

राजीव गौबा
Rajiv Gauba



सत्यमेव जयते



मंत्रिमंडल सचिव
भारत सरकार
CABINET SECRETARY
GOVERNMENT OF INDIA

D. O. No. 771/2/1/2021-CA.IV

March 11, 2021

Dear Chief Secretary

As you are aware, Jal Shakti Abhiyan (JSA) was launched in 2019 which covered 1,592 blocks out of 2,836 blocks in 256 water stressed districts. The Abhiyan has achieved significant success in creating mass awareness and eliciting peoples' participation to address the issues related to water conservation. A large number of works were also undertaken and successfully implemented.

2. This year Ministry of Jal Shakti is taking up "Jal Shakti Abhiyan" with the theme "Catch the rain, where it falls, when it falls" to focus on conserving. This campaign, mentioned by Hon'ble Prime Minister in his "Mann ki Baat" program on 28.02.2021, aims to conserve water through a mass movement involving Central Government Ministries, State Governments, Panchayati Raj Institutions and local communities.

3. The National Water Mission, Department of Water Resources, River Development and Ganga Rejuvenation, Ministry of Jal Shakti will be the nodal agency for this campaign. The campaign period will be from 22nd March 2021 to 30th November 2021.

4. Hon'ble Prime Minister will launch the campaign at 11 a.m. on 22nd March 2021, the World Water Day, and will address Central and State Government officers of Departments concerned, District Magistrates/ District Collectors/Deputy Commissioners of districts and Sarpanchs of all Gram Panchayats through video conferencing. It is requested that Gram Sabhas may be held in all Gram Panchayats of your State, after the address by the Hon'ble PM. The Gram Sabhas may be requested to organise a "Jal Shapath" and discuss issues related to water conservation, following the address.

5. It is requested that State Government may nominate a senior officer as the State Nodal Officer (SNO) for the campaign. The District Collectors/Deputy Commissioners may be asked to lead the Jal Shakti Abhiyan in their districts. In addition, I would request that "Jal Shakti Kendras" be established in every district headquarters by bringing together available technical expertise for making inventory of water bodies/sources and to prepare the water conservation plan for the district. It would be helpful if Water Resources Department of the State Government takes the lead in coordinating various activities under Jal Shakti Abhiyan at the State and District levels.

6. At the core of the Abhiyan is the participation of public in the campaign, I would urge that steps may be taken to encourage people from different walks of life to participate in the Abhiyan, keeping in mind, the constraints of social distancing norms and precautions associated with the Covid pandemic.

with regards

Yours sincerely,



(Rajiv Gauba)

Chief Secretaries of all States/UTs (except West Bengal, Assam, Tamil Nadu, Kerala and Puducherry)