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Addl. Secy. & Mission Director  
National Water Mission



भारत सरकार/GOVERNMENT OF INDIA  
जल शक्ति मंत्रालय/MINISTRY OF JAL SHAKTI  
जल संसाधन, नदी विकास और गंगा संरक्षण विभाग  
DEPTT. OF WATER RESOURCES,  
RIVER DEVELOPMENT & GANGA REJUVENATION  
राष्ट्रीय जल मिशन/NATIONAL WATER MISSION

D.O. No. M-65022/13/2020-NWM

Dated: 15/03/2021

Dear District Magistrate/District Collector/Deputy Commissioner,

Please refer to my DO letters of even number, dated 11/5/2020, 9/10/2020, and 9/12/2020 to you regarding National Water Mission's "Catch The Rain" campaign, with the tagline, "Catch the rain, where it falls, when it falls", to take up water conservation works on priority before the onset of the next monsoon.

2. Government of India had launched Jal Shakti Abhiyan (JSA) in 2019 in 1592 blocks out of the 2836 blocks in 256 water-stressed districts. As was mentioned by the Hon'ble Prime Minister in his "Mann Ki Baat" program on 28/2/2021, Ministry of Jal Shakti is starting the Jal Shakti Abhiyan: Catch the Rain (JSA:CTR) campaign with the theme "Catch the rain - Where it falls, When it falls" covering both urban and rural areas of all the blocks of all districts in the country. National Water Mission (NWM) is the nodal agency for this campaign to be taken up during the pre-monsoon and active monsoon periods i.e. from 22nd March to 30th November, 2021. Many of you have participated in the massive awareness generation drive started on 21 December 2020 as its preparatory phase, in collaboration with Nehru Yuva Kendra Sangthan (NYKS)

3. Hon'ble Prime Minister will launch the campaign at 11 AM on 22nd March 2021, World Water day. He will address officers of departments concerned, District Magistrates/ District Collectors/Deputy Commissioners of all districts and Sarpanchs of all Gram Panchayats (except from the poll bound states) through a video link. State Governments have already been requested that special Gram Sabhas may be held in all Gram Panchayats, after the address by the Hon'ble PM. Sarpanchs have also been requested to administer "Jal Shapath" and discuss issues related to water conservation in this gram sabha. A DO letter dated 11.03.2021 from Cabinet Secretary has been sent to Chief Secretaries/ Administrators of all States/ UTs in this regard.

4. Under 'JSA: CTR', it is proposed that take up maintenance and creation of rainwater harvesting structures each district; create a GIS-based inventory of all water bodies/water structures using available maps from NRSC (National Remote Sensing Centre); prepare a scientific plan for the interventions of JSA:CTR and setting up of Jal -Shakti Kendras in all districts. DM of the districts will certify the completion of these GIS-based maps and action plans.

5. DoWR, RD & GR, Ministry of Jal Shakti will give an incentive-based financial grant of upto Rs. 2.00 lakh to each district for GIS mapping, geo-tagging, preparation of scientific action plan and water conservation works. Initially, Rs. 1.00 lakh will be given as financial grant for procuring the maps, engaging GIS expert, ground truthing and preparing the scientific plans. Balance Rs. 1.00 lakh will be released based on the quality and performance of work done in each district, based on specific parameters. It is requested to provide the Bank-Mandate of the district administration for the release of the funds directly to the account.

6. I request you to join by 10:30AM for the launch of the campaign on 22/3/2021 and actively participate and involve all stake holders in the 'Jal Shakti Abhiyan: Catch the Rain' campaign in your district and make it a success.

With Best Wishes,

Yours sincerely,



(G. Asok Kumar)

To,

District Magistrates/ District Collectors/Deputy Commissioners of all Districts