



## गोंडवाना विद्यापीठ, गडचिरोली

(महाराष्ट्र शासन अधिसूचना क्रमांक २००७/(३२२/०७)विशि-४ महाराष्ट्र विद्यापीठ अधिनियम १९९४(१९९४ चा महा.३५) च्या कलम ३ च्या पोटकलम(२) अन्वये दिनांक २७ सप्टेंबर, २०११ रोजी स्थापित व महाराष्ट्र सार्वजनिक विद्यापीठ अधिनियम, २०१६ (सन २०१७ चा महाराष्ट्र विद्यापीठ अधिनियम क्रमांक ६) व्दारा संचालित राज्य विद्यापीठ)

### (आस्थापना विभाग)

एम. आय. डी. सी. रोड, कॉम्प्लेक्स, गडचिरोली जि. गडचिरोली ४४२६०५

email :- gug.registrar@gmail.com

दुरध्वनी क्र. ०७१३२-२२३१०४

email:- gondwanaesst@gmail.com

जा.क्र. गो.वि./आस्था./५०५४/२०२१

दि.३०/०३/२०२१

### परिपत्रक

विषय :- केंद्र पुरस्कृत जलशक्ती अभियान मोहिमेबाबत.

- संदर्भ :- १) महाराष्ट्र शासन, उच्च व तंत्र शिक्षण विभाग यांचे पत्र क्र. संकीर्ण-२०२१/प्र.क्र.३७/विशि-५, दि. २३/०३/२०२१.  
२) दि. १८/०३/२०२१ रोजी जल शक्ती अभियान: Catch the Rain याविषयी पार पाडलेल्या सभेची टिप्पणी.  
३) विश्वविद्यालय अनुदान आयोग यांचे पत्र क्र. D.O.No.१४-७/२०२१(CPP-II) दि. १९/०३/२०२१.

विद्यापीठातील पदव्युत्तर शैक्षणिक विभागातील सर्व विभाग प्रमुख तसेच गोंडवाना विद्यापीठाशी संलग्नित सर्व महाविद्यालयांचे मा. प्राचार्य यांना कळविण्यात येते की, मा. पंतप्रधान महोदयांनी जलशक्ती मंत्रालयामार्फत, २२ मार्च या जलदिनाचे औचित्य साधून "जलशक्ती अभियान : Catch the rain" या मोहिमेची सुरुवात दि. २२/०३/२०२१ पासून केलेली आहे. जलसंवर्धन व जलशक्ती अभियानाच्या अनुषंगाने विविध उपक्रम राबविण्याबाबत केंद्र शासनाने व विश्वविद्यालय अनुदान आयोगाने सुचना दिलेल्या आहेत. त्या अनुषंगाने जलसंवर्धनाचे महत्त्व विद्यार्थ्यांमध्ये बिंबविण्याच्या दृष्टीने तसेच शैक्षणिक क्षेत्रातील सर्व घटकांमध्ये जागरूकता वाढविण्याच्या दृष्टीने सर्व संबंधितांनी संदर्भ क्र. १ ते ३ चे अवलोकन करून त्यानुसार उचित कार्यवाही करावी. तसेच विद्यापीठ/संस्थांनी सादर केलेला आराखडा व जलशक्ती अभियानासंदर्भात सुरु केलेल्या उपक्रमांबाबतचा प्रगती अहवाल शासनास दर महिन्याला एकत्रितरित्या सादर करण्यात यावा.

सोबत - संदर्भ क्र. १ ते ३ ची प्रत.

(डॉ. अनिल चिताडे)

कुलसचिव(प्र.)

गोंडवाना विद्यापीठ, गडचिरोली

प्रतिलिपी माहितीस्तव व आवश्यक कार्यवाहीस्तव सविनय सादर:-

१. मा. कुलगुरु यांचे स्विय सहाय्यक, गोंडवाना विद्यापीठ, गडचिरोली.
२. मा. प्र-कुलगुरु यांचे कार्यालय, गोंडवाना विद्यापीठ, गडचिरोली.
३. मा. विभाग प्रमुख (सर्व), पदव्युत्तर शैक्षणिक विभाग, गोंडवाना विद्यापीठ, गडचिरोली.
४. मा. प्राचार्य, संलग्नित सर्व महाविद्यालये.
५. सिस्टीम अॅनालिस्ट, संगणक विभाग, गोंडवाना विद्यापीठ, गडचिरोली, सादर परिपत्रक विद्यापीठाच्या संकेतस्थळावर प्रसिध्द करण्याच्या कार्यवाहीस्तव.
६. आस्थापना विभाग(नस्ती), गोंडवाना विद्यापीठ, गडचिरोली.

(डॉ. विजय सिल्हारे)

उपकुलसचिव (आस्थापना व प्रशासन)

गोंडवाना विद्यापीठ, गडचिरोली

महाराष्ट्र शासन

क्र. संकीर्ण-२०२१/प्र.क्र.३७/विशि-५  
उच्च व तंत्र शिक्षण विभाग,  
मंत्रालय, मुंबई-३२  
दिनांक- २३-३-२०२१.

प्रति,

संचालक, उच्च शिक्षण, पुणे  
संचालक, तंत्र शिक्षण, मुंबई

**विषय:-** केंद्र पुरस्कृत जलशक्ती अभियान मोहिमेबाबत.

महोदय,

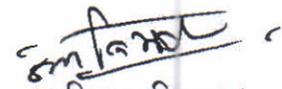
मा.पंतप्रधान महोदयांनी जलशक्ती मंत्रालयामार्फत, २२ मार्च या जलदिनाचे औचित्य साधून जलशक्ती अभियान: Catch the Rain या मोहिमेची सुरुवात दि.२२.०३.२०२१ पासून केलेली आहे.

यासंदर्भात भारत सरकार कडून प्राप्त झालेल्या टिप्पणीची प्रत व विश्वविद्यालय अनुदान आयोगाने दि.१९-३-२०२१ च्या अर्धशासकीय पत्रान्वये सर्व विद्यापीठांना, महाविद्यालयांना, संस्थांना दिलेली सूचनेची प्रत यासोबत जोडलेली आहे.

जलसंवर्धन व जलशक्ती अभियानाच्या अनुषंगाने विविध उपक्रम राबविण्याबाबत केंद्र शासनाने व विश्वविद्यालय अनुदान आयोगाने सूचना दिलेल्या आहेत. जलसंवर्धनाचे महत्व विद्यार्थ्यांमध्ये बिंबविण्याच्या दृष्टिने तसेच शैक्षणिक क्षेत्रातील सर्व घटकांमध्ये जागरूकता वाढविण्याच्या दृष्टिने सर्व अकृषी विद्यापीठे, अभिमत विद्यापीठे, स्वयंअर्थसहाय्यीत विद्यापीठे, सर्व महाविद्यालये, सर्व शैक्षणिक संस्था स्तरावर जलसंवर्धन व जलशक्ती अभियानाच्या अनुषंगाने विविध उपक्रम प्रभाविपणे राबविण्याबाबत आपल्या स्तरावरून तातडीने सूचना देण्यात याव्यात. तसेच केंद्र शासनाने व विश्वविद्यालय आयोगाने नमूद केलेल्या उपक्रमांचा आराखडा तयार करून ग्रामीण भागासाठी संबंधीत जिल्हाधिकारी यांच्याकडे व शहरी भागासाठी महानगर पालिका आयुक्त/ नगर पालिका अधिकारी यांच्याकडे संपर्क करून सादर करण्याबाबत सूचना देण्यात याव्यात.

विद्यापीठ/संस्थांनी सादर केलेला आराखडा व जलशक्ती अभियानासंदर्भात सुरू केलेल्या उपक्रमांबाबतचा प्रगती अहवाल शासनास दर महिन्याला एकत्रितरित्या सादर करण्यात यावा.

आपला,

  
(अजित बाविस्कर)

उप सचिव, महाराष्ट्र शासन

प्रत-

सर्व कुलसिचव, अकृषी विद्यापीठे

**Note on "Jal Shakti Abhiyan: Catch the Rain" for the meeting of Committee of Secretaries (CoS) to be held under the Chairmanship of Cabinet Secretary on 18.03.2021**

**1. Introduction**

1.1 Water is a basic necessity for all living beings. Water, being essential resource for the agriculture and industrial sectors, plays a critical role in the economy as well. Though India receives 1,190 mm rainfall on an average annually; there is wide temporal and spatial variation. India receives rains during the monsoon periods (June – November) and rains are the primary source of water in India. Per capita water availability in the country has been declining over time. Schemes and programs impacting water are implemented across several Ministries and Departments. Community involvement can help plan and implement water conservation measures effectively at the local level. Therefore, we need adopt a convergent approach in various schemes and programs impacting water availability and take steps to improve awareness to conserve rain water.

1.2 Water conservation subject has featured many times in Hon'ble Prime Minister's monthly address to the nation - the "Mann ki Baat" and he has made a call to make the *Jal-Sanchay* endeavour a *Jan-Andolan*. Accordingly, in 2019, a "Jal Shakti Abhiyan" was taken up in 1,592 blocks out of the 2,836 blocks of the 256 water-stressed districts of the country.

1.3 Hon'ble Prime Minister, in his address to the nation on "Mann ki Baat" on 28.02.2021, talked about initiating a campaign to clean the water bodies and to harvest the rain water. He noted that Ministry of Jal Shakti will launch a campaign "Jal Shakti Abhiyan: Catch the Rain" with the theme "Catch the Rain, where it falls, when it falls".

1.4 Water conservation needs to become a part of community's ethos. Therefore, it is now proposed to take up the "Jal Shakti Abhiyan" in 2021 in the

*pre-monsoon and monsoon periods of 2021, covering both urban and rural areas of all districts in the country.*

## **2. Jal Shakti Abhiyan 2019 – A Background**

2.1 Jal Shakti Abhiyan (JSA), a time-bound, mission mode water conservation campaign, was implemented in the July - November 2019 period in 1,592 blocks out of 2,836 blocks of 256 water-stressed districts of the country. These blocks fell under critical or over-exploited groundwater category, where groundwater was being exploited faster than it could be replenished.

2.2 The *Jal Shakti Abhiyan* was implemented in two phases: Phase 1 from 1st July to 30th September 2019 for all States and Union Territories, except those receiving rains from the retreating monsoons; and Phase 2 from 1st October to 30th November 2019 for States and UTs receiving rains from the retreating monsoon.

2.3 JSA focused on five aspects—water conservation and rainwater harvesting, renovation of traditional and other water bodies, reuse of water and recharging of structures, watershed development, and intensive afforestation. Besides, the special interventions included development of Block Water Conservation Plans and District Water Conservation Plans, Krishi Vigyan Kendra Melas, Urban Wastewater Reuse and 3D contour mapping of all villages.

2.4 Teams of officers from the Central Government, led by Additional Secretaries/ Joint Secretaries were mapped to the 256 JSA districts. The GoI teams consisted of 256 Central Nodal Officers (CNOs) of Addl. Secretary/Joint Secretary level, 446 Block Nodal Officers (BNOs) of Dy Secretary/Director level, and 446 Technical Officers (TOs) from the Central Ground Water Board and the Central Water Commission, and 169 Assistant Secretaries. The teams made 3 visits to their allotted districts/blocks.

2.5 The teams submitted their reports with their observations and key findings.

### 3. "Catch the Rain" campaign

3.1 Though Jal Shakti Abhiyan was contemplated to be taken up in 2020, it could not be held due to restrictions imposed by Covid 19 Pandemic. However, in order to maintain continuity of JSA-2019, *National Water Mission (NWM)* under the Department of Water Resources, River Development & Ganga Rejuvenation, Ministry of Jal Shakti started the "*Catch the Rain*" (CTR) Campaign in *February, 2020*.

- ii. "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, before the onset of monsoon to ensure storage of rainwater. Rains falling in the four/five months of monsoon are the only source of water for most parts of the country.
- iii. Under the "Catch The Rain" campaign, drives to make Rain Water Harvesting Structures (RWHS) like Rooftop RWHS, ponds, water harvesting pits, check dams, etc; enumeration and geo-tagging of all water bodies in the districts; removal of encroachments and desilting of tanks to increase their storage capacity; removal of obstructions in the channels which bring water to them; repairs to step-wells and using defunct bore-wells to put the water back to aquifers; rejuvenation of rivulets and rivers; conservation and restoration of wetlands, etc were taken up.
- iv. In its initial phase, due to the social distancing and other restrictions on mass gatherings, the campaign/works were confined to institutions and government organizations like establishments of defence force and Central Armed Paramilitary Forces, Ordinance Factory Boards, Cantonment Boards, Universities, IIMs, IITs, Airports, Railways, Public Sector Undertakings etc which have large tracts of lands with them and for awareness generation in public spaces like Banks, airports etc and in social media platforms.
- v. Over 150 webinars have been organized by NWM so far to involve the stakeholders. These include the weekly "Catch the Rain:

Dialogues with selected District Magistrates" since 8 August 2020; monthly "Water-Talks" and "Water-Tech Talks"; webinars with NGOs, FICCI, representatives of industries; Vice-Chancellors of many Universities; Principals of many Colleges/schools & Resident Welfare Associations etc.

- vi. After the easing of the lock-down, the "JSA-Catch the Rain" Awareness generation campaign in collaboration with NYKS (Nehru Yuvak Kendra Sanghatan) was launched on 21 December, 2020 jointly by Minister of Jal Shakti and Minister of Youth Affairs & Sports in New Delhi. NYKS has been implementing the awareness generation campaign 623 districts of the country since then. Training was given to over 700 officials of NYKS. So far, it has seen participation of about 1.20 crore people, including many District Magistrates, Municipal Commissioners, public representatives etc. in various activities like talks, oath taking programs, rallies, quizzes, debate competitions, writing of slogans, posters, banners, wall-writings; nukkad-nataks, community work etc.

#### 4 Jal Shakti Abhiyan: 2021

4.1 The campaign will be with the main theme "Catch the Rain." The following modalities are suggested for implementation of Jal Shakti Abhiyan: Catch The Rain (JSA:CTR):

- i. JSA: CTR will be taken up in all 729 districts (rural as well as urban areas) of the country with the main theme "Catch the Rain" as it will be held during the pre-monsoon and monsoon period. Moreover, there is a lot of awareness generated in the field about the "Catch the Rain" campaign due to awareness generation campaign being done by NYKS. The campaign period proposed is from March 22, 2021 to November 30, 2021 - the pre-monsoon and monsoon period in the country.
- ii. The "Jal Shakti Abhiyan: Catch The Rain" campaign will be launched by the Hon'ble Prime Minister on 22 March 2021, the World Water Day, in a virtual event in which the Hon'ble Prime Minister will address all the District Magistrates and Sarpanchs of Gram Panchayats, except in the five election bound States, of the country. After the address by the Hon'ble Prime Minister, Gram Sabhas on "water conservation theme" will be held in all Gram Panchayats. A letter from Hon'ble Prime Minister will be sent to the Sarpanchs urging them to take up water conservation works before the onset of monsoon.

- iii. Under JSA:CTR campaign, each district in the country will prepare scientific water conservation plans with the help of remote sensing images from NRSA and GIS mapping technology for identification of existing water-bodies/Water Harvesting Structures (WHS) and for planning future WHS. Required technical guidelines on preparing the plans will be given by DoWR, RD & GR. Based on a checklist, DMs will certify the completion of these scientific water conservation plans. This will help to make a detailed inventory of all water-bodies/WHS in the district and their state of health so that repairs and renovation can be done for needy water bodies/WHS. This will also help in planning the works to be taken up in future. Identification of existing water bodies/WHS will be the first component of the preparation of scientific plans and will start subsequent to the launch of the programme by Hon'ble PM on 22 March 2021 and will continue till 30 April 2021. These could be the basis for preparation of the shelf of projects for water conservation works under MNREGS. The second component of the preparation of scientific planning would be the identification of the works to be taken up for new WHS. This activity will continue from 1st week of May till 31st July, 2021.
- iv. DoWR, RD & GR, Ministry of Jal Shakti will give incentive-based financial grant amounting up to Rs. 2.00 lakh to each district for GIS mapping and preparation of district water conservation plan. Initially, Rs. 1.00 lakh will be given as financial grant and remaining Rs. 1.00 lakh will be released based on the performance and quality of work done in this planning process in each district.
- v. The focused interventions for JSA will include water conservation & rainwater harvesting; renovation of traditional and other water bodies/ tanks; reuse and recharge of bore wells; watershed development; and intensive afforestation.
- vi. Activities suggested to be taken up during the campaign include roof-top RWHS on all buildings- focus on all govt. buildings, water harvesting pits in all compounds, maintenance of old/ building of new check dams/ponds, enumerating, geo-tagging and inventorising all water bodies, preparation of scientific plans for water conservation, removal of encroachments of tanks/lakes, de-silting of tanks to increase their storage capacity, removal of obstructions in their channels, repairs to traditional step-wells and other RWHS, use defunct bores/unused wells to recharge aquifers, rejuvenation of small rivers and rivulets, revival of wetlands and protection of flood-banks. These works can be taken up from funds under MGNREGS or the Finance Commission grants or locally mobilized funds.
- vii. JSA will involve inter-sectoral convergence of all development programmes and MGNREGS offers a major opportunity in leveraging convergence.
- viii. Water Shramdan activities will be taken up on the occasion of birth anniversary of Baba Saheb Ambedkar on 14 April 2021 by NYKS officials and their district youth-volunteers as a part of the "Fit India" campaign.
- ix. Cleaning of water bodies may be undertaken alongside Swachh Bharat Abhiyan.
- x. **A decision on the field visit of the teams can be taken later, depending on the restrictions due to Covid pandemic and its feasibility etc.**

5. A meeting of the Committee of Secretaries (CoS) was held under the chairmanship of Cabinet Secretary on Wednesday, 10th March 2021 on the subject Jal Shakti Abhiyan — Catch the Rain (JSA-CTR) campaign. After deliberations, the Committee recommended the following:

- i. MoJS may finalize the action plan for JSA-CTR campaign after suitably incorporating suggestions given in the meeting.
- ii. MoJS and other Ministries / Departments may ensure that major activities and awareness campaigns of schemes pertaining of different Ministries / Departments, including the JSA-CTR campaign are converged with the celebrations of 75 years of Independence.
- iii. Nodal officers for supervising JSA-CTR may be chosen with care to build on experience gained with similar programs earlier and bearing in mind the Covid-19 situation on the ground.
- iv. State Governments may be fully taken on board for successful implementation of the program.
- v. MoJS may ensure appropriate training and sensitizing of officers involved in this campaign. For this i-GoT platform may be considered.
- vi. Ministries / Departments may ensure that water conservation structures are created in government offices, buildings and premises across the country.

#### **Preparation for Jal Shakti Abhiyan :Catch The Rain**

As preparatory steps, following are suggested for consideration and further action:

- i. All States may be requested to appoint a senior officer as State Nodal Officer (SNO) to co-ordinate the campaign in their State and also nominate one Block Nodal Officer (BNO) and an Urban Nodal Officer (UNO) for each block and municipality/corporation respectively to co-ordinate/monitor the campaign in the blocks and municipalities/corporations in their State during the campaign period (from 22 March, 2021 to 30 November, 2021).
- ii. Undertake water conservation works under various schemes such as MGNREGA, watershed development and 'Per Drop More Crop' components of PMKSY etc.
- iii. Involve all corporations and municipalities in the campaign and take up water-conservation and urban-water-bodies rejuvenation works during the campaign period.
- iv. Arrange the Gram Sabhas on 22.03.2021 to take Jal Shapaths and discuss about water conservation.

- v. Popularization of water conservation by Krishi Vigyan Kendras and training of farmers to use water efficient techniques of irrigation, promotion of micro irrigation systems etc.
- vi. To take up rain water harvesting structures in forest areas and keep pits and plant saplings ready for plantation during the monsoon period.
- vii. To take up roof-top rain water harvesting structure on the buildings and rainwater harvesting structures in the premises of all schools during the campaign.
- viii. To take up roof top rain water harvesting structures on the buildings and rainwater harvesting structures in the premises of anganwadis, schools, PHCs, gram panchayat offices etc. during the campaign period.
- ix. Ensure setting up of 'Jal Shakti Kendra' in every district headquarters. This 'Jal Shakti Kendra' will be one stop solution for getting information in the sector of water conservation techniques. District Collectors have already been requested to establish 'Jal Shakti Kendra' in every district headquarters to give technical guidance on various aspects of water.
- x. To ensure timely submission of progress reports and updation of MIS data related to works done under the campaign on a dedicated portal to be created by Ministry of Jal Shakti.

\*\*\*\*\*



प्रो. रजनीश जैन  
सचिव  
Prof. Rajnish Jain  
Secretary



विश्वविद्यालय अनुदान आयोग  
University Grants Commission

(शिक्षा मंत्रालय, भारत सरकार)  
(Ministry of Education, Govt. of India)

बहादुरशाह जफर मार्ग, नई दिल्ली-110002  
Bahadur Shah Zafar Marg, New Delhi-110002

Ph.: 011-23236288/23239337

Fax: 011-2323 8858

E-mail: secy.ugc@nic.in

D.O. No. 14-7/2021(CPP-II)

March 19, 2021

Respected Sir / Madam,

“Jal Shakti Abhiyan: Catch the Rain” with the theme “Catch the Rain, where it falls, when it falls” campaign under the Ministry of Jal Shakti will be launched by the Hon'ble Prime Minister on **22<sup>nd</sup> March, 2021** on the **World Water Day**.

The Jal Shakti Abhiyan is to be integrated with Ek Bharat Shreshtha Bharat (EBSB) so that all the institution participating in the campaign conduct the activities under the theme activities to bring out the spirit of Ek Bharat Shreshtha Bharat. A list of activities has been enumerated in **Annexure-I** (copy attached), which may be undertaken to promote Jal Shakti Abhiyan under EBSB. The list is only indicative. More activities may be included in it.

All the universities and its affiliated colleges are requested to undertake steps to make sure that all students take up water conservation activities in and around college campuses.

The Universities / Colleges / Institutes are also requested to upload the action plans with calendar of activities on the EBSB portal to promote Jal Shakti Abhiyan.

With kind regards,

Yours sincerely,

  
(Rajnish Jain)

To,  
**The Vice Chancellors of All Universities**  
**The Principals/ Directors of all Colleges / Institutes**

**ANNEXURE-I**

**Proposed activities to promote Jal Shakti Abhiyan under EBSB:**

- 1. Jal Sanchay Utsav afforestation Mahaotsav**
- 2. Rainwater Harvesting on top of building structures**
- 3. Sharing the water conservation best practices of paired states' institutions**
- 4. Podcast like "Panikichitthi" by students of paired state**
- 5. Plantation drive in both the paired states**
- 6. Nukkadnatak to create awareness about water conservation.**
- 7. Holding seminars/webinars among paired states' institutions to learn water conservation techniques.**
- 8. Virtual and physical faculty exchange where ideas and techniques could be discussed.**
- 9. Innovative ideas to reduce water pollution in the country.**
- 10. Virtual tours of the traditional water conservation methods of the paired state**
- 11. Natural water purifying techniques used by paired states.**
- 12. Awareness about natural water bodies and watersheds of the paired state.**