

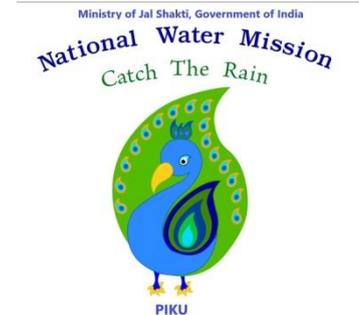
## Steps taken for the “Catch The Rain” Campaign

-G.Asok Kumar, AS&MD, NWM

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.

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. NWM has so far taken following actions to get the campaign going:

(i) DO letters were sent from

(1) Sri Gajendra Singh Shekhawat, Hon’ble Minister for Jalshakti

(a) to Hon’ble Ministers of Defence; Home Affairs and HRD on 7.07.2020 seeking support of their Ministries in the “Catch the Rain” campaign

(b) on 20.07.2020 and 15.12.2020 to all Chief Ministers and on 21.12.2020 to all Governors.

(2)Dr Rajiv Kumar, VC, NITI AYOOG to Chief Secretaries of all states; Directors of all IIMs and IITs and Chairman, Railway Board on 23.06.2020 requesting them to take steps to actively participate in the “Catch the Rain Campaign” of the National Water Mission.

(3) Additional Secretary & Mission Director, National Water Mission to:

(a) Chief Secretaries of all States/UTs on **27.02.2020** requesting to prepare a plan of action and initiate steps to develop RWHS so that these structures are ready by June, 2020 to "catch the rain", when the monsoon arrives. States were requested to set-up "Rain Centers (RCs) in every district headquarters to generate awareness and to give technical guidance on RWHS. These RCs should be functional at least, till monsoon is over.

(b) Secretaries of the Ministries of Defence; HRD; Heavy Industries; Department of Defence Production; Chiefs of Defence forces; Chairman, Railway Board; Chairman, Airport Authority of India; Director Generals of Central Armed Police Forces (CAPF); Vice Chancellors of JNU, DU; DG and EinC of MES (on 9.3.20 and 11.03.20) requesting them to direct their officers concerned to take steps to ensure appropriate RWHS before the onset of the monsoon.

(c) all District Magistrates/ District Collectors/ Deputy Commissioners on **11.05.2020, 9.10.2020 and 9.12.2020** requesting to take steps to ensure appropriate rain water harvesting and artificial recharge measures in all catchment zones under their jurisdiction before the onset of the monsoon season. All districts have been allotted to Consultants/YPs for follow up action.

(d) reminders sent to all Chief Secretaries and DGs of CAPF on 10.6.2020.

(d) Directors of all IITs & IIMs on 10.06.2020 and Commissioner, Kendriya Vidyalaya Sangathan requesting them to take up appropriate RWHS in the premises of their institutions.

(e) Vice Chancellors of 47 government and private universities on 26.06.2020 requesting to take steps to ensure appropriate RWHS in the premises of their universities and colleges under them.

(4) Secretary, DoWR&RD on **24.8.2020** to 16 Secretaries of various Departments in GoI and CMDs of 53 CPSUs enjoining their departments and companies to take part in the campaign.

(ii) Meeting of the NGOs empanelled with NWM held on 09.03.2020 to sensitize them

(iii) organized a workshop on 'Catch the Rain: Rain Water Harvesting and Artificial Recharge Structures for Water Conservation' at New Delhi on **13.03.2020**.

(iv) Webinars held with: NGOs on **11.06.2020**; top managements of some industries on 3.7.2020; FICCI and its associates on 8, 15, 22 and 29 July-2020 to involve them; Delhi government officials and RWAs; and with selected four or five District Magistrates/Municipal Commissioners on every Saturdays, since **8.8.2020** to "*get feedback from the field and motivate them*"

(v) got endorsement from dignitaries like Vice President of India; VC, NITI Ayog; CEO, NITI Ayog; Sri Ravishankar ji; Sri Sonam Wangchuck; Dr Anil Joshi, Sri Gopi Chand etc

(vi) A massive awareness generation campaign with NYKS launched on 21-12-2020 to cover all districts in the country. 12.24 lakh people participated in the "Jal Sapath" program on 1.1.2021.

Training of District Coordinators of NYKS in all states done from 22 January to 6 February 2021.