

**MISSION FOR ELIMINATION OF POVERTY IN MUNICIPAL AREAS,
TELANGANA**

From
The Mission Director,
MEPMA, Telangana

To
The Additional Commissioner, UCD, GHMC
The Project Directors of all DPMUs, MEPMA

Lr. No.121711/JSA/SMID/2019

Dt: 02/08/2019

Sub: DAY NULM – MEPMA – SMID – Jal Shakti Abhiyan (JSA) –
Certain instructions issued – Regarding.

Ref: D.No.K-13011 (1)/2/2019-UPA-I of the Joint Secretary, Ministry of
Housing and Urban Affairs, Government of India Dt: 15.07.2019

With reference to the subject cited, the Joint Secretary, MoHUA, GoI vide reference cited has informed that the Govt. of India has launched the Jal Shakti Abhiyan (JSA) with the object to promote water conservation and water security in the water stressed areas across the country. The first phase of this Abhiyan has commenced from July 1,2019 will go up to September 15, 2019 in most states and in 4 Southern States 2nd phase to be conducted from October 1, 2019 to November 30, 2019.

Further, certain special initiatives are being promoted during the program, which include rain-water harvesting (RWH), re-use of treated waste water, rejuvenation of water bodies and plantation of trees. The SHGs and their federations are to be involved in promoting awareness on water conservation.

The following activities are to be conducted during the program:

- a. Awareness campaign on water conservation should be organized by ULBs through meetings of General Body of Area Level Federations (ALFs), Town Level Federations (TLFs) and Shehri Sahbhagita Manch (SSM), in which experts from the line departments may also be invited. SHG members should be oriented about water saving practices at individual and family level, so that, they can adopt it as well as take it forward at community, neighborhood and city level.
- b. "Prabhat rallies" to be conducted by involving SHGs for promoting awareness about the JSA.
- c. Active participation of SHG members in the awareness campaign around

water bodies and tree plantation drives to be under taken by ULB.

- d. Adequate IEC material to be provided by the ULB on water conservation for further dissemination.
- e. Vending zones created near the water bodies, under the Mission may also be involved to act as a public eye for protection and maintenance of water bodies.

In view of the above the Additional Commissioner, UCD, GHMC and all the Project Directors, MEPMA are requested to conduct the above mentioned activities under Jal Shakthi Abhiyan by involving SHGs/ ALFs/ TLFs in all the concerned ULBs till 15th September 2019 and from 1st October 2019 to 30th November 2019 and submit the compliance report to the undersigned without fail.

**SREEDEVI T K
MISSION DIRECTOR**

Copy to the Municipal Commissioners of all the ULBs of Telangana for necessary action