



# INDIAN INSTITUTE OF INFORMATION TECHNOLOGY, KALYANI

*An Institute of National Importance*

(Autonomous Institution under MOE, Govt. of India &  
Department of Information Technology & Electronics, Govt. of West Bengal)  
WEBEL IT Park, 14, Adivasi Para, Opposite of Kalyani Water Treatment Plant  
Near Buddha Park, Dist. Nadia, P.O. Kalyani - 741235, West Bengal.

IIITK/N9/2021/3039

April 13, 2021

## NOTICE

Greetings of the day.

Subject : Jal Shakti Abhiyan : Catch the Rain - reg.

Jal Shakti Abhiyan launched on March 22, 2021 and the Ministry of Education issued an OM No. 11014/2/2021-EBSB dated March 18, 2021, directed us to refer to the above subject and to say that "Jal Shakti Abhiyan: Catch The Rain" with the theme "Catch the Rain, where it falls, when it falls" campaign launched by the Hon'ble Prime Minister on March 22, 2021 on the World Water Day.

The Jal Shakti Abhiyan is integrated with Ek Bharat Shreshtha Bharat. All are requested to take part in one or more activities listed in the attachment page No 2 Annexure\_I.

*Dr. Muruganatham Ponnusamy*  
April 13, 2021

**Dr. Muruganatham Ponnusamy**  
Deputy Registrar

Copy to:

1. PA to Director
2. All faculty, Officers & Staff
3. Faculty-in-Charge(Website)
4. File

*Dr. Muruganatham Ponnusamy*  
April 13, 2021

**Dr. Muruganatham Ponnusamy**  
Deputy Registrar

No.F.11014/2/2021-EBSB  
Government of India  
Ministry of Human Resource Development  
Department of Higher Education  
EBSB Cell

Shastri Bhawan, New Delhi  
Dated the 18<sup>th</sup> March, 2021

Office Memorandum

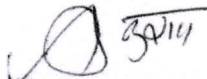
**Subject: "Jal Shakti Abhiyan: Catch the Rain" with the theme "Catch the Rain, where it falls, when it falls – merging of activities of JSA-CTC with EBSB – reg.**

The undersigned is directed to refer to the above subject and to say that "Jal Shakti Abhiyan: Catch The Rain" with the theme "Catch the Rain, where it falls, when it falls" campaign under the Ministry of Jal Shakti will be launched by the Hon'ble Prime Minister on 22 March 2021 on the World Water Day,

2. The Jal Shakti Abhiyan is to be integrated with Ek Bharat Shreshtha Bharat so that all the Institutions participating in the campaign conduct the activities under the theme activities to bring out the spirit of Ek Bharat Shreshtha Bharat. A list of activities has been enumerated in Annexure – I, which may be undertaken to promote Jal Shakti Abhiyan under EBSB. The list is only indicative. More activities may be included in it.

3. Action plans with calendar of activities may be uploaded to the EBSB portal. Once the activity is conducted, the same may be uploaded to the portal on urgent basis for Media/ Social Media coverage. The activity will be listed as done under Ek Bharat Shreshtha Bharat to promote Jal Shakti Abhiyan.

Encl.: As above

  
(Anurag Sharma)  
Deputy Secretary to the Government of India  
Ph.: 011-23387538

To

All Nodal Officers of Ministries / Department

Proposed activities to promote Jal Shakti Abhiyan under EBSB:

1. Jal Sanchay Utsav afforestation Mahotsav
2. Rainwater Harvesting on top of building structures
3. Sharing the water conservation best practices of paired states' institutions
4. Podcast like "Panikichitthi" by students of paired state
5. Plantation drive in both the paired states
6. Nukkadnatak to create awareness about water conservation
7. Holding seminars/ webinars among paired states' institutions to learn water conservation techniques
8. Virtual and physical faculty exchange where ideas and techniques could be discussed.
9. Innovative ideas to reduce water pollution in the country
10. Virtual tours of the traditional water conservation methods of the paired state
11. Natural water purifying techniques used by paired states
12. Awareness about natural water bodies and watersheds of the paired state.

E. 8478 49/2021 /EBSB

No.F.11018/5/2021-EBSB  
Government of India  
Department of Higher Education  
EBSB Cell

Shastri Bhawan, New Delhi  
Dated 15<sup>th</sup> March, 2021

**Office Memorandum**

**Subject: Jal Shakti Abhiyan - regarding**

Jal Shakti Abhiyan will be launched on 22<sup>nd</sup> March, 2021. In this connection, a meeting of Committee of Secretaries chaired by Cabinet Secretary was held on 10.03.2021. It was decided therein that Department of Higher Education may ask all universities, colleges and other educational & technical institutions to take up roof top / other rain water harvesting structures on their premises.

2. Since this would be the first major all-India programme to be launched (on 22<sup>nd</sup> March 2021) after the commencement of Aazadi Ka Amrut Mahotsav, the Abhiyan should have the name, logo and other indicators of Aazadi Ka Amrut Mahotsav. The logo design etc will be shared shortly.

3. For pre-launch, launch and post-launch activities, greater use of social media should be ensured through the websites/ social media handles of the institutions. Increased use of technology in the campaign such as Digital "Jal Shapath" could also be developed.

4. I would therefore request you to kindly instruct the educational institutions under your control to take action on priority on the above points to implement the Jal Shakti Abhiyan and send the action taken report.

*Neeta Prasad*  
(Neeta Prasad)

Joint Secretary (ICC &P)

1. AS(TE)
2. AS(CU)
3. JS(A)
4. JS(Management & Language)
5. JS (HE)
6. ADG(HE)

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*Teend*  
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Smt. Shampa R