

GOVERNMENT OF INDIA  
MINISTRY OF JAL SHAKTI

DEPARTMENT OF WATER RESOURCES, RIVER DEVELOPMENT & GANGA REJUVENATION

**RAJYA SABHA**

**UNSTARRED QUESTION NO. 2322**

ANSWERED ON 16.12.2024

**JAL SANCHAY JAN BHAGIDARI PROGRAMME**

2322.# SHRI NARHARI AMIN

Will the Minister of **JAL SHAKTI** be pleased to state:

- (a) the main objective of the Jal Sanchay Jan Bhagidari Programme;
- (b) whether it is a fact that this programme has been started from the State of Gujarat;
- (c) the efforts being made by Government to propagate the features of this programme and to make it accessible for the masses; and
- (d) if so, the details thereof?

**ANSWER**

**THE MINISTER OF STATE FOR JAL SHAKTI**

(SHRI RAJ BHUSHAN CHOUDHARY)

**(a) & (b)** The "Jal Sanchay Jan Bhagidari" (JSJB) initiative, launched in Surat, Gujarat on 6<sup>th</sup> September 2024, under Jal Shakti Abhiyan: Catch the Rain (JSA: CTR) campaign focuses on intensifying community mobilization to build low cost rainwater harvesting structures in saturation mode. The jal sanchay programme has been started in Gujarat by also leveraging community funds, individual donations, Corporate Social Responsibility Funds etc for construction of low cost structures like borewells, recharge shafts , recharge pits, using locally available material, to harvest rainwater, to boost ground water level and provide local tailor made solution to water issues. This has been scaled up for pan India implementation as Jal Sanchay Jan Bhagidari initiative, whose main objective is to ensure that every drop of water is conserved through collective efforts, following a whole-of- society and whole-of-government approach. At least one million artificial recharge structures with focus on borewell recharge is targeted under this initiative.

**(c) & (d)** The Government has implemented extensive measures to promote the JSJB initiative in partnership with State Governments and local authorities to ensure its widespread reach and awareness. The initiative aims at forging partnership with Industry, NGOs, Trusts, Civil Societies and educational institutions to engage the broader community effectively. State Governments of Gujarat, Madhya Pradesh, Rajasthan & Bihar have proactively participated in the campaigns. Each Ministry/Department/PSUs has been requested to utilize their existing schemes and saturate construction

of recharge structures in office premises and residential premises both at headquarter and field level. Awareness campaigns are conducted through social media platforms, public events and workshops. The awareness efforts also include fostering active community participation through Resident Welfare Associations (RWAs), Self-Help Groups (SHGs) and Non-Governmental Organizations (NGOs). The initiative emphasizes mobilizing convergent funding from diverse sources inter-alia including philanthropic contributions, industrial donations and crowd funding to instill a sense of ownership among the masses.

\*\*\*\*\*