

# Social Media Session for IEC Activities

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#CatchTheRain

# Objective

While performing the IEC activities, it is also vital for us to also create an effective awareness plan which can be in parallel promoted on social media and create a buzz about our initiative.

Major Social Media  
channels which can be  
used

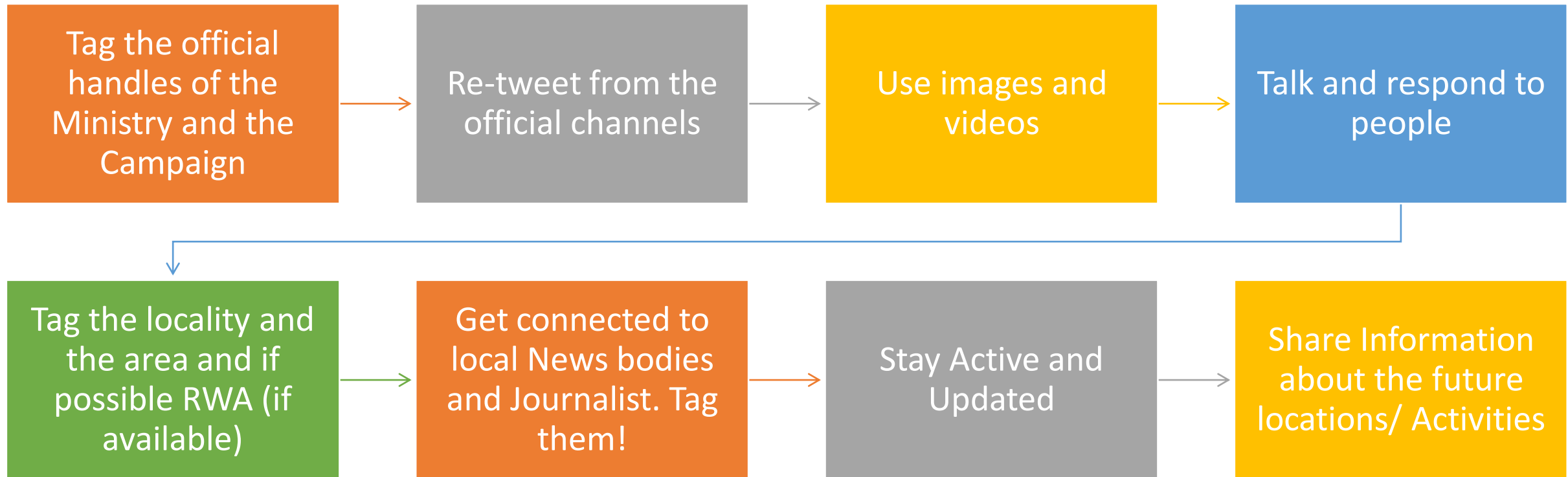
TWITTER



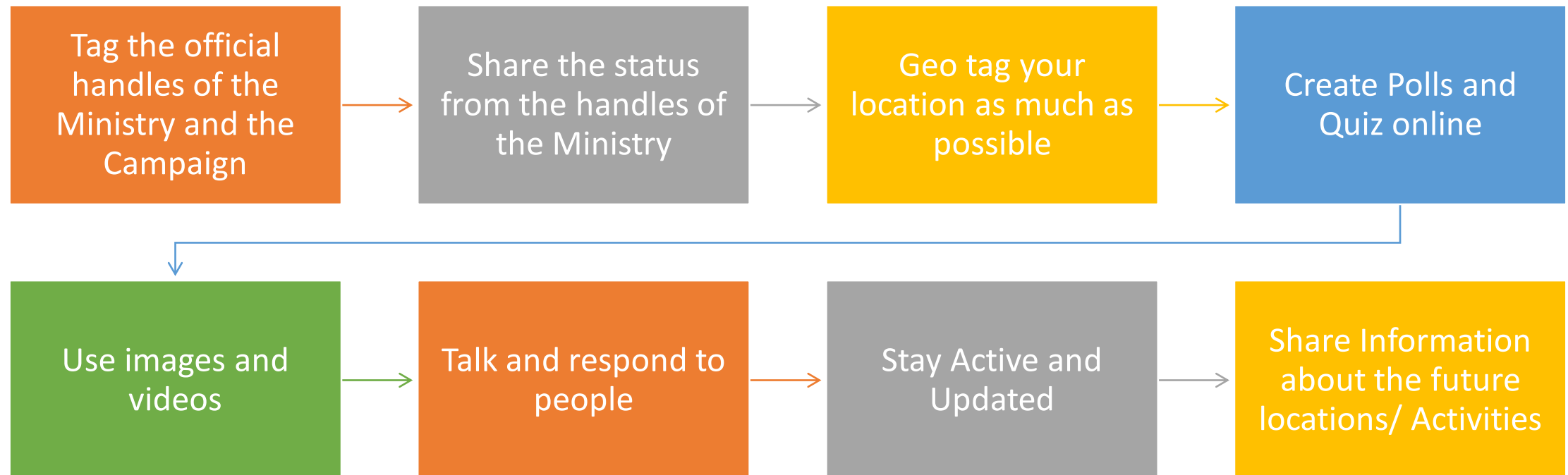
FACEBOOK



# How to Use Twitter Effectively



# How to Use Facebook Effectively



# How to Geo Tag Photos

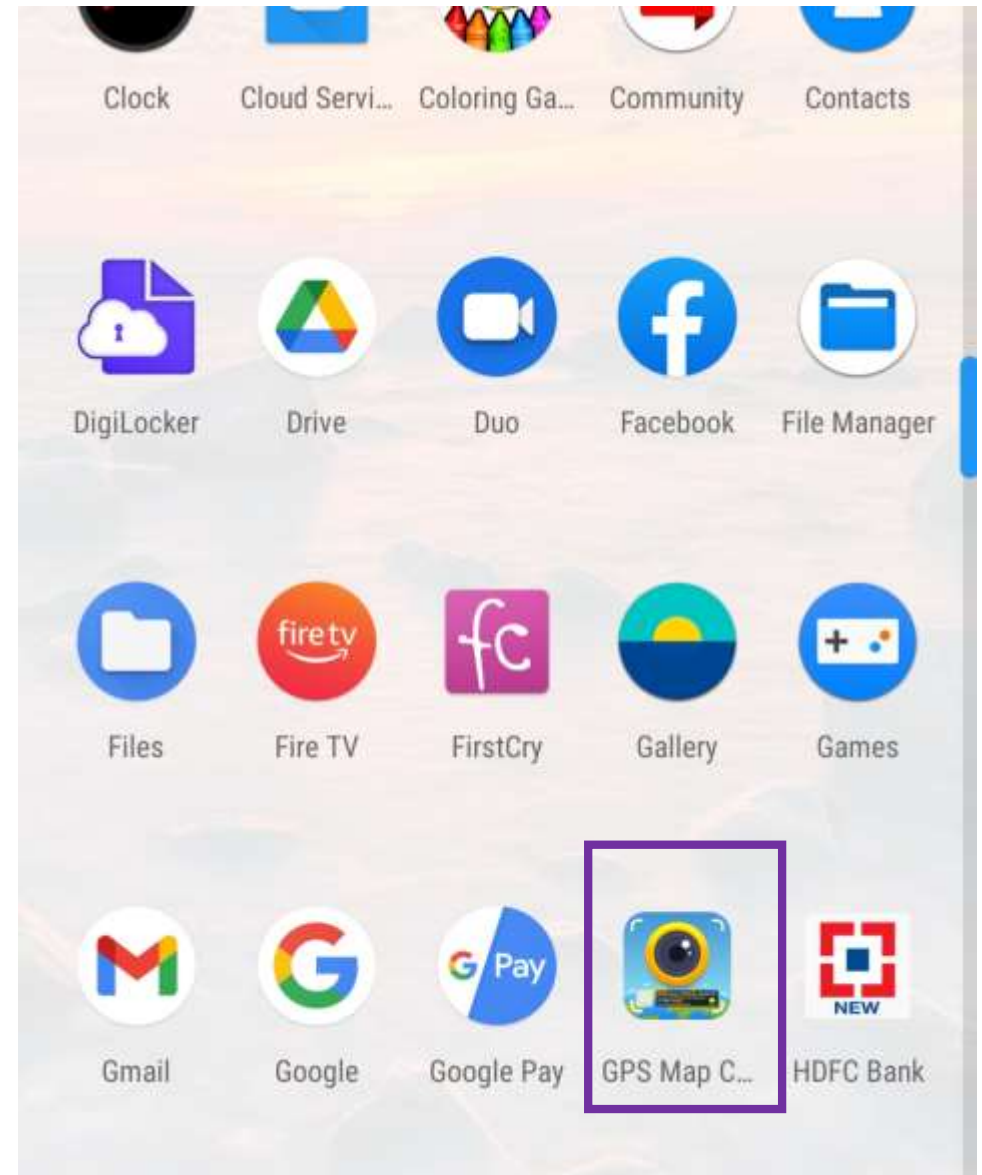
Download the App:

GPS Map Camera: Geotag Photos & Add GPS Location from  
Play store

<https://play.google.com/store/apps/details?id=com.jkfantasy.gpsmapcamera>

# Step-by-Step Process for Log-in

Download the app from the above given link. Once downloaded, the following icon will appear on your screen.






## GPS MAP CAMERA

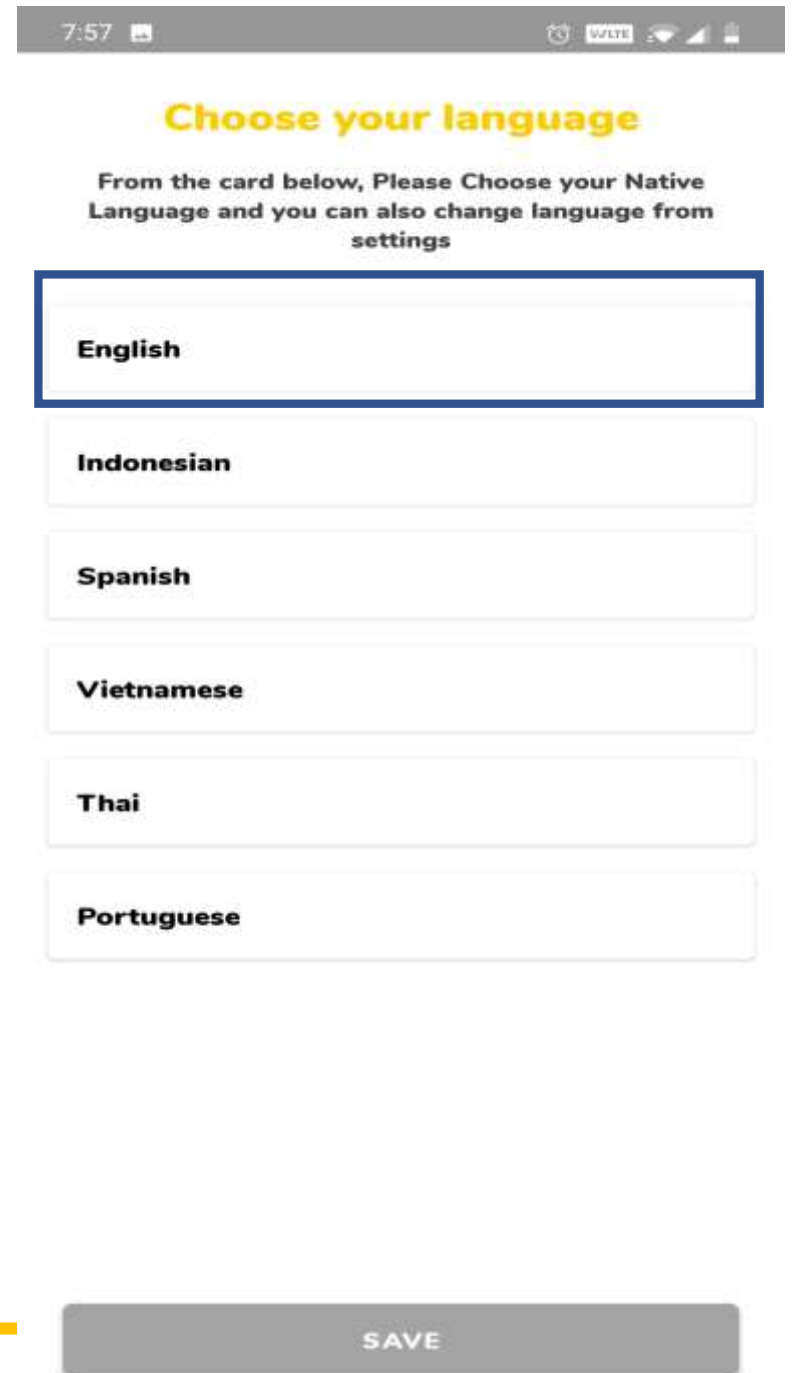


Click on the icon and the following screen will appear on your mobile



Then, the app will ask you for your preferred Language. Kindly select ENGLISH.

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7:57 [notification icon] [signal strength] [LTE] [Wi-Fi] [battery]

### Choose your language

From the card below, Please Choose your Native Language and you can also change language from settings

- English**
- Indonesian
- Spanish
- Vietnamese
- Thai
- Portuguese

SAVE



Allow **GPS Map Camera** to access  
this device's location?

ALLOW ONLY WHILE USING THE APP

DENY

In the next step, the app will seek your permission for your device Location, Kindly select Allow while using the app option.



Allow **GPS Map Camera** to take pictures and record video?

ALLOW

DENY

In the next step, the app will seek your permission to take and record Images, Kindly select option.



Allow **GPS Map Camera** to access photos, media, and files on your device?

ALLOW


DENY

In the next step, the app will seek your permission to access Photos, Media & Files. Kindly select option.

You are all set, now whenever you will capture picture with this app it will automatically capture the Location, Time & Date.

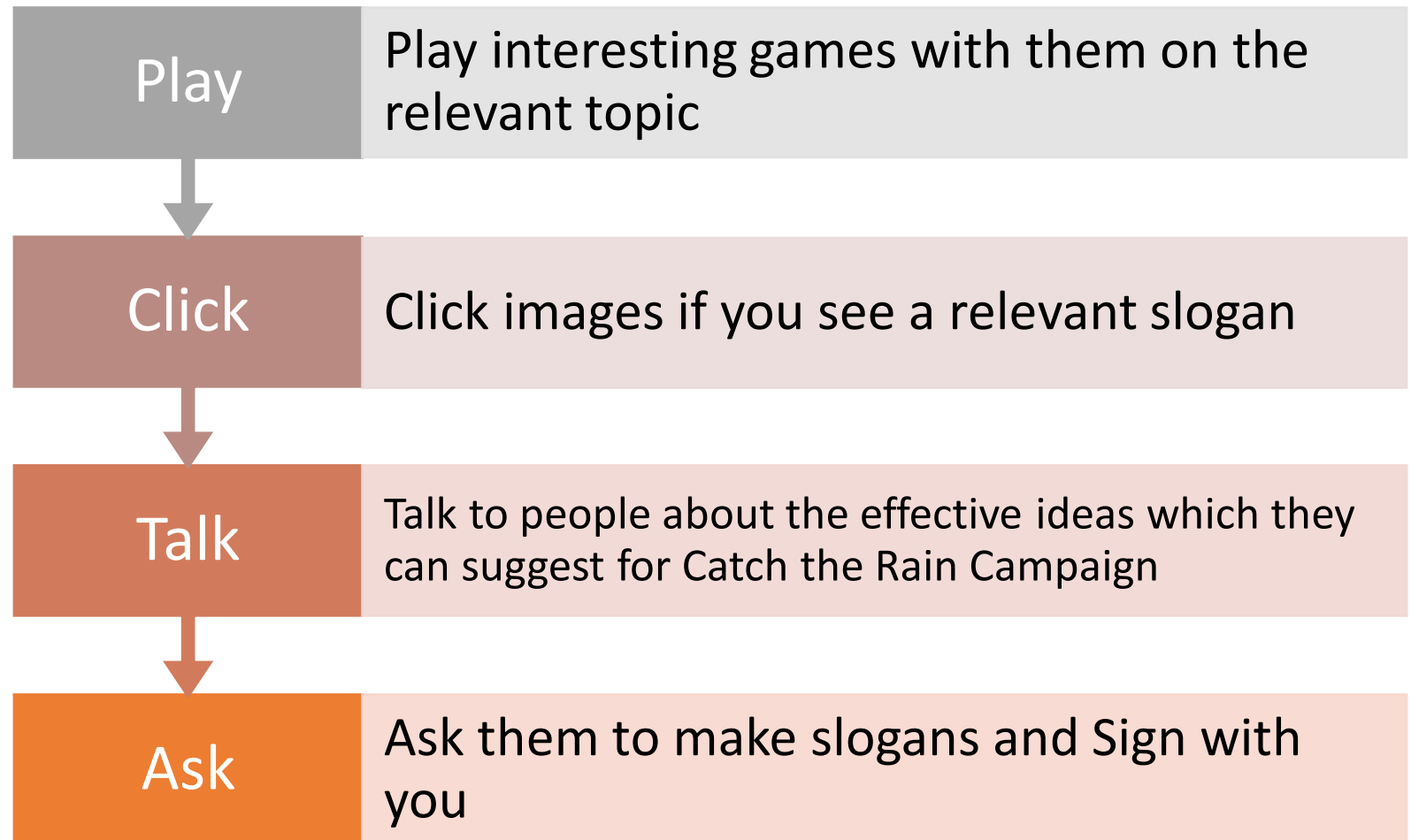


Delhi, Delhi, India  
1/2821, Loni Rd, Ram Nagar Extension, Ram Nagar, Shahdara, Delhi,  
110032, India  
Lat N 28° 40' 52.4208"  
Long E 77° 17' 39.3"  
21/01/21 07:58 PM



Once you have clicked the images, share them with the team in parallel via WhatsApp. This will help us in daily reporting as well as tracking the performance and keep your data safe.

# Other Engaging Activities which we can do with the crowd





Wall Writing





For Wall writing, the local teams must identify the locations which are prime in Nature and can grab the attention of the local bodies such as:

- Bus stops
  - Panchayats
  - Schools
  - Govt. Medical institutes etc.
- 



Nukkad Natak





The team is expected to engage with the crowd via Nukkad Natak's in order to create awareness about #CatchTheRain Campaign.

While performing a Nukkad Natak, try to gather as many people as you can and maintain maximum eye contact while performing. Try to ask questions from the gathering while performing and indulge with them as much as possible.

The background of the image is a stylized landscape. It features a dark blue, almost black, mountain range or horizon line that spans the width of the image. Above this line, the sky is a light, pale blue with some subtle, wispy white clouds. Below the mountain range, the foreground is a light, pale blue, suggesting a body of water or a flat, open landscape. The overall aesthetic is clean and modern, with a focus on natural elements.

# National Water Mission Website

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- All the IEC Material shall be available in vernacular language at NWM (<http://nwm.gov.in/>) Website, DYC's are requested to frequently visit the website and use the material as much as possible in the campaign.
  - On the website, Catch the rain tab (<http://nwm.gov.in/?q=catchtherain>) will be updated on regular basis hence, the team should pay special attention to the tab and check the same daily.
  - DYC's are also requested to be part of our Water Talks on regular basis.
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IEC materials on Catch the Rain

Catch The Rain

Home » Catch the Rain

## Catch the Rain

Catch the Rain

Water Talks

Water Tech Talks

Garib Kalyan Rojgar Abhiyaan

Sahi Fasal

Base Line studies

NWM Awards

Inter-Ministerial Group (IMG) on  
Arsenic Mitigation

Media

Know your Water App.

Citizen charter

Demonstration Project



Catch the Rain

Water Talks

water tech talks

Garib Kalyan Rojgar Abhiyaan

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Citizen charter

Demonstration Project

Vulnerable & Over Exploited Areas

Integrated Water Resource  
Management

Study & Research

Training Capacity Building

MoWR Organizations








New Initiatives



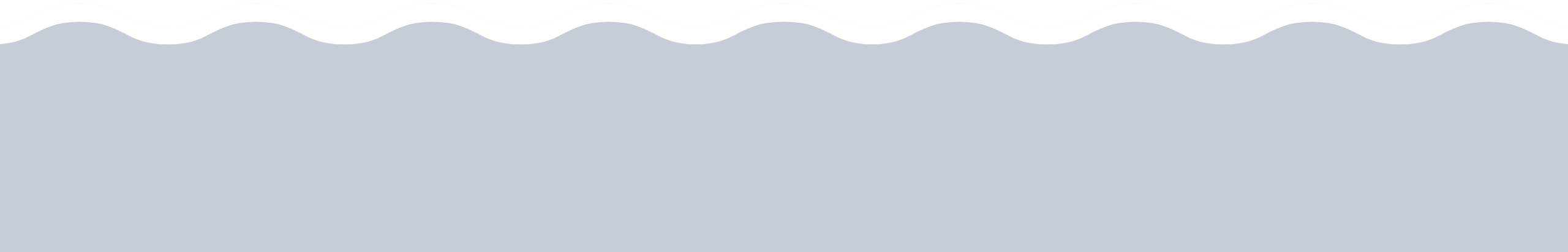
All District Collectors, heads of institutions like IIMs, IITs, Central Universities, Private Universities, Chairmen of Railways, Air Port Authority, PSUs; DGs of Central Armed Police Force etc having large tracts of lands with them have been requested to take steps to "Catch the Rain".

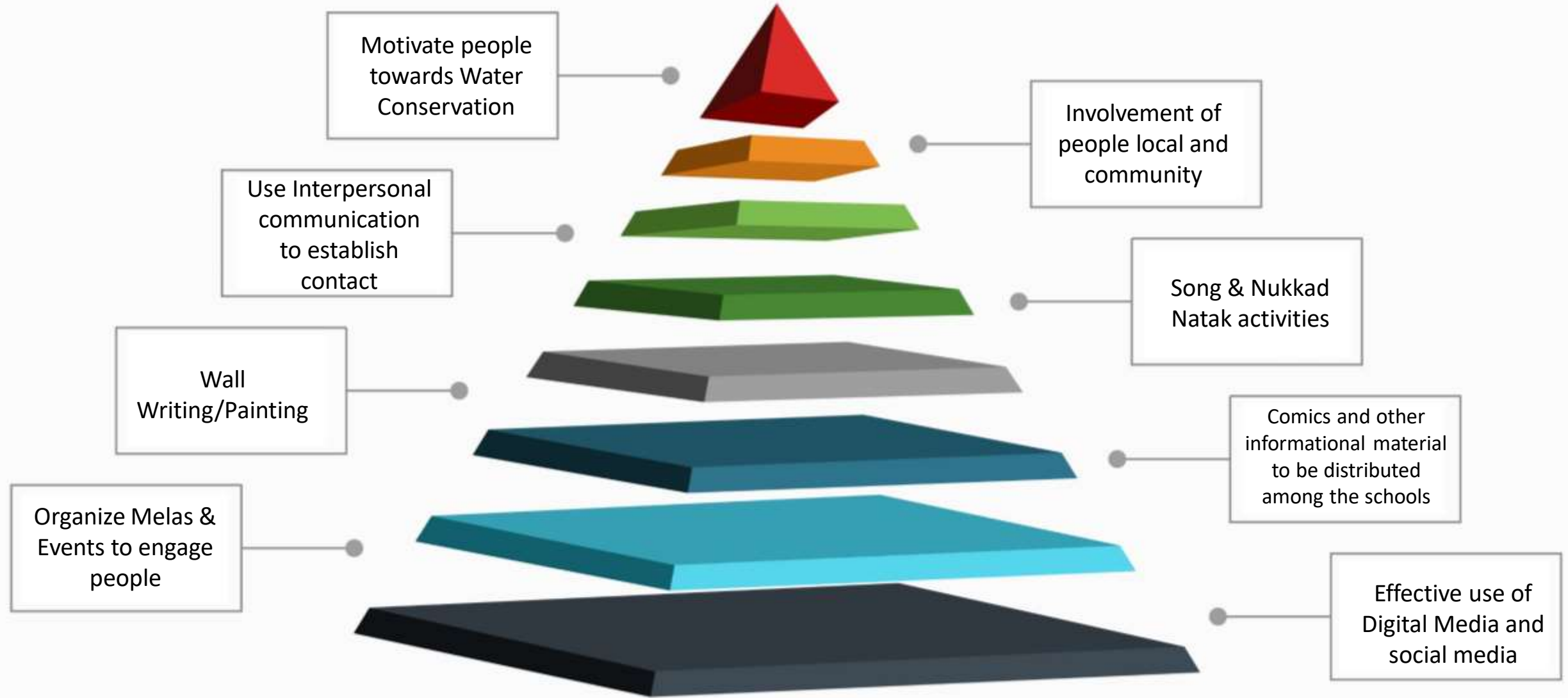
*Information on the works being done under the "Catch The Rain campaign" may be sent to [catchtherain\[dot\]nwm\[at\]gmail\[dot\]com](mailto:catchtherain[nwm[at]gmail[dot]com) / [md\[dot\]nwm\[at\]gov\[dot\]in](mailto:md[dot]nwm[at]gov[dot]in) for compilation and sharing.*

**Logo of "Catch the rain" - [Click here to download](#)**

- [Workshop on "Catch the Rain: Rain Water Harvesting and Artificial Recharge Structures for Water Conservation" on 13th March 2020](#)
- [Meeting of the NGOs for sensitization and participation in the 'Catch the Rain' Campaign on 11th June 2020](#)
- [Webinars on Catch the Rain - FICCI](#)
- [Catch the Rain webex meeting on 24/07/2020 with DJB and other stakeholders in Delhi - \[Video\]\(#\) | \[Minutes of the meeting\]\(#\)](#)
- [National Water Mission webinar session on "Catch the Rain: Dialogues with DMs](#) 
- [Catch The Rain - action taken by Organisations / Governments / Individuals](#) 
- [Rain Center at District level in various States / UTs](#) 
- [D.O. letters from NWM on the "Catch the Rain" Campaign](#) 
- [NYKS on "Jal Shakti Abhiyan II: Catch the Rain" campaign](#) 
- [IEC Materials for CatchtheRain](#) 
- [IEC Videos for CatchtheRain](#) 

# 360 Degree Campaign and Tools





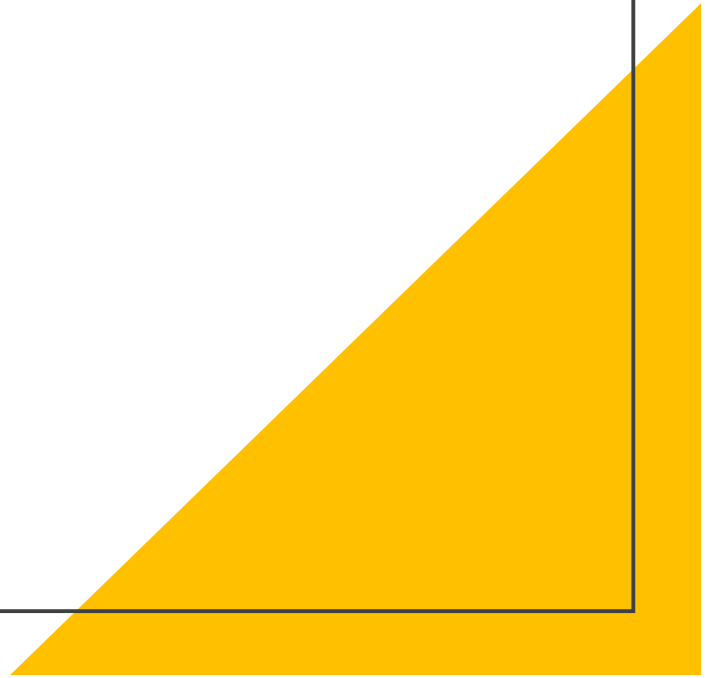
Support from  
US!

We are here to support you for every step of the way. We will be facilitating you with the following:

- Creative support
- Slogans in local language
- Scripts
- Quiz
- Interactive Material etc.

For Queries, kindly contact

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Questions & Answers!!



Thank you

