

**GOVERNMENT OF NATIONAL CAPITAL TERRITORY OF DELHI
DIRECTORATE OF EDUCATION: SCHOOL BRANCH
OLD SECRETARIAT: DELHI-110054**

No.F DE.23 (514)/Sch. Br./2019/399

Dated:- 12.07.2019

CIRCULAR


Sub: Regarding Jal Shakti Abhiyan

Please find enclosed herewith D.O. letter No.1-1/2019-JS(EE.I) dated 02.07.2019 along with revised Jal Shakti Abhiyan (JSA) dated 01.07.2019 received from Joint Secretary (EEI), Ministry of Human Resource Development, Department of School Education & Literacy, Govt. of India, Shastri Bhavan, New Delhi on the subject cited above.

All Heads of Govt., Govt. Aided and Unaided Recognised schools are hereby directed to follow the guidelines as mentioned in the DO letter to observe Mass Awareness Creation Activities through Nukkad Natak & Plantation Drive on 15th July, 2019 as part of Jan Andolan.

This issues with approval of the Competent Authority.

Encl: As above.


DDE (School)

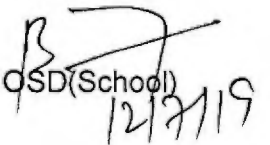
All the Heads of Govt. Govt. Aided and Unaided Recognised Schools under Directorate of Education through DEL-E

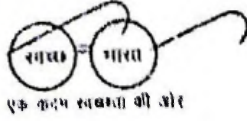
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Copy to:

1. PS to Secretary (Education)
2. PA to Director (Education)
3. All RDEs/ DDEs (District/Zone) to ensure compliance.
4. OS (IT) for uploading on the website.
5. Guard File


OSD (School)
12/7/19



शिक्षण का
अधिकार

R.C. MEENA
Joint Secretary (EE.1)
Tel.: 011-23389247

भारत सरकार
मानव संसाधन विकास मंत्रालय
स्कूल शिक्षा और साक्षरता विभाग
शास्त्री भवन
नई दिल्ली -- 110 115
GOVERNMENT OF INDIA
MINISTRY OF HUMAN RESOURCE DEVELOPMENT
DEPARTMENT OF SCHOOL EDUCATION & LITERACY
SHASTRI BHAVAN
NEW DELHI-110 115

D.O. No. 1-1/2019 - JS (EE.1)

02nd July, 2019

Dear *Sir / Madam*,

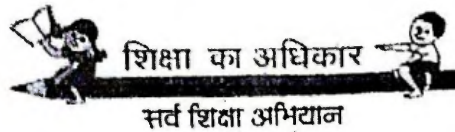
As you are aware, the Jal Shakti Abhiyan (JSA), focused on water conservation, commenced country wide with effect from 1st July, 2019 to 30th November, 2019 (in two phases) in order to address the water situation in the country. A concept note on the campaign is enclosed.

2. Senior officers from the Government from across the Ministries are being deputed as part of special teams to identified water stressed blocks and districts to work with local officials to redress the water scarcity situation in 5 specific intervention areas:

- Water conservation and rainwater harvesting
- Renovation of traditional and other water bodies / tanks.
- Reuse, borewell recharge structures
- Watershed development
- Intensive afforestation

3. The campaign also involves mobilizing the local people's participation to make the JSA a true Jan Andolan. Any Jan Andolan activity especially water conservation campaign can be enriched by the participation of school students who can act as awareness ambassadors.

4. In this regard, I will be grateful if you could kindly take comprehensive and necessary steps to involve all school students from class VI onwards in awareness creation and community education activities in water conservation on one identified date during the four months of JSA as a Jan Andolan activity in our endeavor of nation building. It is proposed that mass awareness creation activities & community education activities including rallies, nukkad natak, plantation drives, workshops, seminars, etc. may be taken up on 15th July 2019, as part of Jan Andolan. Accordingly, you are requested to issue appropriate instructions to concerned authorities in your State / UT including all the District Collectors and District Education Officers.



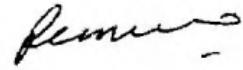
398/c

5. The concerned authorities may also be directed to intimate the total number of activities undertaken and the number of students who took part in this water conservation campaign. The information may be uploaded <https://docs.google.com/spreadsheets/d/1413jn1UxzW1NCCED7p9SpwRB3DPD1mjPN8nS8lpcYZI/edit?usp=sharing>

6. In case any clarifications are required, Shri G. Vijaya Bhaskar, Director, (Email: vbgurala.edu@gov.in) and Shri P.K. Singh, Deputy Secretary (Email: singh.pk@nic.in) in this Department may be contacted.

With regards,

Yours sincerely,



(R.C. MEENA)

Special Chief Secretaries / Additional Chief Secretaries / Principal Secretaries / Secretaries (Education) of all the States / UTs

JSA Concept Note

Dated 1st July 2019

Communications Plan

- Various local groups to join the campaign for Community Communication.
- Krishi Vigyan Kendra Melas to promote efficient water use for Irrigation (Per Drop More Crop), and better choice of crops, for water conservation.
- National media campaign to run alongside JSA 2019, with extensive use of social media and TV and radio spots
 - Print and social media mobilization.
 - Celebrities to be mobilized to generate awareness for the campaign.
 - Traditional modes of water conservation, rainwater harvesting and management to be documented and shared.
 - Crowdsourced short films of citizens documenting actions taken to conserve water will be shared widely.
- Best performing Blocks and Districts will be assessed and recognized.

Important Contacts:

1. Shri Parameswaran Iyer
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Email: param.iyer@gov.in
2. Shri Samir Kumar
Joint Secretary, Department of Drinking Water and Sanitation
Ministry of Jal Shakti
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3. SmtRenjitha MH
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