Dear Administrator,

The Government of India is launching the Jal Shakti Abhiyan (JSA) for intensive water conservation measures in the identified water stressed blocks and districts across the country.

2. The Campaign will be a collaborative effort with the State Governments involving officers, groundwater experts and scientists who would be visiting the identified Blocks and Districts. The focus will be on the following five critical areas relating to water conservation.

   (i) Water conservation and rainwater harvesting
   (ii) Renovation of traditional and other water bodies
   (iii) Reuse, bore well recharge structures
   (iv) Watershed development
   (v) Intensive afforestation

3. The Campaign will be taken up in two phases: **Phase I** – 1st July to 15th Sep 2019 (for all States); and **Phase II** – 1st October to 30th November 2019 (for States receiving retreating monsoon).

4. I request you to nominate a senior officer (Additional Chief Secretary/Principal Secretary/Secretary in-charge of Rural Development or Water Resources) as the State Nodal Officer to coordinate efforts in this regard. Needless to say, that full involvement of the District Magistrates/Collectors/Deputy Commissioners will be vital to the success of this endeavour.

5. I will be holding a Video Conference in this regard on **27th June 2019, at 10 am** to share the details of the Campaign. You are requested to please join the same along with the State level officers and the concerned District Magistrates/Collectors/Deputy Commissioners.

6. Shri Parameshwaran Iyer, Secretary, Drinking Water & Sanitation will separately share the concept note on the Campaign with you.

   I look forward to your enthusiastic participation in the Campaign.

   Regards,

   Yours sincerely,

   (P.K. Sinha)
N.O.O:
Copy to:

i. Prof. K. Vijay Raghavan, Principal Scientific Adviser to the Prime Minister
ii. Shri Parameswaran Iyer, Secretary, M/o Drinking Water & Sanitation
iii. Shri U.P. Singh, Secretary, M/o Water Resources, RD & GR
iv. Dr. Sivan K., Secretary, D/o Space
v. Shri Roolkhumlien Buhril, Secretary, D/o Land Resources
vi. Shri Amarjeet Sinha, Secretary, D/o Rural Development
vii. Ms. Debasree Mukherjee, Joint Secretary, Prime Minister’s Office

(Giridhar Aramane)
Additional Secretary