

## 21 Mar 2021: PIB Summary & Analysis

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### 1. Jal Shakti Abhiyan: Catch the Rain Campaign

#### Context:

Jal Shakti Abhiyan: Catch the Rain campaign to be launched on the occasion of 'World Water Day' (22<sup>nd</sup> March).

#### About the Campaign:

- The Campaign will be undertaken across the country, in both rural and urban areas, with the theme "catch the rain, where it falls, when it falls".
- It will be implemented from 22<sup>nd</sup> March 2021 to 30<sup>th</sup> November 2021 - the pre-monsoon and monsoon periods in the country.
- It will be launched as a *Jan Andolan* to take water conservation to the grassroots level through people's participation.
- It is intended to nudge all stakeholders to create rainwater harvesting structures suitable to the climatic conditions and subsoil strata, to ensure proper storage of rainwater.

Also read: [Jal Jeevan Mission](#)

#### About World Water Day:

- The idea for a World Water Day was put forward in 1992, at the Rio de Janeiro United Nations Conference on Environment and Development. It was here that the March 22 date was agreed upon and finalised.
- The first World Water Day was held in 1993.
- World Water Day 2021 theme: 'Valuing Water'

### 2. Ken Betwa River Linking

**Context:**

The Memorandum of Understanding (MoA) between the Union Minister of Jal Shakti and the Chief Ministers of Madhya Pradesh and Uttar Pradesh to implement the Ken Betwa Link Project to be signed.

Read more about the [Ken-Betwa river linking project](#) in the link.

### 3. Vande Bharat Mission

**Context:**

India's Vande Bharat mission brings back over 67.5 lakh people.

Get more information on the mission in [CNA dated May 8, 2020](#).

### 4. Ayushman Bharat

**Context:**

The target of operationalizing 70,000 Ayushman Bharat – Health and Wellness Centres (HWCs) achieved ahead of time.

**Details:**

- The Ayushman Bharat - Health and Wellness Centres (AB-HWC) was launched in April 2018.
- By December 2022, 1,50,000 Sub-Health Centres and Primary Health Centres in urban and rural areas were targeted to be transformed to AB-HWCs and deliver comprehensive primary health care that includes preventive and health promotion at the community level with a continuum of care and which is universal, free and close to the community in rural and urban areas, with a focus also on wellness.
- The planned target of operationalizing 70,000 Ayushman Bharat - Health and Wellness Centres (AB-HWCs) by 31st March 2021 has been realised ahead of time.
- This is an important milestone towards achieving Universal Primary Healthcare.

Know more about the [Ayushman Bharat](#) programme in the link.

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