

**CATCH THE RAIN**  
*CAMPAIGN-*  
**ITS IMPACT AND VERIFIABLE RESULTS**

**Jal Shakti Abhiyan :**  
**Catch The Rain**  
where it falls, when it falls



Ministry of Jal Shakti, Government of India  
**National Water Mission**  
Catch The Rain



PIKLI

G. Asok Kumar  
Addl Secretary and Mission Director  
National Water Mission

# Jal Shakti Abhiyan: Catch The Rain

To Nudge stakeholders to:

**create appropriate RWHS,**

**suitable to climate and soil conditions,**

**with people's active participation,**

- **“Catch The Rain, Where it falls, when it falls”**
- **#NotADropFromMyCompound**
- **“Ghar Ka Paani Ghar Mein; Khet Ka Pani Khet Mein; Gaon Ka Pani Gaon Mein**
- **Funds: MNREGS, AMRUT, CAMPA, Finance Commission, state and local funds, DMA, CSR**

# Jal Shakti Abhiyan: Catch The Rain

## Intervention Wise Progress Report

Status Date: 22-03-2021 To  
14-02-2022

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		
		10,64,929		1,79,242		5,13,269	10,79,931	28,37,371		36,66,86,791	43,631
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

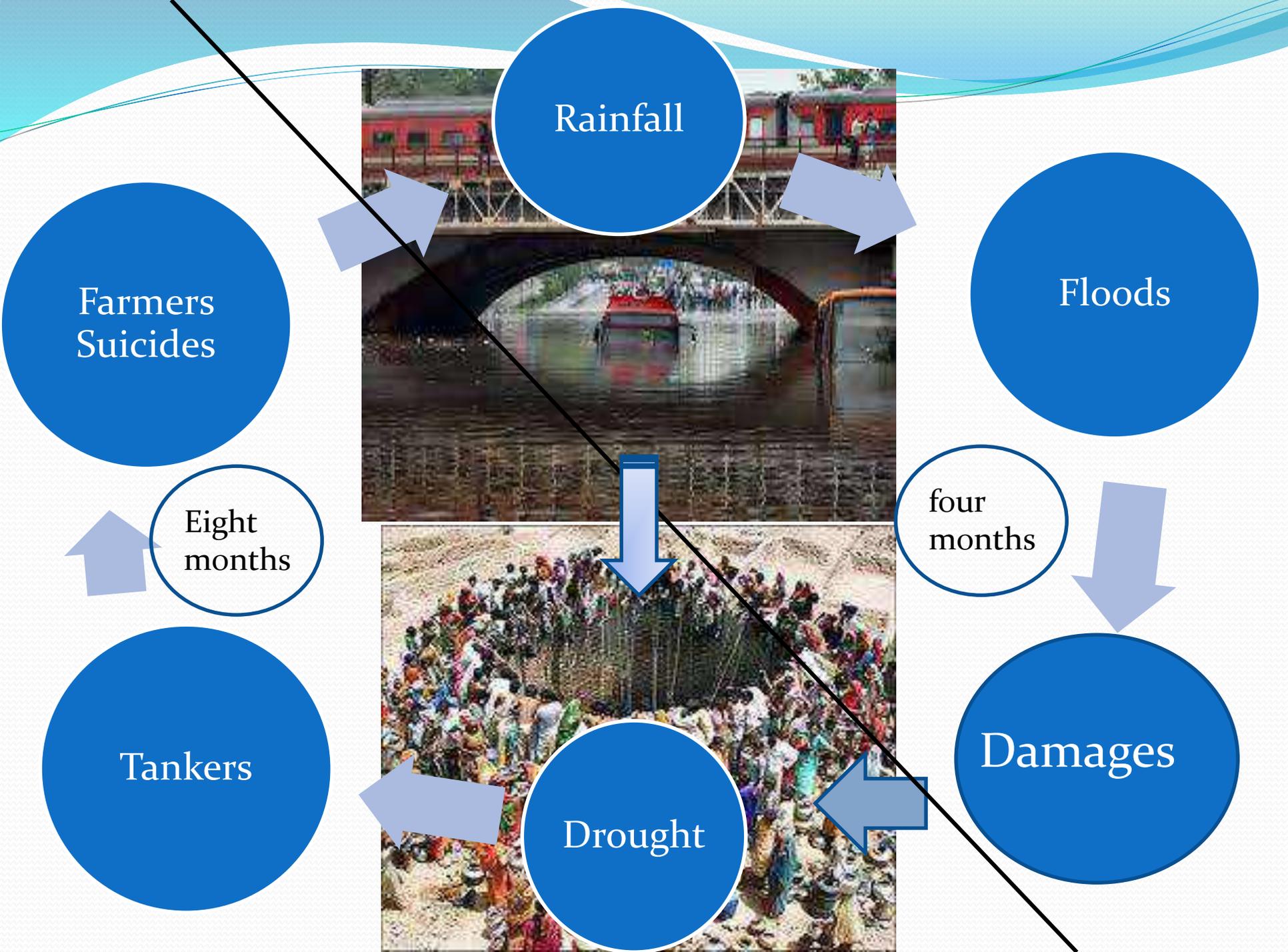


# Catch the Rain: In a nutshell

- High impact, low decibel, effective people's campaign
- Involvement of PM, VP, CMs, Governors, Ministers, DMs, Sarpanchs, NGOs, Religious organizations, RWAs, People-youth, men and women.
- 46 lakh WHS created/renovated
- Many encroachments removed
- 1.79 lakh Traditional WHS revived, 1.17 lakh works ongoing
- 15.32 lakh Water bodies enumerated
- 2.03 lakh GPs prepared Scientific WC plans
- 43k programs for training of over 12.6 lakh farmers
- 338 Jal Shakti Kendras setup
- 366 Crores afforestation works
- 16.7 lakh Photos and 14.3K videos uploaded to the portal



# The Rationale to Catch the Rain



Rainfall

Farmers  
Suicides

Floods

Eight  
months

four  
months

Tankers

Drought

Damages

# Supply Side: Water Availability in India

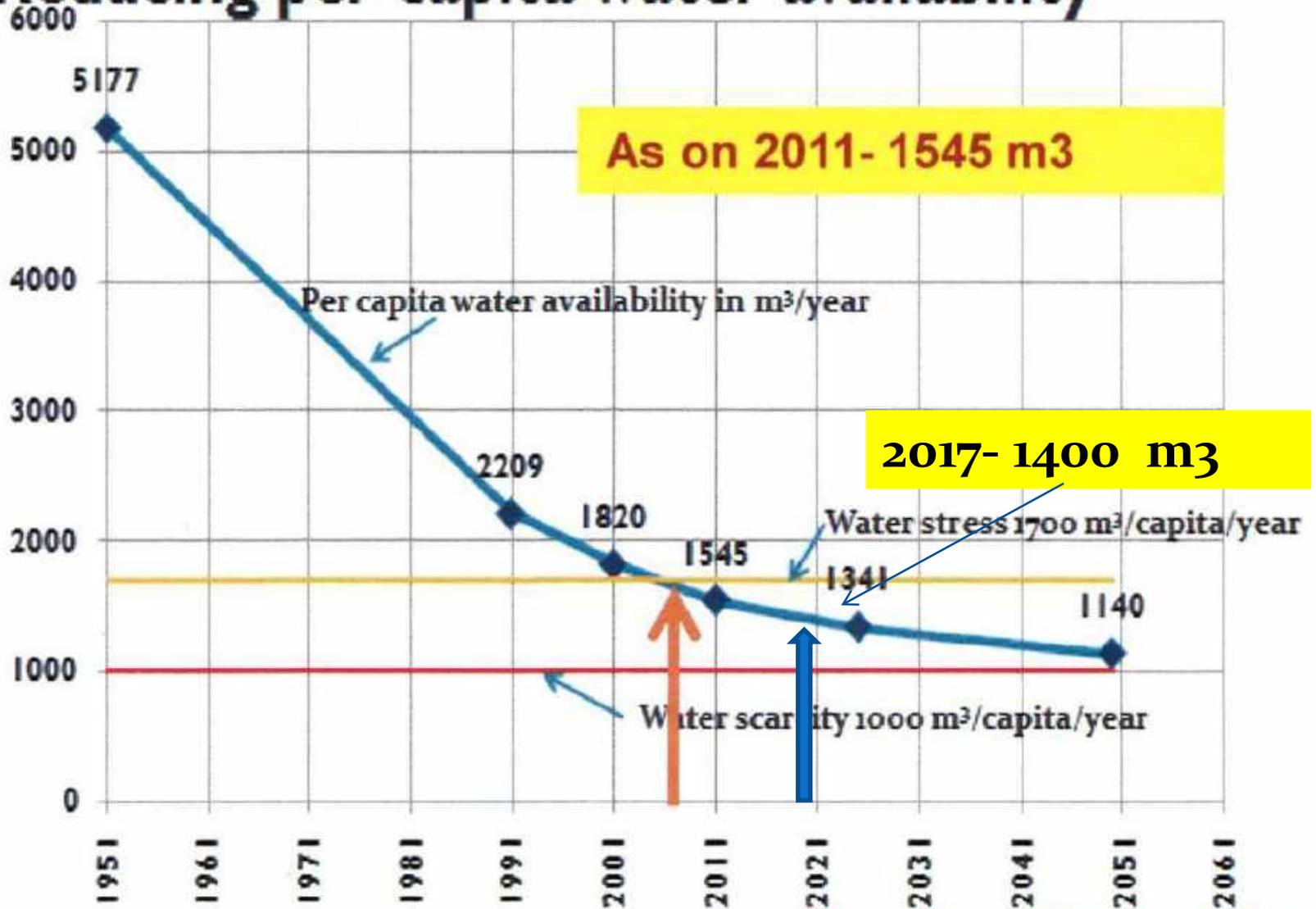
Particulars	Quantum	
	BCM*	%
Precipitation received	4000	100
Water Resource Potential	1869	46.7
Utilizable Water Resource	1123	28.1
Surface Water	690	17.2
<b>Ground Water</b>	<b>433</b>	<b>10.8</b>
Ground Water utilisation	245	6.12

Population-2017  
 Global: 7.6 Billion  
 India: 1.34 Billion  
 (17.6%)  
 Water availability 4%

- Global per capita annual availability of water:
- Year 1804: 42,370 M<sup>3</sup>
- Year 2017: 5,575 M<sup>3</sup>
- ....for India: 1400 M<sup>3</sup>

**Rainfall with  
 Spatial and Temporal variability**

# Reducing per capita water availability



\*As per Falkenmark Water Stress Indicator

# Sector-wise future water demand

Particulars	Water Demand in Billion Cubic Meter		
	2010	2025	2050
Water Demand from all Sectors	710	843	1180
Irrigation	557	611	807
Drinking Water	43	62	111
Industry	37	67	81
Energy	19	33	70
Others	54	70	111
Availability of Utilisable Water	1137	1137	1137
<b>Excess/Short fall</b>	<b>427</b>	<b>294</b>	<b>-43</b>

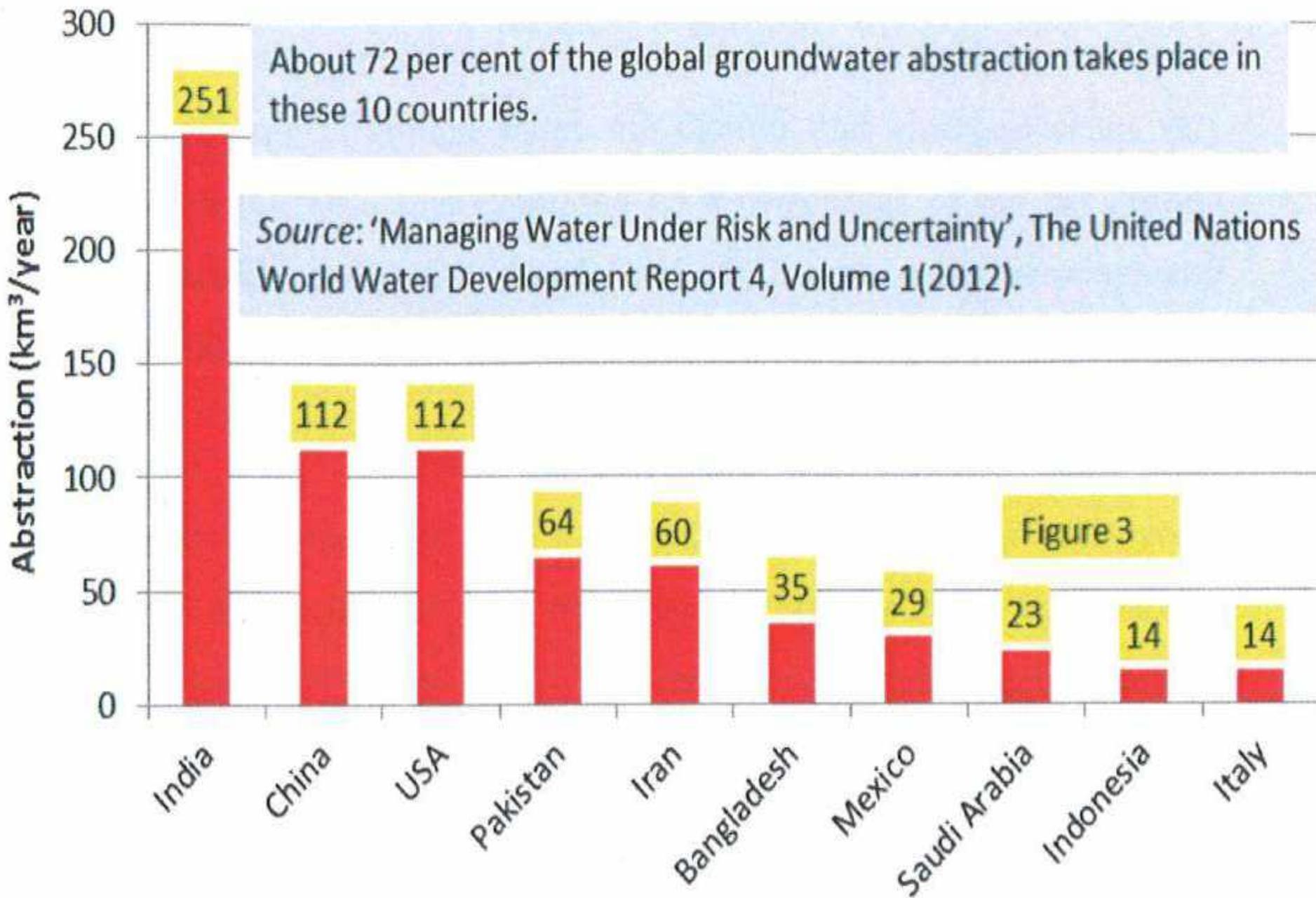
# Demand Side

- In India Agriculture accounts for the maximum usage of water – 85 to 89%
- Drinking Water, Industry etc uses appx 11%
- Water Usage Efficiency in agriculture < 35%
- Large Water Foot-Print for all products
  - **uses 2-3 times water to produce one unit of food crops, compared to China, Brazil and USA**
- Tremendous scope and need for improvement of WUE in Agriculture sector

# Water Resources challenges

- **Dependency on Monsoons for water**
- **>70% of the river annual flows in monsoons**
  - Around 50% of the rain falls in just 15 days
- **These intense rainfall causes flash flooding in many areas and with poor storage results in droughts later-on (e.g. Kerala floods in 2018)**
- **The per capita water availability have decreased from 1816 m<sup>3</sup> in 2001 to 1400 m<sup>3</sup> in 2017.**
- **The live water storage is only 209 m<sup>3</sup>/capita**
  - (US-2192 m<sup>3</sup>; Aus-3223 m<sup>3</sup>; Canada-25337 m<sup>3</sup>/capita)

## Top 10 Groundwater-Abstracting Countries as of 2010



# Water Resources challenges (2)

- Though 5254 dams with over 253 BCM capacity constructed, **Ground Water** added > 80 % of the increasing Net Irrigated area in the last 40 years
- Ground Water
  - meets 60 % of irrigation, 85% of rural drinking water, 50% of urban water needs
  - extraction is more than USA, China put together

**NOT REPLENISHING THE WATER DRAWN OUT**

**We need to Catch the Rain**

# Mann Ki Baat 28-2-2021



... JAL SHAKTI MANTRALAYA WILL LAUNCH A CAMPAIGN – "CATCH THE RAIN"

# Mann Ki Baat 28-2-2021



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## Catch the Rain



National Water Mission's (NWM) campaign "**Catch The Rain**" with the tagline "*Catch the rain, where it falls, when it falls*" is to nudge the states and stake-holders to create appropriate Rain Water Harvesting Structures (RWHS) suitable to the climatic conditions and geological strata before monsoon.

Under this campaign, drives to make rain water harvesting pits, rooftop RWHS etc; remove encroachments and de-silting of tanks to increase storage capacity; removal of obstructions which bring water to them from the catchment area; repairs to step-wells and using defunct



**CAMPAIGN'S MANTRA IS "CATCH THE RAIN, WHERE IT FALLS, WHEN IT FALLS"**



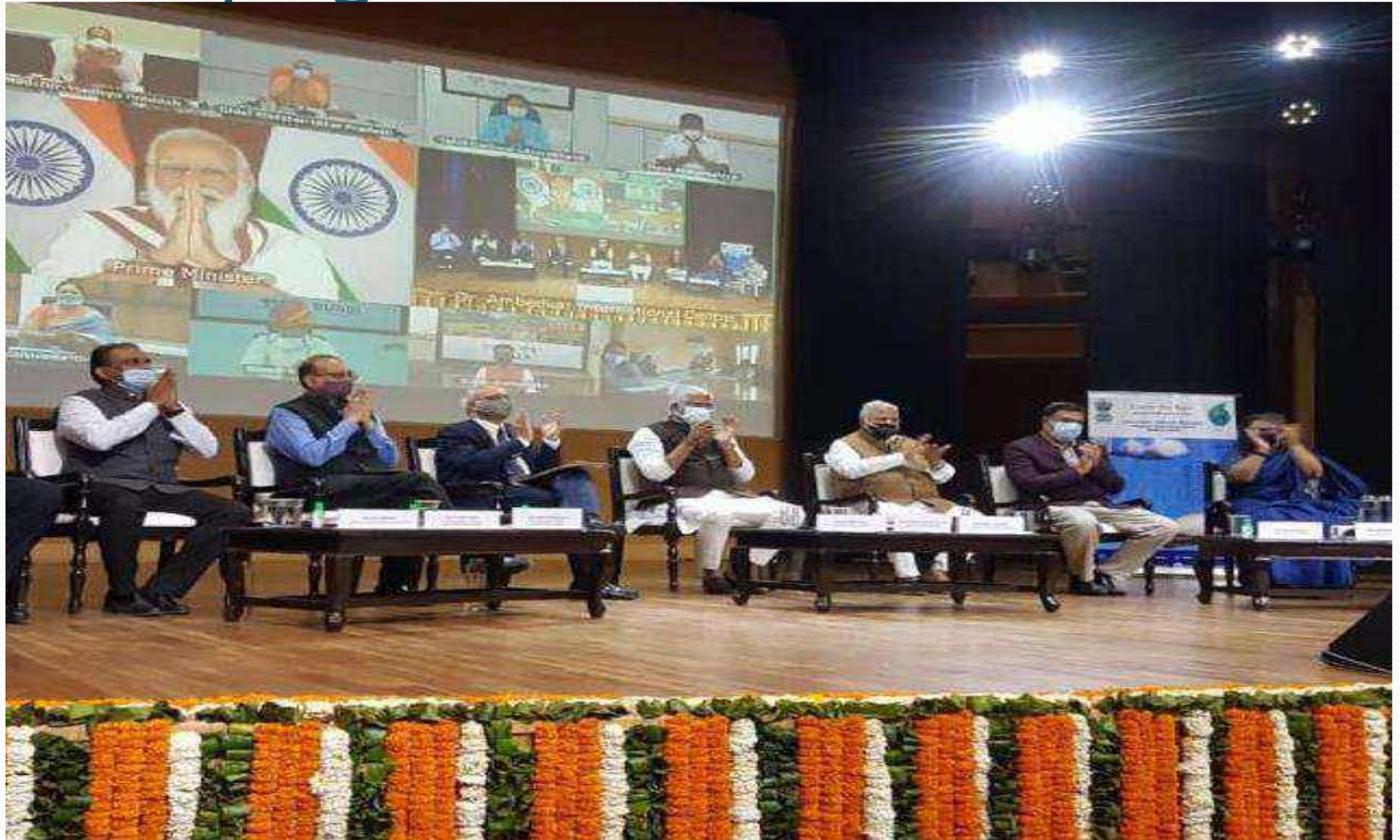
# THE CAMPAIGN

# Jal Shakti Abhiyan: Catch The Rain -

## Campaign Launch

- Hon'ble Prime Minister
  - Launched JSA:CTR campaign on 22<sup>nd</sup> March, 2021 (World Water Day) by addressing all Sarpanchs, DMs, government officials via Video Conferencing
  - Interacted with 5 Sarpanchs of 5 different states
- Sarpanchs were asked to hold special Gram Sabhas on “Catch the Rain” theme, water related issues & administer ‘Jal Shapath’ after the launch event.
- PM wrote letter (dt 24-3-21) to all Sarpanchs for their involvement and participation in the campaign
- PM wrote letter (dt 25-3-21) to all Chief Ministers requesting their cooperation for the campaign

# Jal Shakti Abhiyan : Catch The Rain - Campaign Launch on 22-March-21





प्रधान मंत्री  
Prime Minister

नई दिल्ली  
चेत्र 03, शक संवत् 1943  
24 मार्च, 2021

प्रिय सरपंच जी,

समस्कार! ग्राम पंचायतों से जुड़े अपने भाइयों-बहनों के साथ संवाद करना मुझे हमेशा खुशी देता है। आशा है कि आपका परिवार और पंचायत के लोग कुशल पूर्वक होंगे।

सबसे पहले, मैं कोरोना महामारी के खिलाफ लड़ाई को जन आंदोलन बनाने के लिए आप सभी के प्रति अपना हार्दिक आभार व्यक्त करता हूँ। अगर विश्व भर में महामारी के खिलाफ भारत के कदमों की सराहना की जा रही है, तो इसकी सबसे बड़ी वजह है देशवासियों का सामूहिक प्रयास।

मैं इसी तरह के एक और महत्वपूर्ण विषय पर एकजुटता और भागीदारी के आग्रह के साथ आपको यह पत्र भेज रहा हूँ। आपकी निरंतर भागीदारी और प्रयास देश के जल संरक्षण के मिशन की सफलता के लिए अहम् है। भगवान श्री कृष्ण ने जीवन में जल के महत्व पर श्रीमद् भगवद्गीता में कहा है:

*अन्नाद्भवन्ति भूतानि पर्जन्यादन्नसम्भवः।*

अर्थात्, यह अन्न है जो सभी प्राणियों को बनाता है और अन्न की वृद्धि वर्षा के जल से ही संभव है।

21वीं सदी के भारत के लिए पानी की उपलब्धता बहुत महत्वपूर्ण है। पानी हर घर, हर खेत की जरूरत तो है ही, जीवन के, अर्थव्यवस्था के हर पहलू के लिए भी बहुत जरूरी है। आज जब हम जब तेज़ विकास के लिए प्रयास कर रहे हैं, तो यह जल सुरक्षा के बिना, प्रभावी जल प्रबंधन के बिना संभव ही नहीं है। भारत के विकास का स्वप्न, भारत की आत्मनिर्भरता का संकल्प, हमारे जल स्रोतों पर निर्भर है, जल की सभी तक पहुंच पर निर्भर है।

आप सभी धरती के बेटे और बेटियां हैं और मुझे यकीन है कि किसी और की तुलना में पानी का महत्व आप अधिक जानते हैं। 22 मार्च 2021 को विश्व जल दिवस मनाया गया और इसी दिन जल शक्ति मंत्रालय द्वारा देशव्यापी जल संरक्षण आंदोलन 'जल शक्ति अभियान: कैच द रेन' की शुरुआत की गई। आंदोलन का आदर्श वाक्य "कैच द रेन: व्हेयर इट फाल्स, व्हेन इट फाल्स" सिर्फ एक नारा नहीं, एक संकल्प की तरह है जो वर्षा के जल को बर्बाद न होने देने और मानसून की शुरुआत से पहले उसके प्रबंधन और जल निकासों की तैयारियों पर बल देने की बात करता है। वर्षा जल संरक्षण एक ऐसा महत्वपूर्ण उपाय है जो देश के पानी की कमी वाले हिस्सों को जल-संपन्न क्षेत्र में बदलने में सक्षम है।

जल संरक्षण के लिए पारंपरिक तरीकों और नवीनतम तकनीक का उपयोग एक साथ किया जाना अहम् है। आप सभी पारंपरिक जल संरक्षण विधियों से भली-भांति परिचित हैं। प्रौद्योगिकी की मदद से जीआईएस और रिमोट सेंसिंग सैटेलाइट इमेजरी के उपयोग से भी जल संरक्षण योजनाओं को तैयार किया जा सकता है। इस संबंध में जिला प्रशासन आपके साथ काम करेगा।

वर्ष 2019 में जल शक्ति अभियान के दौरान लोगों की उत्साहपूर्ण भागीदारी मुझे अब भी याद है। इस बार भी वैसे ही एकजुटता दिखानी है। जन-जन की भागीदारी के साथ हम वर्षा जल संचयन के लिए गड्डों व पोखरों का निर्माण करें, तालाबों को स्वच्छ बनाएं, नदियों और नालों के साथ बांधों और तटबंधों की जांच करें, अतिक्रमणों को हटाएं और बारिश की हर बूंद को संग्रहित करें। यह सभी उपाय मिट्टी की नमी और भू-जल स्तर को बढ़ाने में मदद करेंगे।

मैं आपसे वर्षा के जल के संरक्षण के महत्व पर चर्चा करने के लिए अपनी ग्राम सभा की विशेष रूप से बैठक आयोजित करने का आग्रह करता हूँ। ग्राम सभा के समक्ष इस पत्र को पढ़ने से लोगों तक वर्षा जल के संरक्षण का संदेश पहुंचाने में मदद मिलेगी। जल संरक्षण के लिए 'जल शपथ' हमारी सामूहिक प्रतिबद्धता को सुनिश्चित करेगी।

मुझे विश्वास है कि इस अभियान से जुड़ी गतिविधियों के दौरान कोरोना महामारी से बचाव के नियमों का पूरी तरह पालन किया जाएगा।

आइए, जहां कहीं भी हों, हम वर्षा की हर बूंद को बचाएं।

शुभकामनाओं से साथ।

आपका,

(नरेन्द्र मोदी)



सत्यमेव जयते

प्रधान मंत्री

Prime Minister

नई दिल्ली

चैत्र 04, शक संवत् 1943

25 मार्च, 2021

136  
103/2021

श्री अशोक गहलोत जी,

नमस्कार! मुझे उम्मीद है कि आप कुशल पूर्वक और स्वस्थ होंगे।

कोरोना महामारी के खिलाफ लड़ाई में देशवासियों के एकजुट प्रयासों ने इस बात को पुनः साबित किया है कि सामूहिकता हमारी कितनी बड़ी शक्ति है। साथ मिलकर हम किसी भी लक्ष्य को हासिल कर सकते हैं।

राज्य सरकारें इस अभूतपूर्व चुनौती के समक्ष जिस दायित्वबोध के साथ कार्य कर रही हैं वह सराहनीय है। ऐसे ही एक और महत्वपूर्ण विषय को सफलता सुनिश्चित करने के लिए मैं आपको यह पत्र लिख रहा हूँ।

21वीं सदी के भारत के लिए पानी की उपलब्धता बहुत जरूरी है। पानी हर घर, हर खेत की जरूरत तो है ही, जीवन के, अर्थव्यवस्था के हर पहलू के लिए भी उतनी ही आवश्यक है। आज जब देश तेज विकास की ओर अग्रसर है, तो जल सुरक्षा और प्रभावी जल प्रबंधन इसकी एक आवश्यक शर्त की तरह है। भारत के सर्वांगीण विकास का लक्ष्य, भारत की आत्मनिर्भरता का संकल्प, हमारे जल स्रोतों पर और जल की सभी तक पहुंच पर निर्भर है।

जैसा कि आप जानते हैं, 22 मार्च 2021 को विश्व जल दिवस मनाया गया और इसी दिन जल शक्ति मंत्रालय द्वारा देशव्यापी जल संरक्षण आंदोलन 'जल शक्ति अभियान: कैच द रेन' की शुरुआत की गई।

आंदोलन का आदर्श वाक्य "कैच द रेन: व्हेयर इट फ़ॉल्स, व्हेन इट फ़ॉल्स" सिर्फ एक नारा नहीं, एक प्रण की तरह है जो वर्षा के जल को बर्बाद न होने देने और मॉनसून की शुरुआत से पहले वर्षा जल के प्रबंधन और जल निकासों से जुड़ी हैयारियों पर बल देता है।

- Pscam

- 103/2021

जल शक्ति अभियान के अंतर्गत हमारे सामूहिक प्रयासों में पारस्परिक और नवीनतम तकनीकों का समन्वय शामिल है। मौजूदा जल निकासों को डिजिटल मैपिंग के साथ-साथ वर्षा जल संचयन के लिए गड्डों व पोखरों का निर्माण, तालाबों की साफ-सफाई, नदियों, झीलों और पुराने कुओं का कायाकल्प व संरक्षा और तटबंधों की जांच करते हुए, अतिक्रमणों को हटाकर जितना संभव हो उतना नारिश के पानी को संग्रहित करना हमारा लक्ष्य है।

मेरा आपसे आग्रह है कि जल संरक्षण योजनाओं को लागू करने विभिन्न हितधारकों और समुदायों को इस अभियान से जोड़ने, सम्बंधित विभागों के साथ वर्षा जल संग्रहण हेतु रणनीति तैयार करने और उसे क्रियान्वित करने के कार्य आप अपने नेतृत्व में तत्परता से आगे बढ़ाएं।

इस अभियान में जनभागीदारी अहम है। भावी पीढ़ियों के लिए जल-जन से ऊर्जित यह अभियान, जल-सुरक्षा की दिशा में बहुत बड़ा कदम है। आशा है इस आंदोलन से जुड़ी विभिन्न गतिविधियों के दौरान कोविड-19 से जुड़ी संवधानियों का पूरा ध्यान रखा जाएगा।

मुझे विश्वास है की वर्षा जल की बूंद-बूंद को संचालने के इस अभियान को आपकी प्रतिबद्धता एक नई ताकत देगी।

शुभकामनाओं सहित,

आपका

(नरेन्द्र मोदी)

श्री अशोक गहलोत  
मुख्यमंत्री, राजस्थान  
मुख्यमंत्री कार्यालय  
सचिवालय  
जयपुर-302005



# Jal Shakti Abhiyan: Catch The Rain

- A continuation of Jal Shakti Abhiyan 2019 which
  - covered **1592 Blocks** out of total **2836 Blocks**  
**in 256 water stressed districts**
  - CNOs, BNOs and TOs visited these blocks from 01 July to 30 September 2019
- **Jal Shakti Abhiyan: Catch the Rain** campaign covers **ALL Rural blocks & All Urban areas of ALL Districts in the country**
  - from 22 March- 30 November 2021

# Jal Shakti Abhiyan: Catch The Rain

- Main objectives/activities:
  1. Harvest maximum rainwater and save it
  2. Enumerate, geo-tag, make inventory of all WHS and based on it, prepare a scientific plan for water conservation & WHS
  3. Set up Jal Shakti Kendras in all districts
  4. Intensive afforestation
  5. Generate awareness to ensure people's participation – *Jal Andolan a Jan Andolan*

# Ancient practices of Rainwater Harvesting in India



## *Jhalara* (Step wells)

- They are typically rectangular shaped stepwells with tiered steps
- The stepwells collect subterranean seepage from an upstream reservoir or a lake
- The main aim of the **Jhalaras** were to ensure easy and regular supply of water for religious rites, royal ceremonies and community use.



## *Tankaas* (storage tanks)

- The traditional rainwater harvesting technique is indigenous to the Thar desert region, Rajasthan
- It is a cylindrical paved underground pit collecting water from rooftops, courtyards or artificially prepared catchments flows
- Once filled, it can serve a family of 5-6 members throughout the dry season.



## *Johads* in Rajasthan

- One of the oldest systems to conserve and recharge ground water
- It is an earthen check dam that captures and stores rainwater
- Constructed in an area with naturally high elevation
- Sometimes, several **Johads** are interconnected through deep channels

# Benefits if we CATCH THE RAIN?

- Water stored in these “natural vessels” will
  - Improve Soil moisture
  - Increase water table
  - Reduce cost of pumping, saves money, energy
  - Increase greenery and vegetation
  - Better environment- good water bodies- better aesthetics, better health, better life
  - Reduce drinking water problems in Summer
  - Enabling “Tanker Mukth Indian Summers”

# Benefits if we **CATCH THE RAIN?**

- Water stored in these “natural vessels” will
  - Reduce urban flooding and water logging
  - Reduce flood-damages to roads, property  
(Urbanisation, Compaction and Concretisation has reduced Permeability and increased run-off)
  - Facilitate **Crowd Saving**, (Opposite to “Crowd Sourcing”)
  - lead to decentralized storage of water, which is environmentally sound, cost effective and done with people’s participation

# FLOOD WATER CATHEDRAL – TOKYO

prohibitive cost – may not be suitable for India

The **Metropolitan Area Outer Underground Discharge Channel** is an underground water infrastructure project in Japan.

It is the world's largest underground flood water diversion facility, built to mitigate overflowing of the city's major waterways and rivers during rain and typhoon seasons

The reservoir has helped reduce the number of homes affected by water damage in nearby areas by around 90%.





# **JSA: Catch The Rain**

## **– Activities**

# JSA: Catch The Rain –Activities

**Making and maintenance of “natural vessels” :**

- Roof-top RWHS in all buildings
- Water harvesting pits in all compounds
- New and repairing of old Check dams/ponds
- Removal of encroachments of tanks.
- De-silting of tanks to increase their storage capacity
- Removal of obstructions in the channels which bring water to them from the catchment areas
- Repairs to traditional step-wells and other RWHS
- Use old bore-wells/unused wells to recharge aquifers

**with active participation of people**

# JSA: Catch The Rain

- Local administration requested to
  - Ensure Roof top RWHS in all government buildings
  - Identify structures (RTRWHS, check dams, ponds, dug wells, step wells) those needing maintenance
  - Take up new construction of appropriate water harvesting structures
  - Take steps for Rejuvenation of rivers and streams
    - Rejuvenation of small rivulets to be taken up
  - Take steps for revival of wet lands
  - Take steps for Removal of encroachments in flood plain areas; water bodies and their channels



# Catch The Rain

where it falls, when it falls

जल का निरर्थक उपयोग ना करे,  
जल संरक्षण में अपना सार्थक सहयोग करे

## "Jal Shakti Abhiyan: Catch the Rain"

Ministry of Jal Shakti is taking up a nation-wide campaign "Jal Shakti Abhiyan: Catch the Rain"(JSA:CTR) focusing on saving and conserving rainwater with the theme: "Catch the rain, where it falls, when it falls" from 22 March 2021 to 30 November 2021 in the pre-monsoon and monsoon periods of 2021, covering both urban and rural areas of all the districts in the country. [Read more](#)

### Intervention Progress (Statistics as on 30-10-2021)

(\*) Number of Works Completed (Ⓜ) Number of Ongoing Works  
(₹) Expenditure (in Lakhs) for work completed under MONSOON

<b>WATER CONSERVATION AND RAIN WATER HARVESTING</b> • 9,80,880 @ 5,22,558 ₹ 22,38,378	<b>RENOVATION OF TRADITIONAL WATER BODIES</b> • 1,85,524 @ 1,16,938 ₹ 9,52,454
<b>REUSE AND RECHARGE STRUCTURES</b> • 4,75,066 @ 2,72,909 ₹ 1,15,189	<b>WATERSHED DEVELOPMENT</b> • 9,81,679 @ 7,55,478 ₹ 15,87,248
<b>TOTAL OF WATER RELATED WORKS</b> • 26,03,149 @ 16,67,854 ₹ 51,90,148	<b>INTENSIVE AFFORESTATION</b> • 36,51,59,364 @ 8,48,783 ₹ 8,07,621
<b>TRAINING / AWARENESS PROGRAMS BY IVC</b> 43,323	<b>ENUMERATION OF WATER BODIES</b> 14,81,803

(\*) Number of Works Completed (Ⓜ) Number of Ongoing Works  
(₹) Expenditure (in Lakhs) for work completed under MONSOON

### Sign in to continue

Username:

Password:

Phone No:

Submit

0:00 / 2:02

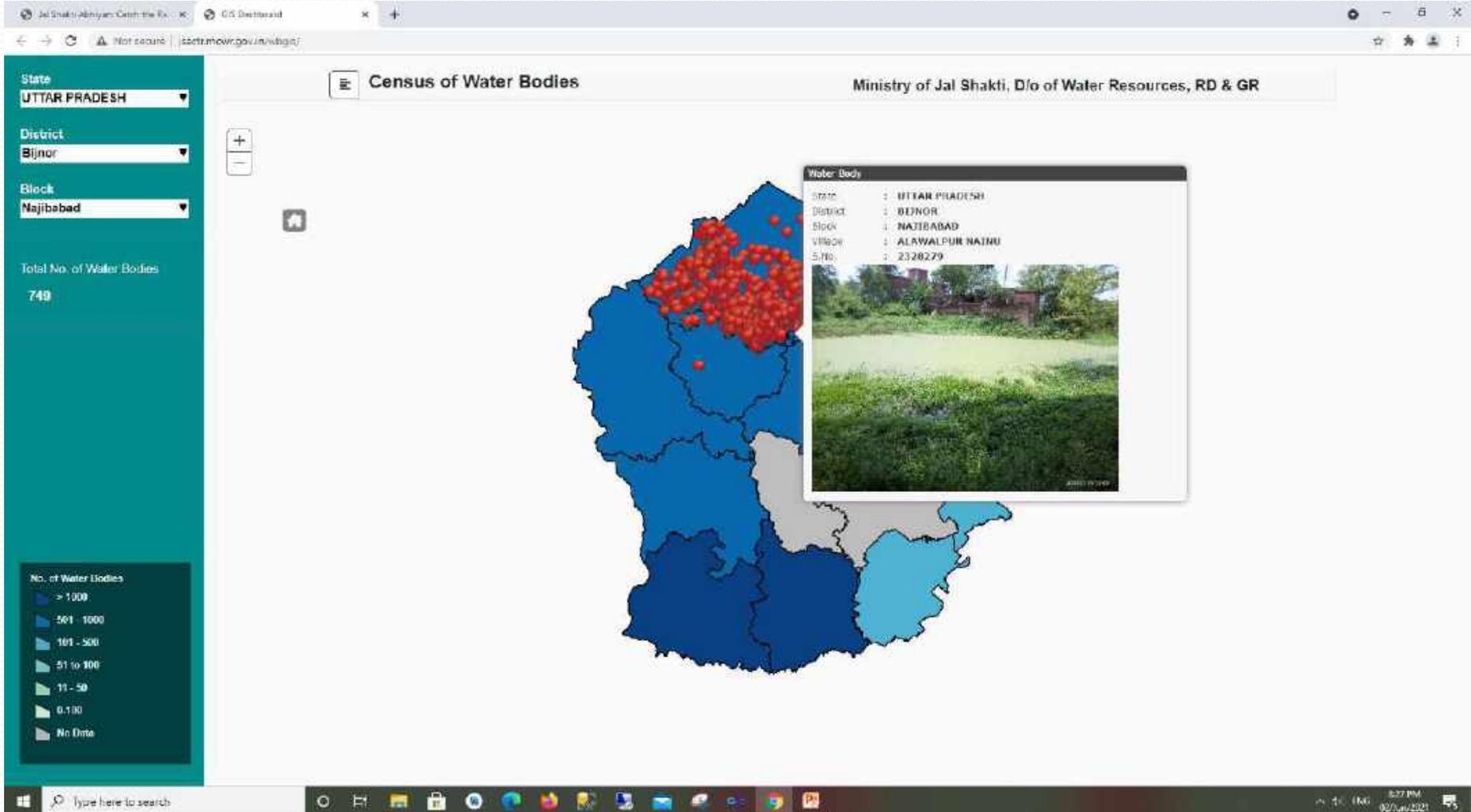
HON'BLE PM INAUGURATING THE LAUNCH OF JSA:CTR

JSA:CTR  
CONCEPT NOTE

URBAN CATCH THE RAIN  
ANIMATION

# JSA:CTR –Portal

## District & Block-wise Water bodies GIS Mapping



## Setting up of Jal Shakti Kendras (JSKs)

- Water - subject is handled by many departments in sylos- Irrigation -Major, medium, minor; Water resources; Public Health Engineering, Rural Water Supply, Municipality, Agriculture, Industries, RD etc
- Technical knowledge on suitable and appropriate RWHS is not easily available in the ground
- Jal Shakti Kendras, attached to Collectorates, or even levels below, are proposed in all districts
- JSKs will be a **KNOWLEDGE CENTRES** for all water related information in the district and would be one stop resource centre on water for all Collectors

## Jal Shakti Kendras (JSKs)

- Will provide
  - technical guidance on the construction of RWHS
  - all water related information- crops, water saving irrigation systems, ground table levels in blocks, rainfall, flood management for public and the resource centre on water for Collectors
  - No funds- it will be with respective departments
- to start with, could be just a mobile phone number given wide publicity in the district. The phone will be with a person who knows the information above
- Common Logo of easily identification



# JSA:CTR Awareness Generation (1)

- “Jal Shakti Abhiyan-Catch The Rain” Awareness Generation Campaign with NYKS  
from 21 December, 2020 in all districts.
- In the 1<sup>st</sup> phase of the awareness campaign implemented from 21st December 2020 to 31st March 2021, **Over 2.27 crore** people including DMs, MCs, Public Representatives participated
- Second phase is starting from **1 August 2021**
- DMs requested to co-ordinate/create the buzz
- IEC materials at -<http://nwm.gov.in/catchtherain>

**THE LAUNCH of  
“JSA II-Catch the  
Rain - Awareness  
generation”  
campaign on  
21 December 2020**





ENDORSEMENT FROM SRI VENKAIAH NAIDU, HON VICE PRESIDENT

## Catch The Rain



**Catch The Rain**  
Where it falls, When it falls



SRI SRI RAVI SHANKAR

ENDORSEMENT FROM SRI SR RAVISHANKARJI, SPIRITUAL LEADER

# Catch The Rain



**Catch The Rain**  
Where it falls, When it falls



INNOVATOR AND EDUCATION REFORMIST

ENDORSEMENT FROM SRI SONAM WANGCHUCK, INNOVATOR, REFORMER

# Review with DMs for Catch the Rain Campaign

Meetings with DMs of States	Date
Uttar Pradesh and Uttarakhand.	14.07.2021
Chhattisgarh, Himachal Pradesh, Delhi	04.08.2021.
Punjab, Maharashtra, Gujarat and Haryana	17.08.2021.
Kerala, Karnataka, Tamil Nadu, Andhra Pradesh, Puducherry & Lakshadweep, Rajasthan, Telangana, Jammu & Kashmir, Goa, Dadra & Nagar Haveli, Daman & Diu	07.09.2021.
Manipur, Meghalya, Arunachal, Sikkim, Mizoram, A&N, Nagaland, Ladakh and Chandigarh	13.10.2021.
Bihar, West Bengal, Orissa, Jharkhand and Tripura	23.11.2021.



Review of HMJS with DMs of UP and UK on 14-07-2021  
Minister for Jal Shakti, Govt of UP also present





Meeting with officials and NGOs  
of Hyderabad on 3-July-2021



# Renovated Bavi at Kondapur, Hyderabad



Rain Water Project  
with  
Blue Hyderabad  
part of  
Catch The Rain  
campaign

# Some other interventions



Rain Water Project  
with  
Blue Hyderabad  
part of  
Catch The Rain  
campaign



# RWHS pits and Rain Garden at VasantKunj B9-10 by RWA, FORCE and PTCFS



# Some other interventions

Before



Now



“Say Earth Foundation” with  
Municipal Commissioner ,  
Ghaziabad

# Waste land to Water body at Ghazipur, UP



“Say Earth Foundation” with  
Municipal Commissioner ,  
Ghaziabad



## Meeting of HE Governor of Telangana/ Puduchery with Vice Chancellors and officials of Red cross Hyderabad on 9-July-2021

Raj Bhavan Telangana



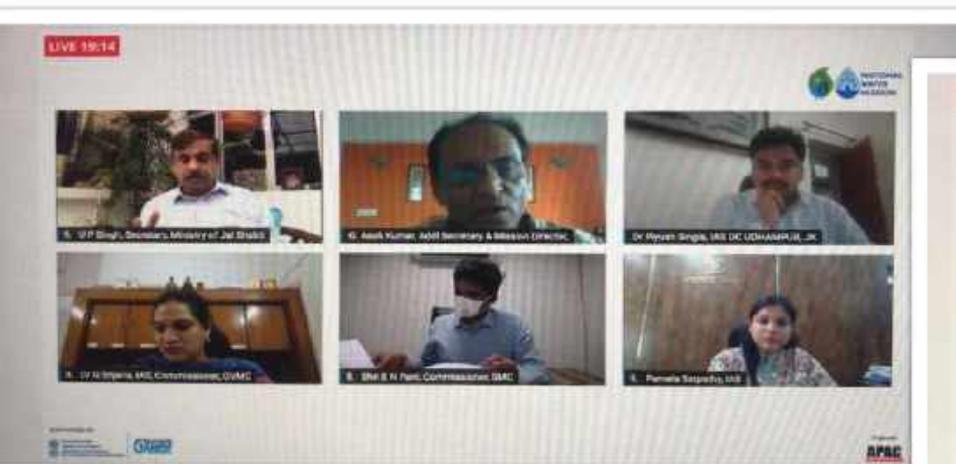
The image is a screenshot of a Zoom meeting interface. At the top, a green banner reads "You are viewing Biome Environmental Trust's screen". The top bar includes "View Options" and a "View" button. The participant list at the top shows: Asok Kumar, BWSSB Panelists, Elta Sawant, Uma, Biome Environ..., and Biome Environ... A "Recording LIVE on Facebook" indicator is visible on the left. The main video area displays a live stream of a rainwater harvesting project. The video shows a row of orange-colored rainwater harvesting structures. A sign in the foreground reads "ಸರ್.ಎಂ. ವಿಶ್ವೇಶ್ವರಯ್ಯ ಮಳೆ ನೀರು ಸುಗ್ಗಿ ಕೆ" and "Sir. M. Visvesvaraya Rain Water Harvesting The". Below this, another sign reads "ಬೆಂಗಳೂರು ಜಲಮಂಡಲಿ" and "BWSSB". A blue circular icon with a white 'i' is overlaid on the video. The bottom toolbar includes "Unmute", "Start Video", "Participants" (117), "Q&A" (32), "Chat" (26), "Share Screen", "Raise Hand", "Record", and "Leave". The Windows taskbar at the bottom shows various application icons and system information: "ENG US", "16:47", and "10-07-2021".

Meeting with officials and NGOs of Bengaluru on 10-July-2021

# “Catch The Rain-Dialogues with District Magistrates” program every Saturdays since 8 August 2020



## AB TAK SAATH(30)





# National Water Mission

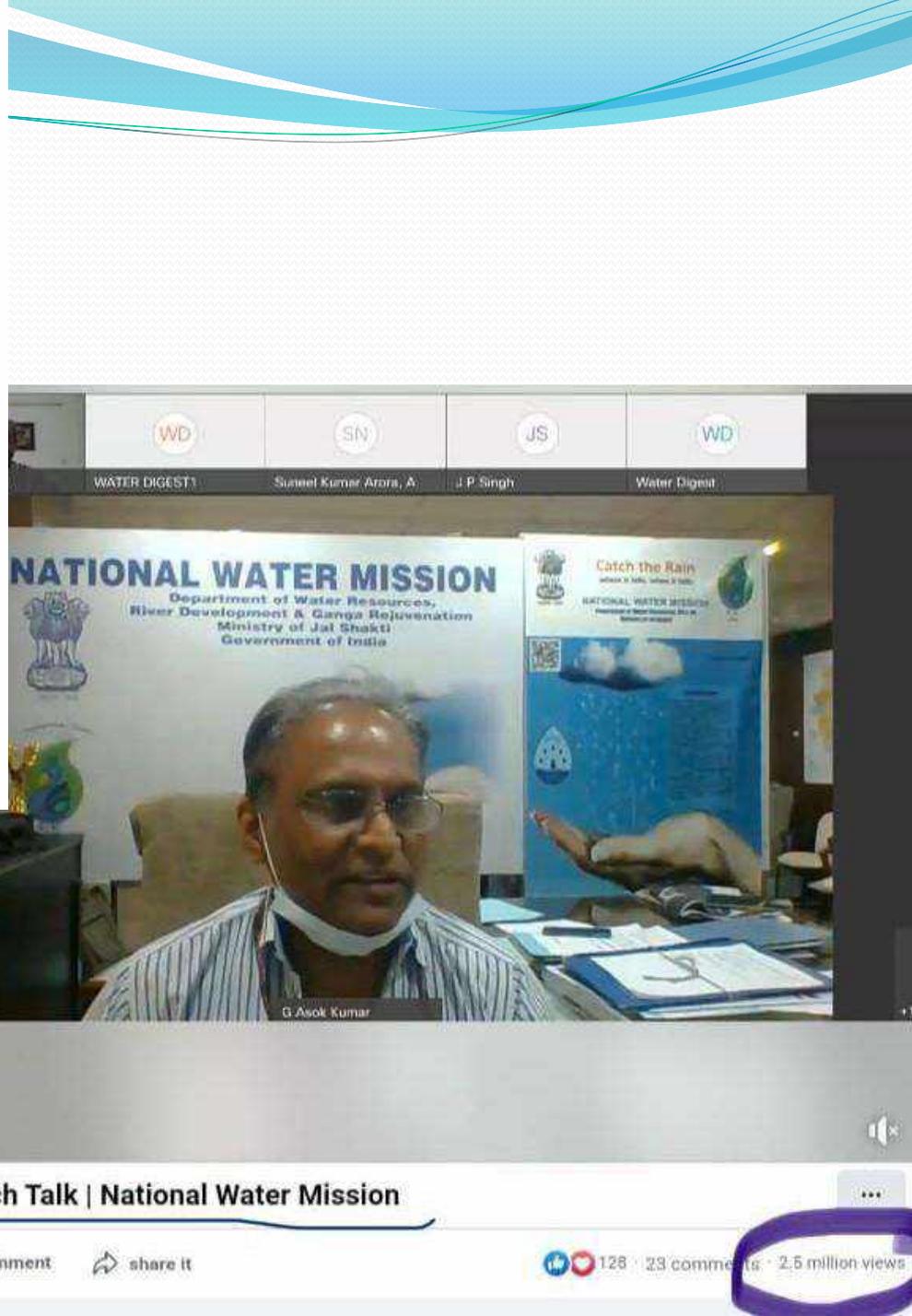
35K views · Was live · Yesterday

"Jal Shakti Abhiyan: Catch The Rain"



13

2 comments · 5 shares



**NATIONAL WATER MISSION**  
Department of Water Resources,  
River Development & Ganga Rejuvenation  
Ministry of Jal Shakti  
Government of India



G. Asok Kumar

## 11th Water Tech Talk | National Water Mission

Like comment share it

128 · 23 comments · 2.5 million views

# NWM and UNDP Awards for 41 Women Water Champions--



“जब हम सब मिलकर मजबूती से प्रयास करते हैं तो असंभव को भी संभव कर सकते हैं।  
जब जन-जन जुड़ेगा, जल बचेगा।”

- प्रधानमंत्री नरेन्द्र मोदी



आइए बारिश की हर बूँद को बचाएं।

“कैच द रेन”

वेयर ड्रट फ़ॉल्स, येन ड्रट फ़ॉल्स



बारिश के पानी को जमा करना आसान है। उसके लिए छत पर एक साधारण सा सिस्टम लगाया जिसमें नुई पाइप से बारिश का पानी नीचे रखी टैंक में जमा होता जाएगा ताकि भविष्य में उसका उपयोग किया जा सके।

बारिश के पानी को जमा करने से:

- पानी की साल भर की जरूरतें पूरी हो सकती हैं।
- भूजल के स्तर में सुधार होगा।
- शहरी बाढ़ और जल जमाव घटेगा।

अधिक जावकारी के लिए संपर्क करें - [catchtherain.nwm@gmail.com](mailto:catchtherain.nwm@gmail.com)  
<http://nwm.gov.in/catchtherain>

वर्षा के जल का संचयन करें, एक बूँद भी बर्बाद न हों दें।



#CatchTheRain



राष्ट्रीय जल मिशन  
जल संचयन, जल प्रदूषण और  
जल संयोजन विभाग  
जल संचयन विभाग  
भारत सरकार

Some posters



National Water Mission

Ministry of Jal Shakti, Department of Water Resources, RD & GR



आओ बचाएं  
वर्षा जल और  
सजाएं अपना  
कल।





NATIONAL WATER MISSION  
DEPARTMENT OF WATER RESOURCES, RD & GR



जल जीवन का अनमोल रतन।

इसे बचाने का करो जतन।।



Some posters



National Water Mission

Ministry of Jal Shakti, Department of Water Resources, RD & GR



CATCH  
THE  
RAIN



Today's rain  
water is  
tomorrow's life  
saver!





**Pune**



**New Delhi**



**Mumbai**



**Meerut**



**Rajasthan Zone**





Trying for "Tanker Mukth Bharat Summers"



LIVE 1:01:36



Daniel Lipschits



G. Asok Kumar, NWM



Maya Acharya, Embassy of Netherlands



Rasoul Mikkelsen



Michal van Belle-Stup Urban Rain Shell



Souvik Goswami, Co-founder, APAC News Network



Chrétien Hendriks



Joost Geijer, Netherlands Embassy



Utpal Banerjee

## Virtual Dialogue on 'Catch the Rain' Campaign Exploring Indo-Dutch Collaboration Opportunities

# You've Till Dec 31 To Install RWH System At Your Home

## Govt Extends Deadline by 3 Months, To Offer Financial Incentives

By Navjyoti F. Gandhok  
@timesgroup.com

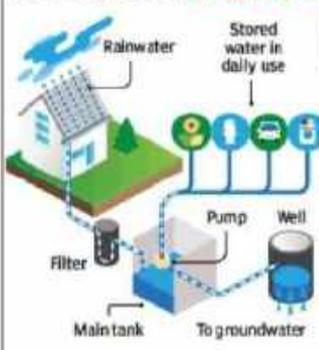
New Delhi: Water minister Satyendar Jain announced on Monday the extension of the last date for buildings and residences occupying over 100 sq metres to set up a rainwater harvesting system till December 31 from September 30. He said this after a meeting on Monday to take stock of the progress made on the matter and to endorse an increase in the adoption of RWH structures to efficiently use rainwater in water-deficient Delhi.

Jain, who is also chairman of Delhi Jal Board, said people could get a certificate for RWH installation from an architect registered with the Council of Architecture instead of solely from DJB. The state government will also provide financial assistance up to Rs 50,000 and a rebate of 10% in water bills to incentivise the installation of RWH systems.

Among the measures being introduced by DJB is the Dungarpur model, also known as inline RWH system. This model is cost effective and is currently being implemented in the rain-watered Dungarpur district of Rajasthan. "It uses innovative techniques and is centred on routing the rainwater directly to a bore well, instead of a regular rainwater harvesting pit," explained Jain.

This is achieved by the rainwater getting filtered within a pipe, avoiding an additional fil-

### AVOIDING THE PITFALLS



Size of plot (in sqm)	Financial assistance amount
100 to 199.99	50% of the total cost of the RWH structure or ₹ 10,000, whichever is less
200 to 299.99	50% of the cost of structure or ₹ 20,000, whichever is less
300 to 399.99	50% of the cost of structure or ₹ 30,000, whichever is less
400 to 499.99	50% of the cost of structure or ₹ 40,000, whichever is less
500 sqm and above	50% of the cost of structure or ₹ 50,000, whichever is less

To encourage and ensure installation of rooftop rainwater harvesting systems in houses and buildings over 100 sqm, the Delhi government will now be giving financial assistance up to ₹ 50,000 and a rebate of 10% on water bills

The last date for compulsory installation has been changed to December 31, 2021, DJB chairman and water minister Satyendar Jain said on Monday

DJB has 12 rain centres or Jal Shakti Kendras in every district to facilitate adoption of RWH systems

ter system and harvesting pits. The inline RWH system comprises a pipe with a geotextile membrane filter installed horizontally in the rainwater channel, which is connected to non-functional or defunct bore wells.

Jain claimed that in comparison with a conventional RWH system, the Dungarpur one was cheaper. "This system is cost-effective because it does not require a complex setup. While setting up a conventional RWH system costs Rs 75,000-1 lakh, the Dungarpur model can be set up for as little as Rs 16,000," he added.

As for the relaxed compliance guidelines, Jain said people no longer needed to visit DJB's office for a certificate. Their RWH structures could be certified by architects registered with the Council of Architecture provided the system was installed as per DJB guidelines. "This will save people a lot of time," said the minister.

DJB has 12 rain centres or Jal Shakti Kendras in each district in the capital to provide consumers with technical assistance for RWH installation. The guidelines for installing the RWH system as well as the

list of rain centres can be obtained from DJB's website (<http://delhijalboard.nic.in/content/rain-water-harvesting-ground-water-management>).

The Aam Aadmi Party government will give financial assistance of 50% of the cost of the RWH system, subject to a maximum of Rs 50,000 as well as a rebate of 10% in water bills. To avail these benefits, people must have an adequacy certificate for the RWH system. It is mandatory for new and existing properties covering over 100 sq m to adopt rainwater harvesting.



Tweet



Kiran Bedi ✓  
@thekiranbedi

Also called 'RAIN MAN', Shri Asok Kumar, Additional Secretary and Mission Director, National Water Mission, Ministry of Jal Shakti Mission, Dept of Water Resources GOI visited @NavjyotiF to see community work done in water recharging by @PMOIndia @MoJSDoWRRDGR @Chandni\_Bedi



Tweet your reply

NATIONAL WATER MISSION

# MAKING JAL ANDOLAN A JAN ANDOLAN

**The National Water Mission's "Jal Shakti Abhiyan: Catch The Rain" campaign, probably one of the biggest water conservation campaigns in the world, has evoked a very positive response across the country**

The National Water Mission (NWM), under Union Ministry of Jal Shakti had started in 2020 an intensive campaign "Catch the Rain" with the tag line "Catch the rain, where it falls, when it falls" to engage stakeholders to create appropriate Rain Water Harvesting Structures (RWHS) suitable to the climatic conditions and sub-soil strata, with people's active participation, before the onset of the monsoons, to ensure storage of maximum quantity of rainwater.

**THE PRIME MINISTER'S INITIATIVE**

Prime Minister Narendra Modi mentioned the campaign in his "Mann Ki Baat" on 28.2.2021 and launched the "Jal Shakti Abhiyan: Catch The Rain" - a nationwide mega campaign on 22.3.2021, World Water Day, in the presence of Sri Gajendra Singh Shuklaawat, Union Minister for Jal Shakti, Sri Rattan Lal Kataria, Minister of State for Jal Shakti, Social Justice and Empowerment and Sri Pankaj Kumar, Secretary, Ministry of Jal Shakti. He launched it virtually addressing all District Magistrates, all Sarpanchs and the 2 lakh+ Gram Sachins (except in poll bound states) of the country. He interacted with 5 Sarpanchs from various parts of the country on their efforts to "catch the rain" and conserve water. He committed utilization of all MNREGS funds for water conservation works till the onset of rains and exhorted to create roof top RWHS

**"Catch the Rain" campaign has achieved significant success in creating mass awareness and eliciting people's participation to address the issues related to water conservation. The campaign's aim is to increase water table, soil moisture and vegetation; decrease effects of flooding, damages to property and roads due to flooding, particularly in urban areas; and ensure sufficient water availability during summer for drinking purposes."**

— G. Avin Kumar, Additional Secretary & Mission Director at National Water Mission, the nodal agency for the "Jal Shakti Abhiyan: Catch the Rain" campaign.

in all Government owned buildings, particularly the schools, colleges, Anganwadis and PWDs. Special Gram Sachins were held all over the country (except in poll bound states) on the day to discuss water conservation related topics and participants took Jal Shakti Paths. Prime Minister has also written a letter to all Sarpanchs seeking their co-operation and participation in the campaign.

Steps initiated by NWM to ensure the campaign's success.

State Governments and stakeholders were asked to take steps to build RWHS to tap rain water from rooftop and open grounds of all government, semi-government and corporate offices. Chief Secretaries of all states were requested to direct district authorities to enumerate all water bodies, dealing with old revenue records and remove encroachments. All Collectors were requested to start "Jal Shakti Kendras" and setup toll-free numbers at district level to give technical guidance on RWHS. The campaign also includes construction of check dams, ponds and water harvesting pits, removal of encroachments & re-siting of water bodies to increase their storage capacity; removal of obstructions in the channels which bring water to them; repairs to stop-works and traditional RWHS; use of detour 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.

Among educational institutions, Directors of all IITs and IIMs are taking up appropriate RWHS in the premises of their institutions. Vice-Chancellors of many government and private universities are taking steps to set up RWHS in the premises of their universities and colleges under them. Rain water saved and stored during the rainy season may help to tide over the drinking water crisis affecting many parts of the country during summer and could lead to "Tanker-Mukh" Summers!

Earlier, in collaboration with Neeru Naa Kendra Sangathan (NPKS), NWM had started an awareness generation drive to cover ALL districts in the country. 12.24 lakh people participated in the "Jal Shakti" on 1 Jan 2021. Over 264 lakh people have participated in this drive, as on 31-3-2021, as per the NPKS reports. This was taken up in the last year's COVID lockdown period as a celebration of Jal Shakti Abhiyan 2019 which covered 1592 blocks out of 2636 blocks in 256 water stressed districts. This time, the "Jal Shakti Abhiyan: Catch The Rain" campaign covers all rural and urban areas - all 7600+ blocks and municipalities in 729 districts of the country.

# Catch the rain

New phase of Jal Shakti Abhiyan should improve water availability

Given the urgency to alleviate widespread and steadily worsening water scarcity, the government has rightly decided to launch Phase-2 of its flagship water conservation programme Jal Shakti Abhiyan on April 1. Though various types of soil and water conservation programmes have regularly been taken up over the past several decades, the civic works related to them are rarely carried out before the onset of the monsoon, as should preferably be the case. The land is usually vacant and the water stock in the existing water bodies low or, in some cases, nil to allow maintenance and improvement works in the pre-monsoon period. But most often, such tasks are sought to be performed during the rainy season, which is the most inappropriate time for these activities. Phase-1 of the massive Jal Shakti initiative in 2019, too, was implemented from July 1 to November 30. The net gains from this phase, consequently, remained below par. In 2020, this programme could not make much headway because of the pandemic. The lags and lapses, therefore, need to be made up this year.

Another noteworthy aspect of this year's water conservation campaign is its well-advised motto: "Catch the rain where it falls and when it falls". This, essentially, is the sharpened version of the earlier slogan: "Khet ka pani khet mein; gaon ka pani gaon mein", meaning retaining field water in the fields and village water in the villages. Only a few states followed this principle — and, that, too, only partially — by promoting the digging of field-level ponds to store surplus rain water for crop-saving irrigation. Well-designed and location-specific water-holding infrastructure is needed to be put in place prior to the monsoon season for in-situ water conservation.

Going by the estimates floated by the NITI Aayog, nearly 600 million Indians face "high to extreme" water stress. What is worse, the paucity is projected to exacerbate as India's overall water demand is anticipated to double by 2030. This could potentially dent the country's gross domestic product by 6 per cent by 2050. The situation is particularly worrisome in the groundwater sector. The water table in many areas is receding at an alarming pace despite restrictions on installing water extraction systems in over-exploited zones. India is the world's largest extractor of groundwater. Its annual water withdrawals are more than those of the US and China put together. Such indiscriminate exploitation of groundwater is unsustainable. Adequate recharging of subsurface aquifers through rainwater harvesting is, therefore, indispensable.

Fortunately, the country's average annual rainfall of around 120 cm (comprising 79 cm of monsoon rainfall and the rest during other times of the year and in the form of snowfall) can easily meet the genuine needs if managed well. But over 80 per cent of it is allowed to run off wastefully, eroding the precious soil in its wake. That said, the truth also is that part of the likely gains from the Jal Shakti Abhiyan could be eroded if the available water is not used efficiently, especially in the agriculture and industrial sectors. For this, appropriate pricing of water is imperative. Also, free or subsidised power supply for groundwater pumping must stop.



**Catch the Rain**  
Where it falls, When it Falls



**NATIONAL WATER MISSION**  
<http://nwm.gov.in/catchtherain>



# Catch the Rain Drops to Water Abundance

India may be heading for one of the world's worst national water crises where according to findings of some studies more than 50% of the population has no access to safe drinking water and every year about 200,000 people perish as they have no access to potable water. India is said to have just 4% of the world's fresh water, but is home to 18% of the global population. Along with its growing population and highly disproportionate and inefficient use of water in agriculture, the overall water availability is running dry. Water scarcity in India is expected to worsen as the overall population is expected to touch 1.6 billion by year 2050.

## Catch the Rain: Where it falls, When it Falls

World Water Day celebrated on 22<sup>nd</sup> March, 2021, was a significant day for India when Hon'ble Prime Minister Shri Narendra Modi launched the "Jal Shakti Abhiyan: Catch the rain" campaign with the theme "Catch the rain, where it falls, when it falls" to address the challenges of growing water crisis, which is increasing with the increasing pace of development in the country. Mr Modi said, "Water security and water management is crucial for the future of coming generations." The campaign is driven by the National Water Mission, Ministry of Jal Shakti to activate the states and all stakeholders to create appropriate Rain Water Harvesting Structures (RWHS) and other water storage devices in accordance to the climatic conditions and sub-soil strata of the region, with active participation of people at the grassroots. The campaign aims at preparedness before the onset of monsoon to maximize the Catch of the rain drops!

In India, the dance of peacock, the national bird of India, with its iridescent plumage in full expanse is seen as a harbinger of rain queening the parched earth after a prolonged spell of harsh summer. "Piku", the Peacock, is appropriately the mascot of this "Catch the Rain" campaign.



## Strategies to Catch The Rain

Under this campaign, engaging people at the grassroots for successful implementation of the drive is a significant part of the strategic interventions. Construction of check dams, water harvesting pits, rooftop RWHS, desilting of tanks to increase storage capacity, removal of obstructions in the channel feeding water into them from the catchment areas, repairs to step-wells and using defunct bore-wells and unlined wells to replenish aquifers and removal of encroachments etc., for trapping rainwater to increase water catchment and storage, restoration of wetlands, rejuvenation of rivulets and rivers etc are among the many endeavours of the campaign along with awareness drives.

It was for the first time that a concerted national campaign was launched with collective participation of all stakeholders to reverse the peril of water scarcity. PM Modi observed that India's development and self-reliance is dependent on water security and water availability, and emphasis has been made in making water governance a priority in its policies and decisions of the government for fulfilling the responsibility of the present generation towards the future generations.

At the launch, he drew the attention to several measures taken in the last 5 years to augment

## Catch The Rain



water reserve through national programmes such as Pradhan Mantri Krishi Sinchayee Yojna, water to every farm - Har Khet ko Pauri, Per Drop More Crop campaign and Namami Gange Mission, Har Ghar Pari-Jal Jeevan Mission, Atal Bhujal Yojana and formation of a Ministry of Jal Shakti to co-ordinate all activities related to water. Satisfied that the awareness about Jal Shakti Mission is increasing, he expressed happiness that villagers are trying to save rainwater and advising others to promote efficient use of water.

Emphasising that water is more precious than money, PM Modi called for better management of rainwater that would help to replenish the depleted ground-water, significantly reduce the impact of losses during rainy seasons and increase the availability of water during summer, by saving more and more water when it rains. Therefore, it is imperative for campaigns



like "Catch the Rain" to be successful. PM Modi said that Aadiwaasi people have always put their faith in water and treated it as an important part of their life, adding that if country learns this faith from our Aadiwaasis, water problems in the country will be solved to a large extent.

## Water Woes

At 130 crores people, India is the second largest population in the world after China. Every summer the serpentine queues of people - young, old and even children - awaiting their turn to fill their water pots is a common sight and is alarming too. In rural and remote areas, particularly, in regions with a swathe of parched lands, women and children are seen trading miles each day to water bodies like streams and ponds to get water that barely suffices their daily need. The situation has impacted their health, affecting children's education and making the larger community's overall scenario very bleak.

Even though concerted efforts have been made in the past few decades in making drinking water available by the municipalities, the burgeoning population of the country has put immense stress on water resources where the rural areas find themselves side-lined. Added to it, the rapid urbanization stretching the available water resources is making the government grappling every summer to meet water need of the public. Findings suggest that over 21% of India's diseases are water borne which is aggravated by poor access of the population to basic sanitation. With water being tipped in its last drop, their sources stand exposed to pollutants, more so if the monsoon is scanty.

India is blessed with abundant rains during the monsoon, but are we using this rain water to replenish water sources, which we rampantly extract for agriculture, drinking water and industrial purposes? A large quantity of this water is not saved and flows into the sea. Basically, an agrarian country depending very much on ground water

irrigation, replenishing of aquifers therefore is of utmost importance to raise the water table. Due to lack of a comprehensive water usage system plan, rural communities are compelled to tap groundwater by drilling more and more bore-wells, that too deeper and deeper. These menaces have now spread to urban areas as well.

## Participation by Stakeholders

Under Catch the Rain initiative, District Collectors and Municipal Commissioners have been requested to open "Jal Shakti



Kendras" that will have a dedicated mobile phone number and manned by an engineer or a person well-versed in RWHS and water related issues. These Jal Shakti Kendras will act as knowledge/technical guidance centres to all stakeholders on how to catch the rain, where it falls, when it falls. Also, all water bodies in the districts shall be enumerated, (checked with revenue records) and encroachments to be removed. All Stakeholders having large tracts of land have been urged to take steps to "Catch the Rain".

Efforts are being made to make as many rooftop RWHS on buildings, to maximize collection of rainwater falling in the ground within the premises to refrain them itself so that no or only negligible water spills out from there. This method of water collection will help in improving soil moisture and raising ground water table, besides reducing water inundation in urban areas. Urban-flooding is now frequent occurrences, causing damages and putting residents to severe inconveniences.

The National Water Mission (NWM), Ministry of Jal Shakti in collaboration with Nehru Yuva Kendra Sangathan (NYKS), Ministry of Youth Affairs and Sports had earlier started the "Catch the Rain" Awareness Generation drive through various IEC activities, which will include conducting education and motivational programs, mass awareness drives like wall writing, rallies etc. The emphasis is to make the youth, the future of our country, aware about the precious water and the need to conserve it by taking a lead in revival of Baelis, ponds, wells, rejuvenate water bodies, tree plantation, save nature and rely on traditional water saving methods through a comprehensive and integrated approach for water management. Over 2.04 crore people have so far taken part in this drive.

If the objective of the "Catch The Rain" campaign is achieved, it will be great boost for the government's initiative to make Jal Andolan, a Jan Andolan.

## Tribals revive Bio-ecosystem using traditional wisdom

Setting a fine example, the simple tribals, comprising mostly of bhils, in Bhabua belt of Madhya Pradesh, solved their longstanding water grievances by resorting to the wisdom of the Haina tradition prevalent in their culture. Within 8-10 years, by adopting traditional water harvesting and conservation methods, hundreds of villages were transformed into lush green regions. They reportedly made 90 ponds and innumerable other water sources, removed encroachment from catchment areas, installed protection device, desilted water bodies to increase capacity of water storage, forain water collection and preventing it from flowing away eroding top soil making it uncatchable.

Many such stories of successful local initiatives to Catch The Rain have been showcased in the National Water Mission's "Water Talks" held every third Fridays of a month virtually and can be seen at <http://nwm.gov.in/water-talk>.



Thank you