



**डॉ० ए०पी०जे० अब्दुल कलाम प्राविधिक विश्वविद्यालय**  
**DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY**  
**(Formerly UP Technical University)**

सेक्टर-11, जनकीपुरम विस्तार योजना, लखनऊ-226031 Sector-11, Jankipuram Extension Yojna, Lucknow

Ref.N0.DR.A.P.J. AKTU/REG.O./PRO.V.C./2020/79

Dated: 11 August, 2020

To  
The Directors / Principals  
Colleges affiliated / associated with Dr APJ Abdul Kalam Technical University  
Lucknow

SUB: Regarding participation of students in Water Talk conducted by National Water Mission (NWM)

Dear Sir/ Madam

Please find attached herewith the communication received from National Water Mission (NWM), Ministry of Jal Shakti, Government of India, letter DO No. M-54011/01/2018-NWM/1432 dated 31 July 2020 attached herewith. NWM is organizing a lecture series "Water Talk" on third Friday of every month to promote dialogue and information sharing among participants on variety of water related topics since Mar 22, 2020. Sharing best practices among participants enhances knowledge, ensure consistent dissemination of information and build capacities in better water management.

The next talk in the Series will be held on 21<sup>st</sup> August, 2020 (Friday) from 3:00 - 5:00 on CISCO-WEBEX software platform. Participants may join the water talk on the Facebook page of National Water Mission <https://www.facebook.com/nwmgoi/> or at the Facebook page of Department of Water Resources, River Development & Ganga Rejuvenation and <https://www.facebook.com/mowrrdgr/>.

You are requested to share this with students and faculty members and encourage them to attend, please.

Best Wishes

(Prof. Vineet Kansal)

Copy to:

1. The Registrar, AKTU, Lucknow
2. The Finance Office, AKTU, Lucknow
3. CoE, AKTU, Lucknow
4. All Deans / Asso. Deans AKTU, Lucknow
5. Staff Officer, Hon'ble Vice Chancellor for kind information

(Prof. Vineet Kansal)



**G. ASOK KUMAR, IAS**  
Addl. Secy. & Mission Director  
National Water Mission



भारत सरकार/GOVERNMENT OF INDIA  
जल शक्ति मंत्रालय/MINISTRY OF JAL SHAKTI  
जल संसाधन, नदी विकास और गंगा संरक्षण विभाग  
DEPTT. OF WATER RESOURCES,  
RIVER DEVELOPMENT & GANGA REJUVENATION  
राष्ट्रीय जल मिशन/NATIONAL WATER MISSION

Dear Prof. Pathak,

Dated: 31 July, 2020

D.O. No. M-54011/01/2018-NWM/1432

National Water Mission (NWM) was set up in 2011 with the objective of "conservation of water, minimizing wastage and ensuring its more equitable distribution both across and within States through integrated water resources development and management".

2. Water is a prime life-sustaining natural resource that cannot be created. Rising populations, growing industrialization and expanding agriculture have pushed up the demand for water which has given rise to major concerns over water conservation. Water conservation is one of the primary focus issues of the Government. A nation-wide campaign for creating awareness among citizens on water conservation needs to be put in place. Hon'ble Prime Minister had also given a clarion call from various platforms to citizens of the country to join hands for water conservation.

3. National Water Mission has been organizing a lecture series 'WATER TALK' to promote dialogue and information sharing among participants on variety of water related topics since March 22, 2019. Sharing best practices among participants enhances knowledge, ensures consistent dissemination of information and build capacities in better water management. NWM conducts the lecture series on **third Friday of every month** wherein leading water experts including academicians, activists, practitioners are invited to present inspiring and broadening perspectives on current water issues in the country.

4. NWM has so far organised fifteen water talks so far where prominent people from the water sector delivered their talk. The last three water talks were organised in a webinar format (e-Talks) following Government's ban on public gatherings due to the threat of COVID-19.

5. Involvement of participation of youth of the country has become imperative in our efforts of water conservation by spreading the message of judicious use of water. The 'Water Talk' is an extremely beneficial platform to learn various aspects of water conservation and management. It will also give the students a chance to present their unique ideas and opinions to senior officers and water warriors of the country, giving rise to innovations in the water sector. This will also inspire students to promote and replicate best water practices at campus.

6. I would therefore request you to **ensure participation of your university students in large numbers in the forthcoming water talks conducted by the NWM on third Friday of every month** so that they also become a part of this initiative for making India a water secure country. For more information on the subject, you may visit our website [www.nwm.gov.in](http://www.nwm.gov.in). The next i.e. 16th Water Talk will be held on 21<sup>st</sup> August, 2020 (Friday) from 3:00-5:00 PM on CISCO-WEBEX software platform. Participants may join the water talk on the Facebook page of National Water Mission <https://www.facebook.com/nwmgoi/> or at the Facebook page of Department of Water Resources, River Development & Ganga Rejuvenation <https://www.facebook.com/mowrrdgr/>. Alternatively, an e-mail may be provided to National Water Mission on which a link for registration will be sent every month before the scheduled date of the Water Talk.

With regards,

Yours sincerely,

(G. Asok Kumar)

To

Prof. Vinay Kumar Pathak

Vice Chancellor, Dr. A.P.J. Abdul Kalam Technical University

Vice-Chancellor's Office, Dr. A.P.J. Abdul Kalam Technical University,

Sec-11, Jankipuram Vistar, Lucknow, Uttar Pradesh, India

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ई-मेल / Email: [md.nwm@gov.in](mailto:md.nwm@gov.in), बैवसाइट / Website : <http://www.nationalwatermission.gov.in/www.nwm.gov.in>;

टैलीफैक्स/Telefax : 011-24365200 ; फैक्स/Fax : 011-24364560



## Catch The Rain



G.Asok Kumar  
Additional Secretary and Mission Director,  
National Water Mission

National Water Mission's (NWM) campaign "**Catch The Rain**" with the tagline *Catch the rain, where it falls, when it falls* is to nudge the states and stake-holders to create appropriate Rain Water Harvesting Structures (RWHS) suitable to the climatic conditions and sub-soil strata before monsoon.

Under this campaign, drives to make check dams, water harvesting pits, rooftop RWHS etc; removal of encroachments and de-silting of tanks to increase their storage capacity; removal of obstructions in the channels which bring water to them from the catchment areas etc; repairs to step-wells and using defunct bore-wells and unused wells to put water back to aquifers etc are to be taken up with the active participation of people.

To facilitate these activities, "Rain Centers" are to be opened in each district, at least for 4 months from May 1, in Collectorates/Municipality/GP offices. During this period, these Rain Centres will have a *dedicated mobile phone number* and *will be manned* by an engineer or a person *well trained in RWHS*. This centre act as a *technical guidance centre* to all in the district as to *how to catch the rain, as it falls, where it falls*.

Efforts should be made so that in the next two months *all buildings in the district should have rooftop RWHS* and that maximum quantity of rain water falling in any compound should be impounded within the compound itself. The basic aim should be that ***No or only limited will water to flow out of the compound***. This will help in improving soil moisture and raising ground water table. In urban areas it will reduce water gushing onto roads, damaging them and will prevent urban flooding.

Under the "Catch The Rain" initiative, all water bodies in the districts are to be enumerated, (checked with revenue records) and encroachments to be removed.

DO letters requesting to take steps were written by AS&MD, NWM to Chief Secretaries of all states on 27 February 2020, to all Collectors on 12 May 2020 and to heads of institutions like IIMs, IITs, Central Universities, Private Universities, Railways, Air Port Authority, PSUs, Central Armed Police Force etc having large tracts of lands with them. These were followed up with another reminder DO letters in the first week of June, 2020.

An email id [CatchTheRain.nwm@gmail.com](mailto:CatchTheRain.nwm@gmail.com) has been created to collect all information on the works being done under the "Catch The Rain campaign"

## Steps taken for the “Catch The Rain” Campaign

1. “Catch the Rain” is a campaign with the tag line “Catch the rain, where it falls, when it falls”, initiated by National Water Mission (NWM) for conservation of rain water, this monsoon. Accordingly, RWHS (Rain Water Harvesting Structures) are to be taken up with people’s active participation. State Governments and stakeholders were requested to take steps to build RWHS to trap rain water from roof-top and open-grounds of all government, semi-government and corporate establishments before the onset of the next monsoon. States have been requested to direct the district authorities to enumerate all water bodies and remove encroachments, if any, from them. Toll free numbers and blogs/websites to help exchange ideas and best practices may be set up.
2. NWM has so far taken following actions to get the campaign going:
  - (i) DO letters from Additional Secretary & Mission Director, National Water Mission were sent to:
    - (a) Chief Secretaries of all States/UTs on 27.02.2020 requesting to prepare a plan of action and initiate steps to take up development of RWHS so that these structures are ready by June, 2020 to “catch the rain”, when the monsoon arrives. States should consider establishing “Rain Centers (RCs) in every district headquarters to generate awareness and to give technical guidance on RWHS. These RCs should be functional at least, till monsoon is over.
    - (b) Secretaries of the Ministries of Defense; HRD; Heavy Industries; Department of Defence Production; Chairman, Railway Board; Chairman, Airport Authority of India; Director Generals of Central Armed Police Forces (CAPF); Vice Chancellors of JNU, DU; DG of MES, EinC of MES etc (on 9.3.20 and 11.03.20 etc) requesting them to direct their officers concerned to take steps to ensure appropriate RWHS before the onset of the monsoon.
    - (c) all District Magistrates/ District Collectors/ Deputy Commissioners on 11.05.2020 requesting to take steps to ensure appropriate rain water harvesting and artificial recharge measures in all catchment zones under their jurisdiction before the onset of the monsoon season. All districts have been allotted to Consultants/YPs for follow up action.
    - (d) reminders sent to all Chief Secretaries and DGs of CAPF on 10.6.2020.
    - (d) Directors of all IITs & IIMs on 10.06.2020 requesting them to take up appropriate RWHS in the premises of their institutions.
    - (e) Vice Chancellors of 47 government and private universities on 26.06.2020 requesting to take steps to ensure appropriate RWHS in the premises of their universities and colleges under them.
  - (ii) DO letters were sent from
    - (a) Dr Rajiv Kumar, VC, NITI AYOOG to Chief Secretaries of all states; Directors of all IIMs and IITs and Chairman, Railway Board on 23.06.2020 requesting them to take steps to actively participate in the “Catch the Rain Campaign” of the National Water Mission.
    - (b) Sri Gajendra Singh Shekhawat, Hon’ble Minister for Jalshakti
      - 1) on 7.07.2020 to Hon’ble Ministers of Defence; Home Affairs and HRD seeking support of their Ministries in the “Catch the Rain” campaign
      - 2) to all Chief Ministers on 20.07.2020 requesting the state governments to join the campaign
  - (iii) A meeting of the NGOs empanelled with NWM was organized on 09.03.2020 to sensitize them and request their participation in NWM’s “Catch the Rain” campaign.
  - (iv) A workshop on ‘Catch the Rain: Rain Water Harvesting and Artificial Recharge Structures for Water Conservation’ was organized at New Delhi on 13.03.2020 with stakeholders, wherein officials of central and state governments, organizations of DoWR, NGOs etc. participated.
  - (v) A Webinar of with NGOs active in water sector was organized on 11.06.2020 for their participation in the campaign.
  - (vi) Webinars were held with top management of some Industries on 3-7-2020, with FICCI and its associates on 8<sup>th</sup>, 15<sup>th</sup>, 22<sup>nd</sup> and 29<sup>th</sup> July-2020.
  - (vii) email: catchtherain.nwm@gmail.com has been created to get information on the campaign.
  - (viii) Endorsed by dignitaries like the Vice President of India; VC, NITI Ayog; CEO, NITI Ayog; Sri Sri Ravishankar ji; Sri Sonam Wangchuck; Sri Gopi Chand etc