



OFFICE ORDER

Subject: Implementation of "Catch the Rain Campaign".

In compliance with the directions issued by the Directorate of Urban Local Bodies, Haryana and the Higher Authorities, and in pursuance of the enclosed DULB letter and Catch the Rain Campaign Process Flow, the following instructions are hereby issued for strict compliance with immediate effect:

1. Sh. Dev Ashish, Junior Engineer, Mobile no 9992421221 is hereby designated as the Nodal Officer for the implementation of the "Catch the Rain Campaign". He shall ensure effective planning, coordination, execution, monitoring and timely reporting of all campaign activities.
2. Sh. Sukhvinder, DEO shall assist the Nodal Officer in maintaining records, compilation of data, documentation and daily updation of the prescribed Google Reporting Link.
3. Sh. Riyan, Helper shall assist in the installation of banners, hoardings and standees, photography, videography and other logistical arrangements related to the campaign.
4. Campaign publicity materials, including Banners, Hoardings and Standees, shall be installed at all identified locations. Water conservation and awareness activities shall be undertaken strictly as per the enclosed Process Flow. During every activity, campaign branding shall be prominently displayed and quality photographs/videos shall be captured.
5. All campaign activities shall be uploaded on the official social media platforms of Municipal Committee, Kalanaur, including Facebook, X (Twitter), Instagram, YouTube, WhatsApp and the official Website, as per the directions issued by DULB and Higher Authorities.
6. The prescribed Google Reporting Link shall be updated daily with complete details of the campaign activities.

Google Reporting Link for ULBs:

<https://docs.google.com/spreadsheets/d/1u8RSOR3ZEwJzYVX-3Q7R82BUiXbhwVHaXv2o9IEG6yM/edit?usp=drivesdk>

7. Special emphasis shall be given to organizing awareness activities and ensuring maximum publicity. Daily reporting shall include the number of Hoardings, Banners and Standees installed, awareness events organized, advertisements in TV channels and Newspapers, posts on X, Instagram and Facebook, and videos uploaded on YouTube.

This Office Order shall come into force with immediate effect.

Enclosures:

1. DULB Letter vide memo no Tech/Sect.-VI/DULB/2026/3168 Dated 09.07.2026.
2. Catch the Rain Campaign – Process Flow.
3. Google Reporting Link.


Municipal Engineer
Municipal Committee,
Kalanaur

Endst. No. : MCK/2026/ 9584-90

Dated : 13/07/26

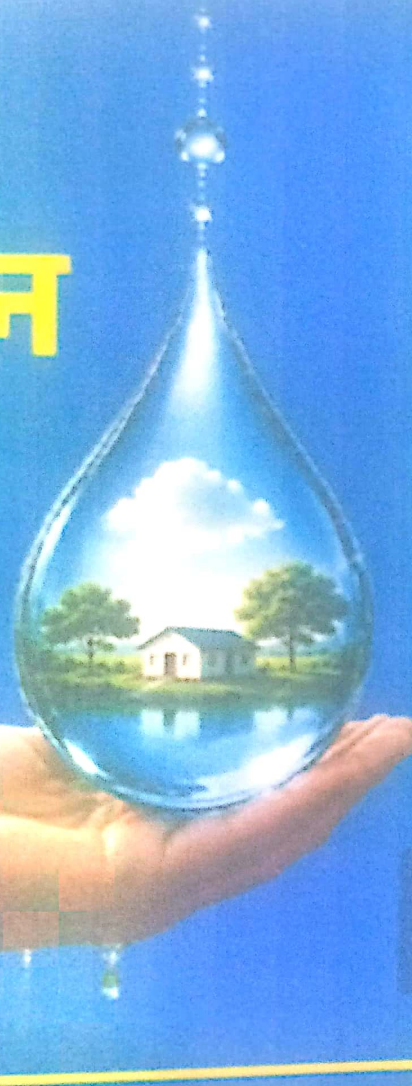
A copy of above is forwarded to for your information and further action please.

1. Director, Urban Local Bodies, Panchkula Haryana.
2. District Municipal Commissioner, Rohtak .
3. President, Municipal Committee, Kalanaur.
4. Secretary, Municipal Committee, Kalanaur.
5. All Ward Councillors, Municipal Committee, Kalanaur are requested to create awareness among the general public regarding water conservation and rainwater harvesting and extend their full cooperation for the successful implementation of the "Catch the Rain Campaign".
6. All concerned Officers/Officials shall ensure strict compliance with these instructions and extend full cooperation for the successful implementation of the campaign. Any negligence or delay shall be viewed seriously.
7. Website Municipal Committee, Kalanaur,


Municipal Engineer
Municipal Committee,
Kalanaur

इस बारिश, आइए जुड़ें

कैच द रेन
अभियान से,
लें जल संचय का संकल्प
...क्योंकि जल है तो हम हैं



हमें क्या करना है

हर घर, सोसायटी, वर्कप्लेस पर रेन वॉटर हार्वेस्टिंग तकनीक अपनाएं।

सही जगह चुनकर रिचार्ज पिट व शाफ्ट बनवाएं और अनुपयोगी बोरवेलों को ठीक कराकर ग्राउंड वॉटर रिचार्ज होने में मदद करें।

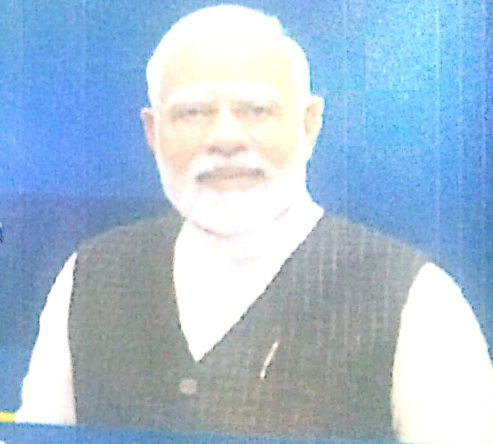
बावड़ियों, कुओं व पारंपरिक जल संरचनाओं को संवारे और इस्तेमाल के लायक बनाएं।

मानसून के जल का अधिकतम संचयन हो, इसलिए आसपास के तालाबों, जलाशयों से गाद निकालकर जलधारण क्षमता बढ़ाएं।

जलग्रहण क्षेत्रों में अधिक से अधिक पेड़ लगाकर ग्रीन कवर को बढ़ावा दें।

“कैच द रेन - इस अभियान के तहत बारिश के पानी की एक-एक बूंद को हमें मिलकर बचाना है। मेरा खास आग्रह है कि वर्षा का बूंद-बूंद पानी हम सब मिलकर बचाए।”

- प्रधानमंत्री नरेन्द्र मोदी



ULB CODE: 800415

नगर पालिका, कलानौर



To,

1. All the District Municipal Commissioners in the State of Haryana.
2. All the Commissioners of Municipal Corporations in the State of Haryana.
3. All the CEO's in the Municipal Councils (at District HQ) in the State of Haryana.
4. All the Executive Engineers/Executive Officers of all the Municipal Councils in the State of Haryana.
5. All the Municipal Engineers/Secretaries of all the Municipal Committees in the State of Haryana.

Memo No:-Tech/Sect.-VI/DULB/2026/ 3168

Dated:-09.07.2026

Subject: Implementation of "Catch the Rain 2026" Campaign under Jal Sanchay Jan Bhagidari (JSJB) Initiative - Reg..

Kindly refer to DO letter No. JS(AMRUT)/Misc/July/1 dated 06.07.2026 of Joint Secretary, Ministry of Housing and Urban Affairs (MoHUA), Government of India (Copy enclosed), on subject cited above.

2. Joint Secretary, Ministry of Housing and Urban Affairs (MoHUA), Government of India has informed you that Ministry of Jal Shakti, has launched the **"Catch the Rain 2026"** campaign under the **Jal Sanchay Jan Bhagidari (JSJB)** initiative. The campaign aims to accelerate rainwater harvesting, groundwater recharge, rejuvenation of water bodies, and promote sustainable water conservation through active public participation.

3. Therefore, in accordance with the directions of Joint Secretary, Ministry of Housing and Urban Affairs (MoHUA), Government of India, I have been directed by the competent authority to request you to undertake the following activities during the campaign period:-

- i. Organize Catch the Rain 2026 awareness programmes and public outreach activities across the city.
- ii. Display campaign IEC materials, hoardings, standees, and other publicity materials at prominent public locations.
- iii. Conduct Jal Samvad and citizen engagement programmes to promote awareness and participation in water conservation.
- iv. Ensure extensive media and social media outreach using #CatchTheRain and document success stories and best practices.
- v. Identify and showcase completed and ongoing water conservation assets for public awareness, inauguration, dedication, or groundbreaking ceremonies, wherever applicable.

- vi. Develop Sponge Parks (5-10 acres) in suitable locations, wherever feasible, to improve groundwater recharge and enhance urban resilience.
- vii. Nominate a **Nodal Officer** for coordination, monitoring, and reporting of campaign activities.
- viii. Ensure timely uploading of campaign activities, photographs, and progress reports on the AMRUT Universe Platform and the JSJB Portal.
- ix. Review the progress of the campaign regularly and ensure effective implementation within their respective Urban Local Bodies.

DA:-As above.

(Raman Kumar)
Executive Engineer,
Directorate of Urban Local Bodies,
Haryana, Panchkula.

CC:-

1. PA to W/DULB for kind information of W/DULB, Haryana.
2. PA to W/CE for kind information of W/CE, HQ.

इशा कालिया

Isha Kalia

संयुक्त सचिव
JOINT SECRETARY



संयुक्त सचिव



भारत सरकार
आवास और शहरी कार्य मंत्रालय

संयुक्त सचिव
GOVERNMENT OF INDIA
MINISTRY OF HOUSING AND URBAN AFFAIRS
SANKALP BHAWAN

ई दिल्ली-110011, तारीख 21
New Delhi-110011, dated the 20

Date 06th July 2026

O. No. JS(AMRUT)/Misc./July/1

Dear ma'am/Sir,

The Ministry of Housing and Urban Affairs (MoHUA), in collaboration with the Ministry of Jal Shakti, Department of Water Resources, River Development and Ganga Rejuvenation (DoWR, RD&GR), is implementing **Catch the Rain** under the overarching **Jal Sanchay Jan Bhagidari (JSJB)** initiative. The campaign aims to accelerate rainwater harvesting, groundwater recharge, rejuvenation of water bodies, and other water conservation interventions across States, Union Territories (UTs), and Urban Local Bodies (ULBs).

Under this initiative, a 30-day nationwide campaign is proposed to be carried out in the ULBs. Through focused action over a month-long period, the campaign seeks to mobilize citizens, institutions, and local governments to undertake sustainable water conservation measures, strengthen water security, and foster Jan Bhagidari for long-term water resilience.

In this regard, States/UTs are requested to issue suitable directions to all ULBs to undertake the following priority actions:

1. Organize **Catch the Rain 2026** activities and public outreach programmes across all cities and towns.
2. Display campaign creatives, hoardings, standees, and other IEC material at prominent locations in local and regional languages.
3. Conduct **Jal Samvad** and citizen engagement activities to promote awareness and participation in water conservation.
4. Ensure extensive media and social media outreach using **#CatchTheRain** and document and publicize success stories and best practices.
5. Identify and showcase water conservation assets for inauguration, dedication to the public, and groundbreaking ceremonies during the campaign period.

6. **Develop Sponge Parks (5-10 acres) in million-plus cities**, wherever feasible, to improve groundwater recharge and enhance urban resilience.

To ensure effective implementation and real-time monitoring of the campaign, States/UTs are further requested to:

- Nominate a State Nodal Officer for daily coordination, monitoring, and reporting of campaign activities.
- Ensure regular uploading of campaign activities, photographs, and progress reports on the AMRUT Universe Platform, and upload all Jal Sanchay Jan Bhagidari (JSJB) activities and related documentation on the JSJB Portal (<https://jsjb.mowr.gov.in>).
- Review campaign progress periodically with ULBs to ensure timely implementation and reporting.

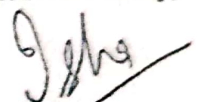
I would request your personal attention in ensuring active participation of all ULBs and effective implementation of the campaign across the State/UT. The collective efforts of States/UTs will be instrumental in making Catch the Rain 2026 a mass movement for water conservation and groundwater sustainability.

The following documents are enclosed for guidance and necessary action:

- **Annexure-I:** Managing Shallow Aquifers in Cities
- **Annexure-II:** Jal Sanchay Jan Bhagidari Incentive Framework.
- **Annexure-III:** Compilation of Best Practices on Shallow Aquifer Management Interventions.

Warm Regards,

Yours sincerely,


(Isha Katia)

To,
1. Principal Secretary/ Secretary (Urban Development Department), all States/ UTs
2. State Mission Director (AMRUT 2.0), all States/ UTs.

CATCH THE RAIN CAMPAIGN – PROCESS FLOW

1. Install Campaign Publicity Materials at All Identified Locations

- Install Banners at all identified locations
- Install Hoardings at all identified locations
- Install Standees at all identified locations.

2. Conduct Water Conservation Activities & Capture Photographs with Campaign Branding (with banner/hoarding/standees)

- Desilting and cleaning of rainwater harvesting pits
- Cleaning and restoration of old wells
- Construction of water harvesting pits in open spaces/yards
- Installation of rooftop Rainwater Harvesting Systems (RWHS)
- Cleaning of old tanks, lakes and ponds
- Desilting of tanks to increase storage capacity
- Removal of encroachments from tanks and water bodies
- Removal of obstructions from catchment channels
- Repair of traditional water harvesting structures (Baolis/Step-wells)
- Repair of traditional water harvesting structures (step-wells/baolis)
- Setting up Rain Centres in districts
- Awareness programmes in schools, colleges and community centre etc.

3. Photography & Documentation

- Capture high-quality photographs and videos of every activity.
- Ensure banners, hoardings or standees are clearly visible in the photographs.
- Upload the picture through official account of MC on social media i.e. X, Instagram, Facebook, YouTube and Local/Regional Newspapers (where applicable).

4. Reporting

Fill in the **Google Link** by entering:

- No. of Hoardings installed
- No. of Banners installed
- No. of Standees
- No. of events organized for creating awareness
- No. of TV channels in which advt given
- No. of Newspapers in which advt given
- No. of posts on X
- No. of posts on Instagram
- No. of posts on Facebook
- No. of videos on YouTube

Sr. No.	District Name	Name of MC	Three Locations identified for installation of Hoardings/Banner for Catch the Rain Campaign			Three Location identified for installation of Standees for Catch the Rain		
			1	2	3	1	2	3
30	ROHTAK	ROHTAK	MC Office building	Mansarovar Park Delhi Road	Medical Mor, Green Belt, Rohtak.	MC Office building	D-Park Model Town, Rohtak	Sector-2, Near Jat Bhawan Rohtak.
31	ROHTAK	MEHAM	MC Office building	Saini Community Centre Meham	Badri Parsad Kala Community Center Meham	MC Office building	Saini Community Centre Meham	Badri Parsad Kala Community Center Meham
32	ROHTAK	KALANAUR	MC Office building	DAV Chowk Park ward no 08	Rain Basera near MC Office Kalanaur	MC Office building	DAV Chowk Park ward no 08	Rain Basera near MC Office Kalanaur
33	ROHTAK	SAMPLA	MC Office building	Near bus stand	near shiv mandir main bajar	MC Office building	Near stadium	Old Anaj mandi
44	BHIWANI	BAWANI KHERA	MC Office building	Fire Station Bawani Khera	Opposite Civil Hospital	MC Office building	Hansi Chungi	Bada Gaurva Bawani Khera
45	BHIWANI	LOHARU	MC Office building	Devilal Chowk	swran jayanti	MC Office building	Shastri Park	Parshu Ram chowk
46	CHARKHI DADRI	CHARKHI DADRI	MC Office building	Rose Garden	Community Centre Valmiki	MC Office building	Bus Stand	Railway Station

इस बारिश, आइए जुड़ें

0 कैच द रेन

अभियान से,
लें जल संचय का संकल्प
...क्योंकि जल है तो हम हैं



हमें क्या करना है

हर घर, कोठरावासी, कॉम्प्लेक्स पर देव सोलर इलेक्ट्रिक लाइटिंग व्यवस्था।

सभी समस्त भूखण्ड विकास स्थल में सुसज्जित जलपाई और जलकुण्डों की देखरेख को स्थानीय पंचायत, कॉम्प्लेक्स और निवासी होने में मदद करें।

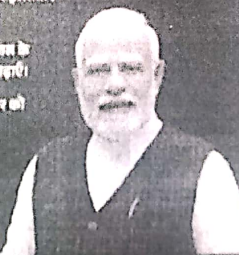
कृषकों, कुलीन व कृषकतामय जल संचयनार्थी को प्रोत्साहित और इलाका के जलसंकट बताएं।

सामुदायिक जल को अधिकतम उपयोग करें, कुलपित आवासीय के तालाबों, जलकुण्डों में जल संचयनकार्य आयोजन करना सुझाएं।

अव्यवस्थित क्षेत्रों में अधिक से अधिक पेय जलस्रोत और काल को बढ़ावा दें।

“कैच द रेन” - इस अभियान के तहत बारिश के पानी की एक-एक बूंद को पूरी श्रमिकता से जमा करें। जिस कारण आसानी से पानी का बूंद-बूंद पानी हम सब को मिलकर बचाएँ।”

— जलसंधारणीय नगर प्रमुख श्री



ULB CODE: 800527

नगर परिषद, सीकर



सूखा कचरा
पेय कचरादान

