



Catch the Rain

A Renewed National Call for Water Conservation

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Catch the Rain Campaign at a Glance

Catch the Rain is a nationwide campaign focused on **rainwater harvesting**, **groundwater recharge**, and **water-body restoration**. The campaign encourages communities and institutions to conserve rainwater and strengthen water security. It promotes cleaning of ponds and water reservoirs to maximise monsoon water retention. It also encourages **afforestation** to enhance green coverage in water-retention areas.

Key water conservation actions recommended during this campaign are:

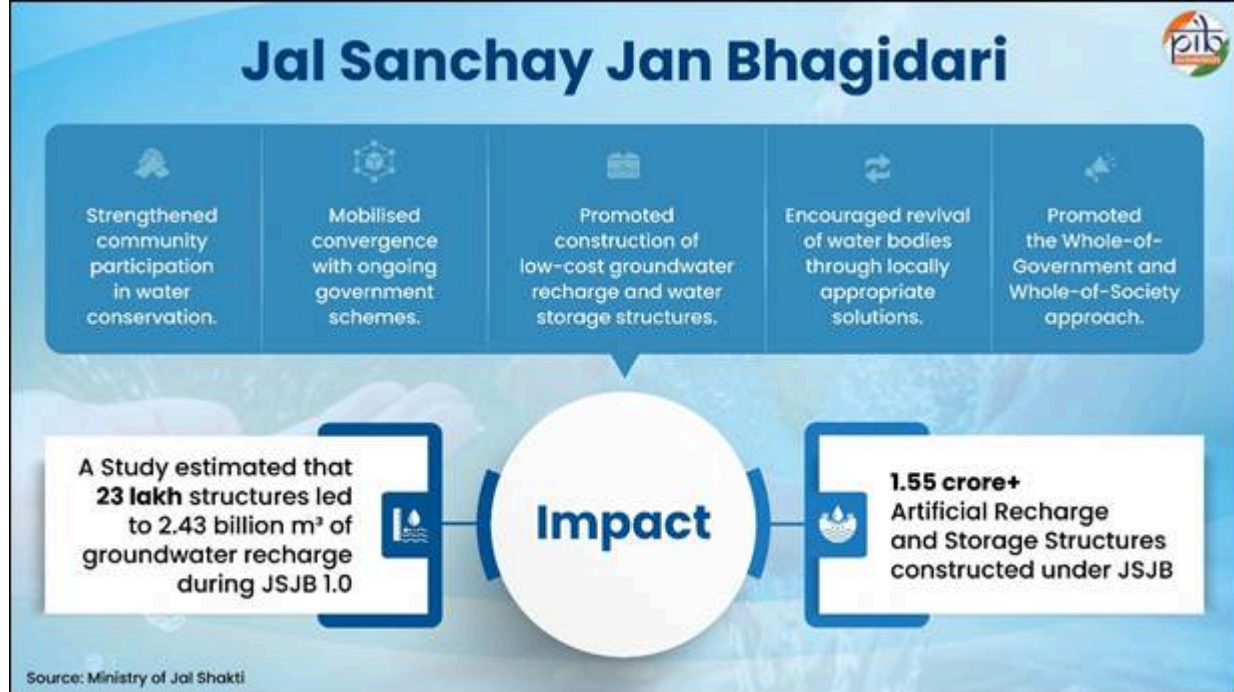
- Adopt rainwater harvesting systems in homes, societies and workplaces.
- Install recharge pits and shafts at suitable locations.
- Repair unused borewells to facilitate groundwater recharge.
- Restore baolis, wells and traditional water bodies.
- Desilt ponds and reservoirs to enhance water retention.
- Promote tree plantation in water retention and recharge areas.

Jal Sanchay Jan Bhagidari (JSJB) 1.0 (2024)

Jal Sanchay Jan Bhagidari 1.0 **strengthened community participation** in water conservation. JSJB 1.0 was implemented from 1 April 2024 to 31 May 2025. The initiative followed the principles of **Community, CSR, and Cost - the 3Cs**. It also mobilized **convergence with ongoing government schemes** to accelerate water conservation efforts. The initiative promoted **low-cost** groundwater recharge and water storage structures. It also supported the **revival** of defunct borewells and **locally appropriate** solutions. The structures were developed through a Whole-of-Government and Whole-of-Society approach. During this campaign, more than **10 lakh** groundwater recharge structures were constructed, with more than **27 lakh** artificial recharge structures reported.

Jal Sanchay Jan Bhagidari 2.0 (2025)

Jal Sanchay Jan Bhagidari 2.0, launched on 1 June 2025, built upon the earlier initiative. It focused particularly on groundwater recharge in **over-exploited and critical districts**. The approach emphasised **low-cost** and **hyper-local interventions**. In November 2025, exemplary contributions under JSJB 1.0 were recognised during the **6th National Water Awards**.



Impact Evaluation and Achievement of JSJB Initiative

Under the Jal Sanchay Jan Bhagidari (JSJB) initiative, over **1.55 crore Artificial Recharge and Storage Structures** have been constructed. Further, an Impact Evaluation Study of JSJB 1.0 was conducted, which evaluated **23 lakh structures** using rainfall data between 1 June 2025 and 31 December 2025. The study estimated that these interventions have resulted in **2.43 billion cubic metres of groundwater recharge**.

Jal Sanchay Jan Bhagidari: Catch the Rain (JSJB: CTR) (2026)

The 2026 initiative, launched on June 1, 2026, expanded the JSJB approach by **integrating it with the Jal Shakti Abhiyan: Catch the Rain campaign**. The campaign focused on rainwater harvesting, groundwater recharge, water conservation, creation of water assets, and community participation. It promoted locally appropriate, low-cost interventions and strengthened **climate resilience** through sustainable water management.

The campaign leveraged **convergence across several government schemes** like VB-G RAM G, Per Drop More Crop under PM Krishi Sinchayee Yojana (PMKSY), Repair, Renovation and Restoration of Water Bodies under PMKSY, CAMPA, Finance Commission Grants and other state government schemes. The initiative brought together Panchayati Raj Institutions, urban local bodies, women's groups, youth, educational institutions, civil society organisations and local communities. These stakeholders support **planning, implementation and community-led water conservation**. **JSJB: CTR portal and mobile application** have been instrumental in strengthening transparency, monitoring and facilitating public feedback.

Jal Shakti Abhiyan: Catch the Rain (JSA: CTR)

Jal Shakti Abhiyan: Catch the Rain was launched on **22 March 2021** on **World Water Day**. Its guiding theme was: **"Catch the Rain, Where It Falls, When It Falls."** The campaign builds on the success of **Jal Shakti Abhiyan 2019**, which covered 1,592 water-stressed blocks across 256 districts for promoting rainwater harvesting. It also promoted

groundwater recharge, watershed development, rejuvenation of water bodies, afforestation, and community participation through a **Jan Andolan** approach. The campaign has since been **implemented annually with evolving themes and focus areas:**

Year	Theme / Focus	Key Areas of Activity
2021	Catch the Rain, Where It Falls, When It Falls	Rainwater harvesting & water Conservation; Geo-tagging of water bodies; Scientific water conservation planning; Jal Shakti Kendras and awareness activities
2022	Expanding Water Conservation Activities	Restoration of traditional water bodies; Groundwater recharge and watershed development; Wetland and river rejuvenation; Spring-shed development and catchment protection
2023	Source Sustainability for Drinking Water	Focus on 150 water-stressed districts; Strengthening drinking water sources; Groundwater recharge and source sustainability; Field monitoring and community participation
2024	Nari Shakti se Jal Shakti	Women-led water conservation initiatives; Desilting and cleaning of water bodies; Revival of abandoned borewells for recharge; Afforestation and rejuvenation of local water resources

The 2024 campaign highlighted women-led water conservation initiatives. Their contributions continue to be recognized through the **Swachh Sujal Shakti Samman**, celebrating exemplary efforts in water conservation, sanitation, and hygiene.

Jal Shakti Kendras

Jal Shakti Kendras (JSKs) serve as **district-level knowledge and facilitation hubs**. They support communities and local administrations through:

- Providing information on water harvesting techniques
- Providing technical guidance
- Supporting water conservation planning and implementation

From Rainwater Harvesting to Rural Resilience

Water conservation has evolved into a community-driven movement focused on sustainable water management. Initiatives such as Catch the Rain and Jal Sanchay Jan Bhagidari promote rainwater harvesting, groundwater recharge, and restoration of water bodies. Scientific planning, local ownership, and convergence of resources are strengthening water security, rural livelihoods, and climate resilience. By linking community ownership with convergence, digital oversight, and asset creation, **JSJB: CTR is laying the foundation for a water-secure Bharat.**

References

PIB Backgrounders

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