

**GOVERNMENT OF INDIA
WATER RESOURCES
LOK SABHA**

UNSTARRED QUESTION NO:2223

ANSWERED ON:22.08.2013

WATER CONSERVATION YEAR

Bauri Smt. Susmita;Chaudhary Shri Arvind Kumar;Choudhary Shri Nikhil Kumar;Putul Kumari Smt.

Will the Minister of WATER RESOURCES be pleased to state:

- (a) whether the Government has launched a mass awareness campaign after declaring the year 2013 as water conservation year;
- (b) if so, the details thereof including the activities being undertaken through the campaign; and
- (c) the target fixed and the achievements made so far for water conservation through the campaign?

Answer

THE MINISTER FOR WATER RESOURCES (SHRI HARISH RAWAT)

(a) Yes, Madam.

(b)& (c) Mass awareness activities have been initiated in various parts of the country to sensitize the masses on water related issues, encourage them to conserve and use it judiciously. The major activities planned through the campaign include telecast/broadcast of creatives/spots, bill boards / hoardings on water saving tips, quiz competition relating to water conservation, street plays, water conservation literature in local languages and broadcasting in local languages through Lokvani / FM Radio. Besides, utilization of part of the TV programme for the farmers on Doordarshan to inform the farmers about the need to conserve water, to increase water use efficiency in agriculture, schemes available to the farmers, effectiveness of micro-irrigation, availability of micro-irrigation tools and subsidy for micro-irrigation are planned. Activities such as seminar on water conservation in domestic and irrigation sector, mass awareness programme on water conservation and water quality for rural communities, padyatra, debate/discussion on water conservation, integrated educational exhibition, have already been organized during the year, wherein emphasis on water conservation was given.