

GOVERNMENT OF INDIA  
MINISTRY OF JAL SHAKTI  
DEPARTMENT OF WATER RESOURCES, RIVER DEVELOPMENT & GANGA REJUVENATION  
**RAJYA SABHA**  
**UNSTARRED QUESTION NO. 83**  
ANSWERED ON 25.11.2024  
**'CATCH THE RAIN' CAMPAIGN**

83.# SHRI NARHARI AMIN

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

- (a) the objectives of the 'Catch the Rain' campaign;
- (b) the strategies made by Government to promote this campaign;
- (c) whether Government is running any special scheme for rain water harvesting;
- (d) if so, the details thereof; and
- (e) the details of the leading States with regard to the rain water harvesting in the country?

**ANSWER**

**THE MINISTER OF STATE FOR JAL SHAKTI**

(SHRI RAJ BHUSHAN CHOUDHARY)

**(a) & (b)** Following the success of Jal Shakti Abhiyan conducted in 2019, “Catch the Rain” campaign was initiated during Covid-19 pandemic period in the year 2020 with the tag line “Catch the rain, where it falls, when it falls”. The campaign aimed to promote rainwater conservation by creating Rainwater Harvesting Structures (RWHS) suited to local climatic conditions and sub-soil strata, with active community participation. The government adopted a multi-pronged strategy, including awareness drives, inter-sectoral convergence and collaboration with Central and State Ministries, educational institutions and organizations like Nehru Yuva Kendra Sangathan (NYKS). Ministry of Jal Shakti in 2021 took up the “Jal Shakti Abhiyan: Catch the Rain” (JSA: CTR) subsuming Catch the Rain campaign which covered rural and urban areas of all districts (all blocks and municipalities) of the country. JSA: CTR has now become an annual feature since 2021 and the 5<sup>th</sup> edition of JSA: CTR was launched on 09.03.2024 for implementation during the period 09.03.2024 to 30.11.2024 in rural and urban areas of all districts (all blocks and municipalities) in all the States/UTs of the country.

**(c) & (d)** Water is a State subject and the efforts to promote water conservation including rain water harvesting in the country falls under the mandate of the State Government. Central Government supplements the efforts of the States/UTs through technical and financial support. Water conservation through rainwater harvesting is one of the foremost priorities of the Central Government. Major steps taken by the Government for water conservation and rainwater harvesting to reduce water stress in the country are as follows:

- i. Government of India has been implementing a scheme namely Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS) which inter-alia includes water conservation and water harvesting structures.
- ii. Financial assistance is given to various States under 15th Finance Commission tied grants which can be inter-alia utilized for rainwater harvesting.
- iii. The Ministry of Jal Shakti has been implementing Jal Shakti Abhiyan (JSA) since 2019 on an annual basis. In the current year, Ministry of Jal Shakti is implementing Jal Shakti Abhiyan: Catch the Rain (JSA: CTR) 2024, 5<sup>th</sup> in the series of JSAs, in all the districts (rural as well as urban) of the country. JSA: CTR is a convergence of various Central Government schemes and funds like MGNREGS, Atal Mission for Rejuvenation and Urban Transformation (AMRUT), Per Drop More Crop, Repair, Renovation and Restoration Components under the Pradhan Mantri Krishi Sinchayi Yojana (PMKSY), Compensatory Afforestation Fund Management and Planning Authority (CAMPA), Finance Commission grants, State Government schemes, Corporate Social Responsibility (CSR) funds etc. One of the major interventions undertaken under the campaign includes construction and repair of rainwater harvesting structures including rooftop and water harvesting structures.
- iv. To further strengthen the momentum of Jal Shakti Abhiyan: Catch the Rain campaign, "Jal Sanchay Jan Bhagidari" initiative was launched in Surat on 6<sup>th</sup> September 2024. This initiative emphasizes the importance of Jan Bhagidari in water conservation & embodies a pledge for united action from all stakeholders, including government bodies, industries, local authorities, philanthropists, resident welfare associations (RWAs) and individuals with the aim to have a special focus on the construction of artificial recharge structures/borewell recharge shafts among other activities, which will increase storage capacity & help to augment groundwater recharge. The initiative adopts the whole-of- society, whole-of-government approach to achieve its desired objectives. The primary aim of this initiative is to focus on constructing millions of low-cost, affordable solutions for groundwater recharge in mission mode, ensuring that no drop of rainwater goes to waste.
- v. Atal Mission for Rejuvenation and Urban Transformation (AMRUT) 2.0 has provisions for harvesting the rainwater through storm water drains into water body (which is not receiving sewage/effluent). Through preparation of 'Aquifer Management Plan' cities target to strategize groundwater recharge augmentation by developing a roadmap for improving rain water harvesting within city limits. Through IEC campaign, awareness is created about practices for water conservation like rainwater harvesting.
- vi. Ministry of Housing & Urban Affairs has formulated guidelines for the States to adopt measures suitable to local conditions, such as Unified Building Bye Laws (UBBL) of Delhi, 2016, Model Building Bye Laws (MBBL), 2016 and Urban and Regional Development Plan Formulation and

Implementation (URDPFI) Guidelines, 2014 with adequate focus on requirement of rainwater harvesting and water conservation measures.

- vii. Central Ground Water Board (CGWB) has prepared a Master Plan for Artificial Recharge to Groundwater- 2020 in consultation with States/UTs which is a macro level plan indicating various structures for the different terrain conditions of the country including estimated cost. The Master Plan has provisions for construction of about 1.42 crore Rain water harvesting and artificial recharge structures in the country to harness 185 Billion Cubic Metre (BCM) of monsoon rainfall.
- viii. National Water Policy (2012) has been formulated by Department of Water Resources, RD & GR, which inter-alia advocates rainwater harvesting and conservation of water and also highlights the need for augmenting the availability of water through direct use of rainfall.
- ix. Department of Land Resources(DoLR) implements Watershed Development Component of Pradhan Mantri Krishi Sinchai Yojana(WDC-PMKSY) for the development of rainfed and degraded lands in the country. The activities undertaken, inter-alia, include rainwater harvesting.
- x. The activity of installing rainwater harvesting structures at the Gram Panchayat level has been included in the Panchayat Development Plan (PDP) for Panchayats to opt for the same as per their needs for execution from XV Finance Commission (FC) funds or any other available funds with them.

(e) In so far as details of the leading States/UTs in rainwater harvesting is concerned, the Central Government encourages all States and Union Territories to enthusiastically implement these schemes/campaigns and prioritize the construction of as many rainwater harvesting structures as possible within their jurisdictions. These efforts are crucial to saving and conserving rainwater for future use, ensuring sustainable water availability, and addressing regional water challenges effectively.

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