

दुर्गा शंकर मिश्र

सचिव

**Durga Shanker Mishra**

Secretary



भारत सरकार  
आवासन और शहरी कार्य मंत्रालय  
निर्माण भवन, नई दिल्ली-110011  
Government of India  
Ministry of Housing and Urban Affairs  
Nirman Bhawan, New Delhi-110011

**D.O. No.K-16015/1/2019-AMRUT-1B**

**June 28, 2019**

Dear

Ministry of Jal Shakti, Government of India is launching Jal Shakti Abhiyan (JSA) to promote 'conservation of water' in water-stressed areas across the country. The first phase of this Abhiyan will commence on 01<sup>st</sup> July, 2019 and will go up to 15<sup>th</sup> September, 2019 in most States, which receive monsoon rains during this period. In four Southern States which receive rains during the winter, the second phase of the campaign will commence from 01<sup>st</sup> October, 2019 and will go up to 30<sup>th</sup> November, 2019. For this, ASs/JSs/Directors/DSs from Government of India have been deputed to visit the identified districts on the ground and State Governments have been requested to nominate nodal officers at the District level to pursue the campaign.

2. In consultation with Ministry of Jal Shakti, we have identified 756 Urban Local Bodies (ULBs) in different States/UTs, which are water-stressed. Various measures namely Rain Water Harvesting (RWH), Reuse of Treated Waste Water, Rejuvenation of Water Bodies and Plantation of Trees need to be taken up in such water-stressed ULBs in Mission mode during the Abhiyan period. The progress will be reviewed on the Dashboard of Ministry of Jal Shakti and also in my Ministry. This campaign will require mass awareness through different modes and also specific action to either initiate/complete or review the necessary works on ground. For the above purpose, we have drafted detailed guidelines, which is enclosed herewith.

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3. I, therefore, request you to kindly share these guidelines with all water-stressed ULBs of your State/UT and give specific direction to make this time-bound campaign successful in achieving goal of water conservation, which is the need of the hour for ensuring water security.

4. We shall be documenting good practices, which could become model for other areas within or outside the States. I request you to kindly encourage the field officers to document the practices which could be replicated with or without any specific modifications in the different parts and share the same with Shri Manish Thakur, Joint Secretary (AMRUT) at his e-mail : [manish.thakur@nic.in](mailto:manish.thakur@nic.in)

With warm regards,

Yours Sincerely,  
Sd/-  
**(Durga Shanker Mishra)**

Encl: as above.

To,

Chief Secretaries of All States/UTs

**Copy alongwith Guidelines to the following for information please:**

1. Cabinet Secretary (Shri P.K.Sinha)
- ✓ 2. Secretary, Ministry of Jal Shakti (Shri Parameswaran Iyer)

  
**(Durga Shanker Mishra)**