



H2Ooooh! - Waterwise program for the Children of India

Why in News

On the occasion of [World Water Day \(22nd March\)](#), [National Mission for Clean Ganga](#), [UNESCO \(United Nations Educational, Scientific and Cultural Organization\)](#) and other partners released three animation films under its initiative "**H2Ooooh! - Water Wise program for the Children of India**".

- The films are based on the stories submitted by school students **focusing on protection and conservation of Indian Rivers**.

What is UNESCO?

▪ About:

- **It seeks to build peace** through international cooperation in Education, the Sciences and Culture.
- UNESCO's programmes contribute to the achievement of the [Sustainable Development Goals](#) defined in Agenda 2030, adopted by the [UN General Assembly](#) in 2015.
- It has 193 Members and 11 Associate Members. India joined UNESCO in 1946.
 - In 2019, [the USA and Israel formally quit UNESCO](#).
- It is headquartered in Paris, France.
- **UNESCO-IOC (Intergovernmental Oceanographic Commission) is leading a global effort** to establish ocean-based [tsunami warning systems](#) as part of an overall multi-hazard disaster reduction strategy.
 - Last year (2020), UNESCO-IOC approved the [recognition of two communities of Odisha](#) viz., Venkatraipur and Noliasahi as Tsunami Ready Communities.

▪ Other Initiatives of UNESCO

- [Man and Biosphere Programme](#)
- [World Heritage Programme](#)
- [UNESCO Global Geopark Network](#)
- [UNESCO's Network of Creative Cities](#)

What is H2Ooooh! Initiative?

▪ About:

- It was **launched by UNESCO in July 2021**, jointly with the National Mission for Clean Ganga (NMCG) and others.
- H2Ooooh! is a unique program crafted for **Indian school students from Standard 1-8**.

▪ Objectives:

- It aims to **increase awareness about the limited availability of water, its sustainable use, its conservation, its exploitation** and much more.
 - It seeks to **enable the students to share their own experiences** and proposals for the protection of the environment.
 - Divided in **three phases**, the project aims to spur creativity and raise awareness on water conservation and its sustainable use for **students between the age of 6-14 years**, by providing training and encouraging them to submit paintings and story ideas for the animated short films.
- Since its launch, **nearly 31000 students from 53 schools in 18 Indian states have been engaged actively**, with the support from over 400 teachers.

What are the other Major Initiatives of India to Conserve Water?

- [Jal Kranti Abhiyan.](#)
- [National Water Mission.](#)
- [National Rural Drinking Water Programme.](#)
- [NITI Aayog Composite Water Management Index.](#)
- [Jal Jeevan Mission.](#)
- [Jal Shakti Abhiyan.](#)
- [Atal Bhujal Yojana.](#)
- [National Aquifer Mapping and Management Programme](#)

UPSC Civil Services Examination, Previous Year Questions (PYQs)

Q. “Momentum for Change: Climate Neutral Now” is an initiative launched by (2018)

- (a) The Intergovernmental Panel on Climate Change
- (b) The UNEP Secretariat
- (c) The UNFCCC Secretariat
- (d) The World Meteorological Organisation

Ans: (c)

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