

CURRICULUM VITAE

Name: ASOK KUMAR G.

Service: IAS (1991, Telangana cadre, Retired on 29-Feb-2024).

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Presently engaged as: Visiting Professor of Practice, IIT Kanpur; Guest Speaker, IIM A and Senior Fellow, Centre for Policy Research; Development Alternatives.

Has left his imprint in diverse sectors -river rejuvenation, water and sanitation, infrastructure, urban planning, civil aviation, power, sports, tribal and BC welfare, health, education, IT etc.

1) **Educational Qualifications:**

- I. B.Tech in Electronics and Communication Engineering with distinction.
- II. 10th rank in the state in the SSLC exam, 1979
- III. Management in Public Policy Administration from **Indian School of Business (ISB)**
- IV. A Chevening Scholar- Attended the Chevening Rolls Royce Innovation, Science and Leadership Programme (CRISP), 2013 at **University of Oxford**, United Kingdom.

2) **Work Experiences:**

- I. Tata Institute of Fundamental Research (TIFR), Mumbai in Cosmic Ray Physics.
- II. Design Engineer in C Dot, Bangalore.
- III. As Indian Administrative Service Officer,

Major posts held on deputation to Government of India:

- **Special Secretary & Director General**, National Mission for Clean Ganga, (NMCG)
- **Additional Secretary and Mission Director**, National Water Mission
- **Executive Director (Projects)**, National Mission for Clean Ganga
- **Joint Secretary, Ministry of Civil Aviation**, (2011-2015) and **Chief Vigilance Officer (FAC) of Airport Authority of India.**
- **Director**, (Distribution & Rural Electrification), **Ministry of Power.**
- **Private Secretary**, Minister of State for Home Affairs

Major posts held in Government of Andhra Pradesh and Telangana:

- **Vice Chairman, Hyderabad Urban Development (HUDA)**
- **MD, Hyderabad Metro Water Supply and Sewerage Board (HMWSSB)**
- **Collector & District Magistrate, Nizamabad and Kadapa** (now in Andhra Pradesh)
- **Principal Resident Commissioner**, Telangana Bhavan, New Delhi,
Principal Secretary, Government of Telangana: **Department of Housing;**
Principal Secretary, Department of **Backward Classes Welfare**
- **Vice Chairman & Managing Director**, Sports Authority of Andhra Pradesh (SAAP)
- **Project Director**, AP State AIDS Control Society (APSACS) and Secretary, (FAC) Health, Government of Andhra Pradesh
- **Project Officer** Integrated Tribal Development Agency (PO, ITDA): **Utnoor**, Adilabad; and **Bhadrachalam**, Khammam.
- **Project Director** – Computerization of MRO Offices- part of e-governance program: ex-officio **Deputy Secretary, Information Technology Dept** and Revenue dept.

3) **Major achievements:**

- I. As **Special Secretary & Director General, National Mission for Clean Ganga**, (NMCG) implemented the **Namami- Gange** - the flagship program of Government of India to clean and rejuvenate River Ganga and its tributaries. During his tenure, Namami-Gange was recognized as one of the top 10 "Eco-Restoration World Flagships" by UN (by a UNEP- FAO led consortium) at the Bio-Diversity CoP15 (Conference of Parties) on 13 December, 2022 at Montreal, Canada. Started many innovative people centric programs under the "Arth-Ganga" concept in Namami-Gange. These include identification of the 6 pillars of Arth Ganga- (viz Natural Farming; Monetization and Reuse of Treated Water and Sludge; Generation of Livelihood opportunities; Promotion of Tourism and Cultural heritage; People's participation; and building of institutions and capacities of stakeholders); starting of the DGC forum meetings (District Ganga Committee- 4M-Monthly, Mandated, Minuted, Monitored) meetings; the digital dashboard **PRAYAG**-Platform for Realtime Monitoring of Yamuna And Ganga and tributaries, in a Command and Monitoring room, expansion of River Cities Alliances to Global River Cities Alliance; Ghat par Yoga, Ganga Artis (paying obeisance to River Ganga etc. These are in addition to the multifold increase in the Sewage treatment Capacity created - about 2593 Million Liters Daily (MLD) in about 26 months from January 2022 to February 2024 compared to 993 Million Liter Daily (MLD) created in 8 years from 2014- 2021.

Launched the "**Global River Cities Alliance**" on 10 December 2023, at **CoP 28** in Dubai, along with Ministers and officials from 10 countries, World Bank, ADB, AIIB.

- II. As **Additional Secretary and Mission Director, National Water Mission: Conceived and effectively drove two major nationwide campaigns** to address supply side and demand side management of water.

(i) "**Catch the Rain**" (CTR) campaign, with the tagline "*catch the rain, where it falls, when it falls*" was initiated in February 2020 to address the supply side issues and water conservation. The campaign 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"*" During the lockdown and Covid period, thrust was given on developing Rainwater Harvesting structures in premises of institutions having large tracts of lands with them like Defense forces, Ordnance factories, Airports, Railways, Universities, IIMs, IITs, Colleges etc. A massive outreach and awareness generation campaign phase was launched on 21st December 2020 involving 1.4 lakh village based Youth clubs under Nehru Yuvak Kendra Sanghathan under Department of Youth affairs. The core message of the campaign was to develop RWHS to catch, save and conserve rain water to increase water storage; reduce dependence on tankers for drinking water in summers and reduce the incidences of urban flooding.

Hon'ble PM endorsed the "Catch the Rain" campaign in the monthly address to the nation –the **Mann Ki Baath on 28-2-2021** and subsequent years, the latest on 30-3-2025.

CTR was re-launched as "**Jal Shakti Abhiyan: Catch The Rain**" with tagline, *catch the rain, where it falls, when it falls*" 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 of all Districts & Sarpanchs of all Gram Panchayats (GPs) via Video Conferencing. This was immediately followed by special Gram-Sabhas held in all GPs, to discuss water related issues and "Jal Shapath" taken by people. With about 2.69 lakh GPs in the country and on an average 50 people attending each Gram sabha, this could be the biggest ever launch of a water conservation campaign in the world.

The campaign, taken up in **all 729 districts (7213 rural blocks and all urban areas)** of the country during the pre-monsoon and monsoon period. 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*.

The campaign was so successful and popular that it earned Asok Kumar the moniker “The Rain man of India”. During the campaign, about 4.7 million rain water harvesting structures were created, at a cost of over Rs 70,000 Crores, with people’s active participation. 15 lakh water bodies were mapped, geo-tagged and inventorised. 400+ Jal Shakti Kendras were set up in the districts. The campaign was continued in the following years-2022, 2023, 2024, 2025 also.

(ii) “**Sahi Fasal**” campaign to address the demand side management and to improve water use efficiency in Agriculture was launched on 14 November 2019 with a farmers meet in Amritsar attended by over 850 farmers to “*nudge farmers to grow crops which are less water intensive and uses water efficiently, suitable to agro-climatic and soil conditions of the area and also gives good remunerative prices and nutrition to them without compromising on National food security*”. After a series of seminars and rigorous follow up, many states have tweaked their agricultural and procurement policies to incentivize farmers for crop diversion from water guzzling crops to water efficient crops to improve the water use efficiency.

Started **innovative initiatives** like the monthly **Water Talks** (every 3rd Fridays), **Water Tech Talks**, (every 2nd Fridays), the weekly “**Catch The Rain: dialogues with DMs**”, NWM Awards etc. These increased the outreach of the NWM many, many times.

- III. As **Executive Director (Projects)**, National Mission for Clean Ganga helped in fast-tracking projects taken under the Namami Gange schemes; in arranging the first National Ganga Council meet chaired by the Prime Minister and has 5 Chief Minister and ten Union Cabinet Ministers as members, in organizing the first “Ganga Marathon” attended by over 21000 participants in Delhi and the “Ganga Amantran Yatra”- a 39 days- 2500 km river rafting program along Ganga river covering 5 states.
- IV. As **Principal Secretary, BC Welfare Dept**, Government of Telangana, (2016-) (a) **started 119** (56 for Boys and 63 for Girls) new **English medium Residential Schools** for BC students @ 1 per assembly constituency on a single day- on **12th June 2017**, admitting **28,560** new students from BPL families to 5th, 6th and 7th classes.(b) Drafted the bill for enhancing the reservation of BC-E group from 4% to 12% and STs from 6% to 10%. This was passed unanimously by the Assembly and Council on 16-4-2017. (c) Started innovative schemes/training programs for Hair-styling (for barbers belonging to Nai Brahmin Community); for Modern laundry systems (for washer-men of Chakli Community) and for pottery (for potters) and magic (for artists)- all belonging to BC communities. As per the orders of the government, Started and implemented scholarship schemes for the students studying in foreign universities.
- V. As **Joint Secretary, Ministry of Civil Aviation** (2011-15)(a) Set-up Aircraft Accidents Investigation Bureau (AAIB) of India in 2012; (b) Was the convener of the CoS (Committee of Secretaries) setup to address factors causing stress in aviation sector. Based on its recommendations, reforms like FDI by foreign airlines, import of ATF by airlines etc were brought in by the government;(c) Drafted the Civil Aviation Authority Bill, 2013 and the Anti Hijacking Bill,2014; (d) Was in charge of the preparation of the National Civil Aviation Security Program 2015 and (e) the 1st draft National Civil Aviation Policy 2015;(f) Served as representative of the Government in the Board of Directors of Air India and Pawan Hans Ltd;(g) In two spells, for about a year, worked as

CVO (FAC) of Airport Authority of India during which e-tendering for all procurements were made compulsory and payment of charges of airport operations restricted to e-payments only; (h) in MoCA, introduced Bio-metric attendance from 1/1/2014 and e-office from 1/1/2015; (i) piloted initiatives like the e-GCA (for computerizing operations in DGCA), e-boarding (boarding aircrafts without paper boarding passes) and biometric Airport Entry Passes; (j) headed a committee which gave a report on facilities at airports and aircrafts for Persons with Reduced Mobility; (k) started many initiatives for the development of General Aviation; helicopter operations and MROs in the country (l) organized the major “India Aviation” show at Hyderabad in March 2014 and air shows at Ahmadabad in April 2015.

- VI. As **VC, HUDA**: (a) **Finalized and notified 162 km- 8 lane Outer Ring Road (ORR)** around Hyderabad (October, 2004 and April, 2005; ORR is now one of the USPs of Hyderabad); (b) finalized and sent to Government for approval of the master plan for Hyderabad and surrounding municipalities; (c) **Launched One day Two lakh tree plantation program** (26/7/04); (d) **Started the first Laser show gallery in India – Lumbini Laserium** – in Hyderabad (26/1/2005); completed long pending works like (e) 1.1 km long Telugu Talli flyover (22/1/2005), (f) Lumbini Children’s park (26/1/05), (f) STP and park at Safilguda, (g) STP and garden at Langar Houz (on 22/4/05).
- VII. As **MD, HMWSSB** (a) **started Daily Water Supply in the core city of Hyderabad** on 14/11/2008, after a gap of 24 years (b) **completed 339MLD Sewerage Treatment Plant (STP) at Ambarpet** (on 7/9/08); **172 MLD STP at Nagole** (on 13/12/08) and **30 MLD STP at Nallacheruvu and started work on 30 MLD STP at Attapur**; (c) completed **Krishna Water Phase II project** to bring 90 MGD water to Hyderabad (on 19/7/08); (d) Constructed a corporate office building for the Board (All these projects were inaugurated by Dr YS Rajasekhara Reddy, CM of Andhra Pradesh on the dates indicated); (e) constructed 14 new water reservoirs in Hyderabad under JnNURM (f) prepared project report, obtained government approval (on 1/10/08) and **started** the work on **Rs 3375 Cr, 120 MGD Godavari Water Supply Scheme** to bring water from Godavari river, 186 kms away to the city to meet futuristic needs of Hyderabad (g) Set up the Hyderabad Water and Sewerage Museum (h) **Commissioned** the Rs 10 Cr **SCADA system for monitoring reservoir water level and its chlorine content** (i) introduced GPS monitoring of water tanker movements in the city.
- VIII. As **PD, APSACS** conceived and launched the very successful “**Be-Bold**” campaign aimed at reducing the stigma associated with the disease and mainstreaming the prevention and control program for HIV/AIDS. The “**zero by seven**” initiative aimed at reducing the transmission of HIV from an infected mother to child was also very effective and won appreciation at international level. The effort has resulted in substantial reduction of HIV incidences in the state. The **Be-Bold** campaign was recommended by UNAIDS as one of the best practices in HIV management in the world. Mad presentation on BeBold campaign at XVII International AIDS Conference, Mexico city from 3- 8, August 2008.
- IX. As **Director, Ministry of Power** (2010-11) was the Chairman of the Indian Smart Grid Forum and member of the Indian Smart Grid Task Force under the chairmanship of Mr Sam Pitroda, Advisor to Prime Minister. Handled the implementation of the Revised Accelerated Power Distribution Reforms Program (R-APDRP) and the Rajiv Gandhi Gramin Vidyutikaran Yojana (RGGVY). The first Data Center under the RAPDRP became operational and the first 82 cities were commissioned during the tenure.
- X. As **VC&MD, SAAP** was one of the main organizers of the **1st Afro-Asian Games** from 24/10/2003 to 1/11/2003; was the organizer of many international events in Hyderabad like World Billiards championships in December 2003, Hyderabad Open WTA Tennis tournament in February 2004, Asian Table Tennis, Asian Rowing . Was a member of the Official Indian Delegation to Jamaica, to bid for 2010 Commonwealth Games in New Delhi.

- VIII. As **Collector, Nizamabad (2001-2003)**: a. Made 10 mandals (tehasils) **Child Labour free** ie all children in these mandals in the 5-14 year age group were enrolled into schools. On 2nd Oct, 2001, Veiplur mandal was the first mandal to be declared child labor free. “Velpur Model” is recognized as one of the most successful intervention of Child Labour eradication. Due to the effective and sustained community involvement, **even after 18 years** there is 100% retention and there are no school dropouts here.
- b. Conceived and completed successfully a program (**Shubrata**) for the construction of over **one Lakh individual sanitary latrines** in six months. With UNICEF assistance, initially took up construction of pucca toilets in 1000 schools to inculcate the habit of proper sanitation among students. This helped in a great way in motivating their parents to build toilets at their homes. Construction of over 1.4 lakh toilets over a period of 1 year, along with the initiative to setup **habitation level drinking water committees** in all panchayats and wards in 2002 and its effective implementation, resulted in major improvement of health parameters of people in the district.
- c. Started the concept of District Tourism festivals in the state, by organizing the first “**IndurUtsav**”, a five day district tourism festival in 2001.
- d. Put an end to the abominable Jogini (Devadasi) system practiced in Nizamabad district for over 700 years by enjoining Jogins and their perpetuators – the “Pothurajus”-to join the main stream. This was hailed as a “social revolution” by the press and media.
- d. Started many people centric initiatives like: “Dial Your Collector” program (started in August 2001, in which in presence of all district officials, Collector received phone calls from people on any matters related to administration for one hour, every Mondays. Actions taken on these grievances were published in newspapers next Sundays for information and cross verification. It was very effective in reducing corruption, sorting out inter-departmental issues and bringing administration very close to the people); organized Mandal level camps for disabled people to provide disability certificates and free bus passes, benefitting more than a lakh people; rehabilitated over 250 surrendered Naxalites and opened many villages hitherto kept out of bounds due to naxalite menace; introduced bio-metric attendance in Nizamabad Collectorate in 2002 to ensure proper attendance of staff ; conducted quarterly meetings with all headmasters of high schools in the district to monitor the quality teaching and infrastructure in schools; stood first in the state on family and health department programs like family planning operations, immunizations etc; received “Jalmitra” award from CM for water conservation.
- e. As a token of appreciation of the work done, the Zilla Parishad, Nizamabad renamed a historical “Janakampet lake” in the district as “Asok Sagar”
- IX. As **Kadapa Collector**, (2005-06), helped to change the brand image of a backward and hostile district to a developed and peaceful district (from “**Cuddapah to Kadapa**”) by starting, fast tracking and completing many special projects initiated by the Hon Chief Minister Dr Y.S. Rajasekhara Reddy for his own district. Played key role from the conception to completion phases to establish Yogi Vemuna University, IIIT, JN Technological University, Rajiv Gandhi Institute of Medical Sciences, Regional Sports School, Hyderabad Public School, restarting of airport, road widening and formation of new road networks etc in Kadapa district
- X. As **PO, ITDA, Utnoor** and **Bhadrachalam** implemented IFAD funded Andhra Pradesh Participatory Tribal Development Program (APPTDP) in the scheduled remote and interior tribal villages of Adilabad and Khammam districts. In Adilabad under APPTDP introduced soyabean cultivation (5000 acres in 1995), which led to diversion of large area under cultivation of cost-intensive-cotton crop to Soyabean crop in a short period. (3.6 lakh hectares in 2020). Under APPTDP, in Bhadrachalam, 132 new micro irrigation tanks with ayacuts from 20 to 100 acre were constructed with active participation of

tribals. 94 new lift irrigation schemes to lift water from Godavari river and 67 borewells to irrigate lands of tribal farmers were developed. Grafted mango and cashew stocks were distributed under horticulture schemes to provide them assured income. 168 single teacher schools were started to improve access of tribal children to schools. Mid day Meals program was taken up on pilot basis in 1997 in these schools to improve attendance of students. Special development programs like bamboo crafts, settled agriculture etc were taken up for Konda Reddies belonging to the Primitive Tribal Groups.

4) **Awards and recognition:**

- a. **1st Telangana State Excellence award in 2018 from Telangana Government for “Outstanding work in Public Administration”, based on selection by a search committee of former Chief Secretaries.**
- b. **“Governor’s Award for Excellence- 2023” for “outstanding contribution in Public Services” from Governor of West Bengal on 11.9.2023.**
- c. **“Skotch Public Service Award”, 2021**
- d. Gold medals from Governor of Andhra Pradesh for the work done for RedCross in the years 2001-02, 2002-03, 2005-06.
- e. “Jal Mitra” award in 2003 from Government of Andhra Pradesh
- f. Golden Nandi Award for the best TV documentary from Govt of AP for 2001-02.
- g. Silver Nandi Award for the 2nd best TV documentary from Govt of AP for 2005-06.
- h. 11th Red & White Bravery Award for Act of Social Courage for ending uncivilized social systems/practices of Pothurajus and Jogins in Nizamabad.
- i. Outstanding Young Person of year 2002 award from Jaycees.
- j. National Chairman of UNI-Ys, the Youth wing of YMCAs in 1985.
- k. Was the Liaison Officer, the leader of the 11th batch of Pilgrims in the MEA sponsored 27 days trek to Kailash Manasarovar in July-August 2011.
- l. Was the **Central Prabhari Officer (CPO)** for **Kalahandi** District, Odhisa for 3 years under the Aspirational Districts Program of NITI- Ayog.

As a rare honor, 2 places in the two districts he worked as Collector, have been named after Asok Kumar—(i) In Nizamabad, on the Basar-Road at Janakampet, a 250-acre lake with a 18 ft statue of Goddess Saraswati is in the middle and a restaurant on its banks is named “**Asok-Sagar**”. (ii) The then Chief Minister of Andhra Pradesh, Dr Y.S.Rajasekhara Reddy named a new **village** in his own constituency Pulivendula as “**Asok Nagar**” in recognition of his services as District Collector to resettle people who were staying in a remote area.

Details are available at <https://youtu.be/7DL6HhwLzYA>

5) **Publications:** Has many publications, which can be seen at <https://asokji.in/publications>

6) **For more details and detailed write up** Pl visit: <https://asokji.in>

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