

Ref. No. NYKS/SPL Prog./Catch the Rain/2020-2021/53

23<sup>rd</sup> September, 2021

To: All State Directors, NYKS

From: Apoorva Shinde, Director (Programmes)

**Subject: Guidelines for the Implementation of Second Phase of the Project "Catch the Rain Where it falls and When It falls"-regarding.**

As you are aware that NYKS in collaboration with National Water Mission (NWM), Jal Shakti Mantralaya is implementing Catch the Rain Project.

2. The first phase of the project was very successfully implemented by NYKS primarily because of your dedicated and tireless efforts. This has been recognized and appreciated at higher levels.
3. Now, we have to implement second phase of the project. And to do this effectively and with outcome oriented approach, we need to be pro-active and undertake the designated activities in mission mode.
4. To implement the second phase of the project, a comprehensive Guidelines have been developed and placed at **Annexure- A**.
5. You are advised to circulate the above Guidelines among all Dy. Directors and District Youth Officers under your jurisdiction immediately. The contents of the Guidelines should be read carefully by all concerned for internalization and time bound effective implementation of the Project.
6. The important aspects of the Project which need to be given utmost priority are as follows:
  - Based on the Activity and Timeline Template (**see Annexure-2 of the Guidelines**), each District should prepare its Monthly Targets and subsequent execution plan.
  - The duration of the Second Phase of the Project is of **Four months** from the date of issuance of guidelines. And therefore, each activity; its sequence and timeline have been prepared logically and considering the overall objectives of the Project. Therefore, time bound implementation of the Project activities is **VERY IMPORTANT**.
  - **Submission of report on every 12<sup>th</sup> day twice in a month** i.e. on **12<sup>th</sup> and 24<sup>th</sup>** during a month from District to State and on **14<sup>th</sup> and 26<sup>th</sup>** during a month from State to NYKS, HQ. The details in this regard are given in the Guidelines along with performa (from District to State and from State to NYKS, HQ). Timely submission of report therefore should be given utmost priority by the State Director.

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6. For the implementation of the Second Phase of the Project, an amount of **Rs. 66,000/ (Sixty-Six thousand only per district)** is being released as per the details given at **Annexure 3**. Besides, an amount of **Rs. 3,793/** is being released to each State Office for compilation of District Level Reports as per details given at **Annexure- 4**. Due diligence and financial propriety should be adhered to while utilizing the fund.
7. **Precaution: While undertaking the designated activities, the participating youth should wear face mask, wash their hands on regular intervals, due care for personnel hygiene and maintenance of social distancing as well as while following the advisories and Guidelines issued by the Government and District Administration. Further, as per local notifications, permissions for conducting activities may be sought from District Administration.**
8. **Wide Coverage of the activities:**
- All the State Directors, Dy. Directors and District Youth Officers should mobilize local Press & Media, Tie-up with Doordarshan Unit and Local Channel and Print media in their State/Districts, issue press release and invite Media Persons during the Programmes so as to have wider coverage and dissemination of the messages.
  - The activities should also be shared on Social Media – whatsapp, Facebook, Twitter and Instagram etc.
  - Activities Photographs , Videos and Press Clippings should be uploaded on NYKS website: [www.nyks.nic.in](http://www.nyks.nic.in)
9. **Submission of Report:** The report of the programmes should be submitted in the enclosed performa at **Annexure- 6 to Shri Prabhat Kumar, Joint Director (Programme), NYKS, HQ on [specialprogramme.nyks@gmail.com](mailto:specialprogramme.nyks@gmail.com) on 14<sup>th</sup> and 26<sup>th</sup> of every month.**

With best wishes

  
Apoorva Shinde

Encl: as above

**Copy to:**

- All PS to Vice Chairman and Members of BOG
- PS to DG, NYKS
- Director (FB & A), NYKS
- Regional Director for information and follow- up please.
- Sh. J. P Singh, Dy. Secretary, National Water Mission, Ministry of Jal Shakti, Govt. Of India.
- AD (EDP), NYKS to collect activities action photographs, press clippings and videos and upload them on NYKS Website as well as popularize the Tagline of the programme through Social Media Platforms and Social Media. The circular and guidelines may also be placed on NYKS website on dedicated page. The outcome of the EDP & Social Media may be shared with Programme Section on regular basis please.