

पंकज कुमार
PANKAJ KUMAR
सचिव
SECRETARY
Tel. : 23710305, 23715919
Fax : 23731553
E-mail : secy-mowr@nic.in



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-93012/1/2021-NWM-MOWR/1904-1908 14th June, 2021.

As you are aware, Jal Shakti Abhiyan (JSA) - a time-bound, mission-mode water conservation campaign - was taken up in July, 2019 in 1,592 blocks out of 2,836 blocks of 256 water-stressed districts of the country. The campaign helped in creating mass awareness and encouraging people participation to issues related to water conservation. Many works were undertaken up and implemented under Jal Shakti Abhiyan.

2. On 22nd March 2021, the World Water Day, Hon'ble Prime Minister launched the "Jal Shakti Abhiyan: Catch The Rain" campaign through virtual mode, in all States, except the States where Model Code of Conduct (MCC) was in vogue due to general elections to the State/UT Legislative Assembly. Hon'ble Prime Minister wrote a letter dated 24.03.2021 addressed to all Sarpanches (except in poll bound States), urging them to take steps for water conservation and to play active role in JSA:CTR campaign ensuring community participation (copy enclosed).

3. Jal Shakti Abhiyan: Catch the Rain (JSA:CTR) campaign in 2021 is being taken up in all districts (rural as well as urban areas) of the country with the main theme "Catch the Rain, Where it falls, When it falls" during 22nd March 2021 to 30th November 2021 - the pre-monsoon and monsoon period in the country. National Water Mission, Department of Water Resources, River Development and Ganga Rejuvenation is the nodal agency for implementation of JSA:CTR. The focused interventions for JSA includes water conservation & rainwater harvesting; renovation of traditional and other water bodies/ tanks; reuse and recharge of bore wells; watershed development; and intensive afforestation. A detailed note on JSA:CTR is enclosed.

4. It is requested that for implementation of Jal Shakti Abhiyan in your State/UT, following activities may be taken up:

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जल संरक्षण - जीवन संरक्षण
Conserve Water - Save Life

(i) District Magistrates may be instructed to lead the campaign in their respective districts and to take up the activities in the JSA:CTR immediately.

(ii) One State Nodal Officer, not below the rank of Principal Secretary, may be appointed for overall coordination of activities being undertaken under the campaign.

(iii) District water conservation plans may be prepared with the help of remote sensing images from NRSA and GIS mapping technology for identification of existing water-bodies/Water Harvesting Structures (WHS) and for planning future WHS. NWM has prepared guidelines for preparation of GIS based water conservation plans and inventory of water bodies of districts and forwarded it to all the districts for implementation (copy enclosed). To facilitate GIS mapping and making inventory of all water bodies and water conservation plans, NWM is providing incentive-based financial grant amounting up to Rs. 2 lakh to each district. Initially, Rs. 1 lakh will be given as financial grant and remaining Rs. 1 lakh will be released based on the performance and quality of work done in this planning process in each district. DMs may kindly be asked to furnish the bank mandate to NWM to enable release of funds.

(iv) A 'Jal Shakti Kendra' may be set up in every district headquarter in order to facilitate the campaign.

(v) Progress of activities under JSA may be reported on NWM's portal set up for this purpose.

Yours sincerely,


(Pankaj Kumar)

Q/c

Issued
15/6-21

Dr V.P.Joy,
Chief Secretary,
Government of Kerala,
Secretariat,
THIRUVANANTHAPURAM

Shri Ashwani Kumar,
Chief Secretary,
Government of Puducherry,
PUDUCHERRY.

Shri Jishnu Barua,
Chief Secretary,
Government of Assam,
Secretariat,
Guwahati.

Shri V.Irai Anbu,
Chief Secretary,
Government of Tamil Nadu,
Secretariat,
CHENNAI.

Shri Hari Krishna Dwivedi,
Chief Secretary,
Government of West Bengal,
'NABANNA' HRBC Building,
325, Sarat Chatterjee Road,
HOWRAH - 711 102