

G. ASOK KUMAR, IAS
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.65022/01/2020 -NWM/2323

Dated: 9/10/2020

Dear *Mr. Khara,*

Greetings from the National Water Mission.

National Water Mission (NWM) under Ministry of Jal Shakti is one of the 8 missions set up 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. The Promotion of citizen and state actions for water conservation, augmentation, and preservation is one of the goals of NWM.

2. NWM's campaign has initiated a campaign called "Catch the rain" with a tagline "*catch the Rain – when it falls, where it falls*" in order to nudge all stake-holders to create Rain Water Harvesting Structures (RWHS) suitable to the climatic conditions and sub-soil strata. Drives to make water harvesting pits, rooftop RWHS and check dams; 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; repairs to step-wells and using defunct bore-wells to put the water back to aquifers, etc., are some of the activities suggested being taken up with peoples' active participation under this campaign.

3. In order to give a wide publicity to the campaign, it is proposed to put flex board and other templates in all bank branches for the purpose of promotion and participation of general public in the campaign. On the request of National Water Mission, Department of Financial Services has issued a letter dated 18th September 2020 to Chairman, Indian Bank's Association with the request that aforesaid communication may be shared with member banks so that banks may support the campaign. In turn, Indian Banking Association has forwarded the reference dated 18th September 2020 of NWM to all the banks for necessary action. Copies of both the references are enclosed for reference.

4. Accordingly, you are requested to advise all banks branches under your jurisdiction to put flex board and other templates on catch the rain campaign. You are also requested to share the details of the campaign on your social media platform.

with regards,

Yours sincerely,

(G. Asok Kumar)

Sh. Dinesh Kumar Khara,
Chairman, State Bank of India,
State Bank Bhavan,
Central Office, 8th Floor,
Madame Cama Marg,
Mumbai – 40001
(Email: chairman@sbi.co.in)

द्वितीय तल, ब्लॉक न. तृतीय, सी.जी.ओ. कॉम्प्लेक्स, लोधी रोड, नई दिल्ली-110003

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ई-मेल / Email: md.nwm@gov.in, वेबसाइट / Website : <http://www.nationalwatermission.gov.in/www.nwm.gov.in>;

टैलीफैक्स/Telefax : 011-24365200 ; फैक्स/Fax : 011-24364560

File No.1/1/2019-BO.II
Government of India
Ministry of Finance
Department of Financial Services

Jeevan deep Building, 3rd Floor
10, Sansad Marg, New Delhi- 110 001
Date: 18th September, 2020

To

Shri Rajnish Kumar
Chairman
Indian Banks' Association
Centre 1 Building, 6th Floor
World Trade Centre Complex
Cuff Parade, Mumbai- 400 005

Subject: National Water Mission Campaign – “Catch the Rain”

Sir,

This is to enclose herewith DO Letter No. M.65022/01/2020-NWM dated 07.09.2020 from the Department of Water Resources, River Development & Ganga Rejuvenation on the subject mentioned above, detailing the genesis of the National Water Mission (NWM) and informing that NWM has initiated a campaign called “Catch the Rain”. The various facets of the campaign include nudging stakeholders to create Rain Water Harvesting Structures (RWHS), water harvesting pits, check dams, desilting of tanks, removing obstructions to water channels, etc, all with active participation of people. A note on the campaign is also enclosed.

2. NWM has suggested that, as banks are places where significant number of people come to transact business, banks could put up flex boards and other templates at their premises for dissemination of the “Catch the Rain” campaign, and could also share the details on their social media platforms.
3. The Indian Banks' Association (IBA) is requested that the communication of NWM may kindly be shared with member banks, so that banks may consider supporting the campaign via its promotion among the general public.

Yours faithfully,

Encl.: As above.


(Raghav Bhatt)

Deputy Director

Tel. No.011-23748743

Copy for information to: **Shri G Asok Kumar**, Additional Secretary and Mission Director,
National Water Mission, Department of Water Resources, River Development & Ganga
Rejuvenation, Ministry of Jal Shakti

SOCIAL BANKING

SB/Govt/NWM/2020-21

19 th September, 2020

**The Chairman, State Bank of India &
The MD & CEOs of all Member Banks**

Dear Sir/Madam,

National water Mission Campaign- "Catch the Rain"

Please refer to letter no. File No.1/1/2019-BO.II dated 18 th September, 2020 received from Department of Financial Services, Ministry of Finance, Government of India enclosing therewith D.O. No.M.65022/01/2020-NWM dated 07 th September, 2020, on the captioned subject, the contents of which are self - explanatory.

2. This is for your information and necessary action.

Yours faithfully,

(D. K. Malhotra)

Sr. Advisor

Encl: As stated above