



JAL SHAKTI ABHIYAN: CATCH THE RAIN INITIATIVE LAUNCHED BY THE GOVERNMENT TO SAVE WATER

In a bid to save the nation from the water crisis, the Central Government has recently launched a programme to conserve water. With a core focus on water conservation and rainwater harvesting, the Jal Shakti Abhiyan: Catch the Rain (JSA:CTR) initiative is one such approach of the government to save water. The initiative is a collaborative effort of National Water Mission, Nehru Yuva Kendra Sangathan and Ministry of Jal Shakti.

The Ministry of Jal Shakti has initiated a nation-wide campaign “Jal Shakti Abhiyan : Catch the Rain” focusing on saving and conserving rainwater with the theme “Catch the rain, where it falls, when it falls” from March 22, 2021 to November 30, 2021 in the pre-monsoon and monsoon periods of 2021, covering both urban and rural areas of all the districts in the country.

Under this campaign, various water conservation techniques will be introduced or enhanced. At the same time efforts would be undertaken to harvest rainwater in rural as well as urban areas.

To facilitate these activities, the Government has requested states to open “Rain Centers” in each district in their respective Municipalities or Gram Panchayat offices. The states have been asked to put in efforts so that all buildings in the district should have Rooftop Rainwater Harvesting System and that the maximum quantity of rain water falling in any compound should be impounded within the compound itself. The focus should be -- No water or very limited water must flow out of the compound. This will help in improving soil moisture and in raising the ground water level.

In urban areas it will reduce water gushing onto roads damaging them and will prevent urban flooding. During the launch of the campaign, the Prime Minister spoke about the implementation of the Ken Betwa Link Project which will be the first project of the National Perspective Plan for interlinking of rivers.





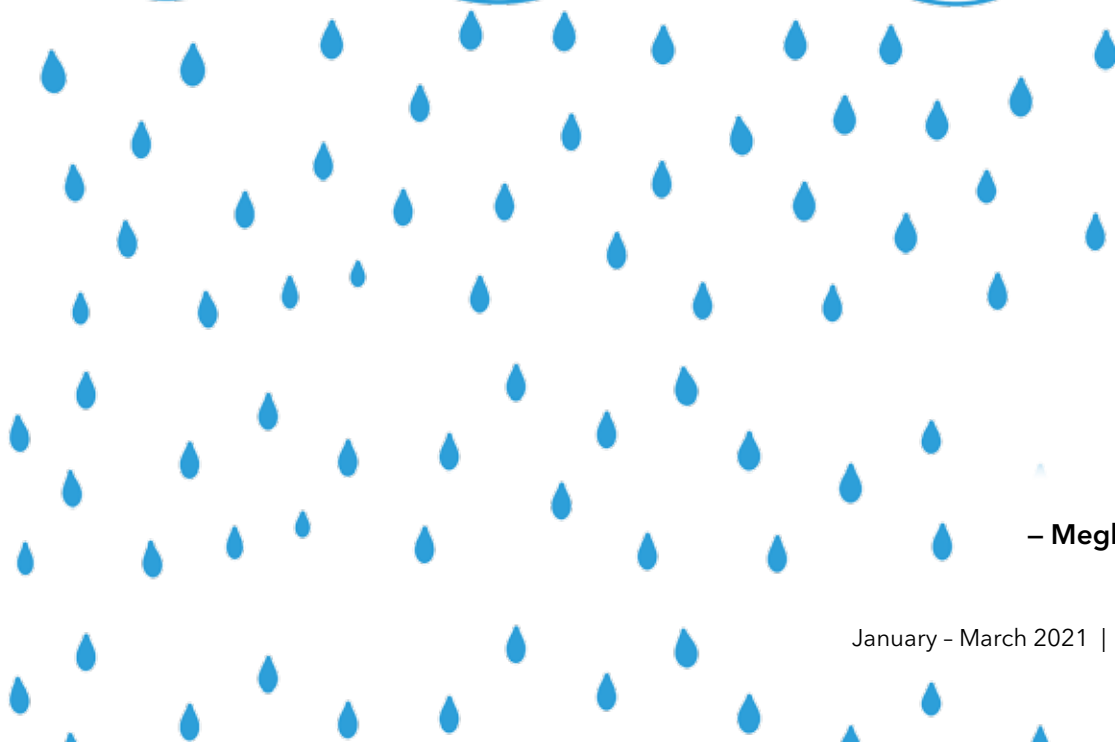
The Prime Minister Narendra Modi during the launch has pointed out that “the better India manages rainwater, the lesser the country’s dependence on groundwater.” The Government is implementing a number of schemes for rainwater harvesting which include Atal Bhujal Yojana (Atal Jal), Atal Mission for Rejuvenation and Urban Transformation, Mahatma Gandhi National Rural Employment Guarantee Scheme, etc. Trainings, workshops, painting competitions, awards, seminars, water talks, webinars, etc., are also held for awareness generation and for effective implementation of schemes and programmes on water conservation and rainwater harvesting.

The Government hopes that the tag line “catch the rain, where it falls, when it falls” will give a nudge to all stakeholders to create Rain Water Harvesting Structures suitable to the climatic conditions and sub-soil strata to store rainwater as rains falling in the four to five months of monsoon in India are the only source of water for most parts of the country today. ■



Catch The Rain

Where it falls, When it falls



– Meghna Chukkath