

**GOVERNMENT OF INDIA
MINISTRY OF RURAL DEVELOPMENT
DEPARTMENT OF LAND RESOURCES**

**LOK SABHA
UNSTARRED QUESTION NO. 2027
TO BE ANSWERED ON 11.03.2025**

National Level Campaign for WDC

**†2027. Shri Bajrang Manohar Sonwane:
Shri Shirang Appa Chandu Barne:**

Will the Minister of **RURAL DEVELOPMENT** be pleased to state:

- (a) whether the Government has launched a national level campaign to increase people's particulars and create awareness about watershed development activities;
- (b) if so, the details thereof along with its objectives;
- (c) whether the Union Government has announced 'Watershed-Janbhagidari Pratiyogita' under WDC-PMKSY 2.0 for the years 2025 and 2026;
- (d) if so, the details thereof; and
- (e) the details of financial provision made for the said project and the number of projects which will be benefitted per year?

ANSWER

**MINISTER OF STATE IN THE MINISTRY OF RURAL DEVELOPMENT
(Dr. CHANDRA SEKHAR PEMMASANI)**

(a) & (b) Yes sir, The Department of Land Resources has started a mass outreach campaign as “Watershed Yatra” to generate people’s participation and create awareness about the Watershed Development activities carried out under the Watershed Development Component of Pradhan Mantri Krishi Sinchayee Yojana (WDC-PMKSY 2.0) in the project areas. The Watershed Yatra campaign was launched on 5th February, 2025. It will help in achieving “Community Driven Approach- Janbhagidari” and will also galvanize the implementation machinery at field level. There is also a need for raising awareness of the local community for maintenance of created assets.

Mobile vans have been engaged and they are moving around in selected project areas as per the plan submitted by State level Nodal Agencies (SLNA). Major activities carried out by States during the Watershed Yatra are; Bhoomi Poojan of new works, lokarpan of completed works in project areas, Watershed Mahotsav, Watershed ki Panchayat, Awards and recognitions to the Watershed margdarshaks in project areas, and Shramdan etc. Gram Sabhas and Prabhat Pheries are also being conducted and Wall paintings disseminating the message of soil and water conservation are also being done.

The main objective of the Watershed Yatra outreach campaign is to boost meaningful efforts and to spread awareness among the general public about soil and water conservation and to make this program a mass movement. The Yatra is to promote the creation of Soil and Water conservation works across the project areas in the country, as well as to provide a platform to rural communities to actively engage in these efforts of the government. Through this scheme, water harvesting structures like trenches, check-dams, percolation tanks, farm-ponds are being constructed and revived in rural areas, so that maximum rain water can be harvested. Along with this, agriculture-based livelihood is also being strengthened. Plantation is also being under taken.

(c) to (e) During the Watershed Yatra campaign, Department has announced a ‘Watershed-Janbhagidari Pratiyogita’ under WDC-PMKSY 2.0 for the years 2025 & 2026. Under this, the works done in the project areas through government funding and public participation will be evaluated at the state level and the projects doing excellent and remarkable work will be given an additional incentive/ reward of Rs.20 lakh per project. A total provision of Rs.70.80 crore for two years has been made for this, which will benefit 177 projects every year.
