

यू. पी. सिंह

U.P. SINGH

सचिव

SECRETARY

Tel : 23710305

Fax : 23731553

E-mail : secy-mowr@nic.in



सत्यमेव जयते

भारत सरकार  
जल शक्ति मंत्रालय  
जल संसाधन, नदी विकास  
और गंगा संरक्षण विभाग  
श्रम शक्ति भवन  
रफी मार्ग, नई दिल्ली-110 001

GOVERNMENT OF INDIA  
MINISTRY OF JAL SHAKTI  
DEPARTMENT OF WATER RESOURCES,  
RIVER DEVELOPMENT & GANGA REJUVENATION  
SHRAM SHAKTI BHAWAN  
RAFI MARG, NEW DELHI-110 001  
<http://www.mowr.gov.in>

**D.O. No M.65022/09/2020 -NWM**

**24<sup>th</sup> December, 2020**

Dear

Please refer to the D.O. letter dated 15.12.2020 from Hon'ble Union Minister of Jal Shakti to Chief Ministers/ Administrators of States/ UTs on National Water Mission's campaign "Catch the Rain" campaign. I am enclosing a copy of the same for your ready reference.

2. I may reiterate that National Water Mission, Department of WR, RD & GR, Ministry of Jal Shakti (MJS) launched a campaign "Catch the Rain" with the tag line "Catch the rain, where it falls, when it falls" to nudge all stakeholders to create rain water harvesting structures suitable to climatic conditions and sub-soil strata, to ensure in-situ storage of rain water.

3. Encouraged with the success of Jal Shakti Abhiyan-I (JSA-I) which covered 1592 blocks out of 2836 blocks of 256 water stressed districts, this Ministry is planning to launch Jal Shakti Abhiyan-II (JSA-II) in 2021, this time covering all districts & blocks in the country. In its preparatory phase, this Ministry has involved Nehru Yuva Kendra Sangathan (NYKS), under the Department of Youth Affairs, Ministry of Youth Affairs and Sports for undertaking "JSA-II: Catch the Rain awareness campaign" to cover 31,150 villages in 623 districts. The campaign will run from mid-December 2020 to March 2021. This campaign was launched in New Delhi on 21.12.2020, jointly by Shri Gajendra Singh Shekhawat, Hon'ble Union Minister, Jal Shakti; Shri Kiren Rijju, Hon'ble Minister of State (Independent Charge), Youth Affairs & Sports in the presence of Shri Rattan Lal Kataria, Hon'ble Minister of State, Jal Shakti. All units of NYKS had joined the launch virtually through digital link.

4. NYKS will undertake this awareness building campaign through various IEC activities which will include conducting education & motivational programs, mass awareness campaigns, environment building including wall writing, banners & e-posters, knowledge competitions, demonstration activities like theme-based nukkad nataks & skits, branding & popularize the campaign by logos & printed IEC materials etc. During this period, the NYKS teams will also meet district administration, line departments and water agencies, hold meetings with Pradhans, local influencers and volunteers to further the cause.

5. Besides, undertaking IEC activities, NYKS will also seek support of the district authorities in setting up of Jal Shakti Kendras (JSKs) in each district, enumeration of

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water bodies, cross checking the same with revenue records, identification and classification of all encroachments as permanent or temporary, removal of temporary encroachments, ensuring rooftop RWHS in all Govt buildings, taking up of tree plantations, rejuvenation of rivers/ lakes/ streams and GIS Mapping of all existing water bodies so that we are sufficiently geared up in taking up JSA II next year. These JSKs can act as a knowledge center for giving technical guidance to people and need not be necessarily a "brick and mortar" structure, but a "virtual office" having a highly publicized mobile phone number or a toll-free number and should be attended by persons appointed from government/administration, local-bodies or SHG/NGOs.

6. The success of this awareness campaign will be crucial to the impactful implementation of JSA-II next year. In view of this, I request you to direct the concerned authorities/ officers of state/ districts to extend necessary support to NYKS for implementation of awareness generation campaign for 'JSAII: Catch the Rain' campaign. This will go a long way in accelerating the process of water conservation across the country.

With regards,

o/c

Yours sincerely,



(U. P. Singh)

To,

Chief Secretaries & Administrators of all the States/UTs