

GOVERNMENT OF INDIA
MINISTRY OF JAL SHAKTI,
DEPARTMENT OF WATER RESOURCES, RIVER DEVELOPMENT & GANGA REJUVENATION
LOK SABHA
UNSTARRED QUESTION NO. 836
ANSWERED ON 17.09.2020

AWARENESS ABOUT FRESH WATER

836. DR. AMAR SINGH

Will the Minister of JAL SHAKTI be pleased to state:

- (a) the steps taken/to be taken by the Government to create awareness about the importance of freshwater and also about the people living without access to safe water;
- (b) the measures taken/to be taken by the Government to spread awareness for the sustainable management of freshwater resources and to revive initiatives and measures to save water; and
- (c) the reasons for mismanagement of water resources under a bureaucratic stranglehold and the Government machinery's refusal to involve people despite the many constitutional provisions for decentralised decision-making?

ANSWER

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

(SHRI RATTAN LAL KATARIA)

(a) & (b) The steps taken by Government to create awareness about importance of water are as under:-

- i. Ministry of Jal Shakti has undertaken a number of Information, Education & Communication (IEC) activities for creating awareness among various target groups. Also there have been extensive social media campaign through Facebook, Twitter, Instagram etc.
- ii. Jal Shakti Abhiyan (JSA), launched in 2019 by Department of Drinking Water & Sanitation, Ministry of Jal Shakti is a time-bound, mission-mode water conservation campaign. The JSA aims at making water conservation a Jan Andolan through asset creation and extensive communication strategy. This campaign has been launched with the intent of participatory water management as a way forward to achieve sustainable water availability and management.
- iii. A campaign named "Catch the Rain" with tag line "*catch the rain, where it falls and when it falls*" has been launched by National Water Mission to encourage rooftop Rain Water Harvesting Structures, construction of water harvesting pits and check dams; removal of encroachments and de-silting of tanks to increase their storage capacity. Weekly webinars are being held with District Magistrates/ District Collectors/ Deputy Commissioners across the country, where senior officer from the DoWR interact and share views.
- iv. National Water Mission (NWM) has launched a campaign "**Sahi Fasal**" in 2019 to create awareness among farmers on appropriate crops, micro-irrigation, and soil moisture conservation.

- v. A competition named “Water Heroes: Share your Stories Contest” was launched in 2019 on MyGov portal to popularize stories of water heroes and for supporting country-wide efforts on water conservation and sustainable development of water resources.
- vi. A magazine named “Jal Charcha” is being published every month to spread awareness among masses. It is circulated to Central Ministries/ Departments, State Governments, NGOs, Kendriya Vidyalayas, Jawahar Navodaya Vidyalayas and to target groups and individuals all over the Country.
- vii. “National Water Awards”, covering a very wide spectrum of categories ranging from “Best State/Best District/Best Village Panchayat” to “Best School/Best Industry/Best Newspaper”, have been organised to recognise and motivate people for adopting good water usage practices.
- viii. The Department of Drinking Water & Sanitation, in partnership with States, is implementing Jal Jeevan Mission (JJM) to ensure every rural household has a Functional Household Tap Connection (FHTC) by 2024 to provide drinking water in adequate quantity of prescribed quality on regular basis. Further, under Water Quality Monitoring & Surveillance component of JJM, various surveillance activities are being undertaken by local community, Gram Panchayat and/ or its sub-committee, i.e. Village Water & Sanitation Committee/Panni Samiti/ User Group etc. using Field Test Kits and sanitary inspections so as to assess factors associated with drinking water which could pose risk to health.
- ix. Central Ground Water Board (CGWB) has conducted trainings and awareness campaigns for promoting Rain Water Harvesting. Public Interaction Programs in 298 schools all over the country were conducted during 2019-20. CGWB had created Rain Centres in its all the Regional offices in the country to impart guidance and awareness regarding Rain Water Harvesting.

(c) The National Water Policy (2012) states that water needs to be managed as a common pool community resource held by the State, under public trust doctrine to achieve food security, support livelihood, and ensure equitable and sustainable development for all. The Central and State Government are guided in their functioning accordingly. Water being a State subject, measures for management of water resources are primarily taken by respective State Governments. Central Government supplements the efforts of the State Governments by providing technical and financial assistance through various centrally funded programmes.
