

डॉ. अल्का भार्गव  
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ADDITIONAL SECRETARY



भारत सरकार  
कृषि एवं किसान कल्याण मंत्रालय  
कृषि, सहकारिता एवं किसान कल्याण विभाग  
कृषि भवन, नई दिल्ली  
Government of India  
Ministry of Agriculture & Farmers Welfare  
Department of Agriculture, Cooperation  
& Farmers Welfare  
Krishi Bhawan, New Delhi

D.O.No. 8-4/2019-PC

Dated: 1<sup>st</sup> July, 2019

Dear District Collectors

The Jal Shakti Abhiyan commences today to gear up the country's thought process as well as action towards water conservation through a multi-disciplinary approach. The overall framework of the Abhiyan was shared with you during your interaction with Cabinet Secretary and Secretaries to the Govt of India on 27<sup>th</sup> June 2019. Ministry of Agriculture and Farmers Welfare, through the two arms viz. Department of Agriculture Cooperation and Farmers Welfare (DAC&FW) and Department of Agriculture Research and Education (DARE) is tasked with raising awareness about efficient use of water in irrigation and better choice of crops for water conservation, largely through the network of KrishiVigyanKendras (KVKs).

2. In this backdrop I take this opportunity to talk to you about imperative of enhancing water productivity in agriculture, which in India is the largest consumer of water. The interventions assisted by Department of Agriculture Cooperation and Farmers Welfare for water conservation are summarized as follows:

- i. PM Krishi Sinchai Yojana – Per Drop More Crop: Promotion of micro irrigation systems (drip and irrigation), together with storage enhancement structures for optimum use of water and enhancement of productivity. [[www.pmkxy.nic.in](http://www.pmkxy.nic.in)]
- ii. National Food Security Mission for Crop Diversification by taking up alternate crops like pulses, oilseeds, nutri cereals, cotton and agro forestry to divert farmers from water guzzling crops like paddy, sugarcane. NFSM also provides various resource conservation techniques and tools. [[www.nfsm.gov.in](http://www.nfsm.gov.in)]
- iii. The Rainfed Area Development (RAD) program encourages Integrated Farming Systems which is a splendid technique in the face of climate

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- resilience for optimising use of natural resources as well as additional income to the farmers. [<https://nmsa.dac.gov.in/frmLogin.aspx?ID=RAD>]
- iv. More productive use of soil moisture is encouraged by targeting rice fallow areas with crops like pulses, oilseeds, etc. This strategy has been responsible largely for the record productions of pulses over the past couple of years in the country.
  - v. Intercropping of pulses and oilseeds with sugarcane has enabled maximization of production without extra irrigation.
  - vi. District Irrigation plans have been prepared to function as a baseline for future planning. These need to be monitored for effective use and implementation. These will also form the basis for the preparation of the district water conservation plan envisaged to be prepared under JSA. [<https://pmksy.gov.in/mis/rptDIPDocConsolidate.aspx>]
  - vii. The Mahalonobis National Crop Forecasting Center(MNCF) has been using satellite and remote sensing data for enhanced agriculture in the country. [[www.ncfc.gov.in](http://www.ncfc.gov.in)]
3. Though the Krishi Vigyan Kendras will be the centres for IEC and awareness campaigns to educate farmers on improved technologies for water conservation, your personal intervention in program implementation in your district would go a long way in strengthening systems and outcomes. Further details will be posted periodically on the JSA website too.
4. I am sure that with your zeal and innovative approaches, the essence of Jal Shakti Abhiyan will fructify in improving the state of water in the water stressed blocks identified in your district. Your suggestions for further improving delivery as well as issues that are being faced during implementation are most welcome and would also be taken into consideration while revising the programs for continuation beyond 2019-20.

Yours sincerely

*Alka Bhargava*  
1/2/19  
(Alka Bhargava)

To All District Collectors of JSA districts  
(As per list)