Tamil Nadu CM M. K. Stalin launches ‘Thuli’ rainwater harvesting campaign

Tamil Nadu Chief Minister C. Joseph Vijay launched the 'Thuli' rainwater harvesting campaign and unveiled its mascot in Chennai.

A state-level public awareness campaign launched by the Tamil Nadu government to promote rainwater harvesting through mascots, audits, and workshops.

KEY EXAM POINTS

- Tamil Nadu Chief Minister **C. Joseph Vijay** launched the 'Thuli' rainwater harvesting campaign in Chennai on **October 21, 2026**.
- The campaign was organized by the **Municipal Administration and Water Supply Department**.
- Chief Minister Vijay unveiled the 'Thuli' mascot, which represents rainwater harvesting awareness.
- The launch event took place in **Chennai**, where rainwater harvesting models were inspected at the Tamil Nadu Water Supply and Drainage Board headquarters in **Chepauk**.

DID YOU KNOW..!?

Rainwater harvesting in Tamil Nadu was first made mandatory through an amendment to the **Tamil Nadu District Municipalities Act** in **2003**.

Article 48A of the Indian Constitution directs the State to protect and improve the environment and safeguard forests and wildlife.

Article 51A(g) of the Constitution imposes a fundamental duty on every Indian citizen to protect and improve the natural environment including forests, lakes, rivers, and wildlife.

The **Tamil Nadu Water Supply and Drainage Board** (TWAD) was established in **1971** to provide drinking water facilities in rural areas of the State.

Chennai Metropolitan Water Supply and Sewerage Board (**CMWSSB**) manages water supply and sewerage services in the Chennai metropolitan area.

The **Atal Bhujal Yojana** is a central sector scheme launched to improve groundwater management with community participation in select states.

REVISION FLASHCARD

Tamil Nadu CM M. K. Stalin launched the 'Thuli' rainwater harvesting awareness campaign in Chennai in October 2026.

Syllabus Relevance: Highly relevant for TNPSC Group 2 and Group 4 questions on Tamil Nadu government welfare schemes and environmental conservation initiatives.

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