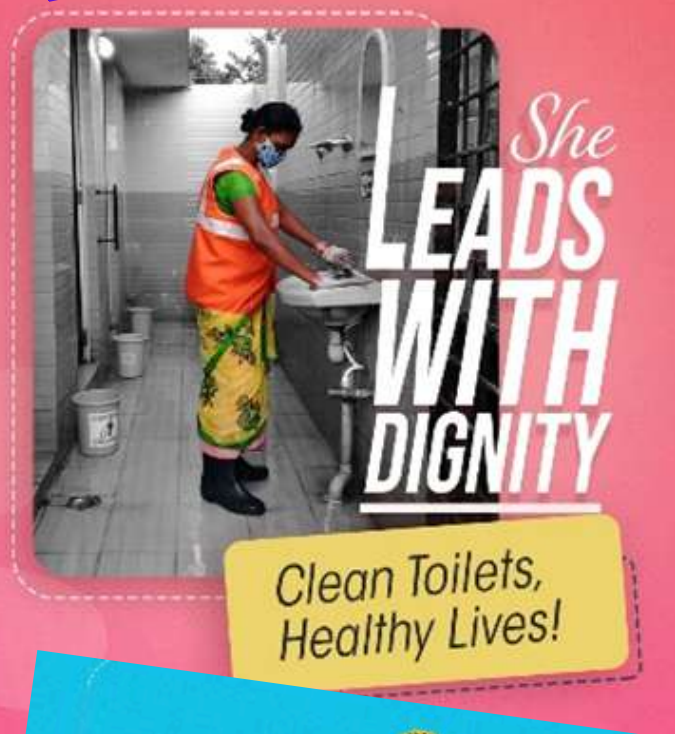
District Project Management Unit Poonch

@JJM_JK_POONCH

Dpmu Poonch

jjm_jk_poonch

AI generated Image



Exposure visits/ awareness sessions

Over 1.6 lakh women sensitised in
sessions/ exposure visits



Gujarat





पेयजल एवं स्वच्छता विभाग
जल शक्ति मंत्रालय
भारत सरकार
DEPARTMENT OF DRINKING WATER AND SANITATION
MINISTRY OF JAL SHAKTI
GOVERNMENT OF INDIA



#SheroesofWASH

