

Backgrounder

The Department of Drinking water & sanitation is implementing two flagship programmes of the Central Government i.e. Swachh Bharat Mission Grameen (SBM-G) and Jal Jeevan Mission (JJM). SBM-G Phase-I was launched on 2nd October 2014 with the aim to make all its villages Open Defecation Free (ODF). On 2nd October 2019, all the villages in the country declared themselves ODF. Having achieved the objective of Phase-I, Phase-II of the Mission was launched in 2020 to ensure sustainability of the ODF status, have arrangements for Solid and Liquid Waste Management and make them visually clean in all our villages.

SBM Dashboard : <https://sbm.gov.in/sbmgdashboard/statedashboard.aspx>

In Indian civilization, the value of water is equivalent to god, thus priceless. A shloka in Rigveda Samhita states the value of water "Water is the source of happiness, energy, health and piety, and is life giving as mother!". On 15th August 2019, Jal Jeevan Mission was launched by the Prime Minister. At the time of the launch only 3.23 Crore rural households had access to tap water connection. With relentless efforts made on ground by the Mission in partnership with the State and UTs, today over 11 Crore rural households are getting water through taps.

JJM Dashboard: <https://ejalshakti.gov.in/jjmreport/JJMIndia.aspx>

In the recent times, the issues related to water security are taking shape of multi-sectoral challenges and accordingly in order to effectively address these challenges, our efforts should be holistic. Water conservation should be a social responsibility as water is "everyone's business". To make water everyone's business, **Jal Shakti Abhiyan was launched in 2019**, a national call to action that involved millions of people in water conservation and recharge.

JSA 2019 was followed by launch of "Catch the Rain" campaign in 2020 emphasizing on water conservation and rainwater harvesting. The campaign targeted that "No or only limited will water to flow out of the compound" which helps in improving soil moisture and rising groundwater table.

The overwhelming response received from the campaign encouraged Government to make this an annual feature, kick-starting prior to the monsoon season and continuing for next six months. Therefore, Jal Shakti Abhiyan: Catch the Rain campaigns were launched with an expanded scope for pan-India implementation in 2021 and 2022 and became extremely popular. These campaigns

excellently did their bit in an impactful manner to drive conservation of water into a Jan Andolan through mass mobilization.

People and communities are at the centre of all our programmes. Whether it be our effort to rejuvenate our rivers, improve water recharge and water use efficiency, use groundwater sustainably, to achieve open defecation free communities, involving people in their own water security forms the bedrock of sustainable change. This is particularly true of the Jal Shakti Abhiyan.

For more information on NWM visit : <https://nwm.gov.in/>