



# JALASAYA MAHOTSAV

*...Our Water Body, Our Future!*



# Why Jalasaya Mahotsav?

The theme for World Water Day 2022 is “**Groundwater: making the invisible visible.**”

Groundwater is a vital resource that provides almost half of all drinking water worldwide, about 40% of water for irrigated agriculture and about 1/3 of water required for industry.

It sustains ecosystems, maintains the baseflow of rivers & prevents land subsidence & seawater intrusion. Groundwater is an important part of climate change adaptation process & is often a solution for people without access to safe water.

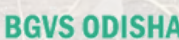
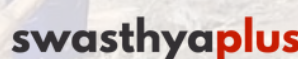
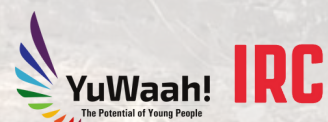
Despite these impressive facts & figures, groundwater stays out of sight & out of mind for most people. Human activities & climate variability are rapidly increasing the pressure on groundwater resources: serious depletion & pollution problems are reported for many parts of the world.

The **Jalasaya Mahotsav**, aimed at celebrating surface water bodies will put a spotlight on the need of conservation of groundwater. Activities have been planned such that they will enhance knowledge exchange & collaboration & thereby increasing awareness & action on groundwater conservation.



**Surface water bodies & Groundwater: The link-** Surface water bodies are significant to maintain groundwater level & also act as coolants to nearby areas besides addressing several water needs of human beings as well as other species.

## Our Partners in Action



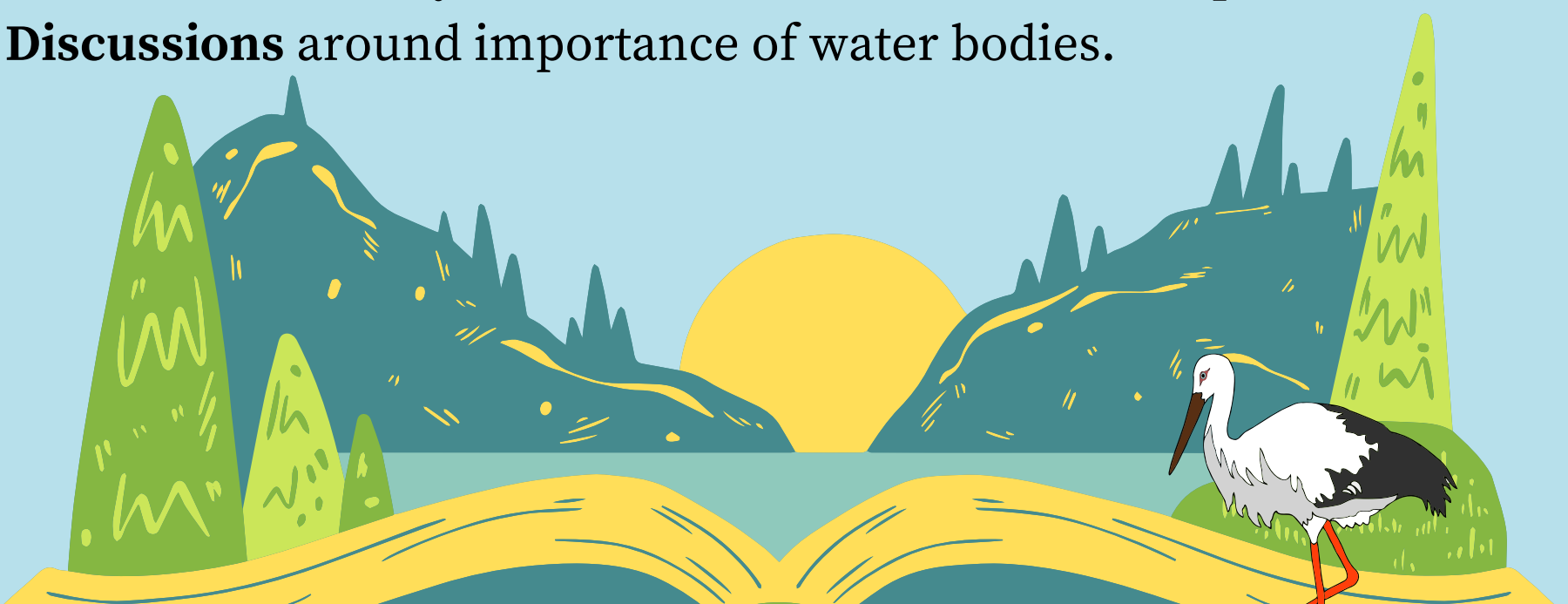


# Join our exciting World Water Day Celebration

- **Save my water body pledge:** Youth will take the 'Save my water body' pledge to protect their local water bodies.
- **Selfie at Jalasaya:** They will take a selfie with the water bodies while taking the pledge and upload it on social media handles.
- **Fun activities at Jalasaya:** Youth will also do some activity such as cleaning the water body, its catchment or creating awareness among people about the importance of water bodies for their water security & in the fight against climate change.
- **Capacity Building:** Trainings programs will be organized for youth on water bodies – their need for environmental sustainability, their role in Climate Action & the ways in which water bodies can be revived and kept healthy.

## What we have done so far?

- **Capacity Building** sessions with 500+ youth on "Visual Indicators of health" & "making a livelihood with water bodies."
- **Blog Competitions** on topics related to conservation of water bodies.
- Collection of traditional **Jalasaya Ra Katha** from youth.
- Weekly **Drawing & Painting** competitions held around conservation of water bodies.
- Engagement of youth by featuring **Memes, News & Polls** on groundwater & water bodies conservation.
- Developed **Factsheets** on climate change, health status & generating livelihood out of water bodies.
- Partners engaging youth in **Drawing & Painting** competitions, **Skits & Discussions** around importance of water bodies.



# WAY FORWARD

- **Water body health revival** – Based on water body survey done on 22nd, we will prepare a Surface Water Body Health Revival Need Card. We will work with partners on implementation using existing government schemes and partner funds.

## ADVOCACY & AWARENESS BY YOUTH

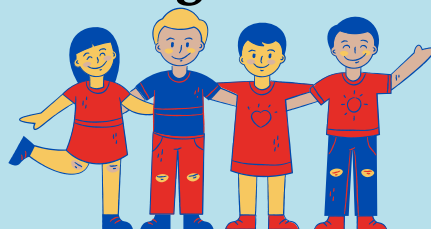
- **Storytelling sessions by youth** – Jalasaya Ra Katha recitals online or in communities with a message of water body conservation.
- **Jalasaya Panchayat** – Organize a meeting of youth with the MLA/District Collector, to discuss water body restoration under several government & other schemes.
- Youth to take forward action points from the meetings.

## About Youth4Water

Started in 2019, The #Youth4Water Campaign aims to reach out to and engage youth of the eastern state of Odisha on Water, Sanitation & Hygiene (WASH) and climate actions. Having already reached out to 50,000+ youth, the campaign now seeks to connect with 1,00,000 youth.

Through interactive WASH Guardian trainings, entrepreneurship support, innovation challenge and mentorship, our goal is to make 20,000 youth WASH Guardians for Odisha.

*Through online and offline activities designed by the youth, for the youth, we hope to make every youth a **WASH Changemaker!***



## CONTACT US



youth4watercampaign@gmail.com



+91- 8655078473



www.youth4water.org

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