



Jal Star Ramesh Goyal Advocate

A Lifelong Mission for Water Conservation and Environmental Advocacy

Shweta Singh | The CEO Magazine

60 is an age when most people choose to slow down, retire, and live a comfortable life. But that wasn't the case with Advocate Ramesh Goyal. At the age of 60, he picked up a cause ignored by most of us. A reputed income tax practitioner at the time, Mr. Goyal had built a successful career. But instead of slowing down, he chose to take on a mission that many of us overlook, i.e., water conservation. In 2008, he founded the Water Conservation Movement with the aim of raising awareness about the critical importance of water, its scarcity, and the practical methods to conserve it. His decision marked the beginning of a journey that would impact millions across India and beyond.

Today, at the age of 76+, his dedication to this cause continues to inspire many. Mr. Goyal's dedication to promoting water conservation has earned him recognition as a "Jal Star," "Jal Rakshak," "Jal Yodha," "Water Hero," "Paryavaran Shri," "Jal Prahari," and many other prestigious titles.

A Journey of Learning

The early years were not easy for Mr. Goyal. He began his education at a government school and pursued intermediate studies privately in Uttar Pradesh. To support his education, he bought and sold used books and gave tuitions to students up to Class 8 while in Class 10. After higher secondary in 1965, he worked as a private typist

to support his elder brother's engineering education and continued his own studies as both a private and regular student. From 1968 to 1970, he worked as a booking agent for picture calendars and aluminium nameplates and sold lottery tickets to fund his education. He earned a B.A. from Punjab University (1970), a B.Com from Delhi University (1973), and an LL.B. from Kurukshetra University (1977). Today, he is a renowned Income Tax Consultant in Sirsa and Delhi, known for his social vision and self-made journey.

Mr. Goyal is also the Founder and National President of the "Paryavaran Prerana" NGO, working for the Plantation and Protection of Trees, Water & Energy Conservation, Pollution Control, Single Use Plastic Free India and Cleanliness, with units in 17 states. As part of this, he is also actively raising awareness about the harmful effects of single-use plastic and promoting alternatives. Thousands of cloth bags have been distributed to replace plastic ones. He advocates for the Waste to Best model and promotes the Refuse, Reduce, Reuse, Repurpose and Recycle approach. He has also provided 3,000 steel plates, spoons, and glasses to reduce the use of disposable plastic at public functions.

A Nationwide Movement of Water Conservation

Under the Water Conservation Movement, Mr. Goyal personally visited schools, colleges, and community gatherings across India, delivering lectures on water conservation, reaching over six lakh people directly. His efforts extended to rural areas and cities alike, with programs held in states such as Haryana, Delhi, Assam, Tamil Nadu, Madhya Pradesh, Uttar Pradesh, and Rajasthan. Beyond these lectures, Mr. Goyal's impact has reached over ONE CRORE people through media platforms like TV, Doordarshan, radio, and newspapers. On 6th May 2025, the movement completed 17 years of dedicated efforts in spreading awareness about water conservation.

His advocacy led to the installation of several rainwater harvesting systems and the promotion of Nadi Jal Sangrahan (river water conservation). Mr. Goyal also took his message to the government, meeting with leaders like Shri Gajender Shekhawat and Shri C.R. Patil to discuss river water conservation initiatives.

For his remarkable contributions, Mr. Goyal has received numerous prestigious honours. In 2020, the Jalshakti Mantralaya recognised him as a "Water Hero". He was later awarded the title of 'Jal Prahari' in 2023. His name was recorded in both the India Book of Records and the OMG Book of Records in 2021 for his Jal Chalisa, and he was recognised as a 'Grand Master' by the Asia Book of Records in 2021. Mr. Goyal was conferred the Lifetime Achievement

Award by ICFAI University Sikkim on World Water Day in 2023, followed by the Gold Medal Lifetime Achievement Award by Aggarwal Mahasabha Indore in October 2023. In 2024, he received the Lifetime Achievement Award at the Baxwah Samman Samaroh in Bhopal.

Mr. Goyal's work continues to inspire, as he holds the position of Global SDG Ambassador for the International NGO Unity of Nations Action for Climate Change Council (UNAcce) since March 2022. He also serves as Director for SDG 4 and SDG 6, overseeing regions like Haryana, Delhi, Himachal Pradesh, and Odisha. His exceptional contributions have also led him to preside over and be the chief speaker at numerous national programs, including webinars organised by the Government of India and various NGOs. His voice remains a guiding force for environmental advocacy across the country.

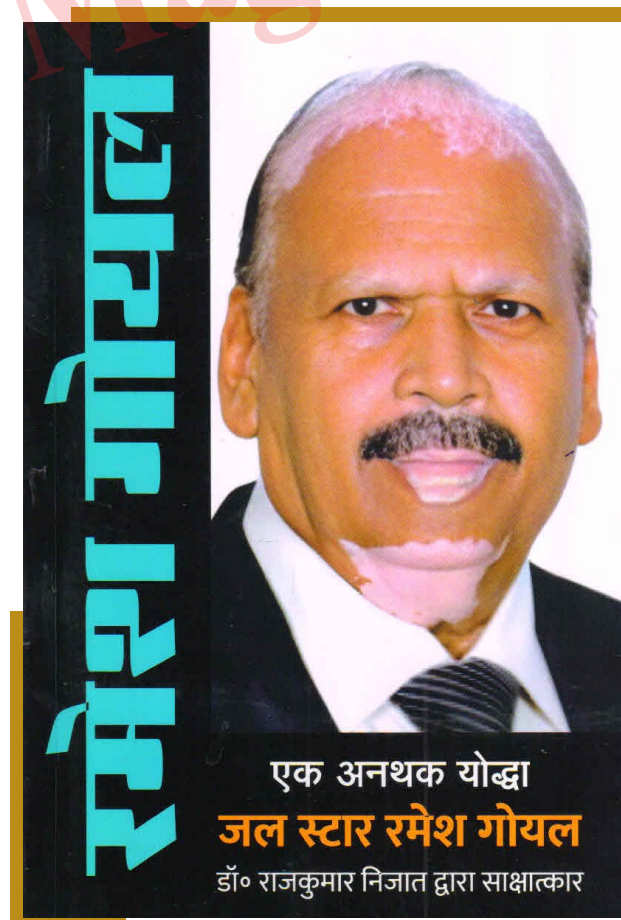
Using Media to Educate the Nation

Mr. Goyal has effectively used media to spread his message of water conservation. Unlike many who seek personal gain, he has utilised television, radio, print media, and digital platforms to educate the masses on reducing water wastage.

His television appearances have been broadcast across major national channels like DD News, Zee News, Doordarshan National, DISHA TV, Khabar Fast, and others. Notably, Doordarshan Kendra Hisar has aired his discussions on water conservation since 2010, and his segments have also been featured on Haryana Today and Haryana News. Mr. Goyal was the only water activist featured in a live telecast on Doordarshan National Delhi during the Good Evening India program on World Water Day in 2016.

Mr. Goyal's voice has been a regular presence on Akashvani 90.4 FM, where he hosted live discussions on World Water Day from 2010 to 2015. He has also conducted monthly talks on topics like water and energy conservation, pollution control, and tree plantation. His messages have reached audiences through radio programs in cities like Sirsa, Hisar, Karnal, Lucknow, Bhopal, and Delhi.

His work has been highlighted in prominent newspapers such as Dainik Jagran, Punjab Kesari, Dainik Bhaskar, The Tribune, Hindustan Times, Times of India, National Express (Delhi), Aaj Samaj, and Amar Ujala, with the Ministry of Jal Shakti's magazine, Jal Charcha, featuring him in December 2019. Additionally, Mr. Goyal has taken his advocacy to international platforms, delivering a lecture on plastic waste management in the USA and speaking in Nepal about preserving natural water resources.





Spreading Awareness Through Publications

Mr. Goyal has authored several publications focused on water conservation. His notable work, Jal Chalisa, was first readapted by the Chief Minister of Haryana in April 2012. With 75,000 copies published, it was distributed free of cost and shared with over one million people on social media. The second video of Jal Chalisa was released by the Hon'ble Governor of Orissa, Prof. Ganeshi Lal, and the fourth video by Shri Satpal Maharaj, Spiritual Guru and Uttarakhand Minister. It was also featured in Jal Charcha, the Ministry of Jal Shakti's magazine, in December 2019, and has been translated into 36 languages, including English, French, and Nepali.

He also authored the book BIN PANI SAB SOON, inaugurated by the Governor of Haryana in 2010. His upcoming book, Kyon Aur Kaise Bachayen Jal, is currently under publication. Another poetic work, JAL MANKA, with 108 chaupais, was inaugurated by Union Minister Nitin Gadkari in June 2022. In addition, Mr. Goyal has written numerous articles on water conservation published in national and local newspapers and magazines. He has distributed over 3.5 lakh pamphlets and affixed more than 2,500 banners and flexes at educational institutions and public places across India.

A Legacy of Recognition and Achievement

Mr. Goyal's contributions have been recognized by the Government of Haryana. He was nominated as a

non-governmental member of the District Advisory Committee under the Central Ground Water Board in 2011 and the State Technical Committee for Wetland Conservation in 2017. In 2022, he became the only non-government member of the District Advisory Committee of the Irrigation and Water Resources Department and was appointed Advisor for the Atal Bhujal Yojana. In 2025, he was nominated to the District Level Committee under the PM-Suryaghar: Muft Bijli Yojana.

In acknowledgement of his efforts, Mr. Goyal has received numerous honours, including the "Jal Star Award" (2011), "Diamond of India Award", "Gem of India Award", "Rashtra Ratan Award", "Dr A.P.J. Abdul Kalam Rashtra Nirman Award", "Agra Rattan Award" (2018), and "Sirsa Gaurav" (2019). He was awarded the "Jal Rakshak" title by the Jal Shakti Ministry in 2020 and the "Water Warrior Award" in 2022. Other recognitions include "Paryavaran Shri" by the World Environment Council (2023), "Vriksh Rattan Samman" (2021), "Bharat Mata Abhinandan Samman" (2021), and "Spotlight Award" (2022). He also received several literary and environmental honours in 2022, such as the Nirmala Jal Sanrakshan Sarsawat Shiromani Samman, Pragya Sahitya Sarjan Samman, Pragya Sahitya Srajan Samman, and a special recognition by Krantidhara Sahitya Academy, Meerut.