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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>

August 24, 2020

D.O. No M.65022/09/2020 -NWM/1638

Dear

National Water Mission (NWM) is one of the 8 Missions set up in 2011 under the National Action Plan for Climate Change (NAPCC) guided by the Prime Minister's Council. The main objective of NWM is to *"conserve water, minimize wastage & to ensure its more equitable distribution both across and within the States through integrated water resource development and management"*. Promotion of citizen and State actions for water conservation, augmentation and preservation is one of the goals of NWM.

2. Water is a prime life-sustaining natural resource that cannot be created. India is having 18% of world's population, but has only 4% of its fresh water resources. The per-capita per-year availability of water has come down from 5177 cubic-meters in 1951 to 1545 cubic-meters in 2011. Though unevenly spread temporarily and spatially, India receives sufficient rainfall to cover most areas of the country. However, presently India stores much less water as compared to other countries. With the increasing demand, this is leading to water crisis year after year. Effectively managing the fast depleting water resources is also of strategic importance. Prime Minister has from many platforms and many times exhorted citizens to join hands to conserve water to secure the future.

3. National Water Mission's campaign **"Catch the Rain"** is to *nudge* all stakeholders to create Rain Water Harvesting Structures (RWHS) suitable to the climatic conditions and sub-soil strata, by first week of June itself- i.e., before the onset of monsoon, to catch the rains. Drives to make water harvesting pits, rooftop RWHS, check dams etc; removal of encroachments and de-silting of tanks to increase their storage capacity; removal of obstructions in the channels which bring water to them from the catchment areas etc; repairs to step-wells and using defunct bore-wells to put the water back to aquifers etc are some of the activities suggested to be taken up with people's active participation under this campaign. Rainwater harvesting (RWH) and Artificial Recharge structures are water conservation practices that can be used to expand the existing water supply. Rainwater "harvesting," or the capture of rainfall runoff from roofs or similar hard surfaces that would normally escape to sewers or overland flow, provides a high-quality source of water that can be used to extend an installation's water supply.

4. Most Public Sector Enterprises have large land areas and hence it is requested that all the rain water falling in the land areas be impounded in or under the ground within the campus by creating appropriate RWHS.

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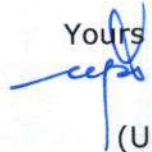
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5. Further, it is also advised to move towards the dual piping systems inside the campus buildings so that greywater from kitchens & bathrooms after primary filtration can be used for flushing systems and irrigation in parks & gardens of the campus. This can reduce the use of potable water for non-potable uses.

6. I request you to kindly instruct PSUs under the administrative control of your Ministry / Department to take steps to ensure appropriate rainwater harvesting and artificial recharge measures during the current monsoon season. I am separately writing letters to the major PSUs under your Ministry/ Department.

With regards,

Yours sincerely,



(U.P. Singh)

Secretaries of the Administrative Ministries / Departments
(As per the list attached)

Shri Sailesh,
Secretary
Deptt. of Public Enterprises
Public Enterprises Bhawan, Block 14,
CGO Complex, Lodhi Road,
New Delhi-110003.

Shri Kamlesh Nilkanth Vyas
Secretary
Department of Atomic Energy
Anushakti Bhawan,
Chhatrapati Shivaji Maharaj Marg
Mumbai-400001.

Shri Rajesh Kumar Chaturvedi,
Secretary
Deptt. of Chemicals & Petrochemicals
Shastri Bhawan
New Delhi-110001.

Shri Anil Kumar Jain,
Secretary
Ministry of Coal
Shastri Bhawan,
New Delhi-110001.

Shri Sudhanshu Pandey,
Secretary
Department Food & Public Distribution
Krishi Bhawan,
New Delhi-110001.

Dr. Ajay Kumar, IAS(85)
Secretary
Department of Defence
South Block, New Delhi - 110011

Shri Arun Goel,
Secretary
Deptt. of Heavy Industry
Udyog Bhawan
New Delhi-110011.

Shri A.K.Jain,
Secretary
Ministry of Mines
Shastri Bhawan,
Dr. Rajendra Prasad Road,
New Delhi - 110 001

Shri Indu Shekhar Chaturvedi,
Secretary
Ministry of New & Renewable Energy
Block No 14, CGO Complex,
Lodhi Road,
New Delhi, 110003

Shri Tarun Kapoor,
Secretary
Ministry of Petroleum & Natural Gas
Shastri Bhawan,
Dr. Rajendra Prasad Marg
New Delhi-110001.

Shri Sanjeev Nandan Sahai,
Secretary
Ministry of Power
Shram Shakti Bhawan,
Rafi Marg, New Delhi-110001.

Shri Sanjeev Ranjan,
Secretary
Ministry of Shipping
Transport Bhawan, Parliament Street
New Delhi-110001

Shri Pradeep K.Tripathi,
Secretary
Ministry of Steel
Udyog Bhawan
New Delhi-110011.

Shri Ravi Capoor,
Secretary
Ministry of Textiles
Udyog Bhawan
New Delhi-110011.

Shri Durga S. Mishra,
Secretary
Ministry of Housing & Urban Poverty Alleviation
Nirman Bhawan, Maulana Azad Road,
New Delhi - 110011

Shri Vinod Kumar Yadav,
Chairman,
Railway Board,
Ministry of Railways,
Rail Bhawan,
New Delhi - 110 001.

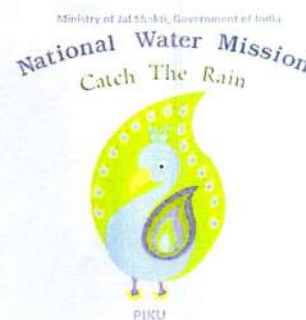
“Catch The Rain” Campaign

**-G.Asok Kumar,
Additional Secretary & Mission Director,
National Water Mission**

1. “**Catch the Rain**” is a campaign with the tag line “**Catch the rain, where it falls, when it falls**”, initiated by National Water Mission (NWM) to **nudge** the state and all stakeholders to **create Rain Water Harvesting Structures (RWHS) suitable to the climatic conditions and sub-soil strata, with people’s active participation**, to ensure storage of rainwater, as rains falling in the four/five months of monsoon are the only source of water for most parts of the country.



2. There is need to conserve this water to
(1) replenish the ground water, improve the water table and soil moisture,(2) meet the water demands till the next rains after 8 months (3) reduce flooding, particularly urban-flooding.



3. State Governments and stakeholders were requested to take steps to build RWHS to trap rain water from roof-top and open-grounds of all government, semi-government and corporate establishments. Chief Secretaries of all states were requested to direct the district authorities to enumerate all water bodies cross verifying with old revenue records and remove encroachments, if any, from them. All Collectors were requested to start “Rain-Centers” at the district level to give technical guidance on RWHS and setup of toll-free numbers and blogs/websites to help exchange ideas and best practices.

4. The campaign includes: drives to make water harvesting pits; rooftop RWHS; construction of check dams; removal of encroachments & 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 step-wells and using defunct bore-wells to put the water back to aquifers, etc.; awareness drives & workshops to sensitize & involve people, school children & other stakeholders for their active participation.

5. The campaign is endorsed by dignitaries like the Vice President of India; Vice Chairman, NITI Ayog; CEO, NITI Ayog; Senior Government officials; water experts Sri Sonam Wangchuck; Dr Anil Joshi etc and influencers like Sri Ravishankar ji Sri Gopi Chand etc

6. An email: catchtherain.nwm@gmail.com has been created to get information about the activities in the field related to the campaign.