



ELECTROSTEEL JAL SEVAK SAMMAN 2026

ELECTROSTEEL • 3rd YEAR FLAGSHIP IP



THIS YEAR'S THEME
'Where Blue Meets Green'

From water conservation to environmental sustainability — building a national legacy in water awareness, recognising the Water Warriors who serve selflessly across India.



More than an award — a movement for water & the planet

Electrosteel Jal Sevak Samman (JSS) is the flagship CSR platform of Electrosteel Castings Ltd. — a company whose seven-decade mission has been “*carrying life to people, safe drinking water for all.*”

Each year it identifies, honours and amplifies the “**Water Warriors**” — the individuals and institutions working tirelessly, often unseen, to conserve, restore and protect India's water.



Recognise

Felicitate selfless, long-serving grassroots changemakers



Create Awareness

Drive water-conservation consciousness, metro to remote



Build Community

Connect warriors, students, educators & administrators



Sustain Impact

Nurture role models who inspire future generations

Three years. A clear, accelerating arc.

2023

GENESIS

Inaugural edition, Kolkata. US Consul General on stage; theme song by Padma Shri Usha Uthup.

West Bengal

60+ reach . 2 winners

2024

MOMENTUM

'Rain Man of India' (NMCG) as Chief Guest. Panel on climate & water. 60 nominations, 4 winners.

West Bengal

60 noms . 4 winners

2025

SCALE

4-state footprint. Former Chief Justice of India as Chief Guest. Jal Manthan school program launched.

WB · Bihar · Jharkhand · Odisha

68 noms . 5 winners

2026

LEGACY

6 states across East & South India. New theme: The Green Initiative. Two-day national format.

+ Andhra Pradesh · Tamil Nadu

Targeting a National IP

By the numbers



3

Editions delivered & growing



6

States to be covered in 2026



128+

Nominations across editions



100+

Students engaged via Jal Manthan



11

Water Warriors felicitated



20

Schools showcased projects

The Genesis — putting water heroes on a stage



A landmark launch in Kolkata

First edition held before the US Consul General, Swami Suparnananda & Padma Shri Uma Shankar Pandey.



A theme song for the cause

‘Water Water Everywhere’ — composed & sung by pop legend Padma Shri Usha Uthup.



Wide press syndication

Carried by BusinessWire India across the ANI / wire ecosystem & national aggregators.



HONOURED Prof. (Dr) Abhijit Mukherjee, IIT Kharagpur · Nature Mates (NGO, Kolkata)



EDITION 2 · 2024

Honouring the Water Warriors



'The Rain Man of India' as Chief Guest

G. Asok Kumar, DG, National Mission for Clean Ganga (Namami Gange).



A serious thought-leadership platform

Expert panel on 'Water Sustainability, Conservation & Climate Change.'



Stronger earned-media footprint

Picked up by ANI, IANS, UNI India & more — wire reach widened.



HONOURED Aloke Sarkar · Rajendra Khawas & Somnath Darjee
· Tagore Society for Rural Development & Nature & Adventure
Study Group



Scaling beyond Bengal — four states, one mission



Former Chief Justice of India presides

Justice K. G. Balakrishnan, with the CMD of Coal India & Director, ZSI.



Footprint expands to 4 states

West Bengal, Bihar, Jharkhand & Odisha — via districts, BDOs & panchayats.



Jal Manthan school program launches

A youth extension reaching 50+ Kolkata schools in its very first year.



HONOURED Lilabati Mahata (Jhargram) · James Herenj (Jharkhand) · Simon Oraon (Life Time Achievement) · Aapka Aanchal (Bihar) & Adarsh (Odisha)



Digital Outreach to Editorial Coverage — a rising media tier

2023

Wire syndication

BusinessWire India release carried across ANI, ThePrint, India Gazette, webindia123 & global aggregators.

2024

Broader wire + News Agencies

ANI · IANS · UNI India · BusinessWire — wider pickup, with dignitary & panel hooks driving reach.

2025

Named editorial Coverage

Featured editorially in The Statesman; named in Electrosteel's own Q2 & Q3 FY26 investor presentations.



Why this signal matters

The 2025 jump from digital coverage to earned editorial — and a line in Electrosteel's own financial story — is the clearest proof the brand now treats JSS as a flagship asset, not a CSR line item.

ANI Press Releases

Electrosteel Jal Sevak Samman 2023 Conferred to Acknowledge Contributions in the Water Space

ANI PR 07 June, 2023 11:13 am IST



Monday, June 24, 2024 6:43PM IST (1:13PM GMT)

Electrosteel Jal Sevak Samman 2024 Honours The Water Warriors



Mr M. G. Asok Kumar, IAS (Retd.), Director General, National Mission for Clean



ADD WINNING TO YOUR SHOPPING LIST!

How to participate: Day after tomorrow, Scan QR code. Limited time offer! Weekly Draw: exciting prizes to win.

Our Partner outlets:

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- Mrignayani
- Nizam Saree Mandir
- RG
- TIMES FURNISHING
- Shyam Sundar Co.
- vinzberry

SMARTWATCHES, BANDS, RINGS:

Wearable tech a hit with fitness enthusiasts

Kanksha Vaswani

I've worn a fitness band nonstop. It tracks workouts, rest & sleep helping professionals like me monitor vitals consistently.

Wearable tech should be carrying a variety of uses while reducing the risk of being overlooked. It can monitor your vitals, track your sleep, and even help you lose weight.

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The human stories the press — and the public — remember



Aloke Sarkar

DAKSHIN DINAJPUR

Revived the historic 'Tapan Dighi' water body and restored a community drainage system — mobilising villagers and securing government funding.



James Herenj

JHARKHAND

'Between the Torrents' — recognised in 2025 for grassroots water stewardship across difficult terrain in eastern India.



Lilabati Mahata

JHARGRAM, WB

Spearheaded pond-based water & soil conservation — lifting irrigation, crop diversity and farm incomes for her community.

Jal Manthan — turning classrooms into water labs



Introduced in 2025 as a youth extension of JSS, Jal Manthan invites students to present real water-conservation projects — sparking awareness, innovation and leadership early.

50+

schools reached in Kolkata

20

schools showcased projects



THE 2026 THEME

Where Blue Meets Green

Where Blue Meets Green reflects the vital connection between water and ecosystems, celebrating the communities, institutions, and changemakers who protect, restore, and sustain rivers, lakes, wetlands, forests, and farmlands to build a more resilient and sustainable future. Through water stewardship, ecological restoration, groundwater recharge, and climate-resilient action, Jal Sevak Samman 2026 honours those whose efforts strengthen biodiversity, livelihoods, and community well-being, inspiring a movement where water security and green prosperity grow together.



Community awareness

Igniting water & green thinking among school children in the city.



Grassroots reach

Cementing JSS awareness among people in India's remotest areas.



2026 reaches six states — East meets South

Nominations in 2026 open across six states, taking JSS decisively beyond eastern India for the first time:

● **West Bengal**
Founding region · 2023

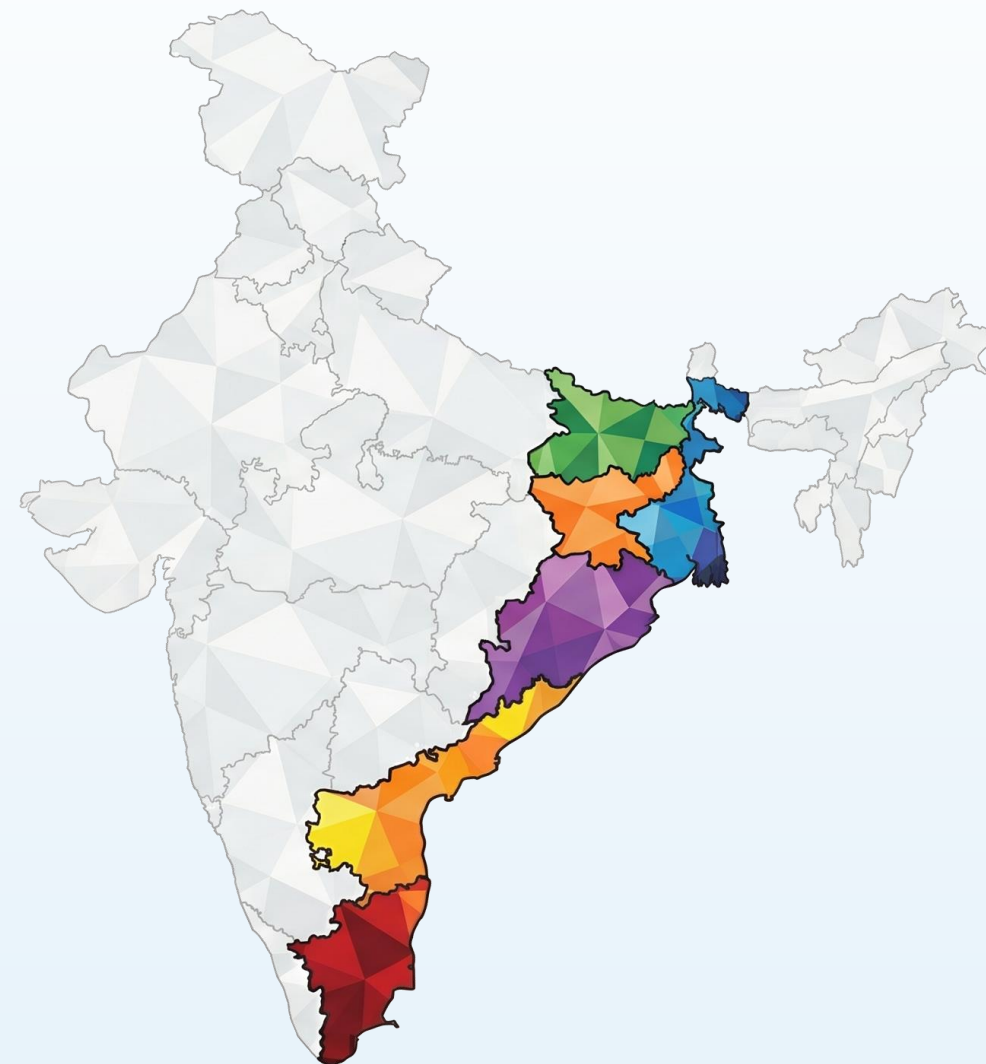
● **Bihar**
Added 2025

● **Jharkhand**
Added 2025

● **Odisha**
Added 2025

● **Andhra Pradesh**
New in 2026

● **Tamil Nadu**
New in 2026



Five green commitments built into the 2026 campaign



Digital-First Communication

Shift from newspaper adverts to a fully digital-first outreach approach.



Paperless Nominations

Entirely Google-Form based nominations — zero paper in the pipeline.



Assisted Digital Registration

Dedicated human support so digitally-challenged nominees are never excluded.



Carbon-Offset Measures

Carbon-neutralisation practices toward a genuinely carbon-free event.



Sustainable Event Execution

Eco-friendly, no-plastic event operations end to end.



A carbon-free award that practises the sustainability it celebrates.

Recycle to Innovate — Sustainability you can hold in your hand



01

Collect

Recycling & e-waste collection boxes installed in participating schools.



02

Create

Students build projects from recycled materials — e-waste, cardboard, plastic, metal.



03

Learn

Hands-on upcycling instils responsible waste management & green thinking.



04

Showcase

Best water-conservation solutions are presented live at Jal Sevak Samman.



Every project diverts waste from landfill — True solution building from waste!

A tangible benefit to society

This year we move beyond recognition to measurable, on-the-ground impact — outcomes that outlast the award night.



Waste diverted

E-waste & recyclables collected from every participating school, channelled to responsible recycling.



Green offset

Tree-plantation & carbon-neutralisation tied to the event's footprint — a carbon-free ceremony.



Minds shifted

Thousands of students carry water & sustainability habits home to families and neighbourhoods.



Empowerment

Recognised changemakers gain visibility, funding pathways & a national network to scale their work.

Building a **national IP** — and a lasting legacy

Today

Eastern + southern India anchor

6 states, a proven format,
and rising earned-media
credibility.

Next

Pan-India nomination engine

Digital-first reach scaling
JSS into new states each
cycle.

Then

The definitive water-honour

JSS as the name India
associates with water &
green stewardship.

Legacy

A movement, not an event

A self-sustaining
ecosystem of warriors,
students & institutions.



Electrosteel Jal Sevak Samman has the scale, the stories and the credibility to become India's defining IP for water-pollution awareness and conservation. 2026 is the year we make it tangible.



ELECTROSTEEL
JAL SEVAK
SAMMAN
2026

Thank you

Let's make Electrosteel Jal Sevak Samman 2026 the high point of a national legacy in water & green stewardship.

