

# Jal Shakti Abhiyan : Catch the Rain

## A National Call to Action on Water Conservation and Recharge

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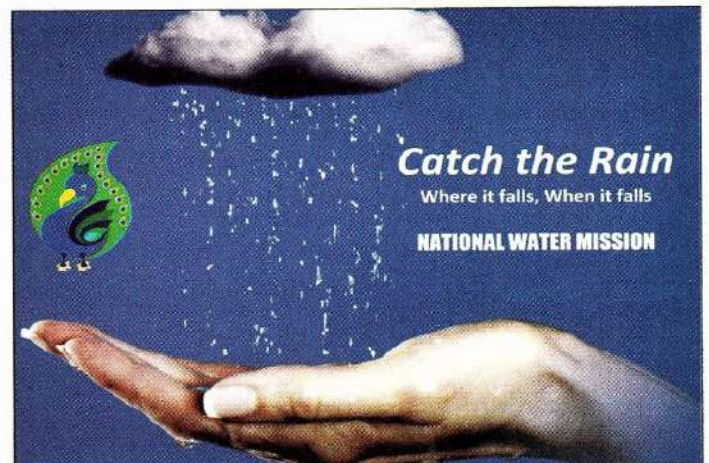
Jal Shakti Abhiyan: Catch the Rain (JSA:CTR) campaign with the theme "Catch the Rain, where it falls, when it falls" was launched by Hon'ble Prime Minister Shri Narendra Modi on 22 March 2021, the World Water Day. This was a time-bound, mission mode water conservation campaign. Beyond the numbers, the campaign created a strong environment for bringing together all stakeholders working on water recharge and management. Many States did more than that was originally planned. Some states extended the campaign to all their districts, going beyond the water stressed districts that were selected initially.

**C**reating water secure communities is at the heart of Government of India's efforts in the water sector. We have great challenges; India is home to 18 percent of the world's population but we have just 4 percent of the fresh water resources of the world. This availability is also variable and dependant on the rains. Climate change, which is manifesting itself through changes in the water cycle, also threatens our water security.

### Jal Shakti Abhiyan 2019

To address this problem, the Government of India, inspired by the Hon'ble Prime Minister's impetus on water conservation, launched the Jal Shakti Abhiyan (JSA) in 2019. This was a time-bound, mission mode water conservation campaign, implemented in the July - November 2019 period in 1,592 blocks of 256 water-stressed districts of the country. These blocks fell under the critical or over-exploited groundwater category, where groundwater was being extracted faster than it could be replenished.

JSA was a collaborative effort of various ministries of the Government of India and state governments, coordinated by the Department of Drinking Water and Sanitation, Ministry of Jal Shakti. During the campaign, officers, groundwater experts and scientists from the Government of India worked together with the States and district officials in India's most water-stressed districts for water conservation and water resource management by focusing on accelerated implementation of five targeted interventions. The JSA aimed at making water conservation a *jan andolan* through extensive communication and involvement of communities.



JSA focused on five aspects: *water conservation and rainwater harvesting, renovation of traditional and other water bodies, reuse of water and recharging of structures, watershed development, and intensive afforestation*. Besides, the special interventions included development of Block and District Water Conservation Plans, Krishi Vigyan Kendra Melas, Urban Waste Water Reuse, Scientists and IITs, and 3D Contour Mapping of all villages.

The combined efforts of all stakeholders achieved the creation of 2.73 lakh water conservation and rainwater harvesting structures, renovation of 45,000 water bodies/ tanks, creation of 1.43 lakh reuse and recharge structures, 1.59 lakh watershed development related works, 12.36 crore trees planted and preparation of 1372 block water conservation plans. Beyond these numbers, the campaign created a strong environment for bringing together all stakeholders working on water recharge and management. Many States did more than that was originally planned. Some states extended the campaign to all their districts, going beyond the water-stressed districts that were selected initially.



## Jal Shakti Abhiyan: Catch the Rain 2021

Encouraged by this, the “Jal Shakti Abhiyan: Catch The Rain” (JSA:CTR) campaign with the theme **“Catch the Rain, where it falls, when it falls”** was launched by Hon’ble Prime Minister, Shri Narendra Modi on 22 March 2021, World Water Day.

Jal Shakti Abhiyan : Catch The Rain campaign, taken up in all 734 districts (7213 rural blocks and all urban areas) of the country during the pre-monsoon and monsoon period, i.e from March 2021 to 30 November 2021, was to *“nudge the states and stakeholders to create and maintain appropriate Rain Water Conservation Structures, suitable to the soil strata and climatic conditions of the area, with people’s participation, before the onset of monsoons so that they are ready to catch the rain, where it falls, when it falls”*.

This unique campaign – by converging funds for all water conservation related schemes (MGNREGS, AMRUT, CAMPA Funds, etc) of central and state governments, funds mobilised locally and from corporate sectors – aimed to create and maintain RWHS with total participation of people. The campaign implemented by National Water Mission (NWM), had the following five focused interventions.

- (a) *Rainwater harvesting and water conservation*
- (b) *Enumerating, geo-tagging and making inventory of all water bodies; preparation of scientific plans for water conservation*



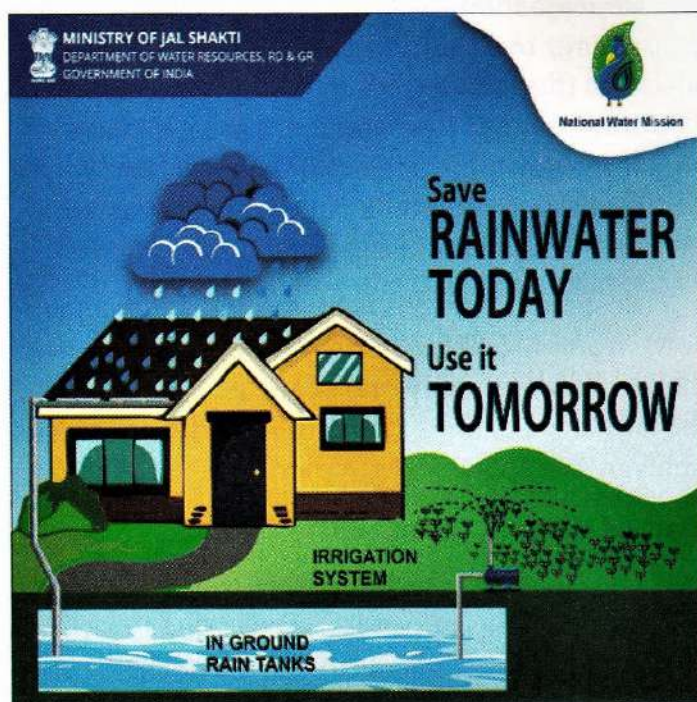
- (c) *Setting up Jal Shakti Kendras in all districts*
  - (d) *Intensive afforestation and*
  - (e) *Awareness generation*
- a. Water conservation and rainwater harvesting included renovation of traditional and other water bodies/ tanks; recharge using old bore wells; watershed development. Activities taken up under this included roof-top RWHS on all buildings- with priority for government buildings, water harvesting pits in all compounds, maintenance of old/ building of new check dams/ponds, removal of encroachments of tanks/lakes, de-silting of tanks to increase their storage capacity, removal of obstructions in their channels, repairs to traditional step-wells and other RWHS, use defunct bores/unused wells to recharge aquifers, rejuvenation of small rivers and rivulets, revival of wetlands and protection of flood-banks. These works are taken up in rural areas from funds under MGNREGS or Finance Commission grants or locally mobilised; in urban areas from AMRUT and its own funds and in forest areas with CAMPA funds.
  - b. Every district was to enumerate all existing water-bodies/Water Harvesting Structures (WHS) based on old revenue records and using remote sensing images from National Remote Sensing Agency (NRSA) and GIS mapping technology and using the data to plan scientifically new WHS. NWM had prepared guidelines for preparation of GIS based water conservation plans and inventory of water bodies of districts and forwarded it to all the districts for its implementation.
  - c. State Governments were to set up ‘Jal Shakti Kendras’ (JSKs) in all district HQs. These JSKs are to act as resource or ‘knowledge centers’ for disseminating information related to water, techniques for water conservation and water saving and also provide technical guidance to local people as well as to the district administration.
  - d. Afforestation drive taken up to plant saplings to increase green cover.



- e. Awareness generation to be taken-up to make *Jal Andolan a Jan Adolan*.

### Development of portal

National Water Mission, with the help of NIC, developed a portal (<http://jsactr.mowr.gov.in/>) for monitoring the progress of the campaign. The portal showcases the campaign's progress in interventions: a) water conservation and rainwater harvesting; b) renovation of traditional and other water bodies/ tanks; c) reuse/recharge structures; d) watershed development e) intensive afforestation; f) enumeration of water bodies and scientific planning



**Capacity and Awareness Building:** It is a major part the campaign. Nehru Yuva Kendra Sangathan (NYKS) and its youth clubs have engaged over 2.90 crore people in the campaign through their activities like rallies, *Jal Choupals*, quizzes, debates, slogan writing competitions, wall writings etc. NWM has conducted 150+ webinars on the subject to build awareness and capacities of various stakeholders and NGOs/ INGOs. It has engaged with many universities and premier education institutions like IIM, IITs, etc. to focus on the urban areas, a meeting with all State Principal Secretaries (Urban Development), Mission Directors of Smart City projects and Municipal Commissioners of all cities with 5 lakh+ populations was held.

**IEC Materials:** NWM got information,

education and communication (IEC) materials developed in regional languages on water harvesting and conservation by professional agencies and uploaded in the official website of NWM for the use of stakeholders. These included slogans for wall writings, social media posting, e-posters, scripts for *Nukkad Nataks*, topics for debates and essay writings, quiz questions, etc. The link was also shared in webinars/meetings to maximise its outreach.

**Collaboration with Nehru Yuva Kendra Sangathan (NYKS):** NWM has collaborated with NYKS, Department of Youth Affairs to spread awareness on JSA:CTR campaign. NYKS helped in generating awareness on JSA:CTR campaign in 623 districts of the country.

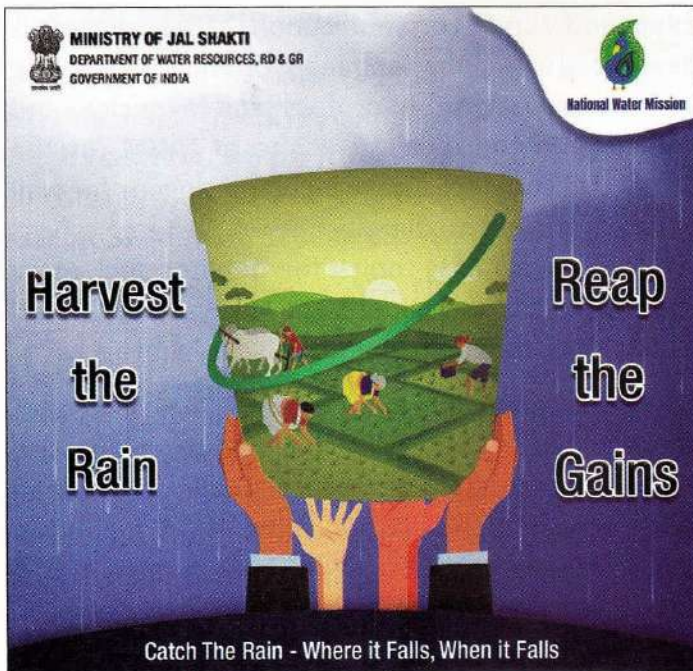
### Major outcomes of JSA:CTR campaign - 2021

Since the launch on 22 March 2021, till 28 March 2022, both urban and rural areas put together, 46,76,852 water related works are completed/on-going (10,69,649 water conservation and rainwater harvesting structures have been completed while 5,58,028 works are on-going thus totaling to 16,27,677 WHS; 1,79,950 traditional water bodies have been renovated while 1,17,716 works are on-going; 8,32,596 reuse and recharge structures were created/getting made; 19,18,913 watershed development activities have been undertaken/going-on); in addition to 36,76,60,580 afforestation activities carried out under the campaign. The expenditure under MNREGS alone is Rs 65,666 crores. As per information on the portal, 374 Jal Shakti Kendras were set up in various States/UTs.

As reported by the Ministry of Rural Development, more than 2.03 lakh GPs out of the 2.69 lakh GPs have prepared water conservation plans. 15.32 lakh water bodies have been enumerated with its details like its latitude and longitude, ownership, state of health, photos, etc under the campaign. Over 16.67 lakh photos on the activities undertaken/works done under the campaign have been uploaded on the portal.

Reduction in water run-off and rise in water table across the country due to successful implementation of the "Catch the Rain" campaign is acknowledged by those who monitor it for their cause.





### Jal Shakti Abhiyan: Catch the Rain 2022

Building on the success of the Jal Shakti Abhiyans of 2019 and 2021 in generating awareness amongst the citizens of the country, this year 'Jal Shakti Abhiyan: Catch The Rain-2022' (JSA:CTR-2022) campaign was launched by Hon'ble President of India on 29.03.2022. JSA:CTR-2022 is being taken up in all districts (rural as well as urban areas) of the country with the main theme *Catch the Rain, where it falls, when it falls*. The campaign is being implemented from 29 March 2022 to 30 November, 2022 - the pre-monsoon and monsoon period in the country. Under this campaign activities are also undertaken under the following new interventions in the campaign in addition to the activities considered under interventions of JSA: CTR-2021:

- (a) *Spring Shed Development and Management*
- (b) *Wetland Development and Management*
- (c) *Catchment area protection and development*

### Amrit Sarovars

India is celebrating the Azadi ka Amrit Mahotsav, marking 75 years of Independence. It has been decided that, in order to commemorate this momentous occasion, 75 water bodies will be created or rejuvenated in every district. These will be called Amrit Sarovars. The creation/rejuvenation of the Amrit Sarovars will be a special effort under JSA-CTR 2022.

As a part of this exercise, district authorities have been requested to –

- (i) Identify possible sites for the creation of new water bodies. This may be done by using contour maps of the District, identifying available lands that are already in the possession of the Government. The exercise may also include afforestation/ tree planting around water bodies and its catchment area.
- (ii) In case of rejuvenation of existing water bodies, there are detailed guidelines that have been issued by the National Water Mission. Rejuvenation may include cleaning/ de-silting, removal of encroachments, ensuring that the channels for water flow are clear and treatment of the catchment area, if required. It may also include actions to improve water quality, if required. This exercise has to be completed within this Financial Year.

Resources for this activity will be available both from MGNREGA and PMKSY funding and these resources may be accessed. In addition, the broad guidelines issued under the Jal Shakti Abhiyan will apply.

### Visit of Central Team to the Districts

This year it is proposed to send a Central Team consisting of one Central Nodal Officer (CNO) and one Technical Officer for one field visit to the districts during the campaign for interaction with district authorities on Jal Shakti Abhiyan.

They will observe the progress of ongoing and completed works in the districts on water conservation related structures, spring shed development (wherever applicable), Intensive afforestation, reuse and recharge structures, renovation of traditional bodies, rejuvenation of rivers/ rivulets and wet-land protection (wherever applicable) and other interventions of JSA: CTR-2022. CNOs will monitor the progress on 'Amrit Sarovar' also in the districts assigned to them. **Together we can make this a Jan Andolan from Jal Andolan!!**

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