



Indian Institute of Science Education and Research Bhopal
(Under the Aegis of the EBSB, IISER Bhopal.)

Date: 27/01/2022

Catch the Rain Initiative of the Government's Jal Shakti Abhiyan

Initiative by Ministry of Jal Shakti, Government of India, focussing on saving and conserving rainwater with the theme of 'Catch the Rain, where it falls, when it falls' from 22 March 2021 to 30 November 2021.

Under this umbrella a massive awareness drive was launched at IISER-Bhopal to create awareness about water conservation and management in community members.

Activity No. 1

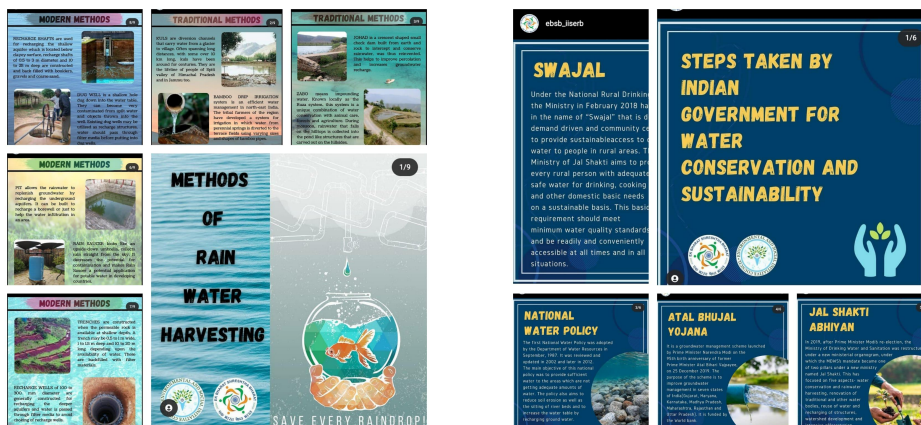
Organising Committee: EBSB & ESIC

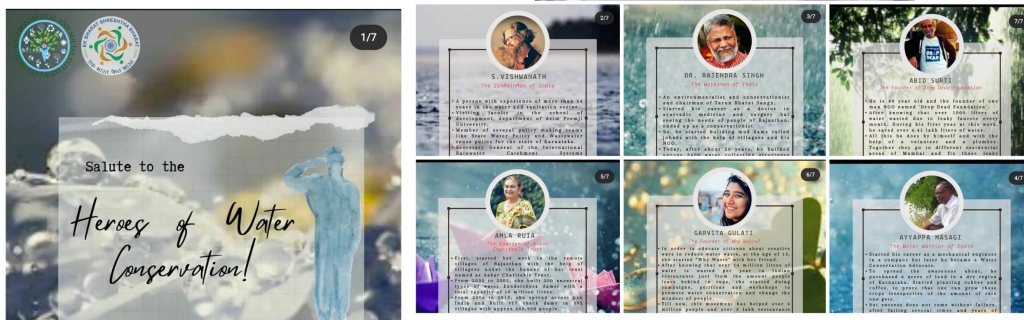
Name of the Event: Social Media Awareness Drive

A brief synopsis (write-up) of the event:

EBSB in association with the Environmental and Social Initiative Council (ESIC) at IISER-Bhopal, conducted an awareness drive through their social media accounts, to spread importance and strategies of water conservation. Various posts were circulated creating awareness on the water crisis in India, how to conserve water for sustainable access to safe drinking water, and several traditional and modern methods to harvest rainwater were shared. Our posts also informed people about various government-run initiatives to conserve rainwater and several programmes that aim to provide safe drinking water to everyone. Our post also highlighted the heroes of water conservation in India and their efforts and methods towards water conservation and management.

Here are glimpses of the social media awareness campaign.





Activity No. 2

Organising Committee: EBSB & ESIC

Name of the Activity: Interview with the SI of IWD

A brief synopsis (write-up) of the Activity:

EBSB in association with ESIC conducted an interview with the SI of IWD, IISER-B to get his insights on the Water Conservation and Management Plan of the Institute and let the community know about the efforts taken up by the administration in order to promote and spread awareness about water conservation. This was done as a part of the Catch the Rain Initiative of the Government's Jal Shakti Abhiyan. Our interviewee took up various questions and responded to them in a comprehensive manner which gave a sense of clarity to our thoughts regarding the issue and also encouraged us to practice the ways and contribute to society.

PFA the link to the excerpts from the interview:

<https://drive.google.com/file/d/1d-hmKWvhe6saa-FSwMw5ZTB-XqVE0dJx/view?usp=sharing>

Activity No. 3

Organising Committee: EBSB & ESIC

Name of the Event: Talk by Mr. Vishwanath S., *ZenRainMan* Of India

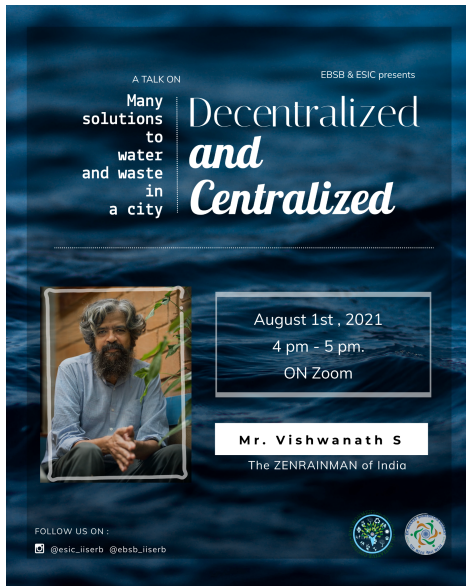
Date of the Event: 1st August 2021

A brief synopsis (write-up) of the event:

Under the initiative of Catch Jal Shakti Abhiyan's 'Catch the Rain initiative', EBSB & ESIC organized a talk by Mr. Vishwanath S., *ZenRainMan* Of India, a renowned water conservation expert, civil engineer and urban planner by profession. He shared his working experience in the water and sanitation sector during his talk conducted on Zoom platform. He talked about his rainwater harvesting system designs, strategies and policies to improve water harvesting systems in and around Bangalore. This talk gained great interest in the young environmentalists in our community and also created awareness among members.

Link to the talk : <https://youtu.be/iYr8JXpUb7o>

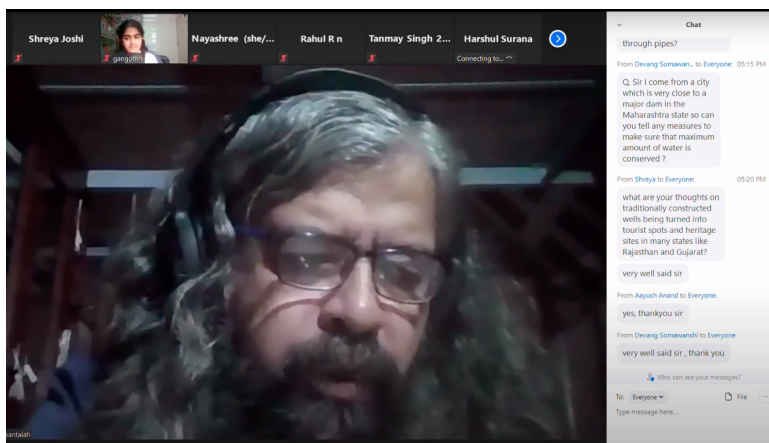
The poster of the event



Glimpses of the talk:



Q&A session with ZenRainMan of India



Activity No. 4

Organising Committee: EBSB & ESIC

Name of the Event: Plantation Drive

Date of the Event: 15th - 21st August 2021

EBSB in association with ESIC organized a Plantation Drive for the IISER-B community as a part of the Jal Shakti Abhiyan. Students were encouraged to plant a sapling in or around their homes and upload a photograph or video of the same along with a few words explaining the choice of the plant and the motivation behind it in a google form which was circulated well in advance. More than 30 people took part in the event which was held between 15th to 21st August and all of them were rewarded with pencils made up of recyclable paper.

Poster of the event:



Collage depicting the students participation in the plantation drive:



Activity No. 5

Organising Committee: EBSB & Aarambh-The Drama Society of IISER Bhopal

Name of the Event: Sarita - A Video Podcast on Water Conservation & Awareness

A brief synopsis (write-up) of the event:

EBSB in collaboration with Aarambh-The Drama Society of IISER Bhopal composed 'Sarita', a Video Podcast on Water Conservation & Awareness under the Catch the Rain Initiative of the Government's Jal Shakti Abhiyan. This video podcast titled 'Sarita' depicts the importance of saving our rivers and rainwater harvesting and highlights the harms caused by the overuse of fertilizers such as eutrophication.

Following is the link to the video podcast: <https://youtu.be/H5iSlwKaWsc>

