



Catch the Rain: National Water Mission

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Why in News

Recently, the **National Water Mission** (NWM), **Ministry of Jal Shakti** in collaboration with **Nehru Yuva Kendra Sangathan** (NYKS), **Ministry of Youth Affairs and Sports** have launched the 'Catch the Rain' Awareness Generation Campaign.

Key Points

- **Tag line: Catch the rain, where it falls, when it falls.**
- **Aims:**
 - To nudge all stake-holders to create **Rain Water Harvesting Structures** (RWHS) suitable for the climatic conditions and subsoil strata to store rainwater.
 - To **engage people at the grassroots through effective campaigning and Information, Education and Communication (IEC) activities** for implementation of the campaign.
- **Activities:**
 - **Drives** to make water harvesting pits, rooftop RWHS and check dams.
 - **Removal of encroachments and desilting of tanks** to increase their storage capacity.
 - **Removal of obstructions** in the channels which bring water from the catchment areas.
 - **Repairs to traditional WHS** like step-wells and using defunct bore-wells and old wells to put the water back to aquifers.
 - As a preparatory phase of **Jal Shakti Abhiyan** (JSA) II, NYKS will undertake an **awareness campaign** through various IEC activities, to cover 623 districts from December 2020 to March 2021.
 - IEC activities will include conducting education and motivational programs, mass awareness campaigns, environment building including wall writing, etc.
 - States have been requested to **open Rain Centers in each district**, which will act as a **technical guidance centre** to all in the district.

- **Significance:**
 - Emphasized focus on water conservation and rainwater harvesting will make **youngsters understand the importance of water.**
 - **Highest priority to the issue of water conservation** will lead to the adoption of an integrated approach towards water management.
 - The idea of “No or only limited will water to flow out of the compound” will help in **improving soil moisture and rising groundwater table.**
 - In urban areas it will **reduce water gushing onto roads**, damaging them and will prevent urban flooding.

Steps Taken for Water Conservation

- **Mahatma Gandhi National Rural Employment Guarantee Act:**
Aims to improve groundwater harvesting, build water conservation and storage mechanisms and has enabled the government to introduce water conservation as a project under the Act.
- **Jal Kranti Abhiyan:**
 - Active efforts to revolutionise villages and cities through block-level water conservation schemes.
 - For example, the **Jal Gram Scheme** under it aimed at developing two model villages in water-starved areas for water conservation and preservation.
- **National Water Mission:**
Aims to conserve water, minimise wastage and ensure more equitable distribution both across and within states through integrated water resources development and management.
- **NITI Aayog's Composite Water Management Index:**
Aims to achieve effective utilization of water.
- **Jal Shakti Ministry and Jal Jeevan Mission:**
 - Jal Shakti Ministry was formed to tackle water issues holistically.
 - Jal Jeevan mission aims to provide piped water to all rural households by 2024.
- **Atal Bhujal Yojana:**
Central sector scheme for sustainable management of groundwater with community participation through the formation of **Water User Associations**, water budgeting, preparation and implementation of Gram-panchayat-wise water security plans, etc.
- **Jal Shakti Abhiyan:**
Launched in July 2019 as a campaign for water conservation and water security in the country.
- **National Water Awards:**
 - Organised by the **Department of Water Resources, River Development and Ganga Rejuvenation**, Ministry of Jal Shakti.
 - Focus on the good work and efforts made by individuals and organisations across the country, and the government’s vision for the path to **Jal Samridh Bharat.**

Source: PIB