

GOVERNMENT OF INDIA
MINISTRY OF JAL SHAKTI
DEPARTMENT OF WATER RESOURCES, RIVER DEVELOPMENT & GANGA REJUVENATION
LOK SABHA

UNSTARRED QUESTION NO. 2396

ANSWERED ON 13.03.2025

CATCH THE RAIN-2024 CAMPAIGN IN JALPAIGURI DISTRICT

2396. DR. JAYANTA KUMAR ROY:

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

- (a) whether the 'Catch the Rain-2024' campaign has been launched in Jalpaiguri district;
- (b) if so, the details thereof indicating the specific initiatives taken under this campaign in the said district; and
- (c) the measures implemented/being implemented by the Government to promote sustainable water management practices among the local communities?

ANSWER

THE MINISTER OF STATE FOR JAL SHAKTI

(SHRI RAJ BHUSHAN CHOUDHARY)

(a) & (b) The Jal Shakti Abhiyan (JSA) was launched in the year 2019 in 1,592 blocks out of 2,836 blocks in 256 water stressed districts of the country. JSA could not be taken up in 2020 due to Covid pandemic. In 2021, “Jal Shakti Abhiyan: Catch the Rain” (JSA: CTR) with the theme “Catch the Rain – Where it Falls When it Falls” was launched by Hon'ble Prime Minister to cover all the blocks of all districts (rural as well as urban areas) across the country. JSA: CTR has become an annual feature since 2021. Ministry of Jal Shakti launched Jal Shakti Abhiyan: Catch the Rain (JSA: CTR) 2024 campaign in all rural and urban areas of all districts (all blocks and municipalities) of the country including Jalpaiguri district of West Bengal. The nationwide campaign, JSA: CTR 2024, with the theme “Nari Shakti se Jal Shakti,” focused on saving and conserving rainwater across both urban and rural areas in every district including Jalpaiguri district of West Bengal. The campaign aimed at constructing Rain Water Harvesting Structures (RWHS) tailored to local climatic conditions and sub-soil strata, bolstered by the active involvement of citizens. Notably, under the Abhiyan, since 2019, over 1.70 crore water conservation works have been undertaken across the country, including more than 56 lakh water conservation and rainwater harvesting works, about 12 lakh renovations of traditional water bodies, more than 30 lakh reuse and recharge structures and about 72 lakh watershed development works. Under this campaign, 15,976 water conservation works (Water Conservation, Rain Water Harvesting, Renovation of Traditional Water Bodies, Reuse and Recharge Structures and Watershed Development) have been undertaken in the Jalpaiguri district of West Bengal during 22.03.2021 to 11.03.2025.

(c) Water is a State subject and the Central Government supplements the efforts of the States through technical and financial support. The Government has implemented extensive measures to promote sustainable water management practices among the local communities in partnership with State Governments and local authorities to engage local communities/stakeholders in the implementation of the JSA: CTR initiative. To expand the vision of JSA: CTR campaign, the Jal Sanchay Jan Bhagidari (JSJB) initiative has been launched under the JSA: CTR campaign to promote community-driven water conservation and groundwater recharge across the country. The initiative focuses on constructing one million artificial recharge structures through a convergent and participatory approach by leveraging multiple funding sources such as Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS), Atal Mission for Rejuvenation and Urban Transformation (AMRUT), Per Drop More Crop, Pradhan Mantri Krishi Sinchayi Yojana (PMKSY), Compensatory Afforestation Fund (CAMPA), Finance Commission grants, Corporate Social Responsibility (CSR), Individual & Philanthropic contributions etc. It is expected to build 1 million artificial recharge structures through Jal Sanchay – Jan Bhagidari harnessing both government and private initiative by 31st May, 2025. As on 12.03.2025, about 7.63 lakh recharge structures have already been onboarded under the Jal Sanchay Jan Bhagidari initiative.

Rooted in the spirit of Jan Bhagidari (people's participation), Jal Jeevan Mission(JJM) launched in 2019 aims to provide 55 litres per capita per day (LPCD) of clean drinking water that meets Bureau of Indian Standards (BIS) IS 10500 norms, ensuring a regular and long-term supply to every rural household. With a community-led approach, technology-driven governance and a strong focus on skilling, the Jal Jeevan Mission (JJM) has become a revolution in rural water supply. At its core is the Village Water & Sanitation Committee (VWSC), empowering villagers to take charge of their water supply from planning to maintenance. At the district level, District Water & Sanitation Missions (DWSMs) provide support, resources and coordination. Rooted in Jan Bhagidari (people's participation), this bottom-up approach ensures that JJM is sustainable, inclusive and truly driven by the people it serves. At the time of launch, only 3.23 crore (16%) rural households had access to household tap connections. Today, more than 15.50 crore (80%) rural households across the country have access to safe drinking water at their doorstep, transforming millions of lives.

Atal Bhujal Yojana demonstrates community-driven groundwater management aiming to enhance the sustainability of this vital resource in select water- stressed areas in identified states such as Gujarat, Haryana, Karnataka, Madhya Pradesh, Maharashtra, Rajasthan, and Uttar Pradesh. It is the first scheme of its kind aiming to bring behavioural change in the community by focusing on demand-side management of groundwater. An area of around 6.7 lakh Hectares has been brought under efficient water use practices including Drip, Sprinkler, Mulching, Crop Diversification etc. More than 70,000 wells are being monitored for water level at Gram Panchayat (GP) level and shared with community. More than 93,000 existing Water Conservation and Artificial Recharge structures have been mapped. 1333 GPs in 61 Blocks have shown improvement in ground water level.

The Namami Gange Mission stands as flagship initiative of the Government, ensuring the abatement of pollution and the rejuvenation of the river Ganga through a river basin approach. Recognized globally as one of the Top 10 World Restoration Flagships by the UN Decade on Ecosystem Restoration led by United Nations Environment Programme (UNEP) and Food and Agriculture Organization (FAO), the mission exemplifies holistic river revival, focusing on pollution control, ensuring uninterrupted river flow, fostering a people-river connection, conserving the river ecosystem and promoting sustainable livelihoods.

The Swachh Bharat Mission Grameen (SBM-G) launched in 2014 aimed to make India Open Defecation Free (ODF). It led to constructing over 100 million toilets, raising sanitation coverage from 39% in 2014 to 100% in 2019. Over 6 lakh villages declared themselves ODF, making it world's largest behavioural change program. SBM-G 2.0 launched to focus on sustaining ODF and scaling waste management, transforming villages into ODF Plus Model. SBM is committed to fostering an ecosystem where local communities lead and sustain Water, Sanitation, and Hygiene (WASH) systems, driving long-term, systemic change. Through active Jan Bhagidari and the strengthened roles of Village Water and Sanitation Committees (VWSCs) and District Water and Sanitation Missions (DWSMs), the Mission empowers communities to take ownership of sanitation efforts. This grassroots-led approach will ensure that India not only sustains its ODF status but also advances towards universal access to safe water, sanitation, and hygiene.

Moreover, other ministries/departments are also implementing their schemes to promote sustainable water management practices among the local communities. Ministry of Housing and Urban Affairs has taken several steps towards sustainable management of water in urban areas through issuance of various guidelines and implementation of National Missions i.e., Atal Mission for Rejuvenation and Urban Transformation (AMRUT) & AMRUT 2.0 Under AMRUT Mission, in Water Supply sector, Urban Local Bodies (ULBs)/States also take up projects related to new/ augmentation/rehabilitation of water supply system; rejuvenation of water bodies for water supply and recharge of ground water etc. Under AMRUT 2.0, States/UTs also involve citizens in water quality monitoring. AMRUT Mitra initiative has also been launched to actively involve Women Self Help Groups (SHGs) in the water sector.
