

Jal Sanrakshan Mela

Gandhidham – 20th – 21st July 2024

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20th – 21st July 2024, Gandhidham

Center for Water and Sanitation, CRDF, CEPT University

in collaboration with

**Gandhidham Chambers of Commerce and Industry (GCCCI)
and Gandhidham Municipal Council**

July 2024



The Center for Water and Sanitation (CWAS), CRDF, CEPT University in collaboration with the Gandhidham Chambers of Commerce and Industry (GCCI) and Gandhidham Municipal Council, organized a two-day event, the “Jal Sanrakshan Mela,” (Water Conservation Fair) on the 20th and 21st of July, 2024, at GCCI building in Gandhidham. The event aligns closely with the newly launched national initiative "Jal Sanchay Jan Bhagidari" by H’ble Prime Minister, Shri. Narendra Modi in Surat on 3rd September 2024. Both initiatives emphasize community-driven efforts for water conservation, underscoring the importance of public participation in sustainable water management practices.

Objective of the event:

The “Jal Sanchay Jan Bhagidari” initiative seeks to involve citizens in water conservation through collective actions like Rainwater Harvesting (RWH) and Groundwater Recharge (GWR). Similarly, the Jal Sanrakshan Mela focused on raising awareness about these critical measures, offering practical solutions for local implementation. This innovative open platform aimed to raise awareness about the importance of water conservation through Rainwater Harvesting (RWH) and Groundwater Recharge (GWR) and for showcasing practical solutions that can help in water conservation. It was a one stop destination, where local residents of Gandhidham/Anjar could come and meet various technology suppliers and innovators working in the field of water conservation and explore the potential of implementing these solutions in their local context.



Figure 1: Jal Snarakshan Mela – Inaugural Ceremony

Stakeholder engagement:

The event drew significant attention, with twelve water conservation vendors from across the nation participated to exhibit their technologies, products, and services. Over the two days, the Mela was **attended by more than 1200 visitors**, including Members of Parliament (MPs), Members of the Legislative Assembly (MLAs), government officials, and representatives from development authorities and corporates. School students, citizens, and villagers also actively participated, making the event a platform to share ideas and experiences.

One of the highlights of the event was the Nukkad Natak, a traditional street play organized to convey the message of water conservation engagingly and entertainingly. This play not only captivated the audience but also effectively communicated the importance of becoming water secure. The use of performing arts to spread awareness added a unique dimension to the Mela, making it accessible and memorable for all attendees.



Figure 2: MP, Shri. Vinod Chawda at CWAS Stall



Figure 3: School Students engrossed in the Nukkad Natak at the Mela



Figure 5: Nukkad Natak on Water Conservation by Awaz Group



Figure 4: GCCI Women Cell Members

Impact and Feedback of the event:

The **Jal Sanrakshan Mela** succeeded in its primary objective for raising awareness about the critical need for water conservation. The event received **positive feedback** from attendees, who appreciated the opportunity to learn about RWH and GWR technologies and their practical applications. Many visitors **expressed their intention to adopt** these measures in their own homes and communities, underscoring the event's success in promoting sustainable water management practices.

Way forward:

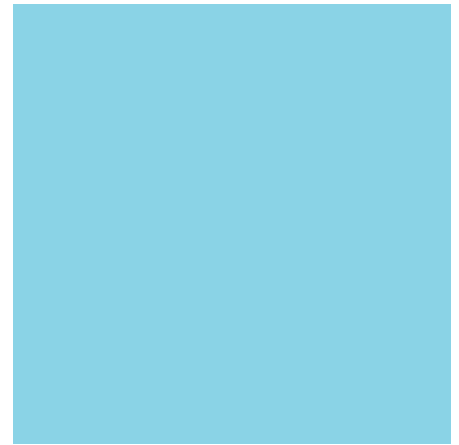
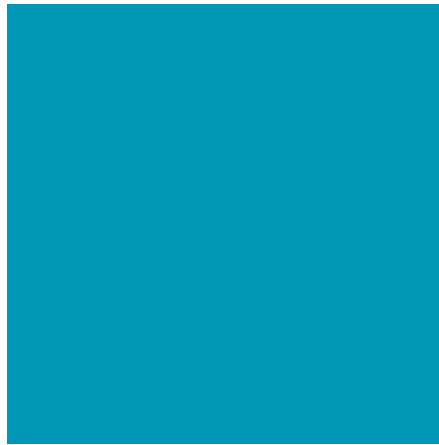
The **two-day Jal Sanrakshan Mela in Gandhidham** was a significant step towards fostering a culture of water conservation along with **reinforcing the national agenda of “Jal Sanchay, Jan Bhagidari”** set forth by H’ble Prime Minister of India. By bringing together **service providers, product suppliers, policymakers, and community members**, the event created a platform for **knowledge exchange and collaboration**. The enthusiastic participation and positive feedback from attendees highlight the event's impact in promoting Rainwater Harvesting and Groundwater Recharge. Moving forward, we plan **to organize this as an annual event** with GCCI and GMC and also explore partnerships with other organizations to organize such events which play a **crucial role in creating awareness** around sustainable water management practices



Figure 6: Villager at the Mela



Figure 7: President of GCCI, Mr. Puj presenting Memento to Shri. Tejas Sheth (President, Gandhidham)



CENTER FOR WATER AND SANITATION

The Center for Water and Sanitation (CWAS) is a part of CEPT Research and Development Foundation (CRDF) at CEPT University. CWAS undertakes action-research, implementation support, capacity building and advocacy in the field of urban water and sanitation. Acting as a thought catalyst and facilitator, CWAS works closely with all levels of governments - national, state and local to support them in delivering water and sanitation services in an efficient, effective and equitable manner.