



Jaldoot

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Jaldoot is a unique initiative that is designed to take the message of **water conservation** to masses.

- **Regional Outreach Bureau** (ROB under the **Ministry of Information and Broadcasting**), Pune in association with **MSRTC** (Maharashtra State Road Transport Corporation) is going to launch the Jaldoot campaign.
- The ROB has designed **a bus** to create the **Jaldoot: A Travelling Exhibition on Jalshakti Abhiyan**.
 - The exhibition consists of various information **display panels and audio-visual** components.
 - The **Song & Drama Division** cultural troupes and artists will travel along the bus to create awareness about the Government's initiative.
 - The bus will visit 8 districts of Maharashtra in the next 2 months.
 - The field units at those locations will conduct different activities like competitions, rallies, cultural programmes, on the sidelines of the visit of the bus, in order to **create awareness on water conservation efforts**.
- To tackle the water crisis looming throughout the country, the Government of India launched the **Jal Shakti Abhiyan** in 2019.
 - It is a water conservation campaign focusing on 1592 stressed blocks in 256 districts across the country.

Source: PIB