

GOVERNMENT OF INDIA
MINISTRY OF WATER RESOURCES,
RIVER DEVELOPMENT & GANGA REJUVENATION
LOK SABHA
UNSTARRED QUESTION NO. 2674
ANSWERED ON 02.08.2018

CONSERVATION OF WATER

2674.	KUNWAR HARIBANSH SINGH SHRI SUDHEER GUPTA SHRI ANTO ANTONY SHRI S. RAJENDRAN	SHRI GAJANAN KIRTIKAR SHRI BIDYUT BARAN MAHATO SHRI T. RADHAKRISHNAN SHRI S.R. VIJAYAKUMAR
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Will the Minister of WATER RESOURCES, RIVER DEVELOPMENT AND GANGA REJUVENATION be pleased to state:

- (a) whether the people's movement for water conservation has been intensified in the country and if so, the details thereof;
- (b) whether the Government has launched a video contest titled 'Jal Bachao, Video Banao, Puruskar Pao' recently;
- (c) if so, the details thereof;
- (d) whether the Government has set up National Water Mission (NWM) for conservation of water and minimizing its wastage and if so, the details thereof and the success achieved in this regard so far; and
- (e) the other steps taken/being taken by the Government for conservation of water and minimizing its wastage in the country?

ANSWER

THE MINISTER OF STATE FOR WATER RESOURCES, RIVER DEVELOPMENT AND GANGA REJUVENATION & PARLIAMENTARY AFFAIRS

(SHRI ARJUN RAM MEGHWAL)

(a) A number of State Governments and a number of Non-Govt. Organizations have taken steps to make water conservation as people's movement. Some of the examples include Sufalam Sujalam Jal Abhiyan in Gujarat, Mukhya Mantri Jal Swavlamban Abhiyan in Rajasthan, Mission Kakatiya in Telangana etc.

(b) & (c) In an attempt to engage with the people of India on the important issues of water conservation and water management, the Ministry of Water Resources, River Development and Ganga Rejuvenation has launched a video contest titled "Jal Bachao, Video Banao, Puruskar Pao".

The Ministry has joined hands with MyGov portal of the Government of India to run the contest. Three winners will be chosen every fortnight.

In the contest, any Indian citizen can upload their video entries on YouTube and enter the publicly accessible link on the Video link section of MyGov contest page www.mygov.in.

The participants will be judged on the basis of elements of creativity, originality, composition, technical excellence, artistic merit, quality of video, content and visual impact. The prize amount is Rs 25,000/-, Rs 15,000/- and Rs 10,000/- for first, second and third positions respectively.

(d) & (e) The Government of India has set up National Water Mission under National Action Plan on Climate Change (NAPCC) to ensure integrated water resource management of the country.

The main objective of the National Water Mission is “conservation of water, minimizing wastage and ensuring its more equitable distribution both across and within States. The five identified goals of the Mission are: (a) comprehensive water data base in public domain and assessment of impact of climate change on water resource; (b) promotion of citizen and state action for water conservation, augmentation and preservation; (c) focused attention to vulnerable areas including over-exploited areas; (d) increasing water use efficiency by 20%, and (e) promotion of basin level integrated water resources management.

The main activities undertaken by NWM to achieve its goal include (i) studies on impact of climate change in 7 river basin (ii) capacity building & training of stakeholders (iii) Base line studies for improving water use efficiency (iv) benchmarking studies for water use in certain types of industries (v) preparation of state specific plans for water sector etc.

Other steps :

Water being a State subject, initiatives on water management including conservation and rainwater harvesting/artificial recharge to ground water is primarily States' responsibility. However, steps taken by the Central Government for conservation of ground water are available at the following URL http://mowr.gov.in/sites/default/files/MeasuresForGW-Depletion_2pdf.
