



प्रो. रजनीश जैन
सचिव

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Secretary



विश्वविद्यालय अनुदान आयोग
University Grants Commission

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(Ministry of Education, Govt. of India)

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Sub: Jal Shakti Abhiyan: Catch The Rain – 2022

Respected Madam/Sir,

As you are aware that the Government of India implemented the Jal Shakti Abhiyan to create awareness and bring together all stakeholders in a mass movement to conserve and recharge water. Water conservation and recharge is of utmost importance to ensure water security for our country to protect lives and livelihoods. Ministry of Jal Shakti has proposed implementation of “**Jal Shakti Abiyan: Catch The Rain-2022**”. The campaign is to be implemented with the theme “**Catch the Rain, where it falls, when it falls**” from the end of March to 30.11.2022.

The recommendations for the implementation of the campaign are:

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

The campaign may be given wider publicity by disseminating the information on the institutes websites / social media of the HEIs.

The Higher Educational Institutions are requested to upload the action plans and activities on the EBSB portal <https://ekbharat.gov.in> to promote “Jal Shakti Abhiyaan”. They are further requested to submit the latest status on action(s) taken for creation of water conservation structures in their buildings and campuses and programs/events initiated for awareness among the students about water conservation & rainwater harvesting.

With kind regards,

Yours sincerely,

(Rajnish Jain)

The Vice-Chancellors of all Universities
The Principals/Directors of all Colleges / Institutes