

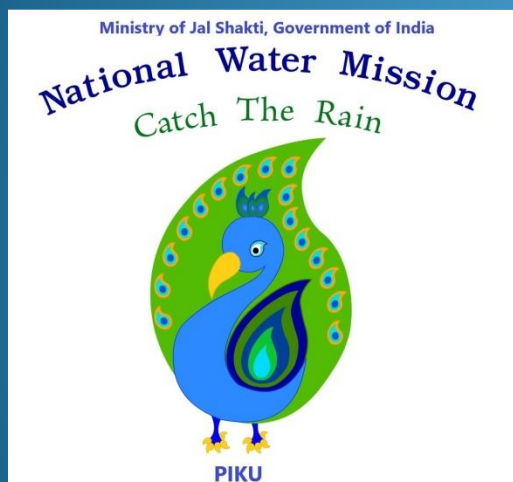
Orientation Program for Officers of NYKS

10-Dec-2020

Jal Shakti Abhiyan –II:

Catch The Rain

where it falls, when it falls



National Water Mission
Ministry of Jal Shakti
and
Nehru Yuvak Kendra Sangathan
Department of Youth Affairs

G. Asok Kumar
Addl Secy and MD, NWM
Ministry of Jal Shakti

Layout of the presentation

- Jal Shakti Abhiyan-I brief
- “JSA-II-Catch The Rain”- Campaign
 - ❖ Phases proposed
 - ❖ Concept of “Catch the Rain”
 - ❖ Steps taken so far
 - ❖ Responses from the field
- Role of NYKS and Plan of Action
- Backend support and assistance

Jal Shakti Abhiyan-I of 2019

- Phase I-From 01 July 2019 to 30 September 2019
- Phase II- from 1 October to 30 November 2019
- Covering **1592 Blocks** out of total **2836 Blocks in 256 water stressed districts**
- 256 Central Nodal Officers , 446 Block Nodal Officers and 446 Technical Officers appointed
- They visited these blocks 3 times during the campaign period.
- Inspected WC structures works done, uploaded their photos , organised 1 or 2 KVK Melas and initiated Block Water Conservation Plans

Jal Shakti Abhiyan II (i)

- Initially Planned for April-May 2020 in 116 Garib Kalyan Rozgar Abhiyan districts
- Selected and appointed 116 Technical Officers
- NWM conducted Technical orientation training on 19 June 2020
- Secretary wrote to the DMs of the 116 GRKA districts on 30 June 2020
- But, JSA II Postponed due to Covid pandemic
- However, JSA continuity was maintained with the NWM's **“Catch The Rain”** campaign

“JSA-II: Catch The Rain” campaign (ii)

- To cover **734** districts, **7195** blocks, 2.55 lakh panchayats, 6.64 lakh villages (as per lgdirectory.gov.in, 25.9.2020)
- **1-15th December 2020** -the planning phase
- **16th December 2020-** the launch of the awareness building campaign, “JSA-ii-Catch the Rain” phase
- **16th December 2020- 31st March-**
“JSA-ii-Catch the Rain” phase - Awareness campaign, preparation of plans, GIS mapping, identification and removal of encroachments, setting up of Jal Shakti Kendras
- **1st April- 30 June 2021** Jal Shakti Abhiyan II-implementation phase

Ministry of Jal Shakti, Government of India

National Water Mission

Catch The Rain



PIKU

Catch The Rain- campaign concept

Catch The Rain, with the tagline *Catch the rain, where it falls when it falls* is to **Nudge** states and stakeholders:

- ❖ to create appropriate Rain Water Harvesting Structures (RWHS)
- ❖ suited to the climatic conditions and sub-soil strata,
- ❖ with People's Active Participation, (before the onset of monsoon).

Why CATCH THE RAIN?

IT IS INDIA'S MAJOR WATER SOURCE

NATURE GIVES US ENOUGH WATER

State/UT	Area (Sq. Km)	Population	Rainfall (mm)	Rainfall Per Person per day (Litres)
Delhi	1,483	1,67,87,941	612	148
Puducherry	490	12,47,953	1,383	1,488
Tripura	10,486	36,73,917	2,228	17,422
Madhya Pradesh	3,08,252	7,26,26,809	917	10,663
Uttarakhand	53,483	1,00,86,292	1,523	22,125

So we need to keep our VESSELS READY

Why CATCH THE RAIN?

- Water collected in these “natural vessels” will
 - Improve Soil moisture
 - Increase water table
 - Reduce cost of pumping, saves money, energy
 - Increase greenery and vegetation
 - Reduce urban flooding and water logging
 - Reduce flood-damages to roads, property
 - Reduce drinking water problems in Summer
 - Enabling “Tanker Mukth towns”
 - Better environment- good water bodies- better aesthetics, better health, better life

Catch The Rain –activities proposed

- ❖ Roof-top RWHS in all buildings
- ❖ Water harvesting pits in all compounds
- ❖ New and repairing of old Check dams/ponds
- ❖ Removal of encroachments of tanks.
- ❖ 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 traditional step-wells and other RWHS
- ❖ Using defunct bore-wells/unused wells to recharge aquifers

with active participation of the people

Catch The Rain Campaign –Plan of Action

1. **Set up “Rain-Centers”(RCs) or Jal Shakti Kendras (JSK)in all the districts- Collectorates/ Municipalities/GP offices.**

❖ All RCs/JSK to:

- have a dedicated mobile phone number
- have an engineer/NGO/a person trained in RWHS
- act as a technical guidance centre of district –
how to catch the rain, as it falls, where it falls

2. All buildings in district should have rooftop RWHS-

- ❖ No or limited will water only to flow out of the compound
- ❖ Prevent urban flooding and its consequences!

3. Enumerate all water bodies in districts, (check with revenue records) and encroachments removed

Catch the Rain- Actions taken so far (1)

- ❖ DO letters from Hon'ble Minister for Jal Shakti were sent to
 - ❖ Hon'ble Minister of Home Affairs
 - ❖ Hon'ble Minister of Defence
 - ❖ Hon'ble Minister of Human Resources Developmenton 7.07.2020 to seek co-operation of their Ministries for the “Catch the rain” campaign
- ❖ DO letters from Hon'ble Minister for Jal Shakti were sent on 20.07.2020 to
 - ❖ Chief Ministers of all States
 - ❖ Lt Governors Administrators of all Union Territories
 - ❖ Governors of all states (on 21.10.2020)
 - ❖ Chief Ministers (on 9-12-2020)Seeking participation of their sates in the campaign

गजेन्द्र सिंह शेखावत
Gajendra Singh Shekhawat

D.O. No./M-65022/02/2020-NWM



जल शक्ति मंत्री
भारत सरकार

Minister for Jal Shakti
Government of India

20/7/20



Honorable Capt Amarinder Singh S.B.
Sat Shri Akal!

National Water Mission (NWM) is one of the 8 missions set up under the National Action Plan for Climate Change with an objective to "conserve water, minimize wastage and to ensure its more equitable distribution both across and within the states through integrated water resource development and management". NWM has identified 5 goals and 39 strategies to achieve its objective.

Under its Goal 2, "Promotion of citizen and state actions for water conservation, augmentation and preservation", NWM has initiated "Catch the rain" campaign. This campaign with tag line "catch the rain, where it falls, when it falls" is to nudge all stake-holders to create Rain Water Harvesting Structures (RWHS) suitable to the climatic conditions and sub-soil strata to store rain water. 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 traditional water harvesting structures like step-wells and using defunct bore-wells and old wells to put the water back to aquifers etc, are some of the activities suggested to be taken up with peoples' active participation under this campaign.

Additional Secretary & Mission Director, NWM has written to Chief Secretaries of all States/ UTs on 27.02.2020 requesting to prepare a plan of action; initiate steps to set up Rain Centers in all districts and to take up development of RWHS in all areas. Vice Chairman NITI Ayog in his DO letter dated 23.6.2020 to Chief Secretaries has asked all states to support the campaign. Copies of the aforesaid letters are enclosed for reference.

I request you to direct officers concerned to take steps to make appropriate rain water harvesting and artificial recharge measures in all catchment zones to "Catch the Rain" so that not a drop of rain water goes waste and to send reports and photos of activities undertaken to catchtherain.nwm@gmail.com or md.nwm@gov.in.

Also enclosed is a copy of a book, "Water Talk- 2019-20 series- The essence", which is a collection of the essence of lectures delivered by eminent water experts, activists, practitioners etc in the monthly "Water Talk" organised by NWM since March 22, 2019 to promote dialogue and information sharing on a variety of water related topics. This book contains some best practices on water conservation and management from different parts of the country, which are replicable.

With regards,

Yours Sincerely,

Wai Hind!

(Gajendra Singh Shekhawat)

Capt. Amarinder Singh

Hon'ble Chief Minister of Punjab,

Room No.1, 2nd floor, Punjab Civil Secretariat,
Sector- 1, Chandigarh, 160001



Office : 210, Shram Shakti Bhawan, Rafi Marg, New Delhi-110 001

Tel. No. (011) 23711780, 23714663, 23714200 Fax : (011) 23710804

गजेन्द्र सिंह शेखावत
Gajendra Singh Shekhawat



जल शक्ति मंत्री
भारत सरकार

Minister for Jal Shakti
Government of India



21 OCT 2020

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

The Hon'ble Governors & Administrators of all the State/UTs,

National Water Mission (NWM), under Ministry of Jal Shakti, 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.

NWM's campaign "Catch the Rain" with the tagline "Catch the rain, where it falls, when it falls", is 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, 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.

Raj Bhavan has a unique status in the state and has large land area. Hence it is suited for making RWHS, so that all rain water falling in its campus can be impounded there itself. Further, if dual piping systems are setup inside the campus buildings, grey water 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. Taking these works in Raj Bhavan will also have great demonstrative effect.

Governors, being Chancellors of all Universities in the state, may also advise Vice-Chancellors of all state Universities which have large campus under their jurisdiction to take up appropriate RWHS to catch the rain. NWM has also sent letters to them in this regard.

It is also requested to direct the officials concerned to inform the action taken and send relevant pictures and write up by email to md.nwm@gov.in or catchtherain.nwm@gmail.com.

With regards,

Yours sincerely,

(Gajendra Singh Shekhawat)

To,

ALL Governors/ & Administrators of all the States/UTs



Office : 210, Shram Shakti Bhawan, Rafi Marg, New Delhi-110 001
Tel. No. (011) 23711780, 23714663, 23714200, Fax : (011) 23710804
E-mail : minister-jalshakti@gov.in

Lettes to CMs and Governors from HMJS

Catch the Rain- Actions taken so far (2)

- ❖ DO letters from Vice Chairman, NITI Ayog were sent to **Chief Secretaries of all States / UTs** dt 23.06.2020 requesting them to *prepare a plan of action and initiate steps to take up development of Rain Water Harvesting Structures (RWHS) so that these structures are ready to "catch the rain", when monsoon comes*
- ❖ DO letters from Vice Chairman, NITI Ayog dt 23.06.2020 were sent to **Directors of all IITs/IIMs** requesting them to *take steps to ensure appropriate rain water harvesting and artificial recharge measures in their institute premises.*
- ❖ Secretary, DoWR, RD&GR wrote DO letters dt 24.08.2020 to **Secretaries of 16 GoI Departments** and **CMDs of 50 CPSEs** requesting participation of their departments/companies in "Catch the rain" campaign

Catch the Rain- Actions taken so far (3)

Earlier, AS& MD, NWM had sent DO Letters to

❖ Chief Secretaries of all states on 27 February 2020 requesting them to take steps

- To establish Rain Centers in every district
- In Collectorates or municipal offices
- To provide **technical and information support to build** Rain Water Harvesting Structures (RWHS)

as per the atmospheric and soil substrata conditions

And be **Rain-Ready by May 2020 end** to catch the rains when the monsoon arrives in June 2020

Catch the Rain- Actions taken so far (4)

- ❖ AS & MD had sent DO letters on 9 March 2020 to
- Secretaries of Ministry of Defence, Defence Production, HRD, Heavy Industries and Spl Secretary Police Division, MHA etc
- Chiefs of Defence Staff, Army, Air force and Navy
- Director General, MES and Engineer-in-Chief MES
- Chairman, Ordnance Factories Board, Cantonments
- Director Generals of all Central Para Military Forces like CRPF, CISF, ITBP, ASR, NSG, SSB etc

Catch the Rain- Actions taken so far (5)

- ❖ AS & MD had sent DO letters on 9 March 2020 to
 - Chairman, **Airport Authority of India,**
 - Chairman, **Railway Board**
 - Vice Chancellors of **JNU, DU** and over **50 Central & Private Universities,**
 - Directors/Registrars of **all IITs /IIMs and ISB**
- etc who have **large land tracts** with them to take steps to “Catch the Rain” **falling in the compounds under their institutional jurisdiction**

Catch the Rain- Actions taken so far (6)

AS & MD sent DO letters to 720 District Magistrates on 11 May 2020, 9th October and 8th December requesting them to join in the Catch the rain campaign and

To Open Rain Centers in their districts & conserve Rain water by

- Taking up : Roof top RWHS in all government buildings,
- RWHS in compounds of all Government and private institutions having large landed area- like Universities, schools, Colleges, PSUs
- Creating new water harvesting structures,
- Enumerating and rejuvenating existing water bodies;
- De-silting of tanks, removing encroachments from tanks and channels which bring water to these tanks
- Reviving old wells & defunct bore wells to collect water

WITH ACTIVE PARTICIPATION OF THE PEOPLE

Catch the Rain- Actions taken so far (7)

NWM has held meetings/ webinars with

- ❖ NGOs attached with NWM and in water sector
- ❖ FICCI and its partners (series of 4 webinars)
- ❖ Some industrial units like Dalmia cements, CIL etc
- ❖ Sought Cooperation from Pani Foundation, TATA trust, ISHA Foundation, Art of Living Foundation etc
- ❖ e-Water Talks 40,000 to 60,000 viewers, mainly students
- ❖ Created email CatchTheRain.NWM@gmail.com for information sharing and collecting pictures

Catch the Rain- Actions taken so far (8)

Workshop on RWHS held

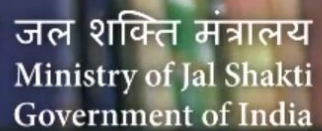
- on 13th March 2020 at SCOPE COMPLEX, New Delhi
- Participation from NGOs, Technical Institutions, water sector activists and, Ministries of Housing and Urban Affairs, Defence , Delhi Jal Board, CPWD
- Details available at <http://nwm.gov.in/catchtherain>
- RWHS manual prepared and kept in NWM website
- All webinars/ talks/best practices are posted on NWM web site

Promotion in Social Media

- Video clips of Prominent people and influencers endorsing the Catch the Rain Campaign put up in Social media.
- The campaign is endorsed by:
 - Vice President of India
 - Vice Chairman NITI Ayog
 - Hon'ble Minister for Jal Shakti
 - Minister of state for Jal Shakti



ENDORSEMENT FROM SRI VENKAIAH NAIDU, HON VICE PRESIDENT





Government of India
Ministry of Jal Shakti
Department of Water Resources,
River Development & Ganga Rejuvenation

Catch The Rain

राष्ट्रीय जल मिशन
NATIONAL WATER MISSION



Catch The Rain
Where it falls, When it falls



SRI SRI RAVI SHANKAR

ENDORSEMENT FROM SRI SR RAVISHANKARJI, SPIRITUAL LEADER



Government of India
Ministry of Jal Shakti
Department of Water Resources,
River Development & Ganga Rejuvenation

Catch The Rain

राष्ट्रीय जल मिशन
NATIONAL WATER MISSION



SHRI PULLELA GOPICHAND

ENDORSEMENT FROM SRI PULLELA GOPICHAND, BADMINTON CHAMPION



Government of India
Ministry of Jal Shakti
Department of Water Resources,
River Development & Ganga Rejuvenation

Catch The Rain

राष्ट्रीय जल मिशन
NATIONAL WATER MISSION



Catch The Rain
Where it falls, When it falls



INNOVATOR AND EDUCATION REFORMIST

APAC
Digital News Network.com

#CatchtheRain #NWM #APACDigitalNetwork

@APAC Digital News Network



ENDORSEMENT FROM SRI SONAM WANGCHUCK, INNOVATOR, REFORMER

Promotion in Social Media

Catch the Rain Campaign videos in Social media were also endorsed by:

- CEO, NITI Ayog
- Secretaries of Government of India
- Chairman, AAI
- Advisors of NITI Ayog
- Joint Secretaries of Ministries of Civil Aviation, Housing and Urban Affairs
- Sri Sri Ravi shankar
- Dr Anil Joshi
- Water Activists
- District Collectors and
- Municipal Commissioners etc

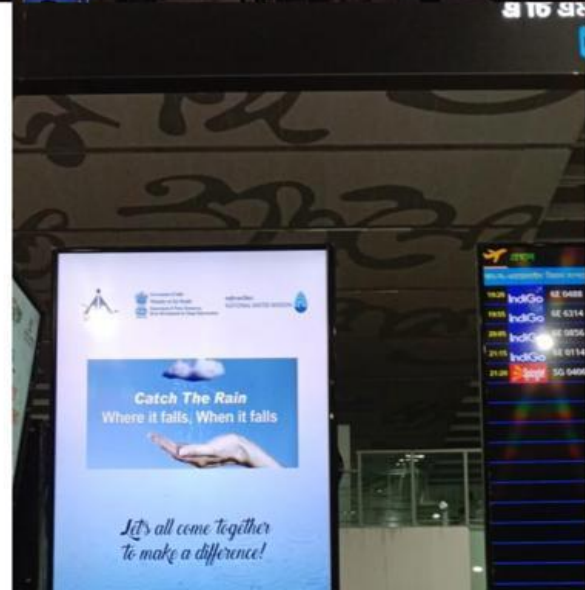


create appropriate Rain Water Harvesting Structures suitable to the climatic conditions & sub-soil strata before monsoon. #LehAirport



COMPLIANCE REPORT – NSCBI Airport, Kolkata Publicity of "Catch the Rain Campaign " of National Water Mission

AIRPORT DISPLAYS



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

STATE BANK OF INDIA

LOCAL HEAD OFFICE BHOPAL

SBI SUPPORTS
the campaign



Catch the Rain

where it falls, when it falls

NATIONAL WATER MISSION

Department of Water Resources, RD & GR
Ministry of Jal Shakti



<https://facebook.com/nwmgol> <https://twitter.com/nwmgol>
<http://nwm.gov.in/catchtherain> CatchTheRain.nwm@gmail.com

यूनियन बैंक
ऑफ इंडिया



Union Bank
of India

क्षेत्र महाप्रबंधक कार्यालय दिल्ली
क्षेत्रीय कार्यालय दिल्ली (दक्षिण)

Field General Manager's Office
Regional Office Delhi (South)



Catch the Rain
where it falls, when it falls



NATIONAL WATER MISSION
Department of Water Resources, RD & GR
Ministry of Jal Shakti



<https://facebook.com/nwmgol> <https://twitter.com/nwmgol>
<http://nwm.gov.in/catchtherain> CatchTheRain.nwm@gmail.com

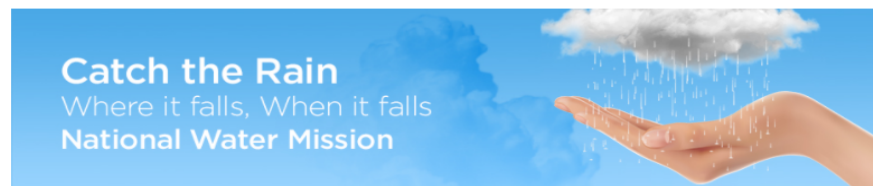


my
GOV
मेरी सरकार



Catch the Rain, Where it falls, When it falls

21 Jul 2020



National Water Mission's (NWM) campaign **"Catch The Rain"** with the tagline "Catch the rain, where it falls, when it falls" is to nudge the states and stake-holders **to create appropriate Rain Water Harvesting Structures (RWHS) suitable to the climatic conditions and sub-soil strata** before monsoon.

Under this campaign, drives to make check dams, water harvesting pits, rooftop RWHS 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 and unused wells to put water back to aquifers etc are to be taken up with the **active participation of people**.

To facilitate these activities, states have been requested to open **"Rain Centers"** in each district- in Collectorates/Municipalities or GP offices. During this period, these Rain Centres will have a dedicated mobile phone number and will be manned by an engineer or a person well trained in RWHS. This centre act as a technical guidance centre to all in the district as to how to catch the rain, as it falls, where it falls.

Efforts should be made so that all buildings in the district should have rooftop RWHS and that maximum quantity of rain water falling in any compound should be impounded within the compound itself. The basic aim should be that **No or only limited will water to flow out of the compound**. This will help in improving soil moisture and raising ground water table. In urban areas it will reduce water gushing onto roads, damaging them and will prevent urban flooding.

Under the "Catch The Rain" initiative, all water bodies in the districts are to be enumerated, (checked with revenue records) and encroachments to be removed.

md.nwm@gov.in for compilation and sharing.

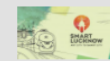


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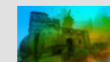
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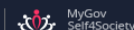
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India Today Independence-day Atmanirbhar edition

An IMPACT Feature



Catch the Rain

Where it falls, When it Falls

NATIONAL WATER MISSION

catchtherain.nwm@gmail.com

PRESERVING RAINWATER: A source of life

National Water Mission's (NWM) campaign "Catch the Rain", with the tagline "Catch the rain, where it falls, when it falls" is to nudge the states and stakeholders to create appropriate Rain Water Harvesting Structures (RWHS) suitable to the climatic conditions and sub-soil strata, with people's active participation.

Under this campaign, drives to make check dams, water harvesting pits, rooftop Rain Water Harvesting Structures (RWHS) 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 other traditional structures and using defunct bore-wells and unused wells to put water back to aquifers etc are to be taken up. This is essential as rain water is the main source of fresh water for most parts of the country and there is urgent need to replenish the

excessive water drawn out of our underground aquifers, mainly for agriculture. (India draws out more ground water than USA and China put together in a year!) To facilitate these water saving activities, States were requested to open "Rain Centers" in each district-- in Collectorate/ Municipalities or GP offices. These Rain Centers are to have a dedicated mobile phone number and will be manned by an engineer or a person well trained in RWHS. This center act as a technical guidance center to all in the district as to how to catch the rain, as it falls, where it falls. Under the "Catch the Rain" initiative, all water bodies in the districts are to be enumerated, (checked with revenue records) and all encroachments to be removed, starting with temporary encroachments. Efforts should be made so that all buildings in the district should have rooftop RWHS and that maximum quantity of rain water falling in any compound should be impounded within the compound itself. The basic aim should be that

No or only limited will water to flow out of the compound. This will help in improving soil moisture and raising ground water table. In urban areas it will reduce water gushing onto roads, damaging them and will prevent urban flooding. Hon'ble Vice President, in his video message endorsing the campaign, has urged all citizens of the country to participate in the campaign and conserve water. The campaign has also been endorsed by the Vice Chairman, NITI Aayog; CEO, NITI Aayog; Spiritual leader Sri Ravishankarji; water activists like Sonam Wangchuck and Dr Anil Joshi; sportspersons like Gopichand and many other senior officials from Central and various state governments. To make it a people's movement, NGOs and activists working in water sector have been requested to take active part in it. Vice Chairman NITI Aayog in his DO letter to Chief Secretaries of states has asked all states to support it. Hon'ble Minister for Jal Shakti has written DO

"Under National Water Mission, we have started the nation wide campaign "Catch the rain, where it falls, when it falls". All the states and stakeholders have started taking various measures to fulfil this goal like developing sustainable rain water harvesting structures, removing encroachments, de-silting reservoirs or tanks to increase their capacity."

— Shri. Gajendra Singh Shekhawat, Hon'ble Union Minister, Ministry of Jal Shakti

letters to Chief Ministers of states seeking their cooperation in the campaign. Earlier, DO letters were sent to Chief Secretaries of all states on 27.02.2020 itself requesting them to prepare a plan of action, to initiate steps to set up Rain Centers in all districts and to take up development of RWHS in all areas. All District Collectors, heads of institutions like IIMs, IITs, Central Universities, Private Universities, Railways, Air Port Authority, PSUs; DGs of Central Armed Police Forces, Sports Authority of India, Ordnance Factory Board etc. who having large tracts of lands with them have been requested to take steps to "Catch the Rain".

G. Asok Kumar, Additional Secretary and Mission Director, NWM cites two important benefits from the campaign- one, the conservation of water - increase in water table, improved soil moisture and vegetation and availability of water during lean season - and second, reduced flooding, particularly in urban areas, resulting in savings of crores of rupees which would otherwise have to be spent on mitigation of disaster caused by floods and repairs to the roads and infrastructure. This, he says, will be due to "Crowd saving" of rain water in small, small volumes by individuals and institutions in their compounds and thereby preventing large volume of spill over water gushing into roads and flooding low lying areas. Crowd saving is the opposite of crowd sourcing.

NATIONAL WATER MISSION (NWM)

The National Action Plan on Climate Change (NAPCC) launched by the Government of India identified the approach to be adopted to meet the challenges of impact of climate change through institutionalization of 8 national missions. National Water Mission was one of the 8 missions set up in 2011. The main objective of NWM is "conservation of water, minimizing wastage and ensuring its more equitable distribution both across and within States through integrated water resources development and management".

NWM HAS THE FOLLOWING 5 GOALS:

- (i) Comprehensive water data base in public domain and assessment of the impact of climate change on water resource.
- (ii) Promotion of citizen and state actions for water conservation, augmentation and preservation.
- (iii) Focused attention to vulnerable areas including over-exploited areas.
- (iv) Increasing water use efficiency by 20%.
- (v) Promotion of basin level integrated water resources management.

Each of these goals have well defined strategies (total 39 strategies) and action points.

OTHER RECENT INITIATIVES OF NATIONAL WATER MISSION:

- "National Water Mission Awards" were instituted to encourage and incentivize organisations and individuals to conserve and manage water. The first NWM awards were given on 25.09.2019 to 22 winners.
- "Water-Talk" - A seminar series to promote dialogue and information sharing among participants of water related topics was started on 22nd March 2019 and are being held on third Fridays of every month since then. Its aim is to stimulate awareness, build capacities of stakeholders and encourage people to become active participants to sustain life by saving water. From May 2020 onwards it has been shifted to digital platforms.

"CATCH THE RAIN" DRIVE

- 1** The high priority the central government attaches to water is evident from the fact that in the first Man ki Baat radio talk by Prime Minister Narendra Modi upon assuming office for the second term, a considerable time was dedicated to water conservation and related issues. A new ministry- the Ministry of Jal Shakti - was created bringing together various departments and wings dealing with water under one ministry headed by a cabinet minister. In a personal letter dated 8 June 2019 written to all sarpanchs, Prime Minister has urged them to conserve rain water.
- 2** The country receives an average of more than 1,000 mm rainfall but it is a matter of concern that only 8 percent of rainfall is harnessed while the rest is wasted as runoff. The NWM has, therefore, initiated "Catch the Rain where it falls" campaign under which state governments/municipal corporation/Panchayati Raj institutions/ ULBs/ water user associations/ NGOs/individuals are requested to share their success stories/ initiatives/ works on water conservation, augmentation & preservation.
- 3** States/ UTs were requested to open "Rain Centers" in each district-- in Collectorate/Municipalities or GP offices. These Rain Centers have a dedicated mobile phone number and will be manned by an engineer or a person well trained in RWHS. This center act as a technical guidance center to all in the district as to how to catch the rain, as it falls, where it falls.
- 4** Efforts should be made so that all buildings in the district have rooftop RWHS, the basic aim is that No or only limited will water to flow out of the compound. This will help in improving soil moisture and raising ground water table. In urban areas it will reduce water gushing onto roads, damaging them and will act as Crowd saving by preventing urban flooding.

"We need to create awareness and involve the general public to give momentum to the campaign "Catch the rain, where it falls, when it falls". The idea is to let the rain water percolate into the ground wherever it drops, be it the rooftop, airport or industry premises."

— Shri. U P Singh, Secretary, Department of Water Resources, River Development & Ganga Rejuvenation, Ministry of Jal Shakti

- For developing standards in respect of improving water use efficiency in domestic appliances, NWM, in collaboration with Bureau of Indian Standard (BIS), is working on efficiency labeling standards for household appliances like washing machines, sanitary wares & fittings.
- Taken up scoping studies by undertaking comprehensive water audit/ benchmarking in two industrial sectors i.e. thermal power plants & textile industries for enhancing industrial water use efficiency in India.
- "Catch The Rain" campaign with the tagline "Catch the rain, where it falls, when it falls" to promote rain water conservation.
- Sathi-Fasal - a campaign to nudge the farmers to grow crops which are less water intensive and uses it efficiently; have nutritional quality and are remunerative to the farmers. This was launched to save water and improve the water usage efficiency in agriculture.



- SathiFasal campaign was launched by National Water Mission on 14.11.2019 to nudge farmers in the water stressed areas to grow crops which are not water intensive, but use water very efficiently, and are economically remunerative, are healthy and nutritious; suited to the agro-climatic-hydro characteristics of the area; and are environmentally friendly. Creating awareness among farmers on appropriate crops, micro-irrigation, soil moisture conservation etc. weaning them away from water intensive crops like paddy, sugarcane etc to crops like

- corn, maize etc which require less water; assisting policy makers to frame policies that make effective pricing of inputs (water and electricity); improve procurement and market for these alternate crops; create appropriate storage them etc ultimately leading to increase in the income of farmers are the key elements of "Sathi Fasal"
- Under Sathi Fasal, series of workshops are being organized in the water stressed areas of the country. The first workshop which attended by 850 farmers was held on 14th November 2019 in Amritsar. This was followed by a technical workshop in New Delhi on 26th and 27th November, 2019 where Mr Walter Jehne a renowned micro-biologist and water expert gave the key note address. The 3rd workshop at Aurangabad on 13th January 2020 was attended by 1200 farmers. The 4th workshop was held on 14th February 2020 at Kurukshetra.
- These workshops have increased the awareness among farmers on the need to conserve water. The state governments of Punjab and Haryana have also come out with policies incentivizing diversion of crop from paddy in this Kharif season.
- In India, 85-89% of water usage is for agricultural purposes and about 5% usage is for drinking and domestic purposes. Hence, even a small percentage saving of water in agriculture will have a significant impact in water availability for drinking and domestic purposes.



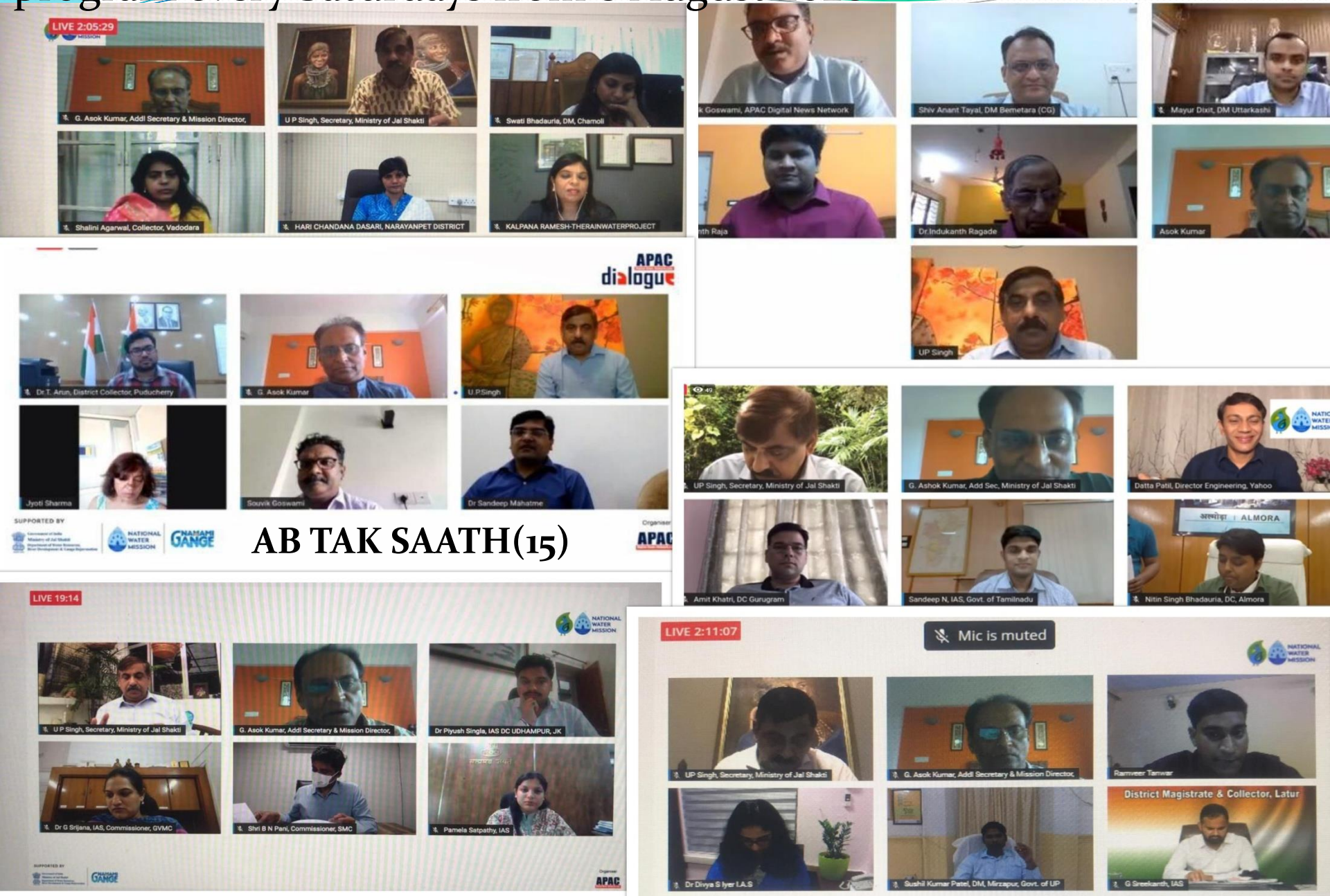
जल शक्ति मंत्रालय
MINISTRY OF JAL SHAKTI
DoWR, RD & GR

Stepwells- Khandani Khazaza of Liquid- Assets of India

STEPWELLS OF INDIA



Started “Catch The Rain-Dialogues with District Magistrates” program every Saturdays from 8 August 2020



Feed back from the field

Letters from Various organisations

By No. 388/ANM
21/7/2020

अनूप कुमार सिंह, भा.पु.से.
Anup Kumar Singh, IPS



महानिदेशक
राष्ट्रीय सुरक्षा गारद
मेहराम नगर, पालम, नई दिल्ली-110037
Director General
National Security Guard
Meheram Nagar, Palam, New Delhi-110037
Tel : 011-25671134



सालमेय जयते

नेविजेंट जनरल आर के आनन्द, ए सी एस एफ, एस एफ, सी एस एफ
महानिदेशक भू मि एवं पर्या एवं सीनियर कर्नल कमांडेंट
कोर ऑफ सिग्नल्स
Lt. Gen R K Anand, C89366, 9366
D.G. LWS & Senior Colonel Commandant
Corps of Signals
Tele : 32980 (ASCON)
: 011-23019836 (O)
54632/SB/MW/Wks (Envl)

शू मि एवं पर्या महानिदेशक
कवर्टर मास्टर जनरल की शाखा
एकीकृत मुख्यालय रक्षा मंत्रालय (सेना)
डी एस क्यू डाक घर, नई दिल्ली - 110 105
Dte Gen LW & E
Quartermaster General's Branch
Integrated HQ of MoD (Army)
DHQ PO, New Delhi - 110 105

17 Jul 2020



एयर वाईस मार्शल पी के घोष
सहायक वायुसेनाध्यक्ष (वायु सेना निर्माण)
Air Vice Marshal P K Ghosh
Assistant Chief of the Air Staff (AF WKS)
Tele : 23010231 / 7129
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वायु सेना मुख्यालय
वायु भवन
नई दिल्ली - 110 106
Air Headquarters
Vayu Bhawan
New Delhi - 110 106

Air HQ/S 36072/2/W (P&C)

24 Jul 20

By No. 498/ANM
16/7/2020

GOVERNMENT OF ASSAM.
OFFICE OF THE EXECUTIVE ENGINEER, SIHANSHI PROJECT DIVISION,
CANAL NO. I, (IRRIGATION) UDALGURI.

No. W/33/2020-21/
To,
The Deputy Commissioner,
Udalguri.

By No. 397/ANM
4/8/2020



अरविंद सिंह, आई.ए.एस.
ARVIND SINGH, IAS
अध्यक्ष
Chairman
दूरभाष / Phone : 011-24632930
24622796
फैक्स / Fax : 011-24641088
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AIRPORTS AUTHORITY OF INDIA
राजीव गांधी भवन
Rajiv Gandhi Bhawan
सफदरजंग इन्टर्नैट अड्डा, नई दिल्ली-110003.
Safdarjung Airport, New Delhi-110003.

D.O.No.AAI/CHQ/RWH/2020-21

23rd July, 2020

F.No.Engg/SE/Misc./2020

To
Shri Ashok Kumar
Addl. Secretary & Mission Director
National Water Mission
Govt. of India
Ministry of Jal Shakti
2nd floor, Block No.III,
CGO Complex, Lodhi Road
New Delhi-110003

ALL INDIA INSTITUTE OF MEDICAL SCIENCES
ANSARI NAGAR, NEW DELHI
(ENGINEERING SERVICES DEPARTMENT)

Dated: 14.8.2020

Sub: Details of Rain Water Harvesting pits at AIIMS New Delhi

के.एम. शिवकुमारन
निदेशक (मानव संसाधन)
K.M. SHIVAKUMARAN
Director (Human Resources)





भारत इलेक्ट्रॉनिक्स
भारत इलेक्ट्रॉनिक्स लिमिटेड
(भारत सरकार का उपक्रम, खास मंत्रालय)
पंजीकृत कार्यालय
आउटर रिंग रोड, नागवारा, बेंगलूर - 560 045, भारत
Bharat Electronics Limited
(Govt. of India Enterprise, Ministry of Defence)
Registered Office : Outer Ring Road,
Nagavara, Bangalore - 560 045, INDIA.
CIN : L32309KA1954GOI000787
फोन/Phone : +91(80) 25038205



भारतीय प्रौद्योगिकी संस्थान भुवनेश्वर
INDIAN INSTITUTE OF TECHNOLOGY BHUBANESWAR

F.1-64/2018/Estate / 330
Dt.09.07.2020

By No. 388/ANM
21/7/2020



भारतीय प्रौद्योगिकी संस्थान जोधपुर
राष्ट्रीय राजमार्ग 62 नागीर रोड, कच्छ 342037, जोधपुर जिला
Indian Institute of Technology Jodhpur
NH62 Nagaur Road, Karwar 342037, Jodhpur District
आ : (0291) 280 1011; ई : director@iiit.ac.in

Professor Santanu Chaudhury
FNAE, FNAsc, FIAPR,
Director

No: ITI/DIR/2020-21/27
16 July 2020

By No. 379/ANM
20/7/2020

F.No. 24021/09/2020-PC
Government of India
Ministry of Home Affairs
Police-I Division
Police Coordination Section

By No. 397/ANM
4/8/2020

चेन्नै पेट्रोलियम कॉर्पोरेशन लिमिटेड
(इंडियन ऑयल की ग्रुप कंपनी)
Chennai Petroleum Corporation Limited
(A group company of Indian Oil)

DOO:091
Shri. U P Singh
Secretary
Government of India, Ministry of Jal Shakti
Department of Water Resources
River Development & Ganga Rejuvenation
Shram Shakti Bhawan, Rafi Marg
New Delhi - 110 001

9th September, 2020

VIII.11014/Engr (E-4)/2020/ 065

17 Jul 2020

Government of India
Ministry of Home Affairs
National Water Mission
E-mail
catchtherain.nwm@gmail.com
(Through LOAR)

"CATCH THE RAIN" CAMPAIGN UNDER NATIONAL WATER MISSION (NWM)

1. Pleaser refer MHA letter No. 139.MHA/P-II/Coord/2020/595 dated 07 Jul 2020.

Report of MNREGS works 2020-21

(as on 17 September 2020)

Complete Work in 2020-2021					
Dug Wells	Traditional water Bodies	Ponds	Water Harvesting and Water Conservation Works	Total Works	Dug Wells
41621	40847	174412	192649	438557	232359

JSA-II: Catch The Rain (iii)

- Department of Youth Affairs to do a 6 month campaign in **623 districts** in **31150 villages** with **its 1.74 lakh village based Youth clubs**
- Budgeted for **Rs 6.898 crores** @ Rs 1 lakh per district + administrative expenses
- This is to be done in 2 parts
- Part 1- December 2020 -March 2021- Rs 2.8 Crs
- Part 2- April-June 2021 – Rs 4 Crores

JSA-II: Catch The Rain^(iv)

- Activities proposed by NYK:
 - Jal Samvad, sharing of best practices, competitions on quiz, posters, painting and slogan writing, organising rallies, nukkad natak and distribution of IEC materials in electronic, print, social and folk media
 - Provision of banners and wall writings
- Activities proposed Cond..
 - Organising Community work program such as de-silting, digging, maintenance and repairing of wells, ponds, small water channels, deepening of village ponds, disinfecting drinking water wells, water budgeting
 - Education and handholding on RWHS and awareness of water reuse

plus

- Documentation, reporting and analysing, triangulation and validation, field visits
- Organisational expenses and final report preparation

JSA-II: Catch The Rain (v)

- **1-15 December 2020** is training/planning/preparatory phase
- Training /planning/preparatory phase:
 - Preparation and finalization of training materials for NYK
 - Formation of NYK teams
 - On line meetings/training for NYK national and state officials
 - Preparation of monitoring and reporting tools
 - Preparation for the launch on 16 December 2020

JSA-II: Catch The Rain (vi)

- **16th December 2020 to 31st March 2021** – the Awareness generation, Field planning phase
- IEC activities, generate buzz in the districts
- Setting up of Jal Shakti Kendras
- Enumeration of water bodies and GIS mapping
- Removal of encroachments, de-silting of tanks
- Planning of new works and repairs to existing structures- preparation of estimates etc of works to be taken up during April- June 2021 phase
- All government buildings to have RTRWHS
- **PREPARE GROUND (vessel) to CATCH THE RAIN** when it falls in the next Monsoon

Jal Shakti Abhiyan II (vii)

- **1st April 2021 to 30th June 2021** –the implementation and monitoring phase
- Taking up and execution of works planned
- All government buildings to have Roof Top RWHS
- 3 Visits of Central Team members
- Reporting- NYKS and Central team

JSA II: Catch The Rain (viii)

- **NYKS teams to**
 - meet **DMs/DCs**, get them on board to **form** district teams
 - engage with the district administration, various line government departments & water agencies and sensitize about the need for water conservation & rainwater harvesting
 - hold meetings with Sarpanchs, Pradhans, ZP members, MLAs, local influencers & volunteers to further the cause
 - Liaise with local NGOs, clubs like Rotary, Lions, RWAs, local celebrities, sports persons, journalists, activists, farmers, industrialists, SHGs, Principals Colleges, HMs of schools etc
 - Meet with leaders of religious institutions, sects etc to take up works in the ponds of temples, ashrams, mosques etc
 - **Launch the program in the district involving everybody**

JSA-II: Catch The Rain (ix)

- **NYKS teams to**
 - get details of ongoing MGNREGS water conservation works
 - Organize to GIS map the water bodies
 - Take steps to remove temporary encroachments on water bodies and its channels
 - identify works to done- repairs to existing and plan new structures
 - Take up Community work program such as de-silting, digging, maintenance and repairing of wells, ponds, small water channels, deepening of village ponds, disinfecting drinking water wells, water budgeting
 - **Funds from MREGS, FC grants, DMF etc with DMs**

JSA-II: Catch The Rain (x)

- **NYKS teams to organize,**
(in water conservation themes):
 - Jal Samvad, Jal Chowpals
 - Essay competitions , debates, quizzes, competitions for painting and slogan writing in colleges, schools and youth clubs
 - Rallies, nukkad natak, shows by folk artists, puppetry
 - Runs, mini marathons, walk-athons, hackathons

JSA-II: Catch The Rain (xi)

- **NYKS teams to organize,**
(in water conservation themes):
 - distribution of IEC materials in electronic, print, social and folk media, posters
 - Slogans writings on wall
 - Jingles in local FMs, city TV channels, theatres
 - Encourage to post regularly in FB, WA, Twitter
 - e-posters in WA, Twitter & other Social media
 - At least a few major activities in every week

JSA-II: Catch The Rain (xii)

- **NYKS teams to:**

- Set up the district MIS as per the details given
- Make documentation of the meetings, activities
- Send daily/Weekly Feed back on the activities done
- Photos of the activities taken up
- Share the best practices worthy of replication
- Send lists of winners of various competitions
- Share prize winning articles, paintings etc

“जब हम सब मिलकर मजबूती से प्रयास करते हैं
तो असंभव को भी संभव कर सकते हैं।
जब जन-जन जुड़ेगा, जल बचेगा।”

– प्रधानमंत्री नरेन्द्र मोदी



आइए बारिश की हर बूँद को बचाएं। “कैच द रेन”

वेयर इट फ्रॉल्स, वेन इट फ्रॉल्स



बारिश के पानी को जमा करना आसान है। उसके लिए छत पर एक साधारण सा सिस्टम लगेगा जिसमें जुड़े पाइप से बारिश का पानी नीचे रखी टंकी में जमा होता जाएगा ताकि भविष्य में उसका उपयोग किया जा सके।

बारिश के पानी को जमा करने से:

- पानी की साल भर की जरूरतें पूरी हो सकती हैं।
- भूजल के स्तर में सुधार होगा।
- शहरी बाढ़ और जल जमाव घटेगा।

अधिक जानकारी के लिए संपर्क करें – catchtherain.nwm@gmail.com
<http://nwm.gov.in/catchtherain>

वर्षा के जल का संचयन करें, एक बूँद भी बर्बाद न हों दें।



#CatchTheRain



राष्ट्रीय जल मिशन
जल संसाधन, नदी विकास और
गंगा संरक्षण विभाग
जल शक्ति मंत्रालय
भारत सरकार

Some posters

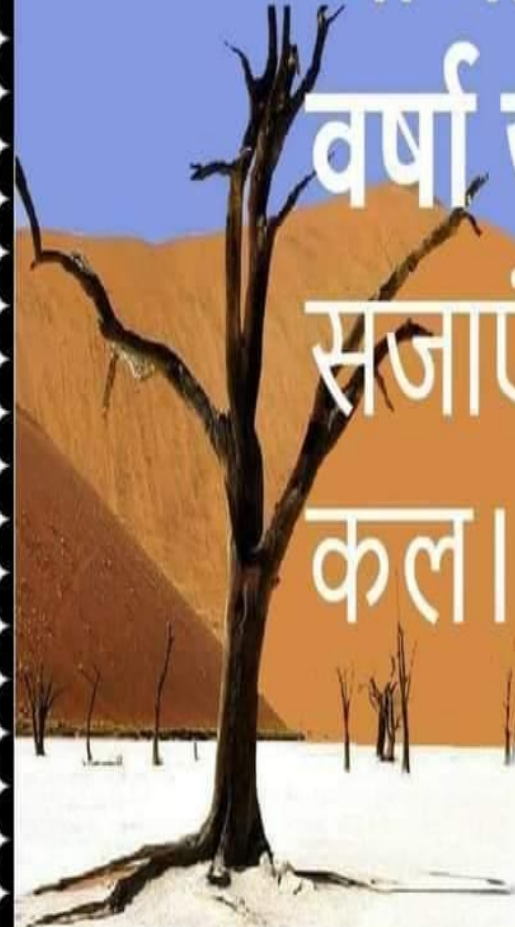


National Water Mission

Ministry of Jal Shakti, Department of Water Resources, RD & GR



आओ बचाएं वर्षा जल और सजाएं अपना कल।





NATIONAL WATER MISSION
DEPARTMENT OF WATER RESOURCES, RD & GR



**जल जीवन का अनमोल रतन।
इसे बचाने का करो जतन।।**



Some posters



National Water Mission

Ministry of Jal Shakti, Department of Water Resources, RD & GR



**CATCH
THE
RAIN**



**Today's rain
water is
tomorrow's life
saver!**

NYKS Will be provided with

- Concept for Posters, wall writings
- Themes for Nukkat nataks, competitions- essays, debates, paintings, exhibitions
- Social media write ups
- Technical support
- E-Trainings as desired

JSA-II: Catch The Rain (xiii)

- Local administration can be asked to:
 - ❑ enumerate water bodies present in the district and co-relate / cross check with revenue records
 - ❑ Geo-tag all existing water bodies
 - ❑ Mark boundaries of these water bodies on ground, as per records
 - ❑ Identify and Classify encroachments as permanent or temporary
 - ❑ Remove temporary encroachments, forthwith
 - ❑ Identify channels that bring water to these water bodies and remove encroachments, if any

JSA-II: Catch The Rain (xiv)

- Local administration can be asked to
 - ❑ Ensure Roof top RWHS in all government buildings
 - ❑ Identify structures (RTRWHS, check dams, ponds, dug wells, step wells) those require maintenance
 - ❑ Prepare estimates for major repair ; works taken up
 - ❑ Plan minor maintenance works to be taken up in April- May period
 - ❑ Identify new locations for construction of appropriate water harvesting structures (RTRWHS, check dams, ponds, dug wells, step wells) and estimates prepared

JSA-II: Catch The Rain ^(xv)

- Rejuvenation of rivers and streams
 - ❑ Rejuvenation of small rivulets to be taken up
 - ❑ Steps to be taken for revival of wet lands
 - ❑ Removal of encroachments in flood plain areas
- Tree plantation and afforestation works to be take up
- Rain Centers/Jal Shakti Kendras to be made functional in all district HQs or at appropriate levels like municipalities, Blocks, Gram Panchayats etc

Jal Shakti Abhiyan II (xvi)

- Central Nodal Officers can be appointed to monitor 2-3 districts depending upon the size of the districts
- They can make two visits during the 3 month period (April-June 2021) and two visits during (June-August 2021), if restrictions on movements are relaxed
- Can monitor through Webinars /VCs once a month
- NYK officers are in the districts can facilitate to co-ordinate with District officials
- Technical Officers @1 per 2-3 districts can be sourced from DoWR, RD & GR and subsidiary orgs



Thanks,
Wishing you
all the best to
Catch The Rain