

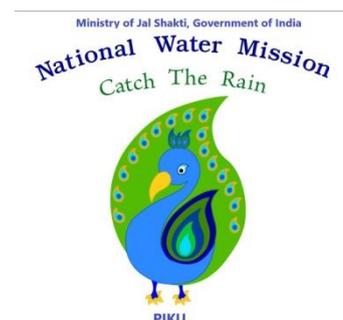
## “Jal Shakti Abhiyan: Catch The Rain” Campaign

-G.Asok Kumar,  
Additional Secretary and Mission Director, NWM

1. “**Catch the Rain**” campaign with tag line “**Catch the rain, where it falls, when it falls**”, initiated by National Water Mission (NWM) is to **nudge** the state and all stakeholders to **create appropriate Rain Water Harvesting Structures (RWHS), suitable to the climatic conditions and sub-soil strata**, to ensure storage of rainwater with **people’s active participation**, as rains falling in the 4-5 months of monsoon are the only source of water for most parts of the country.



2. There is need to conserve this water to (1) replenish the ground water, improve the water table and soil moisture, (2) meet the water demands till the next rains after 8 months (3) reduce flooding, particularly urban-flooding.



3. Hon’ble Prime Minister mentioned the campaign in his “*Mann Ki Baat*” on 28.2.2021 and **launched** it as a nationwide campaign on 22.3.2021, World Water day, *virtually* addressing all District Magistrates (700+) and all Sarpanchs (2.5 lakh+) of the country. Special *Gram Sabhas* were held on the day to discuss water conservation related topics and participants took Jal Shapaths. PM wrote a letter dated 24-3-2021 to ALL Sarpanchs seeking their active participation and a letter dated 25-3-2021 to ALL Chief Ministers seeking their co-operation in the campaign.

4. Cabinet Secretary held meeting on 10.3.2021 with Secretaries of Ministries concerned in GoI and on 18.3.2021 with Chief Secretaries of states giving directions to participate in the campaign.

5. Under the campaign, all State Governments were asked to direct all concerned *to build RWHS to tap rain water from roof-tops and open-grounds of all government, semi-government and corporate offices*. Chief Secretaries of states were requested to direct district authorities *to enumerate all water bodies, verifying with old revenue records to prepare geo-tagged inventory of all water bodies in the district and remove encroachments if any*. All Collectors were requested *to prepare a detailed scientific plan for water conservation from the village level; start “Jal Shakti Kendras” to act as integrated water-knowledge-centres at district level and to give technical guidance on RWHS*. The campaign also includes *drives to ensure maintenance of existing Water Harvesting Structures (WHS) like check dams, ponds, lakes etc and creation of new WHS where needed; removal of encroachments & de-silting of water bodies to increase their storage capacity; removal of obstructions in the channels which bring water to them; repairs to step-wells and traditional RWHS; use of defunct bore-wells to recharge aquifers; restoration of wetlands and rejuvenation of rivers etc; awareness building drives & workshops to sensitize & involve people, school children & other stakeholders for their active participation*.

6. Earlier, along with Nehru Yuva Kendra Sanghatan (NYKS), NWM had launched an awareness generation campaign on 21-12-2020 to cover ALL districts in the country. 12.24 lakh people participated in the “Jal Shapath” on 1.Jan.2021. 700 NYKS District Coordinators in all states were given online training from 22 Jan to 6 Feb2021. Over **2.27Crore people have participated** in this campaign, as on 31-3-2021, as per the NYKS reports.

7. NWM had also taken following actions to build the momentum and get the campaign going:

(i) Seeking their support in “Catch the Rain” campaign, **DO letters were sent from**

(1) Sri Gajendra Singh Shekhawat, Minister for Jal Shakti to Ministers of Defence; Home Affairs and Education; and to all Chief Ministers and Governors of states.

(2)Dr Rajiv Kumar, VC, NITI AYOOG to Chief Secretaries of states; Directors of all IIMs/IITs

(3)Additional Secretary &Mission Director, National Water Mission to:

(a) Chief Secretaries of all States/UTs; Secretaries of the Ministries of Defence; HRD; Heavy Industries; Department of Defence Production; Chiefs of Defence forces; Chairman, Railway Board; DRMs, Chairman, Airport Authority of India; Director Generals of Central Armed Police Forces (CAPF); DG and EinC of MES requesting them to direct their officers concerned to take steps to make appropriate RWHS in their institution premises before onset of monsoon.

(b) Directors of all IITs & IIMs Vice Chancellors of government and private universities; Commissioner, Kendriya Vidyalaya Sangatan requesting to take steps to ensure RWHS in the premises of the universities and educational institutions under them.

(c)all District Magistrates/ District Collectors/ Deputy Commissioners on **11.05.2020, 9.10.2020, 9.12.2020 and 15.03.2021** requesting to take steps to ensure appropriate rain water harvesting and artificial recharge measures before the onset of the monsoons.

(ii) Over 150 Webinars have been held: eg. With NGOs; top managements of some industries; FICCI and its associates to involve them; with selected 4-5 DMs/Municipal Commissioners & 1 NGO on every Saturdays, since 8.8.2020 to “*get feedback from the field and to motivate them*”. Have covered over 75 DMs/MCs and 25 NGOs in 2020-21.

(iii) Got endorsements from dignitaries like Vice President of India; VC, NITI Ayog;CEO, NITI Ayog; celebrities like Sri Ravishankarji, Sadguruji, Sonam Wangchuck; Mohanlal, Gopi Chand etc; water activists like Dr Anil Joshi, Dr Rajender Singh, Mr Mahesh Sharma etc for the campaign.

Together, we should strive to “**Catch The Rain**”, *where it falls, when it falls* to make

Jal Andolan a Jan Andolan.