

---

**Report on Awareness Programme on “Catch the Rain” organized by Department of Environmental Science**

1 message

---

**Communication Cell IUL** <communications@iul.ac.in>  
Bcc: esfc@iul.ac.in

Wed, Nov 20, 2024 at 11:38 AM

**A brief Report on Awareness Programme**  
**“Catch the Rain”**  
organized by  
**Department of Environmental Science**

An Awareness Programme on July 27, 2024 titled **“Catch the Rain”** was organized by the Department of Environmental Science, Integral University at the main campus ground.

Jal Shakti Abhiyan: Catch the Rain - 2024 with the theme **"Nari Shakti se Jal Shakti"** was implemented from 09.03.2024 to 30.11.2024 emphasising the pivotal role played by women in the field of water conservation. Five focused interventions, like in the previous years, include (i) water conservation and rainwater harvesting; (ii) enumerating, geo-tagging & making inventory of all water bodies; preparation of scientific plans for water conservation based on it; (iii) setting up of Jal Shakti Kendras in all districts; (iv) intensive afforestation and (v) awareness generation.

The **"Catch the Rain" rain water conservation awareness program** is a program by the National Water Mission (NWM) of the Government of India that aims to encourage states and stakeholders to create Rain Water Harvesting Structures (RWHS). The campaign's tagline is "Catch the rain, where it falls, when it falls". The campaign's goals include: Improving soil moisture, Raising the groundwater level, Reducing water gushing onto roads, and preventing urban flooding. About **45 students** of various departments participated in this program.

**Event Coordinator:** Dr. Anand Mishra, Assistant Professor, Department of Environmental Science. Integral University, Lucknow.

**Glimpses of the program:**



*With Deep Regards*

*Dr. Ambrina Sardar Khan*

*Associate Professor*

*Head, Department of Environmental Science*

*Integral University, Lucknow,*

*Mobile: 08586069760, 09999709932*

Email: [headenvi@iul.ac.in](mailto:headenvi@iul.ac.in), [ambrina@iul.ac.in](mailto:ambrina@iul.ac.in)

*"We are not heading towards a bright & hi-tech future;  
Instead, we are heading into a dark and suffocated EARTH.."*