



Government of India
Ministry of Jal Shakti
Department of Water Resources,
River Development & Ganga Rejuvenation



Ministry of Environment, Forest
and Climate Change



भारतीय वन्यजीव संस्थान
Wildlife Institute of India



Jal Khata Abhiyan

#OurWaterOurAsset



Jal Khata Abhiyan

Water is a precious resource and we as a society have a unique opportunity to demonstrate sustainable practice through effective water management. Water accounting and budgeting helps to monitor and optimize water usage, reduce costs, and educate students as well as communities on their responsibility towards the environment.

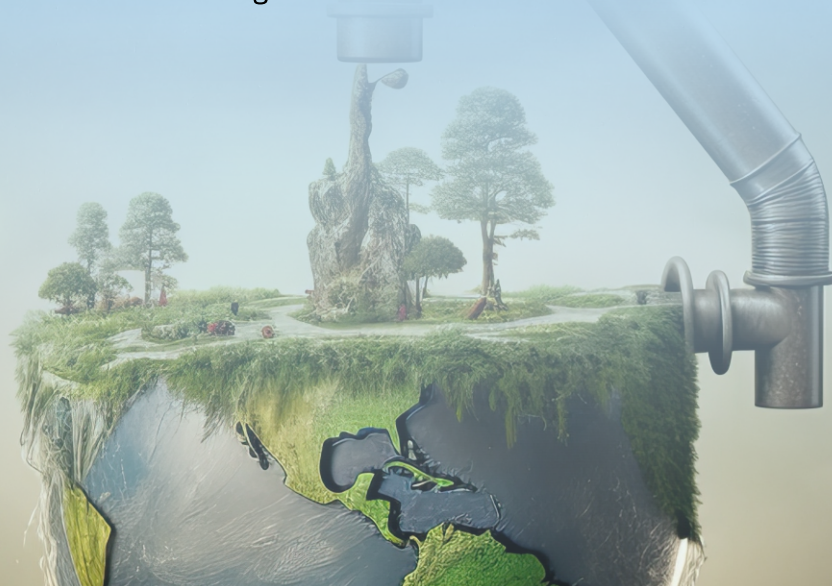
'**Jal Khata Abhiyan**', to be implemented by the Wildlife Institute of India under the National Mission for Clean Ganga-sponsored project, it aims to create water account for every student similar to a bank account.

About the Campaign

The 'Jal Khata Abhiyan' is a campaign aimed at engaging school children and local communities from government and private schools to conserve water. The campaign is an initiative that brings water conservation to the forefront by introducing the concepts of water budgeting and water accounting. The campaign, will be implemented initially in Uttarakhand, and will subsequently be up-scaled to the other Ganga River Basin states. This campaign treats water like a money saving account where every water conservation action will be recorded. These efforts will form a "water account" for individuals and communities, showing the tangible impact of their contributions. The results will be shared widely through social media and other platforms, inspiring others to join this mission.

What Sets Us Apart?

- ▶▶ **Hands-on Engagement-** Our initiative goes beyond theory. It encourages active participation through practical, ground-level activities that make a real difference.
- ▶▶ **Community Involvement-** We recognize that water conservation is a collaborative effort. We unite communities, cultivating a strong sense of shared responsibility and collective action.
- ▶▶ **Sustainable Impact-** Our initiative delivers efforts that focus on preserving water resources for current and future generations, ensuring equitable access, and promoting practices that minimize waste and environmental damage.



What to Expect?

The Jal khata Abhiyan initiative thrives on action, and there are myriad ways to make a difference.

- » Educational workshops- teaching them efficient use of water.
- » Sustainable water usage at individual and household level.
- » Plantation drives
- » Rainwater harvesting
- » Community clean ups
- » Leak detection and repairs
- » Water TDS & pH testing
- » Maintenance of chal-khal and ponds
- » Green landscaping

Measuring the Progress

Water conservation efforts by schools, colleges, universities, Bal Ganga Prahari schools, gram panchayats, NGOs and other grassroot stakeholders are recorded and valued.

- » **Rating and Impact Assessment-** Activities are graded by their type, importance and possible impact on water conservation. Higher ratings indicate greater influence.
- » **Cumulative Efforts-** All activities completed during a set timeframe are rated and measured. The efforts are scientifically evaluated to calculate the total water conserved. This helps individuals and communities to see how much water they can save over a lifetime.
- » **Sharing Accomplishments-** We proudly highlight the measurable efforts of our dedicated stakeholders through social media and newspapers. This not only celebrates their contributions but also raises awareness at local, regional and national levels.

Who can participate?

All stakeholders including

- » Schools, Colleges, Universities
- » National Organisations
- » Local Communities
- » Municipalities



What's in it for You and Your Community?

This campaign demonstrates that collective efforts today will secure water for tomorrow. Let us commit to this cause, ensuring that every action contributes to a brighter, water-secure future.

- » Water resource preservation
- » Environmental protection
- » Community engagement
- » Improved infrastructure
- » Educational opportunities
- » Public awareness
- » Climate resilience
- » Health benefits
- » Compliance with regulations
- » Research and innovation
- » Sustainable agriculture
- » Recognition- Jal Khata Abhiyan winners

“ Each ripple sings,
each droplet glows,
A legacy that onward flows.
Let's honour rain,
and water deep,
A promise made,
a vow to keep. ”

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