

## Note on “Jal Shakti Abhiyan-Catch The Rain” campaign

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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, the World Water Day, in a function in New Delhi, in which he addressed officers of departments concerned in the Central & State Governments, District Magistrates/ District Collectors/ Deputy Commissioners of Districts & Sarpanchs of Gram Panchayats (GPs) of all States (except those where model code of conduct was in place) via Video Conferencing. He also interacted with 5 *Sarpanchs, one each from Maharashtra, Karnataka, Rajasthan, Gujarat and Uttarakhand*- to discuss Water Conservation issues in their villages. This was followed by special Gram-Sabhas held in all GPs, to discuss water related issues and “Jal Shapath” taken by people. With a total of 2.69 lakh GPs in the country and on an average 50 people attending each Gram sabha, this could probably be the biggest ever launch in the world of a water conservation campaign. PM wrote letters to all these Sarpanchs to motivate them to take lead in this campaign.

2. Jal Shakti Abhiyan : Catch The Rain campaign, taken up in **all 729 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 stakes and stakeholders to create and maintain appropriate Rain Water Harvesting Structures (RWHS), suitable to the soil strata & climatic conditions of the area, using convergence of all relevant funds, with people’s participation, before the onset of monsoons so that they are ready to “catch the rain, where it falls, when it falls”*”

3. Hon'ble Prime Minister wrote DO letters (dtd 25.3.2021) to Chief Ministers of all states seeking their co-operation in this campaign. He also wrote letters (dated 24.03.2021) addressing all Sarpanchs in the country, urging them to take steps for water conservation, play active role in JSA:CTR campaign and to ensure community participation.

4. The campaign implemented by National Water Mission (NWM), had the following features/outcomes:

- i. JSA:CTR campaign had **5** focused interventions-(a) *rainwater harvesting & water conservation* (b) *enumerating, geo-tagging & 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 & 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 mobilized; 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 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.  
To facilitate the DMs to get GIS mapping done; make inventory of all water bodies & scientific water conservation plans and to set up Jal Shakti Kendras, NWM provided incentive-based financial grant up to Rs.2 lakh to each district - Rs. 1 lakh initially and the balance Rs 1 lakh, based on the performance and quality of work done in this planning process in each district.
- c. State Governments were to set up '**Jal Shakti Kendras**' (JSKs) in all district HQs. These JSKs are to acts as resource or "knowledge centres" 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 as sapplings to increase green cover.
- e. Awareness generation to be taken-up to make *Jal Andolan a Jan Adolan*

## 5. Background:

(i) In 2019 Department of Drinking Water and Sanitation, Ministry of Jal Shakti launched Jal Shakti Abhiyan (JSA), *covering 1592 blocks out of the 2836 blocks in 256 water stressed districts* of the country, in two phases, as a time bound campaign intended to improve water availability in these blocks. Phase-I from 1st July, 2019 to 30th September, 2019 (other than phase II states) and Phase-II from 1st October, 2019 to 30th November, 2019 in the Southern States namely Tamil Nadu, Andhra Pradesh, Karnataka and Puducherry, which receive rains from retreating monsoon.

(ii) Under this Jal Shakti Abhiyan 2,73,256 works related to Water Conservation & Rain Water Harvesting, 44,497 works related to Renovation of Traditional & other Water Bodies/Tanks; 1,42,740 works related to Reuse and Recharge Structures; 1,59,354 works related to Watershed Development were taken up. 12,35,99,566 no. Sapplings were planted.

(iii) After its successful implementation of Jal Shakti Abhiyan in 2019, the Ministry of Jal Shakti planned to take up the Jal Shakti Abhiyan -II (JSA -II), covering all blocks of all districts of the country but could not be taken up due to Covid -19 pandemic-imposed restrictions. However, to keep its continuity, a campaign

“**Catch the Rain**” with the tagline “*Catch the Rain – where it falls when it falls*” was started by National Water Mission in **March 2020**. Due to the restrictions imposed by the lockdown, it primarily focused on government/private institutions *with large tracts of lands with them*. Catch the Rain campaign of 2020 evoked a very good response across the country and was supported by Ministries/ Departments of Central and State Government, Airport Authority of India, Railways, Armed Forces, Central Armed Police Forces, universities, educational institutions including IITs & IIMs, Central Public Sector Enterprises etc.

(iv) Ground was prepared for the Jal Shakti Abhiyan: Catch The Rain campaign, with intensive awareness and IEC campaigns taken up since December 2020 using volunteers of Nehru Yuvak Kendra Sanghatan. Lakhs of Youth volunteers of NYKS motivated communities to participate in water conservation and RWH by organizing various activities like talks, oath taking programs, rallies, quizzes, debate competitions, slogans writing, posters, banners, wall writings; nukkad-nataks, community work camps etc. Over 2.9 crore people participated in its over 16.31 lakh activities. Besides, National Water Mission took lot of IEC activities for awareness generation about the campaign using social media tools and with the help of banking institutions, etc. MyGov platform organised quizzes and promoted water pledges. These served as perfect launching pad for the Jal Shakti Abhiyan: Catch The Rain Campaign.

6. The following activities have been undertaken as a part of the Jal Shakti Abhiyan: Catch The Rain campaign of 2021:

- i. **Since the launch** on 22 March 2021, **till 31 December 2021**, *both urban and rural areas* put together, **46,70,271 water related works completed/on-going**—(10,64,929 water conservation and rainwater harvesting structures have been completed while 5,58,028 works are on-going thus totalling to 16,22,957 WHS; 1,79,242 traditional water bodies have been renovated while 1,17,716 works are on-going; 8,31,268 reuse and recharge structures were created/getting made; 19,18,395 watershed development activities have been undertaken/going-on); in addition to **36,75,68,460 afforestation activities carried out under the campaign**. The expenditure under MNREGS *alone* is **Rs 65,666 Crores**. Apart from MNREGS, money from AMRUT, CAMPA, Finance Commission grants and district Mineral Funds, state budget etc were also used.
- ii. **Appointment of Nodal Officers**: National Water Mission collaborated with nine central ministries/ departments viz Department of Rural Development, Ministry of Housing & Urban Affairs, Ministry of Environment, Forest and Climate Change, Department of Youth Affairs, Ministry of Panchayati Raj, Ministry of Women and Child Development, Department of Land Resources, Department of School Education & Literacy and Department of Agricultural Research and Education for the implementation of the campaign. Nodal officers were appointed from all these 9 central government ministries/ departments. State Nodal Officers were appointed by all the states/ UTs to oversee the implementation of the campaign at state level.
- iii. **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 & 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

- and g) number of Jal Shakti Kendras set-up under the campaign. It is also used to make the complete inventory of all water bodies - geo-tagged with photos, latitudes-longitudes information and its health status- in districts, to do the ground-truthing and update it. All the 9 Central Ministries/ Departments and DMs and a few NGOs were provided with login permissions to make entries directly to the MIS portal and were requested to update it regularly.
- iv. **Capacity and awareness building** is also being done in the campaign. 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.
  - v. **Fund disbursement:** The campaign is a convergence of many schemes and stakeholders. The budgets provided by Central government (MNREGS, ARUT, CAMPA,SBM etc), State Governments, Finance Commission grants and locally mobilised funds are used to fund the works. NWM giving incentive-based financial grant up to Rs.2.00 lakh to each district for preparing scientific GIS plan. Initially, Rs. 1.00 lakh will be given as financial grant and remaining Rs. 1.00 lakh will be released based on the performance and quality of work done in this planning process in each district. Till 31-12-2021, Rs. 4.39 Crore have been disbursed to 439 districts.
  - vi. **Meetings/ Webinars:** A number of meetings / webinars have been organized to spread awareness of the campaign:
    - a. Cabinet Secretary held meetings with Secretaries of relevant Ministries and Chief Secretaries of all states on 18-3-2021 about the campaign.
    - b. Secretary, MoJS held a video-conference with State Chief Secretaries/ State Nodal Officers of Jal Shakti Abhiyan: Catch The Rain (JSA:CTR) campaign on 15.4.2021. AS & MD, NWM; Chief Secretaries or the State Nodal Officers of states, except the poll bound states, attended the meeting. The states expressed their support to the campaign and narrated steps taken by them.
    - c. A meeting was held under the co-chairmanship of Secretary, Ministry of Jal Shakti and Secretary, Ministry of Housing and Urban Affairs on 08.06.2021 on the implementation of "Jal Shakti Abhiyan: Catch The Rain" campaign in urban areas. This was attended by Principal Secretaries (Urban Development) of all States/ UTs, CEOs of Metro Water Boards of States/ UTs, Municipal Commissioners of Smart Cities, municipalities having population more than 5 lakh and metro cities, State Nodal Officers (JSA : CTR ) and Chief Engineers of Public Health Engineering Departments.
    - d. Governor of Telangana held meeting with Additional Secretary & Mission Director, National Water Mission, Vice Chancellors of Universities and Red Cross officials of Telangana and Puducherry on 09.07.2021. AS&MD also attended meetings called by Governors of Haryana and Himachal Pradesh for implementation of the campaign in their jurisdiction.

- e. State-wise/District-wise meetings with Districts Magistrates of all the districts across the country were done to review the progress of the campaign. The first meeting of the series was held on 14.07.2021 under the chairmanship of Shri Gajendra Singh Shekhawat, Hon'ble Minister of Jal Shakti with the states of Uttar Pradesh and Uttarakhand. The meeting was attended by Dr. Mahendra Singh, Honble Minister of Jal Shakti, Government of Uttar Pradesh, and all District Magistrates of the states of Uttar Pradesh and Uttarakhand.
  - f. Meeting with the DMs of Chattisgarh, Himachal Pradesh, Delhi was held under the chairmanship of Shri Prahald Singh Patel, MoS, MoJS on 04.08.2021.
  - g. Meeting with DMs of Punjab, Maharashtra, Gujarat and Haryana was held on 17.08.2021.
  - h. Meetings with the DCs of Kerala, Karnataka, Tamil Nadu, Andhra Pradesh, Puducherry & Lakshadweep and with DCs of Rajasthan, Telangana, Jammu & Kashmir, Goa, Dadra & Nagar Haveli, Daman & Diu were held on 07.09.2021.
  - i. Meeting with the DCs of states of Manipur, Meghalya, Arunachal, Sikkim, Mizoram, A&N, Nagaland, Ladakh and Chandigarh was held on 13.10.2021.
  - j. Meeting with the DCs of states of Bihar, West Bengal, Orissa, Jharkhand and Tripura was held on 23.11.2021.
  - k. A meeting of the NGOs active in water sector was held by AS&MD, NWM on 13.05.2021 through virtual platform on "Jal Shakti Abhiyan: Catch the Rain" in which 76 NGOs, including 62 NGOs empanelled with NWM participated for effective implementation of JSA:CTR. NGOs shared their success stories on promotion of water harvesting.
  - e. Meeting with many funding agencies, NGOs, Technology solution providers and a few Resident Welfare Associations in Delhi was held on 15.9.2021.
  - f. Regular webinars were conducted by NWM for campaign promotion
- vii. **DO letters:** Minister for Jal Shakti has written DO letters to all Chief Ministers, many colleague Cabinet Ministers to support the campaign. AS&MD, NWM has written letters on 22.04.2021 to Secretaries of various Central Departments/ Ministries; Chairman, Railway Board; Chairman, Airport Authority of India; Director Generals of Central Armed Police Forces (CAPFs); Vice Chancellors of JNU, DU, Vice Chancellors of 47 government and private universities, and CMDs of 53 CPSUs, Directors of all IITs & IIMs and Commissioner, Kendriya Vidyalaya Sangatan etc. to involve their organisations in the campaign. Many of them have replied by stating their interest in the campaign and shared images of rainwater harvesting structures they have constructed in their institutions.
- viii. **Site Visits:** Despite the restrictions imposed on travel due to Covid 19 pandemic, AS&MD, NWM visited some states to encourage them in the campaign. He inspected the RWS works done by Ghaziabad Municipal Corporation, Ghaziabad; NGOs in Gurugram, and Noida; Delhi Jal Board and some RWAs in Delhi; Hyderabad Metro Water Board, NGOs and corporate bodes in Hyderabad; Bengaluru Water and Sewerage Board and NGOs in Bengaluru; KWA in Kerala etc taken up under the campaign.

- ix. **IEC materials:** NWM got 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 natak, topics for debates and essay writings, quiz questions etc. The link was also shared in webinars/meetings to maximize its outreach.
- x. **Collaboration with Nehru Yuva Kendra Sangathan (NYKS):** NWM has again 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. A review meeting with officials from NYKS HQs, State Directors, Deputy Directors, District Youth Officers, District Volunteers and officials of NWM was held by the Secretary, Department of Youth Affairs and AS&MD,NWM on 15.07.2021.
- xi. **Major outcomes of JSA:CTR campign**
- a. Intervention-wise progress report (as on 31.12.2021), as uploaded on the JSA: CTR portal by the Central Stakeholders/Ministries/ Departments in respect of their Key Performance Indicators, for the country is attached.  
State governments and NGOs were also requested to upload the information about works undertaken by them with State and local funds under the campaign, as this was a “people’s movement” involving all.
  - b. Since the launch on 22 March 2021, till 31December 2021, both urban and rural areas put together, a total of 46,70,271 water related works completed/on-going, in addition to 36,75,68,460 afforestation activities carried out under the campaign. The expenditure under MNREGS alone is Rs 65,666 Crores.
  - c. As per information on the portal, 306 Jal Shakti Kendras have been set up in various States/UTs.
  - d. 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.
  - e. 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.
  - f. Over 16.67 lakh photos on the activities undertaken/works done under the campaign have been uploaded on the portal.
- xii. For more details may visit:
- a. <http://jsactr.mowr.gov.in>
  - b. <http://nwm.gov.in/catchtherain>
  - c. <https://asokji.in/node/879>

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Screenshot of the dashboard in <http://jsactr.mowr.gov.in>:

## Jal Shakti Abhiyan: Catch The Rain

Intervention Wise Progress Report From 22-3-2021 to 31-12-2021

| S.N. | Jal Shakti Abhiyan  | Water Conservation and Rain Water Harvesting Structures |          | Renovation of Traditional Water Bodies |       | Reuse and Recharge Structures | Watershed Development | Total Water Related Works |               | Intensive Afforestation | Training Programmes/ Kisan Melas |
|------|---|---|----------|--|-------|-------------------------------|-----------------------|---------------------------|---------------|-------------------------|----------------------------------|
|      |   | Rural   | Urban    | Rural                                  | Urban |                               |                       | Rural                     | Urban         |                         |                                  |
| 1.A  | Total Nos. of Work Completed  | 8,67,459  | 1,97,470 | 1,76,737                               | 2,505 |                               |                       | 26,37,396                 | 1,99,975      |                         | 43,631                           |
|      |   | 10,64,929   |          | 1,79,242                               |       | 5,13,269                      | 10,79,931             | 28,37,371                 |               | 36,66,86,791            |                                  |
| 1.B  | Total Nos. of Works Ongoing   | 5,58,028  |          | 1,17,716                               |       | 3,18,692                      | 8,38,464              | 18,32,900                 |               | 8,81,669                |                                  |
| 2    | Total of Completed and Ongoing Works  | 16,22,957   |          | 2,96,958                               |       | 8,31,961                      | 19,18,395             | 46,70,271                 |               | 36,75,68,460            |                                  |
| 3    | Expenditure in Rs Crores*   | 24,592  |          | 10,017                                 |       | 1,267                         | 20,997                | 56,873                    |               | 8,793                   |                                  |
| 4    | <b>Total Expenditure Including Water related works and Afforestation ( In Rs Crores)*</b> |   |          |  |       |                               |                       |                           | <b>65,666</b> |                         |                                  |

\* Expenditure is given only for the works carried out by DoRD under MGNREGS

## Welcome to Jal Shakti Abhiyan: Catch the Rain

(Status as on: 31-12-2021)

