



प्रो. रजनीश जैन
सचिव

Prof. Rajnish Jain
Secretary



विश्वविद्यालय अनुदान आयोग
University Grants Commission

(मानव संसाधन विकास मंत्रालय, भारत सरकार)
(Ministry of Human Resource Development, Govt. of India)

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D.O. No. 14-15/2017(CPP-II)

13th September, 2019

Respected Sir / Madam,

The Jal Shakti Abhiyan (JSA) has commenced countrywide from 1st July 2019 to 30th November 2019 (in two phases) in order to address the water situation in the country. A concept note for the campaign is enclosed. The JSA aims at making water conservation a Jan Andolan through asset creation and extension communication involving mass mobilisation of different groups including school students, college students, swachhagrahis, Self Help Groups, Panchayati Raj Institution members, youth groups (NSS/NYKS/NCC), defence personnel, ex-servicemen and pensioners, among various others.

During the campaign, officers, groundwater experts and scientists will work together in India's most water-stressed districts for water conservation and water resource management by focusing on accelerated implementation of the following five target intervention areas:

- Water conservation and rainwater harvesting
- Renovation of traditional and other water bodies/tanks
- Reuse, borewell recharge structures
- Watershed development
- Intensive afforestation

All the universities and its affiliated/constituent colleges are requested to initiate necessary steps to motivate all students to take up water conservation activities in and around college campus, largely in terms of awareness creation and community education. They should also take appropriate demonstrative measures of water conservation on 22nd September, 2019.

Further, the Universities/Colleges/Institutes are also requested to send the details of activities and number of participants of this campaign at 'UGC University Activity Monitoring Portal' (<http://ugc.ac.in/uamp/>). For any clarification, the Universities/Colleges/Institutes may approach Shri Kapil Choudhary, Director & Nodel Officer, Department of Drinking Water and Sanitation, Ministry of Jal Shakti, New Delhi (email: kapilc1973@gmail.com).

With kind regards,

Yours sincerely,


(Rajnish Jain)

To

The Vice-Chancellors of all universities.

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	256	36

Intervention Areas

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 and 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 Gol: 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

Communications Plan

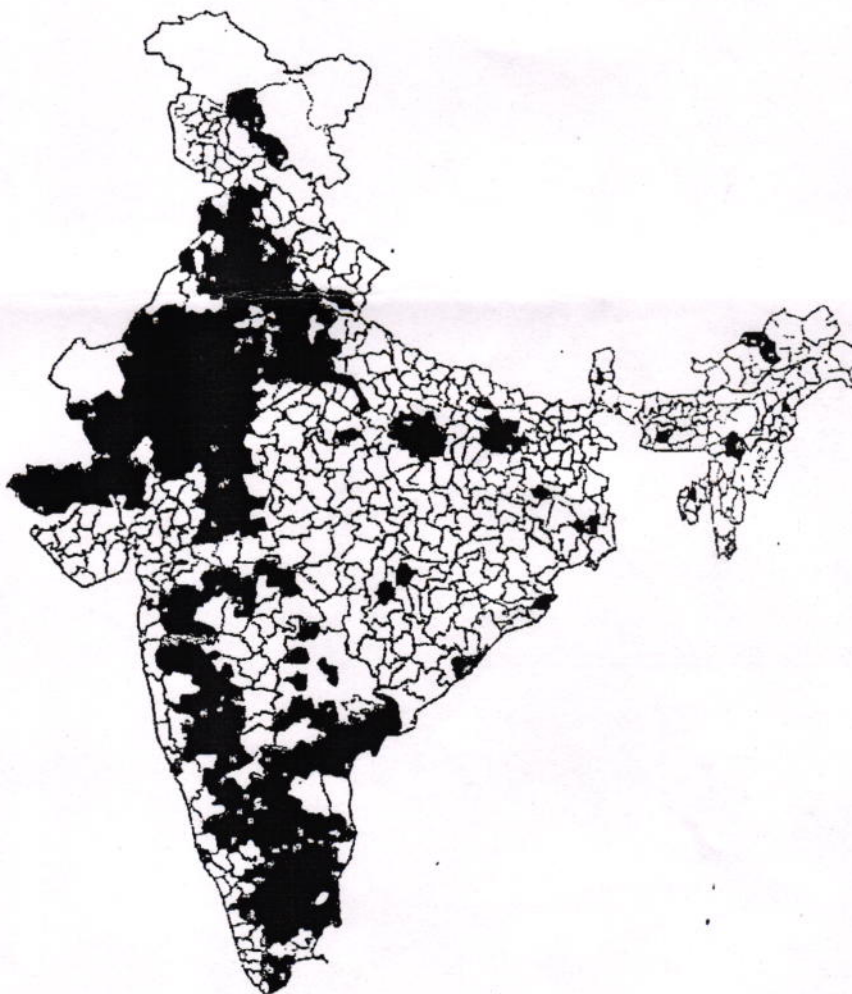
- Various local groups to join the campaign for Community Communication.
- Krishi Uyan Kendra Melas to promote efficient water use for irrigation (Per Drop More Crop), and better choice of crops, for water conservation.
- National media campaign to run alongside JSA 2019, with extensive use of social 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.
 - 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
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Email: param.iyer@gov.in
2. Shri Samir Kumar
Joint Secretary, Department of Drinking Water and Sanitation
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3. Smt Renjitha MH
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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	18
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	256



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Total districts with water stressed blocks	:	256
 Districts with water stressed blocks (non-Aspirational districts)	:	233
 Districts with water stressed blocks (Aspirational districts)	:	23