

GOVERNMENT OF INDIA  
MINISTRY OF JAL SHAKTI

DEPARTMENT OF WATER RESOURCES, RIVER DEVELOPMENT & GANGA REJUVENATION

**LOK SABHA**

**UNSTARRED QUESTION NO. 3176**

ANSWERED ON 21.12.2023

**WATER CONSERVATION AWARENESS PROGRAMMES**

3176. DR. SANJEEV KUMAR SINGARI

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

- (a) whether the Government has taken any measures to create awareness among the public regarding the necessity of water conservation;
- (b) if so, the details thereof and if not, the reasons therefor; and
- (c) the details of water conservation awareness programmes conducted during the last two years and the current year, State-wise?

**ANSWER**

**THE MINISTER OF STATE FOR JAL SHAKTI**

(SHRI BISHWESWAR TUDU)

(a) to (c) Water being a State subject, the aspects related to water resources including its conservation and awareness generation are primarily States responsibility. Central Government supplements the efforts of States through technical and financial assistance. Government of India has taken several initiatives to create awareness among public regarding the necessity of water conservation. Jal Shakti Abhiyan was conducted in 2019 in 1592 blocks out of 2836 blocks in 256 water stressed districts of the country and was expanded as “Jal Shakti Abhiyan: Catch the Rain” (JSA: CTR) in 2021 with the theme “Catch the Rain – Where it Falls When it Falls” to cover all the blocks of all districts (rural as well as urban areas) across the country. “Jal Shakti Abhiyan: Catch the Rain” campaign has become an annual feature since 2021 comprising five focused interventions, including **awareness generation**. The campaign has created immense awareness amongst the masses about about the existing water problem and therefore the importance of water conservation. The crux of this campaign is building large scale awareness campaign so that conservation of water becomes a Jan Andolan.

The state-wise details of awareness generation activities conducted under JSA: CTR during the last two years and current year is at **Annexure I**.

National Water Mission (NWM), Ministry of Jal Shakti tied up with Department of Youth Affairs to spread awareness to cover 31,150 villages in 623 districts on JSA: CTR campaign using the vast network of Nehru Yuva Kendra Sangathan (NYKS) and its youth clubs. The awareness generation drive by NYKS, started in December 2020, formed the foundation of the massive involvement of the people in the JSA: CTR campaign. As per report received from NYKS, the State-wise details of activities conducted and number of people engaged is at **Annexure II**. Additionally, NWM has collaborated with concerned Ministries for broadcast of ‘Just Junior’ series on television, promotion of ‘Mission LiFE’, etc. NWM has also conducted

50 Water Talks, 40 Dialogues with Districts Magistrates and various other workshops/seminars to spread awareness among public.

Ministry of Jal Shakti has collaborated with Ministry of Railways for vinyl wrapping of two of our nation's most iconic trains i.e. the Himsagar Express and the Kamakhya Express. These trains journey across our vast and diverse country carrying a vital message of water conservation, awareness, and community engagement.

Government of India is implementing Atal Bhujal Yojana (ATAL JAL), a Central Sector Scheme in identified water stressed areas of 8213 Gram Panchayats (GPs) under 229 blocks in 80 districts of Seven States viz. Gujarat, Haryana, Karnataka, Madhya Pradesh, Maharashtra, Rajasthan and Uttar Pradesh with an aim to arrest decline in ground water level through community led sustainable groundwater management. The scheme is being implemented from 01.04.2020 for a period of 5 years. The scheme marks a paradigm shift from groundwater development to groundwater management. Salient features of the scheme include community based monitoring and sharing of groundwater data, planning, capacity building & focused Information, Education & Communication (IEC) activities.

Atal Bhujal Yojana have participated in total 33 training programmes, organised between February to June 2023, for the Farmer Producer Organisation (FPO) organised by the National Seeds Corporation (NSC) Limited. More than 2000 participants have been trained in these trainings on various water savings and water conservation methods in agriculture / irrigation.

Central Ground Water Board (CGWB) organizes various awareness programmes including Public Interaction Programs (PIP), Tier II and Tier –III programmes on local ground water issues, wherein the stakeholder including the local public are made aware of rain water harvesting techniques and conservation of water harvesting structures. During the last two years (2021-22, 2022-23) and the current year (2023-24), CGWB has conducted a total of 712 such programmes in various parts of the country. State-wise, year-wise break up is given in **Annexure III**.

Also, the Information Education Communication activities are undertaken by the Ministry of Jal Shakti to disseminate the message of water conservation among the people. The social media team of the Department regularly creates informative posts regarding the water conservation and highlights the programmes/schemes of the Ministry on social media handles of the Department. Further, press release on important events of Ministry is also shared regularly with Press Information Bureau (PIB).

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ANNEXURE REFERRED TO IN REPLY TO PART (a) to (c) OF UNSTARRED QUESTION NO. 3176 TO BE ANSWERED IN LOK SABHA ON 21.12.2023 REGARDING “WATER CONSERVATION AWARENESS PROGRAMMES”.

State-wise details of training/awareness programmes under JSA: CTR 2021

Jal Shakti Abhiyan: Catch the Rain National Water Mission, Ministry of Jal Shakti Training / Awareness Programmes - 2021							
S.No.	State	Training Programs		No. of Seed Packets distributed	No. Saplings distributed	Awareness Programs/ Kisan Melas	
		Number	Participants			Number	Participants
1	ANDAMAN AND NICOBAR ISLANDS	8	58	135	673	14	91
2	ANDHRA PRADESH	276	12061	5252	738225	419	18684
3	ARUNACHAL PRADESH	200	3239	10161	44681	153	4549
4	ASSAM	363	7825	9923	43251	301	9325
5	BIHAR	423	15608	2393	30024	268	12281
6	CHANDIGARH	0	0	0	0	0	0
7	CHHATTISGARH	688	19534	26882	72002	624	28630
8	DADRA AND NAGAR HAVELI AND DAMAN AND DIU	1	45	0	0	4	350
9	DELHI	4	185	0	40	1	30
10	GOA	21	661	111	719	48	1617
11	GUJARAT	459	17567	55396	267404	946	52980
12	HARYANA	11480	193743	383	1008	15348	306313
13	HIMACHAL PRADESH	64	1491	6918	16383	94	3105
14	JAMMU AND KASHMIR	39	930	829	436	46	1463
15	JHARKHAND	267	7825	1649	16332	149	4263
16	KARNATAKA	66	3242	1560	5065	53	14213
17	KERALA	24	1249	100	1984	27	1687
18	LADAKH	13	193	130	2560	24	183
19	LAKSHADWEEP	150	12	0	0	0	0
20	MADHYA PRADESH	1621	46705	6717	279719	1184	54895
21	MAHARASHTRA	1021	36310	7605	389499	1098	36865
22	MANIPUR	67	1319	1003	2945	102	2358
23	MEGHALAYA	92	2896	3199	8941	112	3506
24	MIZORAM	80	2220	6366	79627	126	3921
25	NAGALAND	74	1698	3323	4681	108	2737
26	ODISHA	58	1473	705	19897	74	2668
27	PUDUCHERRY	5	195	100	646	4	140
28	PUNJAB	259	7611	4222	16461	481	16504
29	RAJASTHAN	218	8777	693	20702	182	18044
30	SIKKIM	9	311	2242	7887	20	451
31	TAMIL NADU	597	26420	8396	40858	581	27723
32	TELANGANA	421	13103	3121	28032	436	16215
33	TRIPURA	76	1792	5175	24873	137	3365
34	UTTAR PRADESH	524	77741	14300	39493	465	85971
35	UTTARAKHAND	121	1995	1592	43202	121	4413
36	WEST BENGAL	64	2029	511	11108	87	2213
<b>Total</b>		<b>19853</b>	<b>518063</b>	<b>191092</b>	<b>2259358</b>	<b>23837</b>	<b>741753</b>

**State-wise details of training/awareness programmes under JSA: CTR 2022**

<b>Jal Shakti Abhiyan: Catch the Rain National Water Mission, Ministry of Jal Shakti</b>							
<b>Training / Awareness Programs - 2022</b>							
S.No.	State	Training Programs		No. of Seed Packets distributed	No. Saplings distributed	Awareness Programs/ Kisan Melas	
		Number	Participants			Number	Participants
1	ANDAMAN AND NICOBAR ISLANDS	0	0	0	0	0	0
2	ANDHRA PRADESH	28	424	0	0	83	7891
3	ARUNACHAL PRADESH	1	27	0	0	1	25
4	ASSAM	224	61	0	0	5	103
5	BIHAR	80540	1532	0	0	22	2923
6	CHANDIGARH	0	0	0	0	0	0
7	CHHATTISGARH	1553	5668	0	0	147	5335
8	DADRA AND NAGAR HAVELI AND DAMAN AND DIU	0	0	0	0	0	0
9	DELHI	0	0	0	0	0	0
10	GOA	2	0	0	0	0	0
11	GUJARAT	225	612	0	0	21	1464
12	HARYANA	13343	179835	0	0	12431	215897
13	HIMACHAL PRADESH	67	75	0	0	13	638
14	JAMMU AND KASHMIR	41	460	0	0	14	2020
15	JHARKHAND	4726	619	0	0	11	483
16	KARNATAKA	12343	4529	0	0	14630	207778
17	KERALA	161	2405	0	0	53	54371
18	LADAKH	0	0	0	0	0	0
19	LAKSHADWEEP	0	0	0	0	0	0
20	MADHYA PRADESH	1271	1948	0	0	26	4223
21	MAHARASHTRA	2588	10143	0	0	5043	21907
22	MANIPUR	2	83	0	0	3	172
23	MEGHALAYA	219	172	0	0	1	13
24	MIZORAM	1	34	0	0	0	0
25	NAGALAND	38	490	0	0	13	711
26	ODISHA	24	896	0	0	36	2980
27	PUDUCHERRY	3	186	0	0	2	234
28	PUNJAB	373	3605	0	0	568	10608
29	RAJASTHAN	140	12105	0	0	973	9477
30	SIKKIM	1	50	0	0	0	0
31	TAMIL NADU	16960	8857	0	0	203	10034
32	TELANGANA	36	1441	0	0	53	4728
33	TRIPURA	228	318	0	0	6	2120
34	UTTAR PRADESH	76	3165	0	0	172	6769
35	UTTARAKHAND	3602	1188	0	0	7	786
36	WEST BENGAL	495	109	0	0	16	339
<b>Total</b>		<b>139311</b>	<b>241037</b>	<b>0</b>	<b>0</b>	<b>34553</b>	<b>574029</b>

**State-wise details of training/awareness programmes under JSA: CTR 2023**

<b>Jal Shakti Abhiyan: Catch the Rain</b>							
<b>National Water Mission, Ministry of Jal Shakti</b>							
<b>Training / Awareness Programs - 2023</b>							
<b>S.No.</b>	<b>State</b>	<b>Training Programs</b>		<b>No. of Seed Packets distributed</b>	<b>No. Saplings distributed</b>	<b>Awareness Programs/ Kisan Melas</b>	
		<b>Number</b>	<b>Participants</b>			<b>Number</b>	<b>Participants</b>
1	ANDAMAN AND NICOBAR ISLANDS	0	0	0	0	0	0
2	ANDHRA PRADESH	100	313	0	0	2	101
3	ARUNACHAL PRADESH	0	0	0	0	0	0
4	ASSAM	28	0	0	0	0	0
5	BIHAR	45	1139	0	0	9	1455
6	CHANDIGARH	0	0	0	0	0	0
7	CHHATTISGARH	1197	0	0	0	12	206
8	DADRA AND NAGAR HAVELI AND DAMAN AND DIU	0	0	0	0	0	0
9	DELHI	12	604	0	0	14	654
10	GOA	1	45	0	0	8	1331
11	GUJARAT	0	0	0	0	0	0
12	HARYANA	8765	153722	0	0	10283	340092
13	HIMACHAL PRADESH	16	0	0	0	0	0
14	JAMMU AND KASHMIR	43	506	0	0	5	610
15	JHARKHAND	143	422	0	0	22	718
16	KARNATAKA	3567	9	0	0	14083	157421
17	KERALA	520	303	0	0	20	1413
18	LADAKH	0	0	0	0	0	0
19	LAKSHADWEEP	0	0	0	0	0	0
20	MADHYA PRADESH	15	0	0	0	0	0
21	MAHARASHTRA	191	2139	0	0	1105	18977
22	MANIPUR	0	0	0	0	0	0
23	MEGHALAYA	104	0	0	0	0	0
24	MIZORAM	0	0	0	0	0	0
25	NAGALAND	3	56	0	0	9	347
26	ODISHA	1944	586	0	0	10	440
27	PUDUCHERRY	4	166	0	0	1	42
28	PUNJAB	29	843	0	0	350	36207
29	RAJASTHAN	32	862	0	0	53	616
30	SIKKIM	0	0	0	0	0	0
31	TAMIL NADU	5022	597	0	0	72	1789
32	TELANGANA	482	0	0	0	4	700
33	TRIPURA	520	324	0	0	10	585
34	UTTAR PRADESH	59	1797	0	0	2186	73824
35	UTTARAKHAND	2449	17	0	0	1	9
36	WEST BENGAL	793	0	0	0	0	0
<b>Total</b>		<b>26084</b>	<b>164450</b>	<b>0</b>	<b>0</b>	<b>28259</b>	<b>637537</b>

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**Statewise No. of Activities and Participation**

**Catch the Rain Project**

S. No.	Name of State	2020-21 First Phase of Catch the Rain Project		2021-22 Second Phase of Catch the Rain Project		2022-23 Third Phase of Catch the Rain Project	
		Activities	Participation	Activities	Participation	Activities	Participation
1	Andhra Pradesh	4,764	1,34,618	24,591	4,40,731	9830	204703
2	Assam	1,41,458	7,73,315	1,49,544	9,28,139	33963	866037
3	Arunachal Pradesh	29,569	4,04,793	38,070	2,15,172	6342	110746
4	Bihar	1,75,056	2,459,771	45,393	4,52,349	39719	379237
5	Chhattisgarh	88,262	17,10,723	41,994	6,32,226	9164	276428
6	Delhi	33,282	2,61,388	8,356	52,839	2311	58692
7	Gujarat	2,991	47,484	7,007	1,77,896	2193	47148
8	Himachal Pradesh	22,171	7,60,403	26,858	10,12,954	5088	66708
9	Haryana	22,675	10,23,178	50,946	4,16,993	14770	293740
10	Jammu & Kashmir	77,660	2,37,254	1,90,232	3,68,309	10305	280962
11	Jharkhand	10,111	17,60,406	3,17,773	17,96,984	12536	280301
12	Karnataka	4,671	1,51,945	2,93,730	3,94,099	3986	67409
13	Kerala	17,315	2,66,231	7,283	2,70,335	3280	84737
14	Madhya Pradesh	2,03,926	18,60,413	56,044	8,28,382	8119	139638
15	Maharashtra & Goa	10,733	2,07,116	14,704	2,11,810	11345	195036
16	Manipur	10,328	2,33,801	13,246	9,32,829	6179	153573
17	Meghalaya	29,980	3,40,637	1,598	72,245	155	8220
18	Mizoram	44,225	3,41,550	49,045	1,27,769	3166	185099
19	Nagaland	38,731	1,48,367	14,421	2,60,184	12783	356145
20	Odisha	27,523	22,70,176	26,718	2,97,562	17176	507272
21	Punjab	1,18,402	13,28,843	1,09,639	5,12,983	17380	397627
22	Rajasthan	2,14,512	13,99,826	90,903	6,05,394	12436	358138
23	Sikkim	39,907	9,27,141	2,386	50,552	593	7730
24	Tamil Nadu & Puducherry	35,807	5,15,472	1,75,843	22,06,193	17286	584423
25	Telangana	3,730	2,24,948	53,541	3,16,934	4565	142950
26	Tripura	61,868	2,33,421	13,130	65,517	2818	104320
27	Uttarakhand	10,385	2,37,738	3,466	1,16,347	5783	111165
28	Uttar Pradesh	1,20,880	17,80,944	35,924	5,56,239	15374	420260
29	West Bengal	30,542	6,75,710	1,66,903	12,22,461	16238	399148
	<b>Total</b>	<b>16,31,464</b>	<b>2,27,17,612</b>	<b>2029288</b>	<b>1,55,42,427</b>	<b>3,04,883</b>	<b>70,87,592</b>

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**Year-wise, State-wise breakup of Public Interaction Programmes (PIP) conducted by CGWB during the last two years and the current year**

SI No.	State/UT	2021-22	2022-23	2023-24 (as on 30.11.2023)
1	Andhra Pradesh	8	6	2
2	Bihar	17	20	3
3	Chandigarh	1	1	0
4	Chhattisgarh	20	12	2
5	Goa	2	0	0
6	Gujarat & Union Territory (UT) of Daman & Diu	22	14	5
7	Haryana	17	6	2
8	Himachal Pradesh	10	7	1
9	Jammu & Kashmir	10	11	1
10	Ladakh	2	0	0
11	Jharkhand	10	9	2
12	Karnataka	20	11	4
13	Kerala	11	7	4
14	Madhya Pradesh	20	12	5
15	Maharashtra	24	13	6
16	NER States	26	20	5
17	Odisha	18	13	5
18	Punjab	8	14	0
19	Rajasthan	21	14	4
20	Delhi	10	3	1
21	Tamil Nadu & UT of Puducherry	29	13	5
22	Telangana	7	9	2
23	Uttar Pradesh	56	21	1
24	Uttarakhand	9	6	1
25	West Bengal	14	10	7
	<b>Total</b>	<b>392</b>	<b>252</b>	<b>68</b>

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