

GOVERNMENT OF INDIA
MINISTRY OF JAL SHAKTI,
DEPARTMENT OF WATER RESOURCES, RIVER DEVELOPMENT & GANGA REJUVENATION
LOK SABHA
UNSTARRED QUESTION NO. 4306
ANSWERED ON 18.07.2019

BROADCAST OF THE IMPORTANCE OF WATER HARVESTING

4306. SHRI MANOJ TIWARI

Will the Minister of JAL SHAKTI be pleased to state:

- (a) whether the Government has any proposal to broadcast the importance of water harvesting in near future;
- (b) if so, the details thereof;
- (c) if not, the reasons therefor; and
- (d) the details of steps to be taken in this regard on priority basis?

ANSWER

THE MINISTER OF STATE FOR JAL SHAKTI & SOCIAL JUSTICE AND EMPOWERMENT

(SHRI RATTAN LAL KATARIA)

(a) to (d) Hon'ble Prime Minister has written a letter to all Sarpanchs on 08.06.2019 regarding the importance of water conservation and rain harvesting and exhorted them to adopt all appropriate measures to make water conservation a mass movement.

An 'Inter Ministerial Committee' under the Chairmanship of Secretary (WR, RD & GR) has been constituted to take forward the subject of 'Water Conservation Related Activities for Optimum Utilization of Monsoon Rainfall' which meets from time to time to discuss the issue of water conservation. The Committee includes officers from different States/UTs. Last meeting of the Inter-Ministerial Committee was held on 01/05/2019.

Cabinet Secretary discussed the issue of water conservation with the Chief Secretaries of the States through video-conference on 21.05.2019.

The issue was also discussed with the concerned Ministers and officials of the State Governments by Minister Jal Shakti in a meeting held on 11.6.2019.

Government of India has launched the Jal Shakti Abhiyan which is a time bound campaign with a mission mode approach intended to improve water availability including ground water conditions in the water stressed blocks.

Further, Department of Water Resources, RD & GR is successfully broadcasting Radio Story Telling episodes – *Paani Ki Chitthi*, each of 15 minutes duration on FM Channels to create awareness about water conservation/harvesting. From time to time, Radio Jingles/spots on water conservation are also broadcasted across the country on Radio FM.
