



Jal Shakti Abhiyan

Phase I: 1st July to 15th September 2019 (for all participating states)
Phase II: 1st October to 30th November 2019 (for States with retreating monsoon)

Department of Drinking Water and Sanitation
Jal Shakti Mantralaya

Structure of the Presentation

Context & Objectives for Jal Shakti Abhiyan

Water Stressed Blocks/Districts to be covered

Focus Interventions

Communications Plan

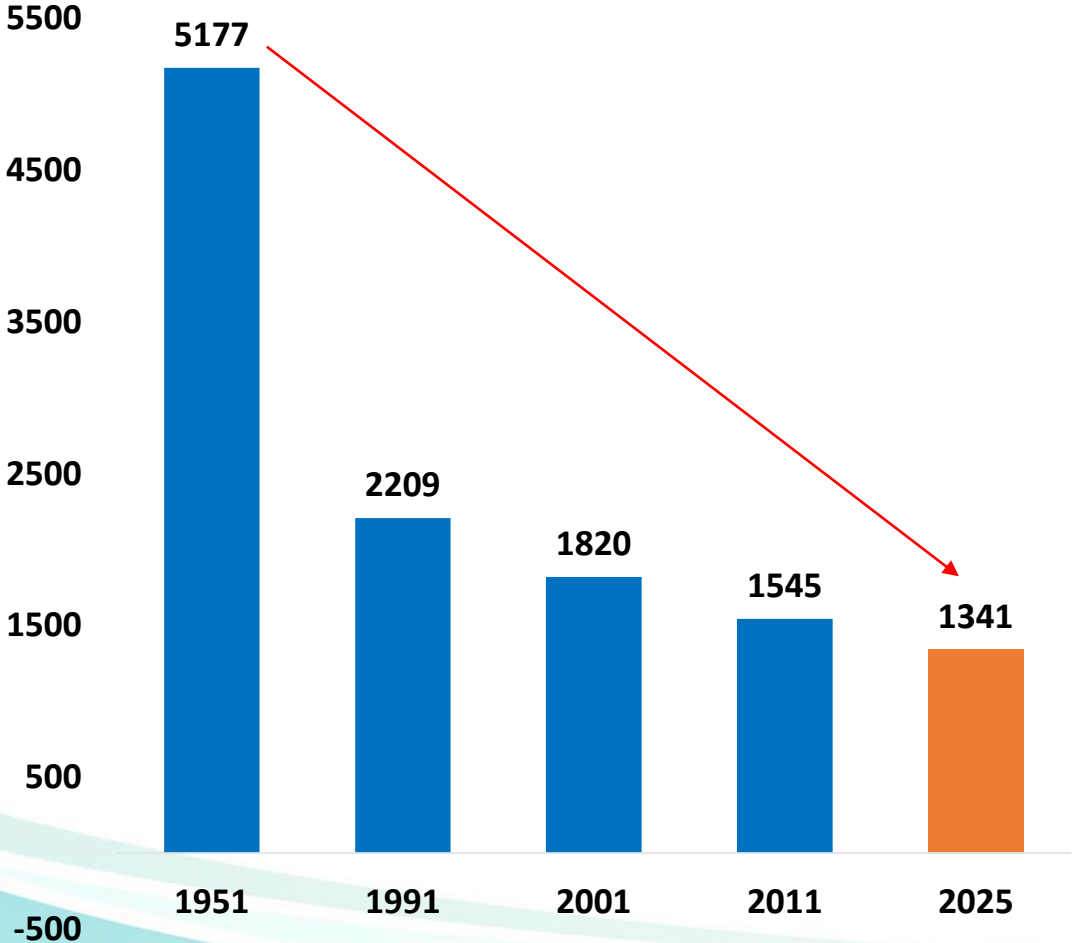
Roll-Out Plan: Teams and Timeline

Monitoring and Support

Need for Integrated Water Management

India's decrease in water availability

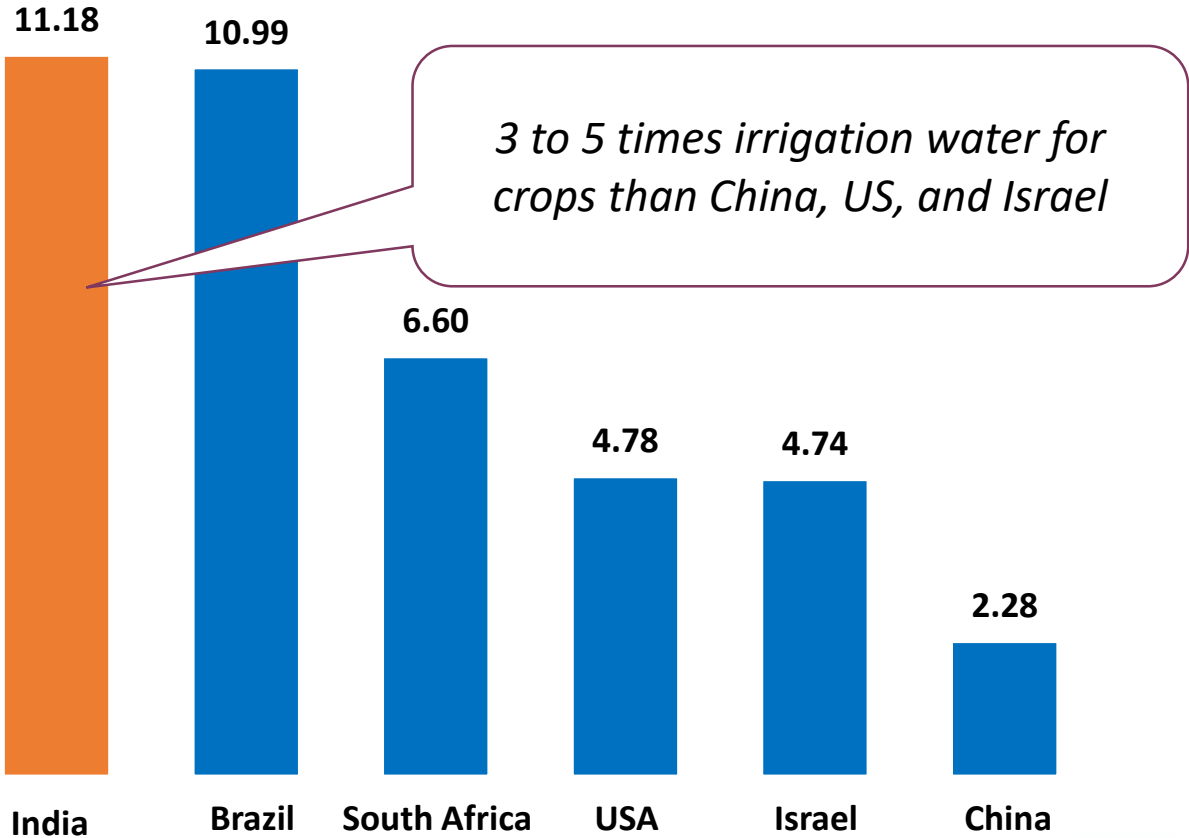
Cubic meter per capita per year



Source: Dept of Water Resources, Ministry of Jal Shakti

Disproportionate higher use of water per crop

Water used for irrigation (in m³) per kg of crop produced (2005-17)



Source: FAO AQUASTAT 2017, OECD data (2018)

Time for Change

Water Conservation: Now a National Priority

An integrated and sustainable approach to water resources on top of agenda:

- **Institutional integration - Jal Shakti Mantralaya**
- **Prime Minister's letter to all CMs, Sarpanches**
 - Nationwide shramdaan for water conservation on 22nd June
- **Time to make *Sanchay* – a jan andolan...**



PM's letter being read out in
Kandhamal, Odisha



Minister, Jal Shakti, doing
shramdaan in Jodhpur

Jal Shakti Abhiyan (JSA)

(inspired by Gram Swaraj Abhiyan)

Objective

Time bound, Mission mode, Water conservation campaign

Duration –

Phase I: 1st July – 15th September 2019

Phase II: 1st October – 30th November for 4* States/UTs with the retreating monsoon

36 States/UTs
257 Districts
1592 Blocks
(Map on next page)

257 ASs/JSs
447 DySecy/Dir
447 Tech officers

5 targeted
Water
Conservation
Interventions
areas

Targeted
Communications
Campaign
Farmer /
Community
mobilization

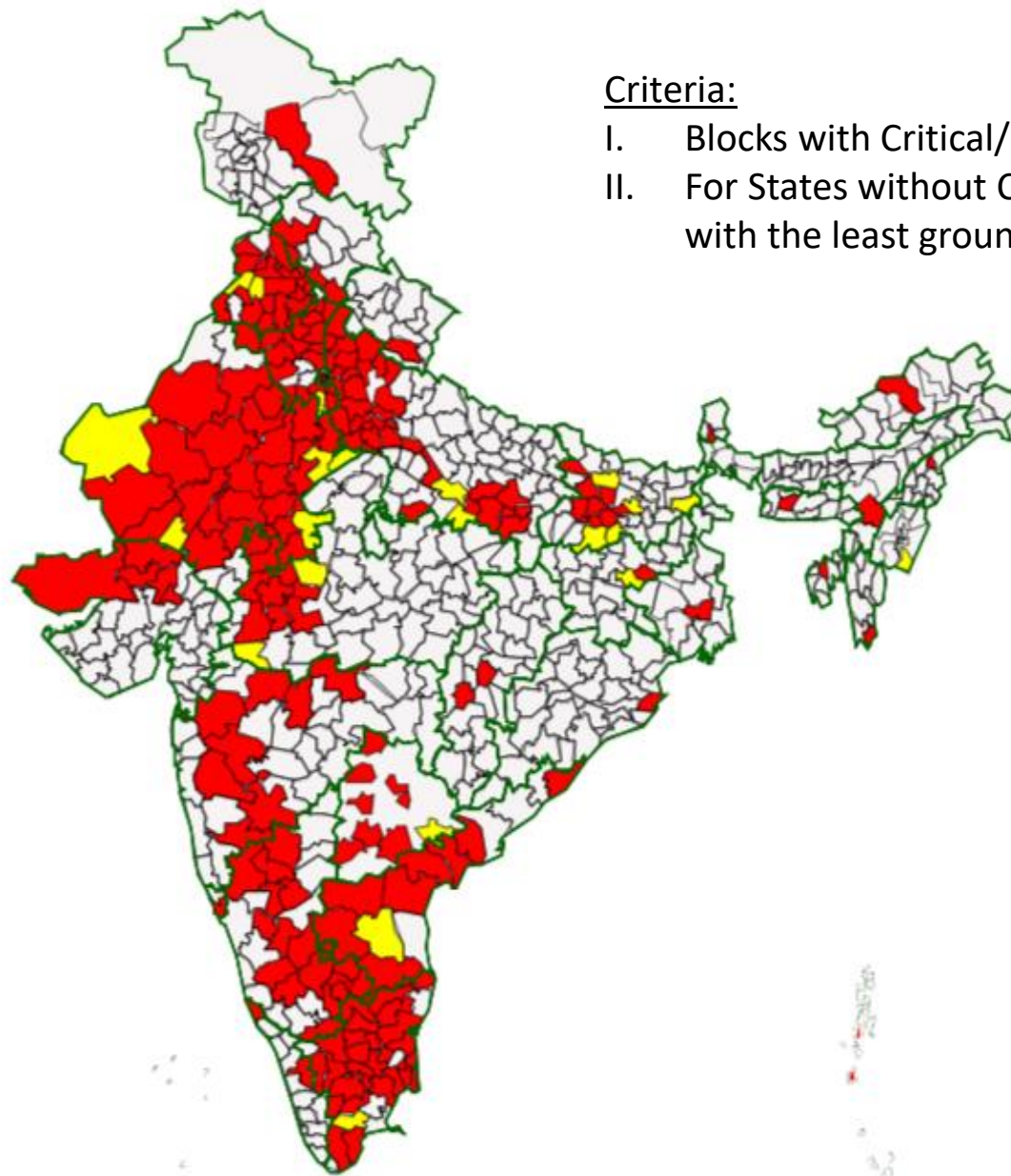
Application of
Space
Technology
for Water
Resource
Management

Real Time
monitoring
dashboard

* Andhra Pradesh (South), Karnataka (South), Puducherry and Tamil Nadu

Water Stressed Blocks/Districts to be covered

	States / UTs	Blocks	Districts
1	Andhra Pradesh	68	9
2	Arunachal Pradesh	11	1
3	Assam	5	1
4	Bihar	30	12
5	Chhattisgarh	2	2
6	Delhi	24	10
7	Goa	7	1
8	Gujarat	30	5
9	Haryana	81	19
10	Himachal Pradesh	4	4
11	Jammu & Kashmir	15	1
12	Jharkhand	5	2
13	Karnataka	53	19
14	Kerala	3	2
15	Madhya Pradesh	29	11
16	Maharashtra	20	8
17	Manipur	3	1
18	Meghalaya	3	1
19	Mizoram	2	1
20	Nagaland	3	1
21	Odisha	9	1
22	Punjab	111	20
23	Rajasthan	218	29
24	Sikkim	8	1
25	Tamil Nadu	541	27
26	Telangana	137	24
27	Tripura	6	1
28	Uttar Pradesh	139	35
29	Uttarakhand	8	1
30	West Bengal	1	1
31	A&N Islands	3	1
32	Chandigarh	1	1
33	D&N Haveli	1	1
34	Daman & Diu	1	1
35	Lakshadweep	9	1
36	Puducherry	1	1
	Total	1592	257



Criteria:

- I. Blocks with Critical/Over-exploited Groundwater levels.
- II. For States without Critical/Over-exploited Blocks, Districts with the least groundwater availability are selected.

INDEX
[Total Districts: 257]

- 234 Regular Districts
- 23 Aspirational Districts

Intervention Areas

1. Water conservation and rainwater harvesting
2. Renovation of traditional and other water bodies/tanks
3. Reuse, borewell recharge structures
4. Watershed development
5. Intensive afforestation

Concerned Departments: M/o Jal Shakti; M/o Rural Development; D/o Land Resources; M/o Agriculture & Cooperation and Farmers Welfare; D/o Agricultural Research and Education; M/o Environment, Forests and Climate Change; and M/o Housing and Urban Affairs

JSA Intervention Areas

1. Water conservation and rainwater harvesting

Existing scheme: MGNREGA

Ministry of Rural Development

Activity: No. of water conservation structures constructed:

- a) rooftop rainwater harvesting structures
 - public
 - private
- b) Check Dams
- c) Trenches
- d) Farm Ponds



A series of trenches/*Khantis* along hill slopes hold rainwater and recharge water sources, Uttarakhand

2. Renovation of traditional and other water bodies/tanks

Existing scheme: MGNREGA, and Repair, Renovation and Restoration of Water Bodies

Ministry of Rural Development, Ministry of Jal Shakti

Activity:

- a) No. of traditional water bodies/tanks restored (includes individual household units)
- b) No. of other water bodies restored



Traditional water system, Maharashtra

JSA Intervention Areas

3. Reuse, borewell recharge structures

Existing scheme: MGNREGA

Ministry of Rural Development

Activity: No. of structure constructed

- a) No. of borewell recharge structures
- b) Soak pits
 - community
 - individual
- c) Greywater* treatment ponds constructed

* Waste water generated from household washing and bathing



Community soak pit, MGNREGA

4. Watershed development

Existing scheme: Integrated Watershed Management Programme

D/o Land Resources, Ministry of Rural Development

- Activity:**
- a) Area under Watershed Development
 - b) No. of staggered trenches constructed
 - c) No. of gully plugs constructed
 - d) No. of percolation tanks constructed



Watershed Management, Assam

JSA Intervention Areas

5. Intensive afforestation

Existing scheme: National Afforestation Eco-Development Board
and MGNREGA

M/o Environment, Forests and Climate Change

M/o Rural Development

Activity: a) Seedlings planted
b) Area under plantation

(For trees consuming less water)



Imli, Deccan Plateau

Special Interventions

Block and District Water Conservation Plan

- To be integrated with the District Irrigation Plan

Krishi Vigyan Kendra Melas

- To promote efficient irrigation (Per Drop More Crop), and better choice of crops for water conservation

Urban Waste Water Reuse

- Plans/approvals with time bound targets for waste water reuse for industrial and agriculture purposes
- By-laws for the separation of greywater and blackwater
- Plan for at least one urban water body for groundwater recharge

Scientists and IITs

- To be mobilized at the national level to support the teams

3D village contour maps

- 3D village contour maps to be created and made accessible for efficient planning of interventions

Communications Plan

All Self Help Groups, Panchayati Raj Institution members, and Swachhagrahis will join the campaign for Community Communication

National communications and media campaign

- Public Service Announcements
- Print and social media mobilization
- Celebrity mobilization
- Traditional modes of water conservation to be documented and shared widely
- Crowdsourced short films from citizens, on measure taken to conserve water will be shared

Krishi Vigyan Kendra Melas to promote better choice of crops for water conservation

Best performing Blocks and Districts will be assessed and recognized

Participating Teams from GoI

Centre

257 AS/JS level officers (23 Prabhari Officers – Aspirational districts)
National level NGOs will be involved for guidance on community mobilization
Scientists/IITs for technical guidance

State

State Nodal Officer:
Addl Chief Secretary/Prin Secy (PR & RD and/or WR)

District

2 officials to be nominated by District Collector

Block

447 Deputy Secretaries/Directors

447 Technical Officers from Central Ground
Water Board/Central Water Commission

Per district

1 AS/JS level officer

Per 3-5 Blocks

2 district officials

1 Dy Secretary/Director

1 Technical Officer

Teams will undertake
minimum 3 trips (3 days
each) covering all
villages allocated to
them

*Detailed instructions for
field work are contained in
the Instruction Manual*

Participation at Local Level

Nehru Yuva Kendra Sangathan/National Service Scheme/National Cadet Corps

- All NYKS/NSS/NCC youth will join Block level teams

School students and Eco-Clubs

- Students from government schools, and all eco-clubs associated with the schools

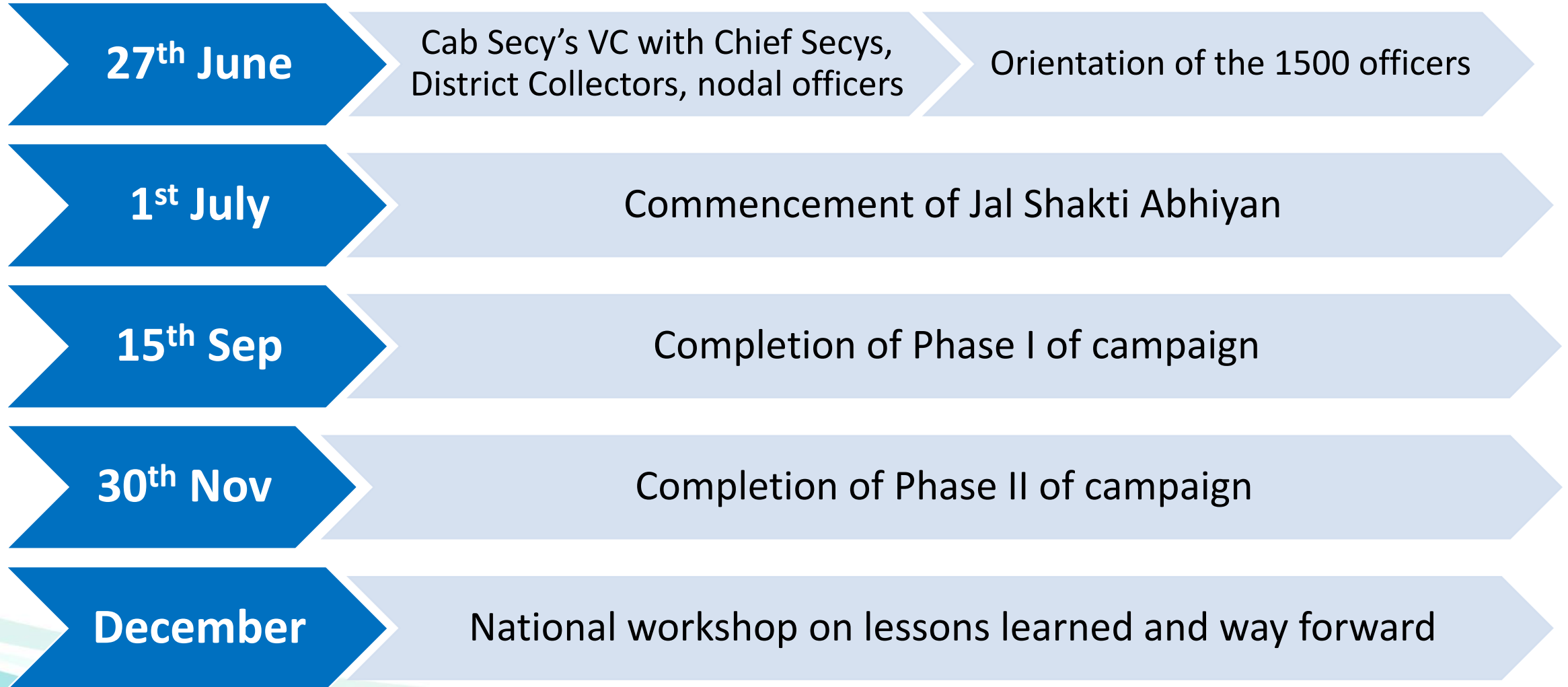
Engineering students

- Engineering students from local universities and technical institutes may join the teams

Non Government Organisations (NGOs)

- Local NGOs may be nominated by the District Collector for community mobilisation

Timeline



Monitoring and Support

Monitoring

- Officers will submit their reports online on a designated portal, like GSA 2018
<http://indiawater.gov.in/jsa>
- **Real Time** monitoring at CabSecy/Secretary level
 - Use of mobile application
 - Monitoring dashboard for daily update

The screenshot shows the official website for Jal Shakti Abhiyan. At the top, it features the logo of the Department of Drinking Water & Sanitation, Ministry of Jal Shakti, and the slogan 'जल शक्ति अभियान' (Jal Shakti Abhiyan) with the tagline 'संचय जल, पैदा कर कल' (Save Water, Create Tomorrow). Below the header, a banner indicates 'Jal Shakti Abhiyan Phase I : 1st July to 15th September 2019'. The main content area is divided into sections: 'About Jal Shakti Abhiyan' which describes the mission and phases of the campaign; 'Participating Ministries' which lists the Ministry of Jal Shakti, Ministry of Rural Development, and Ministry of Agriculture, Cooperation and Farmers; and 'Intervention Areas' which displays a grid of five images showing various water conservation and infrastructure projects.

JSA Secretariat

- Secretariat set up at the Department of Drinking Water & Sanitation, Ministry of Jal Shakti

Thank You

