

F.N- 1-7/2019-IS-5 (pt-4)/KT
Government of India
Ministry of Education,
Department of School Education & Literacy

Shastri Bhawan, New Delhi.

Date: 23rd March, 2021

To

The Additional Chief Secretary/Principal Secretary/Secretary (Education),
All States and UTs

Subject: -Jal Shakti Abhiyan: Catch the rain campaign with the tagline "Catch the Rain, where it falls, when it falls"merging of activities of JSA-CTC with EBSB- reg.

Sir/Madam,

I am directed to refer the O.M. No. 11014/2/2021-EBSB dated on 18th March 2021 received from Department of Higher Education on the aforesaid subject and to say that Jal Shakti Abhiyan-Catch the rain campaign with the tagline "**Catch the Rain, where it falls, when it falls**" under the Ministry of Jal Shakti has been launched by the Hon'ble Prime Minister on World Water Day- 22 March, 2021.

2. In view of the above, a suggestive list of activities has been prepared and enumerated at **Annexure - I** of this letter. States/UTs may promote activities in their Schools. The list is only indicative. States/UTs may also include other activities- fulfilling the overall objectives of both the campaign.

3. Action plans with the calendar of the activities and Activity report may be uploaded on the EBSB Portal on urgent basis. The activity will be listed as done under Ek Bharat Shreshtha Bharat to promote Jal Shakti Abhiyan.

Yours faithfully,

Purnima
23/3-21
(Purnima Tudu)

Deputy Secretary to the Govt. of India

Email: tudu.p@nic.in

Encl: As above

Copy to: (For information and necessary action.)

1. The Chairperson, Central Board of Secondary Education,
2. The Commissioner, Kendriya Vidyalaya Sangathan,
3. The Commissioner, Navodaya Vidyalaya Samiti.
4. The Director, Central Tibetan Schools Administration (CTSA)
5. The Chairman, National Institute of Open Schooling (NIOS)
6. The Director, National Council of Teacher Education (NCERT)

Annexure-1

1. Studying the traditional methods of Jal sanchay or water storage in paired States/UTs
2. Studying about the rainfall/weather patterns/Rainwater Harvesting in paired States and undertaking rain water harvesting in schools
3. Sharing the water conservation best practices of paired States' institutions
4. Podcast like "Panikichitthi" by students of paired State
5. Plantation drive in schools by tagging the name of the plant/tree planted in the language of own state and paired State. studying the importance of planted tree in paired States.
6. Nukkad Natak based on local theatre forms of paired State to create awareness about water conservation
7. Holding webinars among paired states' institutions to learn water conservation techniques
8. Virtual faculty exchange where ideas and techniques regarding teaching of water conservation could be discussed.
9. Documenting Innovative ideas to reduce water pollution in the country
10. Virtual tours of the traditional water conservation methods of the paired state
11. Natural water purifying techniques used by paired states
12. Awareness about natural water bodies and watersheds of the paired State.

No.F.11014/2/2021-EBSB
Government of India
Ministry of Human Resource Development
Department of Higher Education
EBSB Cell

Shastri Bhawan, New Delhi
Dated the 18th March, 2021

Office Memorandum

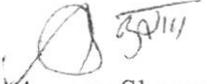
Subject: "Jal Shakti Abhiyan: Catch the Rain" with the theme "Catch the Rain, where it falls, when it falls – merging of activities of JSA-CTC with EBSB – reg.

The undersigned is directed to refer to the above subject and to say that "Jal Shakti Abhiyan: Catch The Rain" with the theme "Catch the Rain, where it falls, when it falls" campaign under the Ministry of Jal Shakti will be launched by the Hon'ble Prime Minister on 22 March 2021 on the World Water Day,

2. The Jal Shakti Abhiyan is to be integrated with Ek Bharat Shreshtha Bharat so that all the Institutions participating in the campaign conduct the activities under the theme activities to bring out the spirit of Ek Bharat Shreshtha Bharat. A list of activities has been enumerated in Annexure – I, which may be undertaken to promote Jal Shakti Abhiyan under EBSB. The list is only indicative. More activities may be included in it.

3. Action plans with calendar of activities may be uploaded to the EBSB portal. Once the activity is conducted, the same may be uploaded to the portal on urgent basis for Media/ Social Media coverage. The activity will be listed as done under Ek Bharat Shreshtha Bharat to promote Jal Shakti Abhiyan.

Encl.: As above


(Anurag Sharma)

Deputy Secretary to the Government of India

Ph.: 011-23387538

To

All Nodal Officers of Ministries / Department