

GOVERNMENT OF INDIA  
MINISTRY OF WATER RESOURCES,  
RIVER DEVELOPMENT & GANGA REJUVENATION  
**LOK SABHA**  
**UNSTARRED QUESTION NO. 2747**  
ANSWERED ON 02.08.2018

**AWARENESS CAMPAIGN ON RAIN WATER HARVESTING**

2747. ` KUMARI SHOBHA KARANDLAJE

Will the Minister of WATER RESOURCES, RIVER DEVELOPMENT AND GANGA REJUVENATION be pleased to state:

- (a) whether the Government plans a special communication campaign to create awareness on rain water harvesting and water conservation; and  
(b) if so, the details thereof?

**ANSWER**

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

(SHRI ARJUN RAM MEGHWAL)

(a) & (b) M/o Water Resources, RD & GR is carrying out various awareness campaigns through Information, Education & Communication (IEC) activities for capacity building and awareness creation among general population with respect to water management & conservation.

Special campaigns like “ Jal Bacaho Video Banao Purskar Pao” and broadcast of audio spots on various Radio channels are being run by the Ministry at present targeting water conservation including rain water harvesting. “Jal Bachao, Video Banao, Puraskar Pao” is a fortnightly contest started on 10<sup>th</sup> July, 2018. The contest will last till 4<sup>th</sup> November , 2018.

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