

“Media Exposure And Awareness Of The Jal Jeevan Mission: A Study Of Rural Households In Koppal District, Karnataka”

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Abstract:

Access to safe drinking water is a critical determinant of public health and sustainable rural development. The Government of India's Jal Jeevan Mission aims to ensure functional household tap connections and safe drinking water for all rural households. The present study examines the role of media in creating awareness about the Jal Jeevan Mission among rural communities in Koppal District, Karnataka, with a specific focus on the influence of education, income, and media exposure. The study adopts a descriptive and analytical research design, based on primary data collected from 260 respondents using a structured questionnaire. Descriptive statistics and chi-square tests were employed to analyse the data.

The findings reveal a high overall level of awareness about the Jal Jeevan Mission; however, the depth of understanding varies significantly across socio-economic groups. Television and newspapers emerged as the most influential media platforms, while social media showed growing importance among educated and higher-income respondents. The chi-square analysis confirms a statistically significant association between educational level and media exposure, income and media exposure, and education and type of media consumed. Lower-income and less-educated respondents rely more on traditional and interpersonal communication channels, whereas higher socio-economic groups show greater engagement with digital media. The study highlights the need for inclusive, multi-platform, and locally contextualised communication strategies to bridge information disparities. The paper concludes that sustained and targeted media engagement, combined with community-based communication, is essential for the effective implementation and long-term sustainability of rural drinking water programmes such as the Jal Jeevan Mission.

Keywords: Jal Jeevan Mission, Rural Development, Media Exposure, Drinking Water, Communication, Koppal District

Date of Submission: 01-02-2026

Date of Acceptance: 10-02-2026

I. Introduction

Access to safe drinking water is universally recognised as a basic human right and a cornerstone of public health, social justice, and sustainable development. Adequate availability of potable water of acceptable quality significantly reduces water-borne diseases, improves nutritional outcomes, and enhances overall quality of life. Despite sustained policy attention and large public investment, ensuring safe, reliable, and sustainable drinking water remains a persistent challenge in rural India, particularly in drought-prone and groundwater-dependent regions (WHO, 2019; Government of India, 2021).

Rural India continues to rely heavily on groundwater sources such as borewells, handpumps, and open wells. Rapid aquifer depletion, declining water tables, and contamination from fluoride, salinity, and microbial pollutants increasingly threaten water safety (CGWB, 2020). These risks are compounded by unsafe household practices, including improper storage, lack of treatment, and unhygienic handling. Consequently, infrastructure provision alone does not guarantee safe consumption, necessitating an integrated assessment of availability, quality, behaviour, and sustainability (Clasen et al., 2015; Howard & Bartram, 2014).

Koppal District exemplifies these challenges. Characterized by semi-arid conditions, erratic rainfall, and recurrent droughts, the district faces chronic water stress. Agriculture—the primary livelihood—intensifies groundwater extraction for irrigation and domestic use, leading to seasonal scarcity and quality concerns. While large-scale drinking water projects have been initiated, their effective implementation and sustainability remain uneven. Official scheme data indicate progress alongside gaps. Under the Functional Household Tap Connection (FHTC) initiative, 666 of 722 works (92%) are completed, but financial progress is about 58%. Multi-Village Water Supply (MVS) schemes covering over 180 habitations show moderate physical progress (52–65%) with financial progress below 60% in several projects, suggesting implementation and governance constraints

II. Background Of The Study

India's rural drinking water policy has evolved from source creation to a service-delivery model prioritising household connections, water quality monitoring, and sustainability. Piped water supply and MVS schemes aim to ensure equitable access across dispersed settlements (Planning Commission, 2013; Narain, 2018). In Koppal District, groundwater remains the backbone of rural supply. Geological vulnerability to fluoride and salinity poses chronic health risks such as dental and skeletal fluorosis (UNICEF, 2018). Seasonal variability exacerbates insecurity during summer months, forcing reliance on alternative and sometimes unsafe sources. MVS performance data reveal partial completion and lagging finances, indicating operational and institutional challenges that undermine intended benefits—especially for remote and marginalised communities

III. Literature Review

Existing scholarly literature establishes that access to safe drinking water extends beyond infrastructure and technology to encompass communication, awareness, and behavioural change, with media functioning as a critical intermediary between policy frameworks and community practices. Studies in the Indian context affirm that media exposure significantly influences public knowledge, risk perception, and adoption of safe drinking water behaviours, particularly in rural areas.

Narain (2014) notes that print, radio, and television remain key information sources for rural households regarding water quality, contamination risks, and public water supply programmes. However, the effectiveness of such communication is contingent upon linguistic accessibility, local relevance, and cultural contextualisation. Urban-centric or generic reporting often limits comprehension and engagement among rural populations.

Environmental communication research indicates that drinking water issues are predominantly covered in an episodic manner, often during droughts, contamination incidents, or policy announcements (Downs, 1972; Iyengar, 1991). This episodic framing restricts sustained awareness and weakens long-term behavioural change related to water treatment, storage, and hygiene practices. In districts such as Koppal, where traditional water-use habits persist, sporadic media attention has limited transformative impact.

Community-based media platforms, particularly community radio and local-language newspapers, have demonstrated greater effectiveness in promoting participatory communication. Gumucio-Dagron (2001) argues that such media strengthen knowledge retention by integrating local voices and indigenous practices. Studies from Karnataka reveal that community radio initiatives have enhanced awareness of water conservation and increased women's participation in local water governance structures (UNICEF Karnataka, 2018; Government of Karnataka, RDPR, 2019).

Further, analysis of NFHS data confirms a positive correlation between regular media exposure and household-level adoption of safe drinking water practices (IIPS, 2021). Despite significant infrastructural progress under the Jal Jeevan Mission, evaluations from Karnataka highlight gaps in Information, Education, and Communication efforts, affecting informed community participation and sustainability (NITI Aayog, 2022; DWSD Karnataka, 2021). Scholars therefore advocate a convergence of journalism, development communication, and participatory media approaches to ensure sustainable drinking water practices in rural regions such as Koppal (Servaes, 2008).

IV. Need For The Study

Despite infrastructure expansion, safe drinking water at the household level remains uneven in Koppal District. FHTC and MVS investments show high physical progress but lower financial progress, pointing to delays and operational inefficiencies. Continued groundwater dependence, seasonal scarcity, and contamination risks persist, while unsafe point-of-use practices undermine water safety even where improved sources exist (Wright et al., 2004). District-specific, micro-level evidence integrating infrastructure data with community practices is limited. Given Koppal's drought exposure, socio-economic vulnerability, and gendered water roles, such a study is essential to inform communication strategies and sustainability planning.

V. Statement Of The Problem

A clear gap exists between infrastructure-led approaches and safe, sustainable water use in rural Koppal. High completion of FHTC works contrasts with lower financial progress and partial MVS completion, affecting functionality and reliability. Groundwater contamination and unsafe household practices elevate health risks. Limited community participation, capacity constraints in local governance, and women's exclusion from decision-making further constrain effectiveness. Addressing these interlinked issues requires a critical understanding of media exposure, behaviour, and sustainability.

VI. Objectives Of The Study

1. To examine sources, availability, and reliability of drinking water in rural Koppal.
2. To assess household awareness and practices related to safe drinking water.
3. To analyse challenges affecting water safety, including contamination and governance.
4. To evaluate the effectiveness of FHTC and MVS schemes.
5. To suggest sustainable communication and management strategies.

VII. Methodology

The present study adopted a descriptive-analytical research design to examine media exposure and safe drinking water awareness among rural households in Koppal District, Karnataka. The study relied primarily on primary data, supplemented by relevant secondary sources such as government reports, policy documents, and scholarly literature related to drinking water and media communication.

A multi-stage sampling method was employed to ensure adequate geographic and socio-demographic representation. In the first stage, Koppal District was purposively selected due to its chronic drinking water challenges and dependence on rural water supply schemes. In the second stage, selected taluks within the district were identified, followed by the random selection of villages from each taluk. In the final stage, households were selected using stratified random sampling to ensure representation across gender, educational attainment, and income levels. “The study covers all the four taluks of Koppal District, namely Koppal, Gangavathi, Yelburga, and Kushtagi, thereby ensuring comprehensive district-level representation.”

Primary data were collected from 260 respondents using a structured questionnaire, administered through personal interviews to accommodate varying literacy levels. The questionnaire was designed to capture information on media exposure, awareness of drinking water sources, water quality issues, and household-level water practices. Secondary data sources included reports from the Department of Drinking Water and Sanitation, Government of Karnataka, Jal Jeevan Mission, Census of India, and peer-reviewed academic studies. Data analysis was carried out using descriptive statistical techniques such as frequencies and percentages to summarise respondent characteristics and media usage patterns. Chi-square tests were applied to examine the association between media exposure and awareness or adoption of safe drinking water practices. The study strictly adhered to ethical research standards, including voluntary participation, informed consent, anonymity, and confidentiality of respondents’ information.

VIII. Analysis And Interpretation

Table 1: Gender-wise Distribution of Respondents

Gender	Respondents	Percentage
Male	142	54.62
Female	110	42.31
Third Gender	8	3.07
Total	260	100.00

The gender-wise distribution shows that male respondents constitute a slight majority (54.62%), followed by females (42.31%). Representation of the third gender (3.07%) indicates inclusivity, though limited in number. The relatively balanced gender composition allows meaningful interpretation of awareness and media exposure patterns without strong gender bias.

Table 2: Educational Qualification of Respondents

Educational Level	Respondents	Percentage
Illiterate	34	13.08
SSLC	72	27.69
PUC	61	23.46
Degree	55	21.15
Postgraduate & Others	38	14.62
Total	260	100.00

The data indicate that a majority of respondents (64.23%) possess education up to PUC level or below. This highlights the need for simple, clear, and locally relevant communication strategies while disseminating information about development programmes like the Jal Jeevan Mission. However, the presence of degree and postgraduate respondents (35.77%) suggests scope for more analytical and explanatory media content.

Table 3: Annual Family Income of Respondents

Annual Income	Respondents	Percentage
Below ₹30,000	72	27.69
₹30,000–40,000	61	23.46

₹40,000–50,000	48	18.46
₹50,000–1 lakh	52	20.00
Above ₹1 lakh	27	10.39
Total	260	100.00

The income distribution shows that a substantial majority of respondents (69.61%) belong to households earning below ₹50,000 annually, indicating significant economic vulnerability among rural families in the study area. The dominance of lower-income groups reflects limited capacity to invest in private water sources or household-level treatment, resulting in a high dependence on publicly funded drinking water schemes. This income pattern underscores the critical importance of the Jal Jeevan Mission for ensuring access to safe and regular drinking water among economically weaker households. For these groups, reliable public water supply directly influences health outcomes, daily productivity, and overall quality of life. At the same time, the presence of a smaller proportion of higher-income households highlights income-based disparities in access to information, media exposure, and alternative water arrangements.

The findings reaffirm the welfare-oriented relevance of the Jal Jeevan Mission while indicating that income-related differences may affect awareness, utilisation, and satisfaction levels. The results point to the need for pro-poor implementation approaches and simplified, targeted communication strategies to ensure equitable and sustainable drinking water access in rural areas.

Table 4: Awareness of Jal Jeevan Mission Scheme

Response	Respondents	Percentage
Yes	214	82.31
No	46	17.69
Total	260	100.00

The data indicate a high level of awareness about the Jal Jeevan Mission among the respondents, with **82.31 per cent** reporting that they are aware of the scheme. This suggests that government outreach efforts and media communication have been largely effective in disseminating basic information about the programme in the study area. The widespread awareness reflects the visibility of the Jal Jeevan Mission as a key rural development initiative.

However, the presence of **17.69 per cent** respondents who remain unaware points to existing communication gaps, particularly among socially or economically marginalised groups. This indicates that while awareness is substantial, it is not universal. Therefore, continued and targeted information dissemination through mass media, community-level communication, and interpersonal channels is necessary to ensure complete coverage and informed participation of all rural households.

Table 5: Source of Awareness about Jal Jeevan Mission

Source	Respondents	Percentage
Neighbourhood	76	29.23
Friends	58	22.31
Media	98	37.69
Others	28	10.77
Total	260	100.00

The data reveal that mass media is the primary source of awareness about the Jal Jeevan Mission, as reported by 37.69 per cent of the respondents. This underscores the central role of media in disseminating information about government welfare schemes in rural areas. Media exposure appears to function as a key channel for reaching a wider population beyond immediate social networks. At the same time, a significant proportion of respondents became aware of the scheme through interpersonal communication, particularly through neighbourhood interactions (29.23%) and friends (22.31%). This highlights the importance of informal social networks in reinforcing and spreading information at the community level. The findings suggest that effective communication about the Jal Jeevan Mission is driven by a combination of mass media and interpersonal channels. Strengthening both media outreach and community-based communication can enhance awareness and ensure deeper penetration of information among rural households.

Mass media emerges as the most significant source of awareness (37.69%), followed by interpersonal channels such as neighbours and friends. This finding confirms the agenda-setting and informational role of media in rural development communication, while also underlining the complementary influence of interpersonal networks.

Table 6: Sources of Information across Media Platforms

Media Platform	Respondents	Percentage
Newspapers	66	25.38
Radio	32	12.31
Television	82	31.54
Social Media	58	22.31
Outdoor Advertisement / Others	22	8.46
Total	260	100.00

Television stands out as the most influential medium (31.54%) for disseminating information about the Jal Jeevan Mission, followed by newspapers and social media. The growing role of social media (22.31%) indicates digital penetration even in rural areas, suggesting opportunities for hybrid communication strategies combining traditional and digital platforms. The data indicate that television is the most prominent medium through which respondents received information about the Jal Jeevan Mission, accounting for 31.54 per cent of responses. This reflects the strong penetration and credibility of television as a source of information in rural areas, particularly due to its audio-visual appeal and accessibility. Newspapers emerge as the second most important medium (25.38%), highlighting the continued relevance of print media for disseminating public information at the grassroots level. Social media, with 22.31 per cent, represents a growing source of information, suggesting increasing digital access and usage among rural populations, especially among younger and more educated respondents. Radio and outdoor advertisements play a supplementary role, reaching smaller segments of the population.

The findings suggest that an effective communication strategy for the Jal Jeevan Mission should adopt a multi-platform approach, combining traditional media such as television and newspapers with digital platforms, to ensure wider reach and sustained awareness among diverse rural audiences.

Table 7: Type of Media Content Seen/Read about Jal Jeevan Mission

Media Content	Respondents	Percentage
News	84	32.31
Advertisement	62	23.85
Article/Column	38	14.62
Interview	28	10.77
Discussion Programme	24	9.23
Editorial	16	6.15
Others	8	3.07
Total	260	100.00

The data show that news coverage is the most commonly encountered media content related to the Jal Jeevan Mission, accounting for 32.31 per cent of responses. This indicates that respondents primarily receive information about the scheme through factual and event-based reporting. Advertisements also constitute a significant share (23.85%), suggesting active promotional efforts by the government to publicise the programme. Articles, columns, interviews, and discussion programmes together form a smaller proportion of media exposure, while editorials account for the least share. This pattern implies limited availability of in-depth, analytical, and opinion-oriented content on the Jal Jeevan Mission in the media.

The findings suggest that media coverage of the scheme is largely informational rather than interpretative. Enhancing analytical content, such as discussions and explanatory articles, could contribute to deeper public understanding and informed engagement with the programme.

Table 8: Media Providing the Most Information about Jal Jeevan Mission

Media	Respondents	Percentage
Television	96	36.92
Newspapers	74	28.46
Digital Media	62	23.85
Radio	28	10.77
Total	260	100.00

The data indicate that television is perceived as the most informative medium regarding the Jal Jeevan Mission, with 36.92 per cent of respondents identifying it as their primary source of detailed information. This highlights television's effectiveness in rural communication due to its wide reach, visual presentation, and perceived credibility. Newspapers follow as the second most informative medium (28.46%), reinforcing the continued importance of print media in explaining government programmes. Digital media, accounting for 23.85 per cent, reflects the growing influence of online platforms and social media in rural information dissemination, particularly among younger and educated populations. Radio remains the least cited medium, suggesting its limited role in providing comprehensive information on the scheme.

The findings emphasize the need for a balanced, multi-media communication strategy, with television as the central platform, complemented by print and digital media, to ensure both reach and depth of information about the Jal Jeevan Mission.

Table 9: Clarity of Information Provided in the Media about Jal Jeevan Mission

Response	Respondents	Percentage
Yes	198	76.15
No	62	23.85
Total	260	100.00

The data indicate that a substantial majority of respondents (76.15%) perceive the information provided in the media about the Jal Jeevan Mission as clear and understandable. This suggests that media messages have largely succeeded in communicating the basic objectives and features of the programme in a manner that is accessible to rural audiences. Clear presentation, use of regional language, and repeated coverage through familiar media platforms may have contributed to this positive perception. However, a notable proportion of respondents (23.85%) report that the information is not clear. This indicates that nearly one-fourth of the audience faces difficulties in comprehending media content related to the scheme. Such lack of clarity may arise from technical terminology, insufficient explanation of implementation processes, or limited contextualisation of information for diverse socio-economic and educational groups.

While the findings reflect satisfactory clarity of media communication, they also highlight the need for further simplification and elaboration of content. Providing step-by-step explanations, using visual aids, and addressing local concerns through community-oriented media formats could enhance understanding and ensure that information about the Jal Jeevan Mission is clear and meaningful to all sections of the rural population.

Table 10: Level of Awareness through Media

Awareness Level	Respondents	Percentage
Less	118	45.38
Complete	92	35.38
Not aware	50	19.23
Total	260	100.00

The data reveal that a considerable proportion of respondents (45.38%) report having only a limited level of awareness about the Jal Jeevan Mission through media. This indicates that while media exposure has succeeded in introducing the scheme to rural audiences, it has not consistently provided comprehensive or in-depth understanding. Media communication appears to be more effective in generating initial awareness rather than facilitating detailed knowledge about the programme. At the same time, 35.38 per cent of respondents report complete awareness, suggesting that media has been effective for a significant segment of the population, particularly those with better access to information and higher media exposure. However, the presence of 19.23 per cent respondents who remain not aware through media points to persistent communication gaps and uneven reach.

The findings suggest that media coverage of the Jal Jeevan Mission has resulted in widespread but largely partial awareness. This underscores the need for sustained, explanatory, and audience-specific media strategies that go beyond announcements and publicity, focusing instead on detailed information, implementation processes, and beneficiary-oriented content to enhance comprehensive awareness among rural communities.

Table 11: Type of Information Received through the Media

Information Type	Respondents	Percentage
Water supply information	62	23.85
Purpose of the project	54	20.77
Government information releases	42	16.15
Experience of beneficiaries	36	13.85
Importance of clean drinking water	32	12.31
Project stages	28	10.77
Others	6	2.30
Total	260	100.00

The data indicate that media coverage of the Jal Jeevan Mission primarily focuses on water supply-related information, which accounts for 23.85 per cent of responses. This suggests that media messages emphasise the functional and operational aspects of the project, such as provision of water connections and supply status. Information on the purpose of the project (20.77%) and government information releases (16.15%) also receive considerable attention, reflecting an administrative and announcement-oriented

communication approach. In contrast, comparatively less emphasis is placed on beneficiary experiences, project stages, and the importance of clean drinking water. The limited coverage of beneficiary experiences (13.85%) and project stages (10.77%) suggests a lack of human-interest and process-oriented narratives that could help audiences relate more closely to the programme and understand its long-term impact. Similarly, the modest focus on the importance of clean drinking water indicates missed opportunities for health and behavioural messaging.

The findings reveal that media communication about the Jal Jeevan Mission is largely informational and administrative in nature, with limited emphasis on experiential and educational content. Strengthening coverage of beneficiary stories, health implications, and step-by-step project progress could enhance public engagement, deepen understanding, and promote sustained behavioural change among rural communities.

Table 12: Helpfulness of Media in Reaching Rural People

Response	Respondents	Percentage
Yes	144	55.38
Somewhat	78	30.00
No	38	14.62
Total	260	100.00

The data indicate that a majority of respondents (55.38%) perceive the media as helpful in conveying information about the Jal Jeevan Mission to rural people. This suggests that media plays a meaningful role in bridging the information gap between government initiatives and rural communities. The positive perception reflects the reach and influence of mass media in creating awareness and informing people about development programmes. However, 30.00 per cent of respondents feel that media is only somewhat helpful, while 14.62 per cent believe it is not helpful. These responses point to limitations in the effectiveness of current media communication, possibly due to irregular coverage, lack of local relevance, or insufficient depth of information.

The findings suggest that although media has been reasonably effective in reaching rural populations, its impact is not uniform across all groups. Strengthening localised content, improving clarity and frequency of messages, and integrating community-based communication strategies could enhance the media's effectiveness in reaching and engaging rural audiences more comprehensively.

Table 13: Perceived Power of Media for the Success of the Jal Jeevan Mission Project

Opinion	Respondents	Percentage
Very helpful	98	37.69
Fairly helpful	84	32.31
Less helpful	52	20.00
Don't know	26	10.00
Total	260	100.00

The data presented in Table 13 show that a substantial majority of respondents perceive the media as an important contributor to the success of the Jal Jeevan Mission. Nearly 37.69 per cent of the respondents consider the media to be very helpful, while 32.31 per cent regard it as fairly helpful. Together, this indicates that about 70 per cent of the respondents hold a positive perception of the media's role in supporting and promoting the project. At the same time, 20.00 per cent of respondents feel that the media is less helpful, and 10.00 per cent are uncertain about its role. These responses suggest that although media influence is widely acknowledged, its impact is not uniformly felt across all sections of the rural population. Factors such as limited access to media, lack of locally relevant content, or insufficient depth of coverage may contribute to this perception.

The findings underscore the significant perceived power of media in facilitating the success of the Jal Jeevan Mission, while also highlighting the need to strengthen media strategies. Enhancing the quality, relevance, and consistency of media communication—particularly at the local level—can further increase public engagement, trust, and participation, thereby improving the overall effectiveness of the project.

Table 14: Depth of Information Provided by the Media

Opinion	Frequency	Percentage
Detailed in some aspects	118	45.38
Quite detailed	72	27.69
Not enough information	70	26.92
Total	260	100.00

The data in Table 14 indicate that respondents hold mixed perceptions regarding the depth of information provided by the media on the Jal Jeevan Mission. The largest proportion of respondents (45.38%) feel that the information is detailed in some aspects, suggesting that media coverage addresses certain elements

of the project adequately while leaving other aspects insufficiently explained. This points to a fragmented pattern of communication rather than comprehensive coverage. A further 27.69 per cent of respondents perceive the media information as quite detailed, reflecting satisfaction among a significant segment of the audience. However, nearly 26.92 per cent believe that the media provides not enough information, indicating a considerable gap in in-depth reporting and explanation. This group likely requires more clarity on implementation procedures, benefits, and long-term implications of the project.

The findings suggest that while media communication about the Jal Jeevan Mission is partially effective, it lacks consistent depth and continuity. To enhance public understanding, media coverage should move beyond basic announcements and adopt more explanatory, follow-up, and analytical formats that address the information needs of diverse rural audiences.

Table 15: Motivational Impact of Media Information

Response	Frequency	Percentage
Yes	156	60.00
No	54	20.77
Not sure	50	19.23
Total	260	100.00

The data in Table 15 indicate that a majority of respondents (**60.00%**) perceive media information about the Jal Jeevan Mission as motivating. This suggests that media messages have had a positive influence in encouraging interest, awareness, and supportive attitudes towards the project among rural communities. Motivational content may have helped in shaping favourable perceptions and reinforcing the importance of safe drinking water. However, **20.77 per cent** of respondents report that media information is not motivating, while **19.23 per cent** remain unsure about its impact. These responses suggest that media communication does not uniformly inspire all segments of the population. Limited emotional appeal, lack of relatable success stories, or insufficient emphasis on tangible benefits may contribute to this perception.

While media has demonstrated a notable motivational impact, the findings highlight the need for more **people-centric, participatory, and success-oriented media content**. Incorporating beneficiary experiences, visual storytelling, and locally relevant narratives can enhance the motivational effectiveness of media communication and foster greater public engagement with the Jal Jeevan Mission.

Table 16: Extent to which the Project Helped Solve Daily Water Problems

Response	Respondents	Percentage
In some aspects	108	41.54
Completely	96	36.92
No	56	21.54
Total	260	100.00

The data in Table 16 show that a majority of respondents perceive the Jal Jeevan Mission as having a positive impact on addressing daily water problems. About 41.54 per cent report that the project has helped them in some aspects, while 36.92 per cent state that it has completely solved their daily water-related difficulties. Together, these responses indicate that nearly 78.46 per cent of respondents have experienced at least some improvement in their water situation due to the project. However, 21.54 per cent of respondents report that the project has not helped them in solving daily water problems. This suggests that, despite overall progress, the benefits of the Jal Jeevan Mission have not been uniformly realised across all households. Persistent issues such as irregular supply, pressure problems, or incomplete coverage may account for these perceptions.

The findings indicate that the Jal Jeevan Mission has made a meaningful contribution to easing daily water problems for a majority of rural households, while also highlighting the need for targeted improvements. Strengthening last-mile connectivity, ensuring regular supply, and addressing local operational challenges are essential to enhance the project's effectiveness and ensure that its benefits reach all sections of the rural population.

Table 17: Overall Satisfaction Level with Jal Jeevan Mission

Satisfaction Level	Respondents	Percentage
Satisfied	104	40.00
Very satisfied	74	28.46
Dissatisfied	82	31.54
Total	260	100.00

The data in Table 17 reveal that a majority of respondents express a positive level of satisfaction with the Jal Jeevan Mission. About **40.00 per cent** of respondents report being *satisfied*, while **28.46 per cent** state that they are *very satisfied* with the project. Together, these responses indicate that **68.46 per cent** of the respondents hold a favourable opinion of the scheme, reflecting its overall acceptance and perceived benefits among rural households. However, a significant proportion of respondents (**31.54%**) report being *dissatisfied*. This level of dissatisfaction suggests that despite notable achievements, the project faces challenges related to service reliability, water quality, frequency of supply, or maintenance issues. Such concerns may affect user confidence and long-term sustainability if not addressed promptly.

The findings suggest that while the Jal Jeevan Mission has achieved substantial success in improving access to drinking water, **user satisfaction is not uniform**. Enhancing operational efficiency, addressing grievances effectively, and ensuring consistent service delivery are essential to improve satisfaction levels and strengthen public trust in the programme.

Table 18: Perceived Reach of Project Information in the Area

Opinion	Respondents	Percentage
Reached majority	92	35.38
Only a few reached	86	33.08
Not reached majority	52	20.00
Not sure	30	11.54
Total	260	100.00

The data in Table 18 indicate mixed perceptions regarding the reach of information about the Jal Jeevan Mission within the study area. About 35.38 per cent of respondents believe that information related to the project has reached the majority of people, suggesting a reasonable level of dissemination through media and other communication channels. However, a nearly comparable proportion of respondents (33.08%) feel that information has reached only a few, while 20.00 per cent believe that it has not reached the majority at all. In addition, 11.54 per cent of respondents remain unsure about the extent of information reach. Together, these responses indicate that a significant segment of the rural population perceives gaps and unevenness in communication efforts.

The findings suggest that although the Jal Jeevan Mission has achieved moderate visibility, information dissemination has not been comprehensive or uniform across all sections of the community. This highlights the need for strengthened, localised, and targeted communication strategies—combining mass media with interpersonal and community-based approaches—to ensure that information about the project effectively reaches the majority of rural households.

IX. Conclusion And Suggestions

The study concludes that media plays a significant role in creating awareness about the Jal Jeevan Mission among rural households in Koppal District. While overall awareness of the scheme is relatively high, the findings reveal clear disparities in the depth of understanding across education, income, and media exposure levels. Television and newspapers remain the most influential sources of information, whereas digital media is gaining importance among younger and better-educated groups. However, media communication has largely remained informational and episodic, limiting comprehensive understanding of scheme objectives, implementation processes, and sustainability aspects.

Despite notable improvements in water access under the Jal Jeevan Mission, gaps persist in service regularity, clarity of information, and community participation. Therefore, it is suggested that communication strategies adopt a multi-platform approach combining traditional, digital, and community-based media. Locally contextualised content in regional languages, increased use of beneficiary experiences, and regular explanatory programmes can enhance understanding. Strengthening community participation—especially of women—and integrating media efforts with grassroots institutions such as Gram Panchayats can further improve the effectiveness and long-term sustainability of rural drinking water programmes.

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