

Name of campaign: Jal Shakti Abhiyan
Nodal Department: Department of Drinking Water & Sanitation, Jal Shakti Mantralaya
Duration: Phase I – 1st July to 15th Sep 2019 (All States)
Phase II – 1st October to 30th November 2019 (States receiving retreating. monsoon¹)
Theme: Sanchay Jal, Behtar Kal (A water conservation campaign)

Selection criteria for Water Stressed Blocks/Districts/States (*National mapping at Annexure I*):

- I. Water Stressed Blocks, for the purposes of this exercise, are those where groundwater levels are critical/over-exploited [as per Central Ground Water Board (CGWB) 2017]. These fall under 20 States/UTs.
- II. For other States, Districts with least groundwater availability have been selected (as per CGWB 2017).

Critical Blocks	Over-exploited Blocks	Other Blocks with least groundwater availability	Total no. of Blocks	Total no. of Districts	Total States/UTs
312	1186	94	1592	257	36

Intervention Areas (*Details at Annexure II*)

At the Central level, the following key areas are broadly under the following Ministries: M/o Jal Shakti; M/o Rural Development; M/o Agriculture Cooperation and Farmers Welfare; and M/o Environment, Forests and Climate Change.

1. Water conservation and rainwater harvesting
2. Renovation of traditional and other water bodies/tanks
3. Reuse, borewell recharge structures
4. Watershed development
5. Intensive afforestation

The following special Interventions are proposed to be carried out:

1. Development of Block and District Water Conservation Plans (To be integrated with the District Irrigation Plans).
2. Krishi Vigyan Kendra Melas to promote efficient water use for irrigation (More Crop per Drop), and better choice of crops, for water conservation.
3. In urban areas, plans/approvals with timebound targets to be developed for waste water reuse for industrial and agricultural purposes. Plans to be developed for at least one urban water body for groundwater recharge in the block or city. Municipalities to pass by-laws for the separation of grey water and blackwater.
4. Scientists and IITs will be mobilised at the national level to support the teams.
5. 3D village contour maps may be created and made accessible for efficient planning of interventions.

Participating teams from GoI: All teams are to undertake minimum 3 trips of 3 days each covering all villages allocated.

Centre	- 257 Additional Secretaries/Joint Secretaries/JS level officers to be the Central Nodal Officer and will be mapped to one district each, covering all water stressed Blocks falling within it. In case of Aspirational Districts, the Prabhari Officer will be the Central Nodal Officer of the district. - Scientists/IITs for technical guidance. - National level NGOs for guidance on community mobilization
State	- Additional Chief Secretary/PrinSecy (PR & RD and/or WR) to be the State Nodal Officer.
District	- 2 officials will be nominated by the District Collector to join the teams from the Centre.
Blocks	- A team of officials would be formed for every 3-5 Blocks. Each of these teams will report to the Addl Secy/JS or JS level officer in-charge of their district. This team (447 in total) would comprise of a Deputy Secretary/Director, and a representative/Engineer from Central Ground Water Board or Central Water Commission. The State Government would also depute the concerned officers from State and District levels to join these teams.

¹ Andhra Pradesh (South), Karnataka (South), Puducherry and Tamil Nadu

Participation at Local Level

Nehru Yuva Kendra Sangathan/National Service Scheme/National Cadet Corps. All NYKS/NSS/NCC youth will join Block level teams.

School students and Eco-Clubs. Students from government schools, and all eco-clubs associated with the schools.

Engineering students. Engineering students from local universities and technical institutes may join the teams.

Non-Government Organizations (NGOs). Local NGOs nominated by the District Collector may be involved in community mobilization, IEC, etc.

Timeline

- **27th June 2019** Cabinet Secretary's VC with Chief Secretaries, District Collectors, nodal officers (10 am); Cabinet Secretary's orientation of the 1500 officers (Vigyan Bhawan, 3 pm)
- **1st July 2019** Commencement of Jal Shakti Abhiyan
- **15th September** Completion of Phase I of campaign
- **30th November** Completion of Phase II of campaign
- **December** National workshop on lessons learned and way forward

Monitoring and Support

- Officers will submit their reports online on a designated portal (<https://indiawater.gov.in/jsa>)
- Real time effective monitoring of campaign with the use of mobile applications and monitoring dashboards
- A Secretariat is being set up at the Department of Drinking Water and Sanitation, Ministry of Jal Shakti

Communications Plan

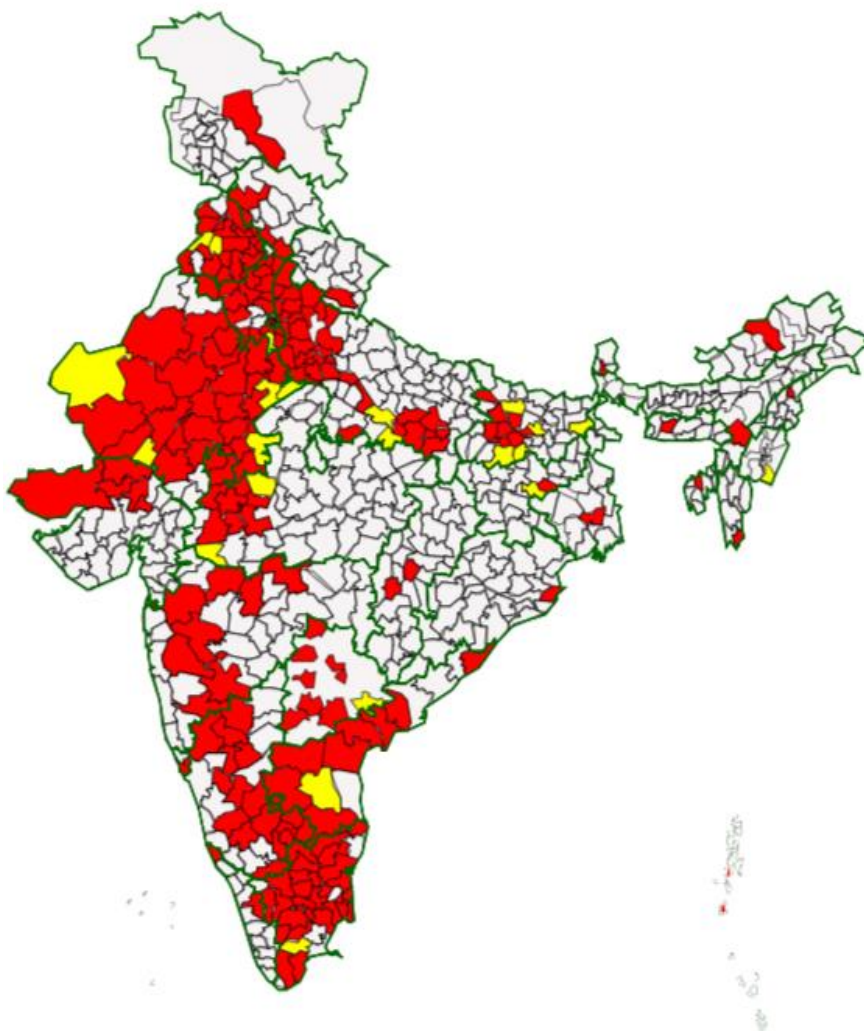
- Self Help Groups, Panchayati Raj Institution members, and Swachhagrahis to join the campaign for Community Communication.
- Krishi Vigyan Kendra Melas to promote efficient water use for irrigation (Per Drop More Crop), and better choice of crops, for water conservation.
- National media campaign to run alongside JSA 2019, with extensive use of social media and TV and radio spots
 - Print and social media mobilization.
 - Celebrities to be mobilized to generate awareness for the campaign.
 - Traditional modes of water conservation, rainwater harvesting and management to be documented and shared widely.
 - Crowdsourced short films of citizens documenting actions taken to conserve water will be shared widely.
- Best performing Blocks and Districts will be assessed and recognized.

Important Contacts:

1. Shri Parameswaran Iyer
Secretary, Department of Drinking Water and Sanitation
Ministry of Jal Shakti
Email: param.iyer@gov.in
2. Shri Samir Kumar
Joint Secretary, Department of Drinking Water and Sanitation
Ministry of Jal Shakti
Email: samirkumar@nic.in
3. Smt Renjitha MH
Deputy Secretary, Department of Drinking Water and Sanitation
Ministry of Jal Shakti
Email: hr095@ifs.nic.in

ANNEXURE I
National Mapping of Water Stressed Blocks, Districts, and States

CATEGORIZATION OF BLOCKS/ MANDALS/ TALUKAS IN INDIA (2017)			
S.No.	States / Union Territories	Blocks	Districts
1	Andhra Pradesh	68	9
2	Arunachal Pradesh	11	1
3	Assam	5	1
4	Bihar	30	12
5	Chhattisgarh	2	2
6	Delhi	24	10
7	Goa	7	1
8	Gujarat	30	5
9	Haryana	81	19
10	Himachal Pradesh	4	4
11	Jammu & Kashmir	15	1
12	Jharkhand	5	2
13	Karnataka	53	19
14	Kerala	3	2
15	Madhya Pradesh	29	11
16	Maharashtra	20	8
17	Manipur	3	1
18	Meghalaya	3	1
19	Mizoram	2	1
20	Nagaland	3	1
21	Odisha	9	1
22	Punjab	111	20
23	Rajasthan	218	29
24	Sikkim	8	1
25	Tamil Nadu	541	27
26	Telangana	137	24
27	Tripura	6	1
28	Uttar Pradesh	139	35
29	Uttarakhand	8	1
30	West Bengal	1	1
31	Andaman & Nicobar	3	1
32	Chandigarh	1	1
33	Dadra & Nagar Haveli	1	1
34	Daman & Diu	1	1
35	Lakshadweep	9	1
36	Puducherry	1	1
	Total	1592	257



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Total districts with water stressed blocks	:	257
■ Districts with water stressed blocks (non-Aspirational districts)	:	234
■ Districts with water stressed blocks (Aspirational districts)	:	23

ANNEXURE II
Intervention areas for select water related schemes

S. No.	Intervention Areas	Activity	Existing scheme(s)	Ministry/Dept
1	Water conservation and rainwater harvesting	No. of water conservation structures constructed: 1.1 Rooftop rainwater harvesting structures - public - private 1.2 Check dams 1.3 Trenches 1.4 Farm Ponds	Mahatma Gandhi Rural Employment Guarantee Act (MGNREGA)	Ministry of Rural Development
2	Renovation of traditional and other water bodies/tanks	2.1 No. of traditional water bodies/tanks restored (includes individual household units) 2.2 No. of other water bodies restored	Mahatma Gandhi Rural Employment Guarantee Act (MGNREGA) and Repair, Renovation and Restoration of Water Bodies	Ministry of Rural Development, and Department of Water Resources, River Development and River Rejuvenation, Ministry of Jal Shakti
3	Reuse, borewell recharge structures	3.1 No. of borewell recharge structures constructed 3.2 No. of soak pits - Individual - community 3.3 No. of greywater ² treatment ponds	Mahatma Gandhi Rural Employment Guarantee Act (MGNREGA)	Ministry of Rural Development
4	Watershed development	5.1 Area covered under watershed development (in ha) No. of watershed structures constructed: 5.2 Staggered trenches 5.3 Gully plugs 5.4 Percolation tanks	Integrated Watershed Management Programme (IWMP)	Department of Land Resources, Ministry of Rural Development
5	Intensive afforestation	5.1 No. of seedlings planted 5.2 Area covered under plantation on public and forests lands	National Afforestation and Eco-Development Board (NAEB) and MGNREGA	Ministry of Environment, Forests and Climate Change; and Ministry of Rural Development

Total number of activities being monitored: 15

² Waste water generated from household washing and bathing