



**National Mission for Clean Ganga**  
DEPARTMENT OF WATER RESOURCES, RIVER DEVELOPMENT  
AND GANGA REJUVENATION  
Ministry of Jal Shakti  
Government of India

**GNAMAMI  
GANGE**  
Magazine  
Volume-16 | May2020



## Hon'ble Home Minister at the Ganga Aamantran Abhiyan Finale

(Full Report on Page 10-11)

### Editorial Board

**Rajiv Ranjan Mishra**  
Director General, NMCG  
Chief Editor

**Rozy Agarwal**  
Executive Director, (Finance)  
Senior Editor

**Binod Kumar**  
Director (Project)  
Associate Editor

**Sanjam Chima**  
Media Coordinator

**Pratima Marwah**  
Design and Development Coordinator

**Peeyush Gupta**  
Design and Development Coordinator

**Athrava Raj**  
Compilation and Coordination

**Melvin Lakra**  
Project Coordinator

**Kritika Madan**  
Creatives Compilation  
Social Media Team

**Rajesh Kumar**  
Design and Development Support

### Contents

Topic	Page No.
Editorial	3
New developments under Namami Gange	4
Ganga Vichar Manch review	5
Interaction with Ganga Praharis	6
Arth Ganga	7
Small rivers rejuvenation efforts	8-9
Finale of Ganga Amantran Abhiyaan	10-11
Ganga Quest 2020	12
NYKS activities – a feature	13-14
Covid -19 warriors of Namami Gange	15
Important meetings and engagements	16
Ganga Knowledge Centre – A series	17
Paintings and Poems on Ganga	18
Species Richness – Crocodile	19
Partner Series – CSE	20

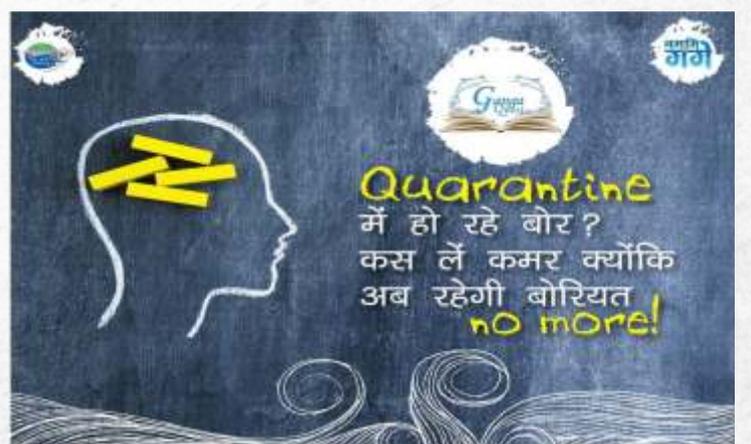
### #Feedback on 15th Edition

Namami Gange Patrika is a beautiful magazine which covers every aspect of the mission. Even at a glance, you get to know the many initiatives taken by NMCG. It's an excellent way to keep the readers updated on the successful collaborations, new ideas and the progress of the projects. The photographs and articles have been curated very well. And the editorial team's hardwork and perseverance is reflected in the quality of the magazine. Kudos to the team and editor. Would love to read more and I hope other government magazines follow your example.

- Meenakshi Payal  
Mojarito



Release of 15th Edition





प्रिय पाठकों,

आज देश और सम्पूर्ण विश्व कोरोना जैसी भयंकर महामारी से संघर्ष कर रहा है। इस आपदा का जो भी प्रभाव हो, एक बात तय है कि हमें आने वाले समय में कोरोना के साथ जीना सीखना होगा, आने वाले कुछ समय तक तो शर्तिया ही।

राष्ट्रीय स्वच्छ गंगा मिशन इन कठिन परिस्थितियों में भी गंगा के पुनरुद्धार के लिए हर संभव प्रयास करता रहा है। पिछले दो माह में हमने विभिन्न सरकारी विभागों, गैर सरकारी संगठनों एवं अन्य हितधारकों के साथ अपना संपर्क कायम रखा और वीडियो कॉन्फ्रेंसिंग के माध्यम से कई बार व्यापक स्तर पर चर्चा की और परियोजनाओं की विस्तृत समीक्षा भी की। इनमें से कई समीक्षा बैठकों की अध्यक्षता माननीय जल शक्ति मंत्री ने भी की और हमारा मार्गदर्शन किया। इन बैठकों में उल्लेखनीय रही गंगा विचार मंच के पदाधिकारियों और गंगा प्रहरियों के साथ चर्चा जिसमें माननीय जल शक्ति मंत्री ने गंगा सेवकों के काम की सराहना की और उन्हें प्रोत्साहित किया। इन बैठकों में हमें सचिव, जल शक्ति मंत्रालय का भी मार्गदर्शन प्राप्त हुआ। मुझे आप सबको यह बताते हुए खुशी है कि इन गंगा सेवकों द्वारा हम जन चेतना का अपना अभियान जारी रखे हुए हैं।

इन विगत महीनों में सीवेज ट्रीटमेंट के क्षेत्र में भी हमने ना सिर्फ ट्रीटमेंट प्लांटों को चालू रखा बल्कि यह भी कोशिश की कि जहाँ संभव हो, वहाँ नई परियोजनाओं पर कार्य जारी रहे। इस दौरान हमने सभी राज्यों के जल निगम, राज्य गंगा प्रबंधन समूह एवम् अन्य कार्यकारी संस्थानों के साथ वीडियो कॉन्फ्रेंसिंग के माध्यम से समीक्षा बैठकें आयोजित कीं और वर्तमान में चल रही व निर्माणाधीन परियोजनाओं पर विस्तृत चर्चा की। इन बैठकों में लॉक डाउन के कारण परियोजनाओं के क्रियान्वयन में आयी समस्याओं पर समीक्षा हुई और आगे कार्य शुरू करने की रणनीति पर चर्चा हुई। सभी कार्यकारी संस्थानों को समय पर परियोजनाओं को पूरा करने के पूरे प्रयास करने की हिदायत दी गई।

इस अवधि के दौरान हमने 27वीं कार्यकारी समिति की भी बैठक की और कई महत्वपूर्ण परियोजनाओं का संशोधन कर उन्हें स्वीकृत किया। इन सभी परियोजनाओं को समय से शुरू करने की रणनीति पर भी विस्तार से चर्चा हुई।

हमें आपको यह बताते हुए खुशी है कि राज्यों के कार्यकारी संगठनों के साथ मिलकर सीवेज ट्रीटमेंट का कार्य इन परिस्थितियों में सुचारु रूप से चालू रखा गया और साथ-साथ कार्यकर्ताओं को कोरोना से बचाने के उपायों का भी ध्यान रखा गया।

पिछले कुछ सप्ताहों में प्रेस और सोशल मीडिया पर इस प्रकार के समाचार सुनाई दिए कि लॉक डाउन के चलते गंगा का पानी स्वतः ही अवरिल और निर्मल हो गया है। इस बात को नकारा नहीं जा सकता कि वास्तव में कई जगह गंगा जल स्वच्छ और साफ दिखाई दिया है, किंतु इसे गहराई से समझने की आवश्यकता है। यह जरूर है कि लॉक डाउन की वजह से औद्योगिक प्रदूषण कम हुआ और घाटों पर ठोस अवशेष भी ना के बराबर ही रहा जिसके परिणामस्वरूप गंगा साफ दिखाई दी। यह उल्लेखनीय है कि इस स्वच्छता में नमामि गंगा की परियोजनाओं का भी योगदान रहा है। यह स्वच्छता हमें यह भी याद दिलाती है कि हम सबको अपनी जीवन शैली में बदलाव लाना होगा और साफ-सफाई एवम् स्वच्छता को अपनाना होगा ताकि गंगा में प्रवाहित होने वाली गंदगी पर रोक लग सके। हम कई स्तर पर लॉक डाउन के चलते गंगा में दिखाई दे रही स्वच्छता पर आंकड़े एकत्र कर रहे हैं जिससे यह विश्वसनीय रूप से स्थापित हो सके कि लॉक डाउन से गंगा में क्या बदलाव हुए हैं। हम जल्द ही आप तक वास्तविकता पहुंचाएंगे।

राष्ट्रीय स्वच्छ गंगा मिशन के लिए एक और गौरव रहा जब माननीय गृह मंत्री, भारत

सरकार ने गंगा आमंत्रण अभियान का प्लैग-इन स्वीकार करते हुए इस सफल यात्रा का औपचारिक रूप से समापन किया। इस मौके पर माननीय गृह मंत्री ने नमामि गंगा पर लगाई गई प्रदर्शनी का अवलोकन किया और यात्रा में शामिल हुए प्रतिभागियों को स्मृति चिह्न प्रदान किए। इस अवसर पर माननीय गृह मंत्री ने नमामि गंगा कार्यक्रम के तहत गंगा संरक्षण के लिए किए जा रहे प्रयासों की सराहना की जो मिशन के लिए प्रोत्साहन का स्रोत हैं।

गंगा के कायाकल्प के लिए गंगा में मिलने वाली और उसके आसपास प्रवाहित छोटी-बड़ी नदियों का भी कायाकल्प बेहद जरूरी है। अतः मिशन छोटी नदियों के पुनरुद्धार की एक व्यापक योजना पर काम कर रहा है और राज्य सरकारों एवम् अन्य हितधारकों के साथ मिलकर इन नदियों को पुनः जीवित करने हेतु वचनबद्ध है। इस दिशा में हमने गंगा के पांचों प्रदेशों में इन छोटी नदियों के आंकड़े एकत्रित कर लिए हैं और अब उनको जीवित करने के मानचित्र पर काम शुरू कर दिया है। इस कार्य पर हम आपको आगे भी सूचित रखेंगे।

मुझे आप सबको यह बताते हुए अत्यंत खुशी हो रही है कि हमारे साथी हितधारकों जैसे कि गंगा प्रहरी, नेहरू युवा केंद्र संगठन, गंगा विचार मंच, बीइंग भगीरथ, स्पर्श गंगा, गंगा टास्क फोर्स, लक्ष्य फाउंडेशन एवम् अन्य समूहों के कार्यकर्ताओं ने बढ़-चढ़कर कोरोना संकट के दौरान जरूरतमंदों की सहायता की और इस विपदा में फंसे हुए नागरिकों को खाना एवम् अन्य जरूरी वस्तुएं पहुंचाई। राष्ट्रीय स्वच्छ गंगा मिशन इन सभी कार्यकर्ताओं को नमन करता है और शुभकामनाएं प्रेषित करता है।

मिशन एक ओर जहां गंगा पर स्थित शहरों पर बड़े स्तर पर सीवेज ट्रीटमेंट प्लांट क्रियान्वित कर रहा है, वहीं दूसरी ओर पूरे गंगा बेसिन में सहायक एवम् उप नदियों पर भी सीवेज प्रबंधन की परियोजनाओं पर काम शुरू कर रहा है जिससे गंगा बेसिन का सम्पूर्ण पुनरुद्धार हो सके। इन में आगरा, लखनऊ, मेरठ, बरेली, दुर्गापुर, आसनसोल जैसे नगर प्रमुख हैं जो मुख्य सहायक नदियों पर स्थित हैं और जहां सीवेज ट्रीटमेंट प्लांट की बहुत आवश्यकता है।

जैसा कि मैंने पहले भी आपको सूचित किया था, हम माननीय प्रधानमंत्री जी की अर्थ गंगा की संकल्पना पर अथक रूप से काम कर रहे हैं और उन सभी सरकारी और गैर सरकारी संगठनों को जोड़ने में कार्यरत हैं जिनके द्वारा हम गंगा प्रवासियों की आर्थिक स्थिति में सुधार ला सकें। नीति आयोग द्वारा इस दिशा में एक सशक्त समिति का गठन किया गया है जो इस मिशन पर आगे काम करते हुए इस संकल्पना को क्रियान्वित करेगी।

मुझे यह बताते हुए अत्यंत संतोष है कि आप सबकी भागीदारी, विश्वास एवं सहयोग के सहारे हम इस पवित्र कार्य में सशक्त रूप से आगे बढ़ रहे हैं और आप सबसे आए सुझावों को ध्यान में रखते हुए विभिन्न परियोजनाओं को क्रियान्वित कर रहे हैं। हमें खुशी है कि हजारों की संख्या में लोग हमारे मिशन से जुड़ रहे हैं, खासकर बच्चे एवम् विद्यार्थी जो गंगा सफाई का संदेश घर-घर तक ले जाने में हमारी पुरजोर सहायता कर रहे हैं।

हमने आप को गंगा से जोड़ने के लिए गत 22 अप्रैल से ट्री क्रेज फाउंडेशन संस्था के साथ मिलकर गंगा विवज का आयोजन किया और मुझे आपको यह बताते हुए बेहद खुशी है कि हमें इस प्रतियोगिता में आप सब का भरपूर सहयोग प्राप्त हुआ है। जब तक यह अंक आपके हाथ में पहुंचेगा, इस प्रतियोगिता में ग्यारह लाख से ज्यादा रजिस्ट्रेशन हो चुका है और लाखों की संख्या में हर वर्ग के लोग - बच्चों से लेकर बड़ों तक ने इस रोचक विवज में भाग लिया है। इस प्रतियोगिता के माध्यम से हम गंगा के प्रति आप सब का ज्ञान वर्धन भी कर पाए। हम इस प्रतियोगिता के नतीजों की समीक्षा कर रहे हैं और शीघ्र ही इस के विजेताओं के बारे में आप को जानकारी देंगे। मैं आप सब को इस में भाग लेने के लिए धन्यवाद देना चाहूंगा।

उम्मीद है कि आपको यह अंक पसंद आएगा और हमेशा की तरह आप अपने सुझाव हमें भेजते रहेंगे जो हमारे लिए प्रेरणा के स्रोत हैं।

21/5/21

राजीव रंजन मिश्रा  
महानिदेशक

राष्ट्रीय स्वच्छ गंगा मिशन

Email: dg@nmcg.nic.in

## Report from NMCG Headquarters

Despite COVID19 Lockdown NMCG continued to engage with its stakeholders and partners at various levels to review progress of projects and effect of lockdown.



Shri Gajendra Singh Shekhawat Hon'ble Jal Shakti Minister chaired a projects review meeting on 12th April 2020 along with senior management of NMCG and state authorities through video conferencing.



Shri Rajiv Ranjan Mishra, DG-NMCG chaired the 27th EC meeting on 16th April 2020 along with senior officials of Central Ministries, Niti Aayog and state authorities. The EC gave revised sanction for big-ticket projects of STP for Agra, Meerut, Lucknow, Ghazipur and others.

Shri Gajendra Singh Shekhawat, Hon'ble Jal Shakti Minister took a review meeting with senior management of NMCG and CPCB on 10th April 2020 to assess the progress made on water quality monitoring mechanism

## Reports from the field

NMCG in close association with state government authorities ensured that even during COVID lockdown, operation of STP and work on new projects continued after taking due social distancing precautions.

### Glimpses from the field



Operations at Jagjeetpur STP, Haridwar



Work in progress at Lakkar Ghat, Rishikesh



Work in progress at Phaphamau site, Prayagraj



Work in progress at Sultanpur, UP



Work in progress at Ramnagar, UP



Work in progress at Beur, Patna

# गंगा विचार मंच-गंगा सैनानी

## क्या है 'गंगा विचार मंच' ?

“गंगा विचार मंच” गंगा नदी के विभिन्न हितधारकों के बीच संवाद शुरू करने के उद्देश्य से बनाया गया एक मंच है। जिसमें एक व्यक्ति, शिक्षाविद, एन.जी.ओ., स्वैच्छिक संगठन या एक निगम भी हो सकता है। यह मंच मूर्त समाधान, चर्चा, सुझाव और गंगा के संरक्षण में एक स्वयंसेवक के रूप में भाग लेने के साथ-साथ माँ गंगा के लिए सेवा प्रदान करने का एक अद्वितीय अवसर प्रदान करता है।

## माननीय जल शक्ति मंत्री की 'गंगा विचार मंच' के कार्यकर्ताओं के साथ बातचीत

श्री गजेंद्र सिंह शेखावत, माननीय केंद्रीय जल शक्ति मंत्री और श्री रतन लाल कटारिया, माननीय जल शक्ति राज्य मंत्री ने वीडियो कॉन्फ्रेंसिंग के माध्यम से 20 अप्रैल 2020 को गंगा विचार मंच (GVM) के स्वयंसेवकों से बातचीत की।

गंगा विचार मंच एक स्वयंसेवक-आधारित संगठन है जिसका उद्देश्य जमीनी स्तर पर सभी हितधारकों के साथ संवाद स्थापित करना और नमामि गंगे कार्यक्रम के बारे में जागरूकता बढ़ाना है।

श्री यू. पी. सिंह, सचिव, जल संसाधन विभाग, नदी विकास और गंगा संरक्षण, जल शक्ति मंत्रालय और श्री राजीव रंजन मिश्रा, महानिदेशक, राष्ट्रीय स्वच्छ गंगा मिशन व राष्ट्रीय संयोजक, गंगा विचार मंच, श्री भरत पाठक ने भी अन्य वरिष्ठ अधिकारियों के अलावा सम्मेलन में भाग लिया।

पांच मुख्य गंगा बेसिन राज्यों से गंगा विचार मंच के प्रतिनिधि – उत्तराखंड, उत्तर प्रदेश, बिहार, झारखंड और पश्चिम बंगाल से सम्मेलन में शामिल हुए।

Covid-19 के इन कठिन समय में अपने सामाजिक कार्य के लिए स्वयंसेवकों का धन्यवाद करते हुए, माननीय जल शक्ति मंत्री ने नमामि गंगे कार्यक्रम की सफलता में लोगों की अपरिहार्य भूमिका को दोहराया और स्वयंसेवकों से आग्रह किया कि लोगों को राष्ट्रीय स्वच्छ गंगा मिशन की परियोजनाओं के साथ-साथ गंगा की आर्थिक महत्वता के संदेश को भी प्रचारित प्रसारित करें।

उन्होंने भविष्य में नियमित बैठकों, गतिविधियों के उचित प्रलेखन और उसके प्रचार-प्रसार, व जन चेतना को अधिकतम करने के लिए सामाजिक प्लेटफार्मों का उपयोग और लोगों में एक व्यवहार परिवर्तन लाने के लिए ठोस और तरल अपशिष्ट प्रबंधन के बारे में जागरूकता देने की महत्वपूर्ण भूमिका को रेखांकित किया।

माननीय राज्य मंत्री जल शक्ति ने सभी स्वयंसेवकों का स्वागत किया और उनके अच्छे काम के लिए उन्हें बधाई दी।

श्री यू. पी. सिंह, सचिव ने कहा कि पिछले कुछ वर्षों में बहुत सारे सकारात्मक परिवर्तन गंगा में दिखाई दे रहे हैं और स्वयंसेवकों को सूचित किया कि निधि हस्तांतरण व गंगा जिला समिति की सक्रियता आदि मुद्दों को सुव्यवस्थित करने के लिए उचित कार्रवाई की जा रही है।

श्री राजीव रंजन मिश्र, महानिदेशक, राष्ट्रीय स्वच्छ गंगा मिशन ने कहा की गंगा विचार मंच के कार्यकर्ताओं को स्थानीय प्रशासन से भविष्य में पूर्णतया सहयोग मिले इसके लिए विभाग कई ठोस कदम उठायेगा।

गंगा विचार मंच के सदस्यों ने अपना पक्ष रखते हुए अवगत कराया कि वह अपने प्रान्तों और जिलों में कोरोना नामक इस वैश्विक बीमारी में हर सम्भव मदद (भोजन, राशन, मास्क, कपड़े व अन्य वस्तुओं के रूप में) कोरोना महामारी से लड़ने के लिए स्थानीय लोगों को कर रहे हैं।

पांचों राज्यों के सभी प्रतिनिधियों ने एक-एक करके, अपने क्षेत्रों में किए जा रही सभी गतिविधियों के विषय में आदरणीय मंत्री को अवगत कराया और मंत्री महोदय से कुछ महत्वपूर्ण मुद्दों पर विशेष ध्यान देने का अनुरोध किया।

इस सम्मेलन में गंगा विचार मंच की ओर से श्री लोकेंद्र सिंह बिष्ट (उत्तराखंड संयोजक), श्री सी. पी. चौहान (पश्चिम उत्तर प्रदेश संयोजक), श्री उमेश निगम (कानपुर क्षेत्र संयोजक), श्री राजेश शुक्ला (वाराणसी संयोजक), श्रीमती अनामिका चौधरी (प्रयागराज संयोजक) एवम् अन्य विशिष्ट पदाधिकारियों ने प्रतिभाग किया।



गंगा विचार मंच की समीक्षा की झलकियां

# GANGA PRAHARI – GUARDIANS OF THE GANGA

## An NMCG-WII initiative

### About Ganga Prahari

To strengthen the efforts for conservation of the ecological integrity of the Ganga River, reduce direct dependency of local communities and mainstream them in the conservation efforts; a motivated and trained cadre of local communities has been created. This cadre is called the “Ganga Praharis” and a total of 1304 Ganga Praharis (UK-96, UP-617, BR-395, JH-103 & WB-93) have been registered, so far.

Community participation through Ganga Praharis program is promoting local pride and evoking a sense of belongingness towards the Ganga River ecosystem. The identified Ganga Praharis have been trained on ecological monitoring, tree plantation techniques, alternate livelihood skill development, community mobilization and village level microplanning exercises. Trained and motivated Ganga Praharis have linked to various governmental and non-governmental agencies, both national and international, working for the Clean Ganga effort. This cadre has been successfully structured for the smooth conduct and monitoring of the activities carried out by Ganga Praharis at the village, block, district, state and national level ensuring the involvement of the District Ganga Committees, SPMGs and NMCG. Ganga Praharis are being given preference to work/assist the field-based survey conducted by WII and other research institutes in the main stem Ganga and now in its tributaries. This trained cadre of Ganga Praharis has been conducting various activities for ensuring protection and conservation of biodiversity along the banks of River Ganga. They are further mobilising the other community members to adopt sustainable practices for resource extraction and ensure cleanliness of the Ganga River.

Taking these efforts further, citizens from 17 countries have joined the Pravasi Ganga Prahari cadre - a platform created for NRI, Foreign Nationals, OCIs and PIOs. To provide training, guidance and support the Ganga Prahari activities, a Ganga Prahari Mentor platform has been created and 261 mentors have registered and to ensure sustainability of this programme Bal Ganga Praharis cadre has been created, under which 64 schools have been identified and more than 9000 school children have been sensitized under 74 programmes so far.

In the current scenario of COVID-19, the Ganga Praharis have been engaged in various activities across the states assisting the district administration in food, hand sanitizers and homemade mask distribution apart from conducting awareness programmes. They have also made short awareness films in their vernacular languages so as to enhance the out reach of the guidelines issued by the GOI.

### Ganga Praharis in Action on Field



### Meeting of Ganga Praharis with Hon’ble Jal Shakti Minister

Recently, the Ganga Praharis participated in an interactive session with the Hon’ble Minister for Jal Shakti, Shri Gajendra Singh Sekhawat, Hon’ble Minister of State for Jal Shakti, Shri Rattan Lal Kataria, Shri U.P. Singh, Secretary Jal Shakti Ministry and officials of NMCG in a video conferencing held on 21st April, 2020. A total of 31 Ganga Prahari from 19 districts of the five Ganga states participated in the meeting. The Hon’ble Minister for Jal Shakti appreciated Dr. Ruchi Badola for bringing up the concept of Ganga Prahari and successfully developing social leadership at the community level. He addressed the Ganga Praharis individually and appreciated their contribution for a greater societal wellbeing, especially in the face of COVID-19 pandemic. He congratulated all Ganga Praharis and praised them on their outstanding efforts for a greater social cause. The Hon’ble Minister applauded the efforts being taken to train the school children through Bal Ganga Prahari programme. He emphasized on expanding this programme on a

large scale and reach out to maximum number of school children and foster and train them to contribute in Ganga conservation efforts. The Hon’ble Minister also emphasized on further developing the sustainable livelihood programmes for the Ganga Praharis.

Shri U.P. Singh, Secretary Jal Shakti Ministry, praised the hard work of the Ganga Praharis and appreciated their confidence, dedication and love for their work. He pointed out that the question of sustainability of the Ganga Prahari Programme has been addressed and can be further sustained by developing linkages with other government initiatives and the National Service Scheme (NSS). He also mentioned that there shall be one Ganga Prahari in each river-side settlements along the Ganga River. Shri Rajiv Ranjan Mishra, DG, NMCG also appreciated the good work being done by Ganga Praharis.



Ganga Praharis participating in Video conferencing with the Hon'ble Minister Jal Shakti

### Background on Arth Ganga

River Ganga with its intricate system of big and small tributaries is not only a matter of religious significance to millions of Indians but also spawns a huge economy along its banks as it is a source of livelihood to millions and millions of people living in its basin. A large number of economic activities and employment needs are sustained by the river Ganga and its surrounding ecology. The Ganga River and its tributaries is the lifeline to more than 500 million people residing in the basin (WII-GACMC, 2018). Availability of abundant water, fertile soil and suitable climate in the Ganga basin supports a large agriculture-based population. In 2018-19, nearly 40% of the GDP (at current prices) was attributed to the Ganga River Basin (Central Statistics Office). Due to the significant role it plays in India's economic growth, the Ganga River must be understood as not only a spiritual entity but also an important economic resource, in order to balance the conservation and development goals. Global studies and experiences indicate that health of the river in a country is a mirror-image of the economic condition of the vast population inhabiting the basin.

It was against this backdrop that in the first meeting of the National Ganga Council (NGC) held on 14th December 2019 in Kanpur, Uttar Pradesh, the Hon'ble Prime Minister emphasized on augmenting the Ganga conservation efforts, with the development of local economy. Namami Gange Mission was to take the lead in developing a sustainable and viable economic development framework for the Ganga Basin -'Arth Ganga' with the aim to integrate people's participation and economic development for Ganga rejuvenation. Hon'ble Prime Minister stated that there are many stakeholders who have a key role to play in this initiative such as different ministries, government agencies and departments including Agriculture, Power, Tourism, Energy, Water, AYUSH, Environment, Forest & Climate Change etc. The budget speech by Honourable Finance Minister on 1st February 2020, also reiterated the concept of "Arth Ganga", to energise economic activity along river banks.

The Arth Ganga Programme aims to garner people's participation for Ganga conservation by promoting sustainable development, so as to contribute about 3% to the GDP from the Ganga basin. The focus areas of intervention will be (a) agriculture, including horticulture and floriculture, (b) fisheries, (c) tourism and culture, (d) handicrafts, including artisans in village subsistence industries, (e) renewable energy, (f) sustainable forestry, and (g) biodiversity and wetland conservation.

To sustainably improve the health of the river and the basin, we must strive to substantially improve the economic condition of the vast population of the farmers and agricultural labourers, industrial workers and artisans, youth and women and casual labourers and even presently unemployed people inhabiting the basin. There is an urgent need to realise the economic potential of the river and the basin, while maintaining or even improving the spirituality of the Ganga and its entire ecosystem and the landscape and transform the lives of the people of Ganga through the Prime Minister's visionary concept of 'Arth Ganga', i.e. improve the overall human well-being in Ganga River Basin through sustainable economic development.

### PROGRAMME OBJECTIVES OF ARTH GANGA

- **Strengthen the local economy and human well-being**
  - Promote sustainable agricultural practices such as organic farming, agroforestry, and fish farming.
  - Promote value added products and skill development for subsistence-based industries (e.g. such as handloom, handicrafts, agarbatti making, etc. from locally sourced products).
  - Develop protocol for food processing and regional branding.
  - Establish market linkages for floricultural, horticultural, and value-added products.
  - Enhance local livelihood through eco-tourism and other innovative interventions.
- **Enhancing water resource use efficiency**
  - Promote renewable energy (wind, solar and biogas) for powering agricultural practices, rural households and cottage industries.
  - Creating awareness among communities for sustainable resource use.
  - Minimize solid waste generation and use of plastics.
- **Sustainable forestry**
  - Increase forest cover and green belts around human habitations.
  - Raising nurseries as a source of saplings.
  - Plantation drives promoting native species.
- **Water Conservation**
  - Restoring water bodies - wetlands, rivers and streams.
  - Improving watershed management.
  - Groundwater recharge by increasing riparian forest cover.
- **Biodiversity conservation**
  - Biodiversity assessment to identify priority areas.
  - Habitat improvement for aquatic species by minimising anthropogenic disturbances in priority areas.
  - Create a platform for interaction and dialogue with the

dependent communities on the model of Ganga Prahari.

- Site specific strategies to align income generation with conservation priorities.
- Estuarine flows for protecting estuaries aqua species
- **Strengthening capacity and public awareness**
  - Village Development Committee, Eco-development Committees, Forest Protection Committees, Panchayat Samitis.
  - Target universities and research institutions.
- **Promote multi-sectoral coordination**
  - Strengthen rural institutions and local governance.
  - Strengthen dialogue among multiple sectors.
  - Leverage knowledge, expertise, reach and resources through Community Facility Centres (CFCs).

### Implementation Strategy for Arth Ganga

The genesis and theoretical foundation of the Arth Ganga Programme is based on strengthening the three pillars of sustainable development i.e. social, environmental and economic, with respect to the Ganga River, taking into consideration its social, religious, cultural and ecological significance. Due to the heavy dependence on the river for sustenance by local communities, strategies developed will include participation from local communities, including women and marginalised communities. To ensure efficient planning and decision-making processes and effective implementation and monitoring of the Arth Ganga Programme, it is necessary to institutionalize the concept by eliciting participation from various government and non- government sectors, departments, institutions and agencies. The ongoing developmental activities being carried out on the banks of the Ganga River will be monitored and the ecological and economic value of the entire Ganga River basin will be assessed.

The goals of the programme have been divided into immediate, short and long term. These can be achieved through a broad framework which include (a) Identify niche' products, goods and services that can be produced, delivered and marketed, (b) Establishment of production centres by ensuring the provision of required inputs, (c) Develop a one common 'Brand Ganga' for all the goods, products and services, and (d) Organize massive digital, print and audio-visual campaigns to build the brand

The activities under the Arth Ganga Programme will be planned in accordance with the agro-climatic zones, due to the difference in the socio-resource structure in these zones. Focus will be placed on producing goods locally, using locally available resources, in order to strengthen the rural economy. This entails conducting an assessment of the present status of resource and technology, examination of the local markets with respect to the goods and services being traded, and exploring possible green technological interventions, to increase the resource base and efficiency of production, and market innovations that can be undertaken. Participation of local communities can and will be ensured by increasing the stake of local communities in the ecological health of the Ganga river and its tributaries.

To take this concept forward, NITI Aayog has constituted a Group for Developing the Sustainable Economic Development Model Based on River Ganga, with CEO, NITI Aayog as Chairperson and Secretaries of the Ministry of Finance, Ministry of Agriculture Cooperation and Farmers' Welfare, Ministry of Tourism and Ministry of Power as Members and DG, NMCG as Member-Secretary. The group will reach out to eminent experts and consulting agencies for assisting in the development of sustainable economic model based on river Ganga.

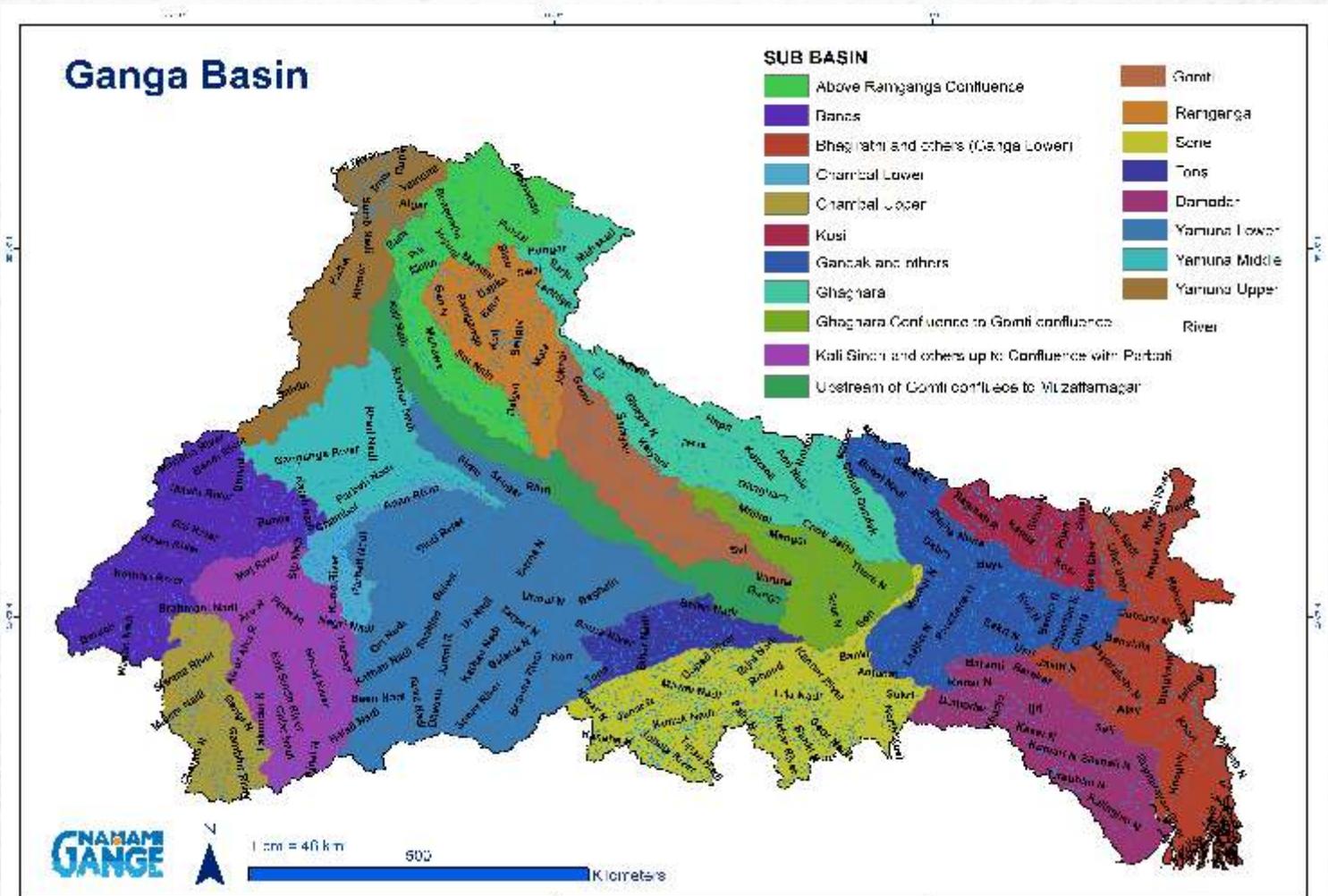


### Arth Ganga Model

## Ganga basin characterization

Ganga basin spreads over India, Tibet (China), Nepal and Bangladesh over an area of 10,86,000 Sq.km. In India, it covers states of Uttar Pradesh, Madhya Pradesh, Rajasthan, Bihar, West Bengal, Uttarakhand, Jharkhand, Haryana, Chhattisgarh, Himachal Pradesh and Union Territory of Delhi draining an area of 8,61,452 Sq.km which is nearly 26% of the total geographical area of the country. The basin lies between east longitudes 73°2' to 89°5' and north latitudes 21°6' to 31°21' having maximum length and width of approx. 1,543 km and 1024 km. The basin is bounded by the Himalayas on the north, by the Aravalli on the west, by the Vindhya and Chotanagpur plateau on the south and by the Brahmaputra Ridge on the east. The major part of basin in Indian territory is covered with agricultural land accounting to 65.57% of the total area and 3.47% of the basin is covered by water bodies.

Ganga basin is endowed with a large number of rivers, some of them amongst the mightiest in the world. Ganga basin rivers have a great significance in our socio-cultural and religious ethos and have played a vital role in shaping the history and spirituality of this vast land. Almost all major cities of Ganga basin are located along the rivers. They are the veritable life-line of India and the livelihood of a large population is dependent on our rivers. River basins are ideal units for planning and implementation of water resources projects. They provide ecologically sound and economically cost effective solutions for development and conservation. Basins have defined water boundaries within which there is an interrelationship between the surface and groundwater resources and provide basis for planning overall development activities. The basin planning also presents comprehensive development possibilities of land and water resources to meet the anticipated regional and local needs.



## Role of Rivulets and small rivers in basin rejuvenation

The 'Namami Gange' Programme is a holistic approach to clean river Ganga through various activities such as treatment of municipal sewage, treatment of industrial effluent, river surface cleaning, rural sanitation, afforestation, biodiversity, awareness creation & public outreach etc.

Rejuvenation of Ganga Basin involves rejuvenation of the entire system taken as one and includes smaller rivers, streams, wetlands, spring etc. The mission of ensuring Aviral Dhara & Nirmal Dhara is possible only when all the components are considered for suitable intervention. The role of small rivers and streams in rejuvenation of

Ganga was brought out during the Workshop on Sensitising the Stakeholders on River Rejuvenation held at Saharanpur for three districts namely, Saharanpur, Muzaffarnagar and Shamli on 20.02.2020. During the Workshop, it was brought out that small river and streams also play a very vital and important role in river rejuvenation and hence there is a need to give focussed attention to this aspect also. Towards this, the first step is to compile database about these small rivers and streams. District would be the suitable unit to be considered for compilation of such information. NMCG has made an effort to compile statistics on small rivers and rivulets across five riparian Ganga states.

# THROUGH SMALL RIVERS REJUVENATION

## Measures for rejuvenation of small rivers

Under Namami Gange programme for integrated rejuvenation and conservation of National River Ganga and its tributaries, large number of smaller tributaries have been mapped along with their catchment area/ watershed and water bodies. A GIS based inventory of small rivers is also being created with additional component in the form of district wise list of small rivers. Majority of these small rivers are seasonal rivers and often have been hydrologically degraded both due to non-availability of flows during non-monsoon or due to water quality issues. The rejuvenation of these rivers is one of the objective of the programme as these small

rivers impact the flows, both quality and quantity of River Ganga.

A number of small streams/ rivers flows in almost every district of Ganga mainstem, which then merges into tributaries of major rivers. These rivers not only augment the flows of major rivers but also fulfil drinking and socio-cultural needs of locality. Often due to encroachment, siltation, degradation of their watershed, proliferation of point and distributed sources of pollution, solid waste dumping, negligence/ overlooking and a number of other reasons these small rivers have become polluted and struggle to survive, often, due to lack of flows. With right approach and without much capital investment these rivers can be revived.

## Illustration of few small rivers



**Vaishali : The Nun River flows through the northern region of Patepur Block**

The Nun River, which has been quenching the thirst of the earth, has become much more polluted than before. The river water has turned completely black. Toxic elements dissolved in water are proving to be hazardous to the crop, environment. The Nun river, originating from the Himalayan range, flows through the southern boundary of Muzaffarpur and enters Patepur block of Vaishali. The Nun River is also one of the tributaries from the Himalayan range. Starting from Jharokhara Panchayat of Chandpur Fatah of Patepur,

bordering Muzaffarpur, enters Samastipur district via Sukki, Ladho, Pyarepur, Patepur, Chandpura, Krishnavada, Bahuora. This river is seasonal. There is plenty of water in this river for 6 months of the year. Even if the river dries up, it provides moisture and ground water in the surrounding fields. The water of the river made it easy for the farmers to irrigate their fields. Industrial waste, various types of waste and sewer water is dumped in this river. Due to this, the water of the river has been polluted to dangerous levels.



**Champa River, Bhagalpur District**

The Champa river has been a cultural Civilization and historical heritage of Anga Pradesh. It is planned to revive the watershed to bring back the Champa River. The Champa river will flow again. The Champa river will be renovated. A check dam will be constructed on the Chanan River. On the orders of DM, the irrigation department

has started work on the plan. The irrigation department has been asked to work on it. 50-60 years ago, when the Champa River flowed through Kalkal, the people of area were happy. There was enough water in the ground. Until the 1970s, the Champa River flowed in its original form.



**Hon'ble Union Home Minister with other Dignitaries and the Expedition Team**

Shri Amit Shah, Hon'ble Union Home Minister, received the 'Flag-in' from Wing Commander Param Vir Singh, the team leader formally closing the 32 day long Ganga Amantaran Abhiyan, the pioneering and historic exploratory open-water rafting and kayaking expedition on the Ganga River on 13th March 2020 at the Convention Hall, The Ashok, Delhi. This momentous occasion was also graced by Shri Gajendra Singh Shekhawat, Hon'ble Union Minister for Jal Shakti, Shri Ratan Lal Kataria, Minister of State, Ministry of Jal Shakti, Shri UP Singh, Secretary, Deptt. of Water Resources, River Development and Ganga Rejuvenation, Ministry of Jal Shakti, Shri Rajiv Ranjan Mishra, Director General, National Mission for Clean Ganga and senior officers from various Central and state governments, senior functionaries from the Armed forces and distinguished guests.

The Ganga Amantaran Abhiyan was held between 10th October 2019 to 12th November 2019. It started from Devprayag and after covering the entire stretch of over 2500 kms of the Ganga River, and the five Ganga states including Uttarakhand, Uttar Pradesh, Jharkhand, Bihar and West Bengal with stops at 34 locations including Rishikesh, Haridwar, Kanpur, Prayagraj, Varanasi, Patna, Sonapur and Kolkata, it culminated at Ganga Sagar in West Bengal. The Hon'ble Minister for Jal Shakti, Shri Gajendra Singh Shekhawat rafted in the initial stretch of the Abhiyan from Devprayag to Rishikesh and later joined the expedition at Farraka barrage also.

Speaking at the occasion, Shri Amit Shah, Honourable Home Minister said, *"I am happy to be present on this momentous occasion. The importance of Ganga cannot be gauged by looking at its length or by the millions of people living on its banks but by its cultural significance and spiritual ethos. Life giving and sustaining, Ganga is inextricably linked with the history and cultural heritage of this country. We look upon Ganga as Maa but have forgotten to take care of our mother and had let conditions deteriorate to the point where people were scared to take a dip in this holy river. But in 2014, when Shri Narendra Modi became Prime Minister, he announced the Namami Gange programme to bring about "Nirmalta and Aviralta" in the holy Ganga. The success of this mission was visible in the Aradh Kumbh Mela at Prayagraj in January 2019, where crores of people from all corners of the country and from many parts of the world happily took a dip in the waters of the Ganga."* The Honorable Home Minister further said, *"The Ganga Amantran Abhiyaan was not undertaken only as an adventure but with the focus of creating awareness about Ganga rejuvenation in each village and town along the banks of the River. In fact, the long term success of the Namami Gange programme lies in bringing about realization in the minds of the people, particularly in the youth, about the need to consistently work towards conservation and regeneration of the Ganga."*

Hon'ble Home Minister gave away mementos to the nine-member team of swimmers and rafters from the three Services of the Indian Armed Forces, led by acclaimed international open-water swimmer Wing Commander Param Vir Singh including 3 members from NDRF, 2 members each from the Wildlife Institute (WII) and CSIR-Indian Institute of Toxicology Research (CSIR-IITR).

The first ever effort by NMCG to raft across the entire stretch of the river, this expedition was also the longest ever social campaign undertaken through an adventure sporting activity to spread the message of River Rejuvenation and Water Conservation on an unprecedented scale. The expedition also drew attention to the ecological changes faced by river Ganga. The team from CSIR-Indian Institute of Toxicology Research also collected water samples from across diverse ranges of the river and explained the purpose and process of water testing. Members of the Wildlife Institute of India undertook a study of the status of flora and fauna, which would also aid in the annual census of the status of biodiversity along the Ganga. The expedition successfully connected audiences at two strategic levels i.e. the District Administration in charge of carrying out activities as mandated under the Namami Gange Program and Local MPs, MLAs, Influencers, Social Workers as well as NGOs to take the message of the campaign directly to the public in a very coherent way.

Earlier, Shri Amit Shah, Hon'ble Home Minister on being received by Shri Gajendra Singh Shekhawat, Hon'ble Jal Shakti Minister and senior dignitaries reviewed the Namami Gange Exhibition and took keen interest in the various projects and activities being taken up by National Mission for Clean Ganga for wholesome rejuvenation of river Ganga and its basin. Shri. Amit Shah, Hon'ble Home Minister also released a Coffee Table Book showcasing the Ganga Amantan abhiyan through pictures and other vignettes from the expedition.

# ABHIYAAN - THE FINALE



## Glimpses from the Finale Event



Hon'ble Home Minister at the exhibition



Honouring Hon'ble Home Minister



Honouring Hon'ble Jal Shakti Minister



Release of Coffee Table Book



Presenting memento to Hon'ble Home Minister



Hon'ble Home Minister's address



Speech of Hon'ble Jal Shakti Minister



Hon'ble Home Minister presenting mementos to team members

## PUTTING YOUTH ON FOREFRONT

Namami Gange approaches Ganga rejuvenation by focusing involvement of youth especially on the banks of the river to attain sustainable results. History is witness to young people having played key roles in powerful social movements, including India's freedom struggle, the women's rights movement and environmental justice amongst others, all of which have transformed the course of human lives. Youth led Development Concept therefore clearly visualizes a development trajectory in which youth have to play a major, decisive and central role.

National Mission for Clean Ganga and Nehru Yuva Kendra Sangathan (an Organization of Deptt. of Youth Affairs, Ministry of Youth Affairs and Sports) has partnered through a project namely "Involvement of Youth in Namami Gange Programme". Youth plays a very important role in behavioural change and also have potential to improve our rivers and environment in future. Apart from engaging the youth, creating awareness for ganga cleaning, this project aims at building sensitized next generation that cares for our river ecosystem and adapts sustainable lifestyle that is commensurate with the nature.

Under this project 20,000 youths have been deployed, called as Swachhta Doots (Cleanliness Ambassadors), in 29 districts spanning about 2,336 villages along the river in basin states of Uttarakhand, Uttar Pradesh, Bihar and West Bengal. For the effective facilitation of designated activities of project, network of 29 district project officers, ganga doots and members of 2,360 youth clubs are working in tandem with all the stake holding Deptts/Agencies and ensuring proper implementation of programmes and activities.

## OBJECTIVES OF THE PROJECT

Develop a Cadre of trained and highly motivated local youth to take up envisaged activities under the project.

Establish an institutional mechanism at different levels of the project for support, guidance, transparency, monitoring and audit.

Sensitize and mobilize support of local youth and villagers pertaining to prevention of pollution of river Ganga and measures for its conservation.

Generate awareness and educate target audiences about the consequences and impact of polluted Ganga.

Provide information on existing government programmes, schemes, and services pertaining to construction of toilets, water harvesting, conservation etc. for clean Ganga.

## PROJECT ACTIVITIES:

Through this project diverse interactive activities, such as, cleanliness drives, plantation drives, motivation for making village Open Defecation free, Quiz, cultural performance, puzzles, Ganga dialogues, collaborative paintings etc. are being taken up.

- In-house orientation for project functionaries.
- environment building and advocacy.
- Registration of 47,200 motivated youths through youth clubs.

- Plantation of around 1 Lakh Saplings.
- Various awareness programmes including cleanliness drive, nukkad natak, painting competitions had been conducted during Ganga yatra, U.P.
- Participation of 505 NYKS Youth volunteers during Namami Gange activities such as ganga run, ganga Utsav etc.
- Participation of 780 NYKS youth in Vishesh Swachhta Abhiyan in Kanpur which was also visited by Hon'ble Prime Minister. Activities such as Oath Taking Ceremony, Swachhta Abhiyan and Nukkad Natak were undertaken.

## INITIATIVES OF GANGA-DOOTS DURING COVID-19 PANDEMIC

In this hour of national crisis owing to COVID-19 Pandemic, the Youth Volunteers of NYKS, Ganga doots are voluntarily contributing in disseminating awareness on COVID-19 among masses by following direction and advisory of Govt. and Health Dept. These Ganga doots are also providing support and necessary cooperation to Govt. Departments and stakeholders in smooth facilitation of administrative requirement for the welfare of common people.

## A SUMMARY OF THE ACTIVITIES CONDUCTED BY THE NYKS TEAM IS GIVEN BELOW

**Uttarakhand:** Activities are being conducted in 13 districts of Uttarakhand. Various initiatives are being taken by the National Youth Volunteers of NYKS, Uttarakhand which includes awareness program through interaction with the people, via social media. The youth volunteers assisted the elderly & neighbouring households by providing necessary supplies of goods from the market. The NYKS youth volunteers also distributed the mask to the general public and also requested them to put the mask on while they are in public place. Food Distribution campaign was also a major highlight of the program and food items were distributed in every district to the labourers and to the people of other State who were stuck somehow in the state of Uttarakhand.

**Uttar Pradesh:** Activities are being conducted in 17 districts of Uttar Pradesh. A total of 180 posters, slogans and awareness messages were prepared and sent by District Youth Coordinator, Project Assistant and District Project Officer, through various social networks Facebook, WhatsApp, Twitter, Instagram and Mail etc. NYKS volunteer of this state made a remarkable contribution in not just conducting the awareness activities but also helped the rural poor by distributing free masks and soaps. They are conducting food camps, ration distribution on regular basis.

**Bihar:** Awareness activities are being conducted in 241 villages of Bihar on measures to prevent the spread of Novel Corona Virus. Masks, biscuits, soaps and rations to 1300 families were also distributed.

**West Bengal:** Various works including awareness generation in reference to corona virus is being conducted in districts of Murshidabad, Burdwan, Hooghly and Diamond Harbour of West Bengal. NYKS team has distributed masks, soap and grocery items in villages with the help of Ganga doots and local administration. Ganga doots conducted awareness activities, door to door activities during which 4000 peoples were sensitized on the precautions to prevent the spread of Novel Corona Virus.

# KENDRA SANGATHAN

## IN NAMAMI GANGE PROGRAMME

### PHOTO GALLERY OF ACTIVITIES BY NYKS VOLUNTEERS



## About Ganga Quest

Ganga Quest 2020 is an online quiz on Ganga being conducted by the National Mission for Clean Ganga (NMCG), along with the Tree Craze Foundation, a not for profit organization working on Ganga, Rivers, and Environment. The second year in running, Ganga Quest engages its audience in a unique manner by holding an online quiz conducted in Hindi and English. While the Ganga Quest 2019 was a pan-India quiz, the 2020 version is open to all participants above the age of 10 from any part of the world.

Apart from engaging the youth, creating awareness and knowledge, Ganga Quest initiative aims at building a sensitized next generation that cares for our river ecosystem and adapts sustainable lifestyles that are commensurate with nature. Thus, the targeted objectives of Ganga Quest are Knowledge Building, Awareness Creation, Attitude Orientation, Knowledge Gap Assessment, and Baseline Determination.

The Ganga Quest 2020 was opened for registration on 7th April, 2020, and the quiz was kicked off on 22nd April, 2020. It will culminate in May, 2020, and the awards for the same will be announced on 5th June, 2020.



## Structure of Ganga Quest

Anyone above 10 years of age can participate

### Categories

Grade I Class VIII or below	Grade II Class IX - X	Grade III Class XI - XII	Grade IV Adults / Senior Citizens
--------------------------------	--------------------------	-----------------------------	--------------------------------------

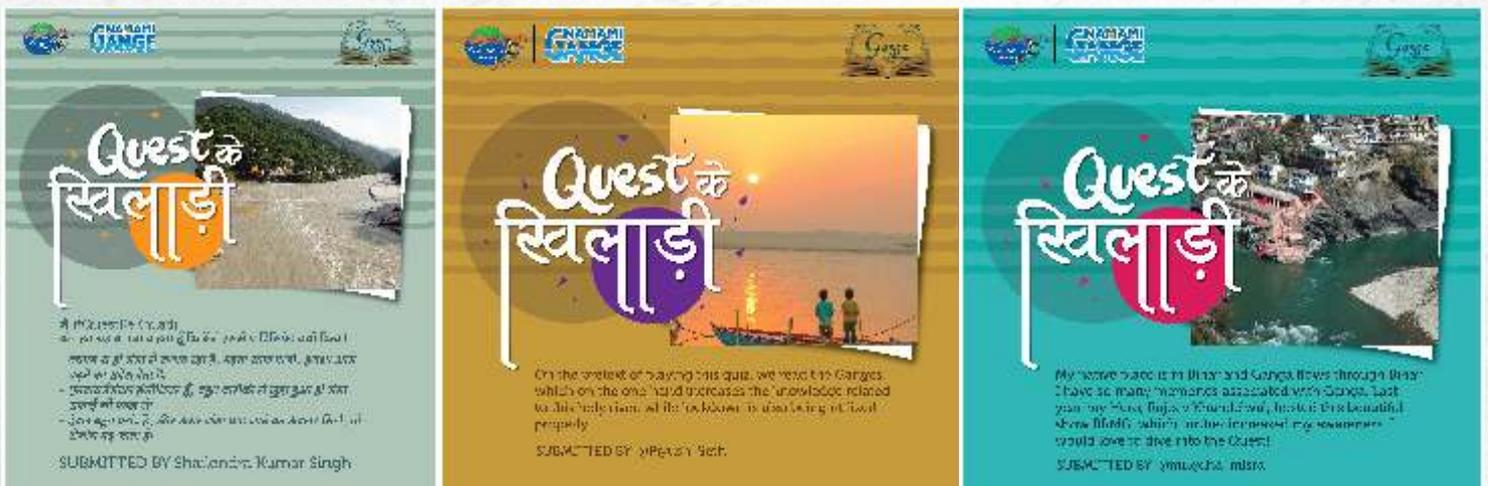
### Rounds

<b>Round I</b> <ul style="list-style-type: none"> <li>Qualifying Round (10 questions)</li> <li>Captures perception/attitude orientation</li> <li>No right /wrong answer</li> <li>All questions to be answered</li> </ul>	<b>Round II</b> <ul style="list-style-type: none"> <li>Qualifying Round (10 questions)</li> <li>Knowledge Building</li> <li>Feedback mechanism</li> <li>All questions need to be correctly answered</li> <li>Can attempt any number of times</li> </ul>	<b>Round III</b> <ul style="list-style-type: none"> <li>Final Round (10 questions)</li> <li>Most important round for announcing winners</li> <li>2 themes to be selected out of 8 themes</li> <li>Accuracy and time taken - parameters to announce winners</li> <li>Can only be attempted once</li> </ul>
--	---	---

## Awards of Ganga Quest

Certificate of participation to all participants

<b>Top 3 Winners in all 4 different categories</b> <ul style="list-style-type: none"> <li>Tablets</li> <li>Toppr Advanced Pack</li> <li>Subscription for 1 year</li> </ul>	<b>Top 20 Winners in all 4 different categories</b> <ul style="list-style-type: none"> <li>Knowledge Kits</li> <li>Toppr Advanced Pack</li> <li>Subscription for 6 months</li> </ul>
<b>First 100 Winners Early Birds</b> <ul style="list-style-type: none"> <li>Knowledge Kits</li> <li>Toppr Advanced Pack</li> <li>Subscription for 3 months</li> </ul>	<b>Schools with Maximum Participation</b> <ul style="list-style-type: none"> <li>Special Recognition</li> <li>A session with experts from GIZ with Students and Teachers</li> </ul>



# नमामि गंगे के कोरोना प्रहरी

वर्तमान समय में पूरी दुनिया COVID-19 की अनिश्चितता और पृथ्वी व पृथ्वीवासियों पर होने वाले इसके दुष्प्रभावों से जूझ रही है। जाहिर है कि दुनिया भर की सरकारें अपने नागरिकों की सुरक्षा सुनिश्चित करने के लिए विभिन्न आपातकालीन उपाय कर रही हैं। भारत ने भी देशव्यापी लॉकडाउन किया है ताकि यह सुनिश्चित किया जा सके कि लोग अपने घरों में रहें और बीमारी को फैलने से रोकने के लिए सामाजिक दूरी बनाए रखें।

इस दौरान, मानवीय गतिविधियों में कमी आने के कारण नदियों और जल निकायों ने स्वयं को काफी हद तक फिर से जीवंत कर लिया है। ठोस अपशिष्ट का प्रवाह और नदियों में औद्योगिक अपशिष्ट की अनुपस्थिति से उन्हें पुनः स्वच्छ होने में मदद मिली है। हालांकि, इस दौरान भी सभी सीवेज ट्रीटमेंट प्लांट पूरी तरह से कार्यरत थे और इस बात पर बारीकी से नजर रखी जा रही थी कि अनुपचारित सीवेज नदी में न बहे। इसके अतिरिक्त हर सम्भव स्थान पर चल रही परियोजनाओं पर भी काम शुरू कर दिया गया। लॉकडाउन का नदियों के अस्थायी रूप से स्वच्छ होने में योगदान हो सकता है, परंतु स्थायी रूप से हमें सफलता तब ही मिलेगी जब हम न केवल नदियों की स्वच्छता की दिशा में काम करना जारी रखेंगे, बल्कि देश के नागरिकों के निरंतर सहयोग के माध्यम से अपने ई-प्रवाह और जैव-विविधता को भी बनाए रखेंगे।

यदि हम नागरिकों के सहयोग की बात करें तो उन कोरोना योद्धाओं का उल्लेख करना अनिवार्य है जो इस कठिन समय में भी समाज की सेवा करना जारी रखे हुए हैं। राष्ट्रीय स्वच्छ गंगा मिशन कोविड-19 के खिलाफ लड़ने के लिए डबल्यूआईआई – गंगा प्रहरी, नेहरू युवा केंद्र – गंगादूत, गंगा विचार मंच, गंगा मित्र और गंगा टास्क फोर्स के साथ-साथ आदर्श गंगा, नीर फाउंडेशन, बीइंग भगीरथ, लहर फाउंडेशन, लक्ष्य फाउंडेशन जैसी विभिन्न संस्थाओं के साथ निरंतर काम कर रही है।

लॉकडाउन व महामारी के दौरान जरूरतमंदों के लिए भोजन बनाने और उसका वितरण करने से लेकर वंचितों और बूढ़ों के लिए मास्क तथा हैंड सैनिटाइजर बनाकर उसका वितरण करने हेतु ये संस्थाएँ अथक प्रयास कर रही हैं। कई लोग स्थानीय अधिकारियों के साथ कंधे से कंधा मिलाकर विभिन्न क्षेत्रों को साफ और कीटाणुरहित करने हेतु दिन रात काम कर रहे हैं। इसके अलावा, वे सामाजिक सुरक्षा के महत्व के बारे में जागरूकता बढ़ाने और कोविड -19 के प्रसार को रोकने के लिए उचित स्वच्छता बनाए रखने की दिशा में भी लगातार काम कर रहे हैं।

कई संस्थाएँ रचनात्मक तरीके से जनता तक विभिन्न विषयों पर सूचनाओं का प्रसारण कर रही हैं। उदाहरणार्थ, ट्री क्रेज फाउंडेशन ने एनएमसीजी के साथ मिलकर गंगा क्वेस्ट लॉन्च किया है। गंगा क्वेस्ट, गंगा नदी और इसके पारिस्थितिक तंत्र पर एक ऑनलाइन प्रश्नोत्तरी प्रतियोगिता है जो 10 वर्ष या उससे अधिक उम्र के सभी लोगों की भागीदारी के लिए खुला है। इस तरह की स्वस्थ प्रतियोगिताओं से न केवल लोगों का जुड़ाव बढ़ता है बल्कि गंगा के प्रति उनके ज्ञान और अभिरुचि में वृद्धि भी होती है।

इस अनिश्चित काल में प्रत्येक व्यक्ति द्वारा अपने साथी नागरिकों के प्रति कर्तव्य की भावना से परे जाकर उनकी सहायता करते देखना बहुत गर्व की बात है। यही समय है, हम अपनी आँखें खोलें, अपनी प्रकृति का सम्मान करें और नदियों, जल व पारिस्थितिकी के संरक्षण के लिए अपने व्यवहार में परिवर्तन लाएँ।





A special drive was conducted in Kanpur jointly by the Ganga Task Force and Ganga Vichar Manch, with local residents and students on 1st March 2020. The purpose was to sensitize the Children and the community on keeping the Ganga clean and healthy.



DG-NMCG, Shri Rajiv Ranjan Mishra, held a meeting on March 2, 2020 with the officers of the Ganga Task Force and officials of NMCG, to discuss the future course of action for operationalizing Ganga Task force at various important sites on Ganga and to scale up the activities of Ganga Task force.



A workshop on Water Conservation and Rejuvenation of Water bodies & Rivers was held in Meerut on 4th March 2020 which was chaired by Shri U. P. Singh, Secretary DoWR, Ministry of Jal Shakti, in the presence of Shri Rajiv Ranjan Mishra, DG-NMCG and senior officers from Meerut and nearby divisions. The 72 MLD STP functioning was also reviewed during the meeting.



Shri Rajiv Ranjan Mishra, DG – NMCG and other officials of NMCG held a meeting on March 17, 2020 with the officials of the Ministries of Agriculture & Farmers Welfare and AYUSH, to review the action plan for next financial year for organic farming, medicinal plantation and integrating with Arth Ganga concept arising out of the 5th ETF meeting and National Ganga Council directions



Shri Rajiv Ranjan Mishra, DG-NMCG met Dr. Rajiv Kumar, VC - NITI Aayog & Sh. Amitabh Kant, CEO - NITI Aayog & apprised them of the progress made under Namami Gange & sought their guidance on future activities. DG-NMCG also presented them with 'Ganga Aamantran Abhiyan' Coffee Table Book.



An exercise was conducted at Dashashwamedh Ghat, Varanasi on March 18, 2020 jointly by NMCG and Rotary Club, India for creating awareness on Corona virus and keeping the surroundings clean. Masks were also distributed during this exercise and a rally was also taken from Rajendra Prasad Ghat to Ahilyabai ghat.



Shri Gajendra Singh Shekhawat made a special appeal on 18th April 2020 to one and all through social media to participate in the online quiz – Ganga Quest launched by NMCG with the aim of spreading awareness about Ganga and the need to keep it clean and healthy. The registrations for the quiz began on 22nd April and a large number of Children and people have already joined.



To mark the Global Earth Day Celebrations on 2nd April 2020, 5 Grammy Award winners led by MGIEP's Campaign Ambassador Ricky Kej and an ensemble of 40 stellar musicians came together for an on line Concert for Healthy Planet and rendered a beautiful tribute to river Ganga.



Shri Rajiv Ranjan Mishra, DG-NMCG reviewed the CIFRI project on 24th April 2020 and took stock of the progress on breeding and ranching of Hilsa in the river Ganga. The phase II of the project was also discussed in detail which is aimed at further developing of this unique fish species in Ganga. CIFRI was also asked to develop a census on Fish economy in the Ganga Basin in the context of Arth Ganga to understand the economic benefits accruing to those living on the banks of Ganga.



A review meeting was chaired by Shri Rajiv Ranjan Mishra, DG-NMCG with Shri Rakesh Singh Director NEERI and other officials from both sides to discuss the progress made on the project of identifying Non-putrefying properties in river Ganga. The study is being conducted across the Ganga belt and in association with IIT Rorkee, AIIMS Delhi and other scientific organizations.

# GANGA KNOWLEDGE CENTRE - A SERIES

The Knowledge Bank of Ganga Rejuvenation

## About Ganga Knowledge Centre

The science of river rejuvenation has evolved in the past few decades owing to consistent research and an enhanced knowledge base. With a constant knowledge flow backing them up - the processes of river rejuvenation & decision making has strengthened by leaps and bounds.

A river basin with the complexity of the Ganga cannot be managed from an environmental view point without the benefit of an adequate knowledge base, analytical tools, targeted research, and awareness building. While understanding the importance of research and knowledge in river sciences, 'Namami Gange' – an integrated Ganga Conservation Mission has been continually evolving as an organisation. The NMCG has established Ganga Knowledge Centre (GKC) at New Delhi working towards objective of consistently evolving the knowledge base. GKC is conceptualized as a premiere and autonomous knowledge based institution which will blend system characterization, innovation and stakeholder participation so as to optimize the investments of Namami Gange. The ultimate benefits of the efforts of GKC would lie in the meaningful engagement of all the stakeholders in the conservation of the Ganga river eco system through building a public opinion based on scientific knowledge and by infusion of fresh ideas/innovations including conducting modelling and targeted research to facilitate basin-scale decision-making, mapping the entire basin through a GIS-based mapping system, as well as disseminating knowledge, including through a high-quality web portal.

A host of new research initiatives, capacity building, information collation, and dissemination are the activities being rigorously carried out under the purview of the Ganga Knowledge Centre.

## The major objectives of GKC

- Create and manage knowledge resources including analysis and modelling of diverse data sets relevant to Ganga River Basin.
- Design and foster research innovation through identification of knowledge gaps, need for new ideas and supporting targeted research.
- Facilitate stakeholder dialogue through public involvement and building partnerships with universities/institutions of national & international repute, public & private entities and NGOs.

## Outcomes of GKC

- Knowledge based products including publications, online and multimedia products, virtual data bases and E library.
- Customized query management tools.
- Analysis of the proposed investments using the knowledge base and modeling tools.
- Sharing the development vision across agencies.
- Technical support to the social outreach and community participation activities.
- Training and capacity building at all levels.

## Important Activities being taken up as part of Ganga Knowledge Centre

Cultural Mapping of River Ganga

Capacity Building: Facilitating: Learning and Development

Partnerships and Collaboration with C-Ganga, WWF, WII GIZ, NIUA, SPA & others

Dissemination of Information amongst various quarters through different platform and through events at multiple places

## And Quiet Flows the Ganga

Alone, of all the rivers in the world, Ganga is celebrated for its definitive civilizational attributes. It is a river whose origins are defined not by science but by mythology.

But can the objective of Ganga rejuvenation be narrowly defined as a healthy [nirmal] and flowing [aviral] stream of water. No, the fundamental objective is not to demystify the river [that is essential in order to understand it] but to reinforce its sacred mystique so that it continues to command reverence of the people of this country. An example from Sudipta Sen's recent text 'Ganga: The Many Pasts of a River' illustrates how the river has completely dominated the Indian mindscape. It refers to a king named Dindiga (Prithvipati I) of the Ganga Dynasty of Talkad, in present day Mysore, who lived in the 9th century CE. His story is recorded in a copper plate inscription and talks of him being badly wounded in the Battle of Vaimbalguri. Anticipating death but unwilling to lay down arms, and unable to reach the holy waters at such a defining moment, he himself cut-off a piece of his bone and sent off the fragment so that it could "enter the water" of the Ganga. His dynasty had taken its name from the Solar Dynasty of the river, and this self-infliction shows the immense value attached to the expiatory powers of the waters of river Ganga.

Since the Vishnu Dharma Shastra in 3rd century CE, Ganga has played a vital role in Hindu rites of passage, birth, initiation, marriage and death. For a river as vast as the Ganga, of such great significance to a civilization's survival, it is not surprising ancient Indians thought of the river as sacred, a goddess in her own right. For instance, the Padma Purana refers to the centrality of the river in thought and action as:

What need of expensive sacrifices?  
Or of difficult penances?  
Worship Ganga, asking for happiness  
And good fortune,  
And she will bring you heaven  
And salvation.

-Padma Purana V. 60. 39

Much research is required to fully document the religio-cultural importance of the Ganga to India. A step in this direction has been initiated by the NMCG by sponsoring a project of documenting cultural heritage along the main stem of the river. The project involves listing of architectural heritage, intangible cultural heritage and several facets of natural heritage through 48 districts. The reports would include the cultural events calendar of the district, several GIS maps, an AV film [based on stitching short clips from various districts] and a draft coffee table book.

## Some vignettes from the Cultural mapping done so far



Ramnagar Fort, Varanasi



Sringeri

Contributed by Shri Manu Bhatnagar, INTACH

# नमामि गंगा

पत्रिका

गंगा की पुकार



A painting by  
Dr. Sneha Gupta,  
Dentist from Gorakhpur,  
UP.

## POEMS ON Ganga

Rich is our great Indian Culture,  
Carving us human being into a beautiful spiritual sculpture,  
Vibrant teachings to worship River Ganga as Goddess,  
The blessings of whom, are divine and endless.  
What a great-great way to exhibit respect,  
To our Mother Nature, who in all way is perfect.

Every drop flowing in Ganga is Holy,  
That unites the soul and body wholly.  
For someone has said-  
"We are not human being on a spiritual journey,  
But rather a spiritual being on a human journey."  
Hence, after completing the race of life,  
Some with ease while some with strife,  
When every human body turns out to be a finisher,  
At different banks, each soul boards into the flow of this River,  
To find eternal peace and be spiritually alive.

Being a source of water, She quenches the thirst of many,  
Also, a habitat for aquatic animals of different diversity,  
But in the way River and mankind serves each other, lies a big disparity.

Flowing River and Time have something in common,  
Never taken a halt, but continues on and on,  
Both can be a gift or a curse,  
Depending on the respect that we disburse.  
Rivers are the best offering of Nature,  
But the greed of mankind, has put them into danger,  
River instead being valued and honoured,  
Knowingly-unknowingly are left aside as a stranger.

Can we put back the River into its original form?  
Can we bring back the required necessary transform?  
The answer is YES,  
In the faith to respect them, lies the key.  
Faith has no limit,  
And if everyone, with this faith, does "a" bit,  
The problem that seem to be challenging and timid,  
Would turn out to be small and minute,  
Making the River very clean and vivid...

- By Melvin Lakra

She is there for us no matter what,  
She keeps the aquatic life safe in her belly like mothers,  
She is a necessity to all  
She is diverse in many ways and is our symbol to the world. our past has been  
written on the banks which are still alive. The creator of many rivers, one-of-a-kind,  
She is too deep for us to understand that how much she loves us.  
She is GANGA.

- by Nandini Shukla

## गंगा

वेदों में भी है लिखा, गंगा का गुणगान।  
कट जाते हैं पाप सब, कर गंगा स्नान।।

यत्न भगीरथ ने किया, आई भू पर गंग।  
सगर पुत्र सब तर गए, छू माता का अंग।।

गंगा गरिमा हिन्द की, देवों का वरदान।  
होता है जीवन सफल, कर इसका जल पान।।

चली बहुत-सी योजना, हुआ बहुत ही नाम।  
गंगा दूषित ही रही, हुआ कागजी काम।।

विष्णुपदी भागीरथी, माँ गंगा का नाम।  
इसके घाटों पर बसे, सारे पावन धाम।।

पंचामृत में एक है, पावन गंगा नीर।  
भवसागर से तारता, हरता मन की पीर।।

गोमुख से बंगाल तक, गंगा का विस्तार।  
जगत तारिणी भी इन्हें, कहता है संसार।।

हर-हर गंगे मंत्र का, करता जो जयघोष।  
उनके जीवन में सदा, रहता सुख, संतोष।।

गंगाजल अदभुत बड़ा, पड़ें नहीं कीटाणु।  
औषधि गुण से युक्त है, मारे ये रोगाणु।।

उत्तर भारत को मिला, गंगा का वरदान।  
फसलों को माँ सींचती, भरती भू में प्राण।।

- गरिमा सक्सेना

गंगोत्री की निर्मल धारा  
में जो कल-कल छल-छल शब्द बहें  
काशी की पावन लहरों में  
पल-पल विश्वास का अर्थ मिले।  
कहीं अतुकांत-सी बहती हो  
कहीं छोर नहीं, कोई ओर नहीं  
कहीं बहती हो हर तुक में तुम  
हर शब्द, अर्थ का भाव लिए।

हर काया तुममें है मलंग  
हर माया का तुम ही हो रंग  
हर आँचल तुमपर फैला है  
मन की हर मन्त तुम्हरे संग।  
निर्भय मन का निर्गुण ये तीर  
कोमल मन-सा निर्मल ये नीर  
तुमपर बहकर, खुलकर, बंधकर  
रुख बदलें भाव, मानो समीर।

गंगा तुम स्वयं वो कविता हो  
जिसमें कविता का अर्थ मिले।।

गंगा तुम भावावली हो वो  
जिसमें हर मन का भाव मिले  
गंगा तुम वैसी सरगम हो  
जीवन धुन का जो सृजन करे।  
धरती के शब्द बहें जिसमें  
गंगा तुम शब्दावली हो वो  
जल, थल, नभ सबके पीर हरे  
जो अविचल, निश्चल बही चले।

हर माझी की साझी हो तुम  
हो हर किसान की उगी फसल  
मन की गठरी बंजारों की  
उत्सव की हो तुम चहल-पहल।  
हर रूह समाई है तुममें  
धारा तुम्हारी है स्वयं संत  
हर जड़-चेतन की जननी तुम  
हो तुम ही आदि, तुम हो अनंत।

गंगा तुम स्वयं वो वसुधा हो  
जिसमें वसुधा का अर्थ मिले।

गंगा तुम स्वयं वो जीवन हो  
जिसमें जीवन का अर्थ मिले।

- प्रज्ञा तिवारी

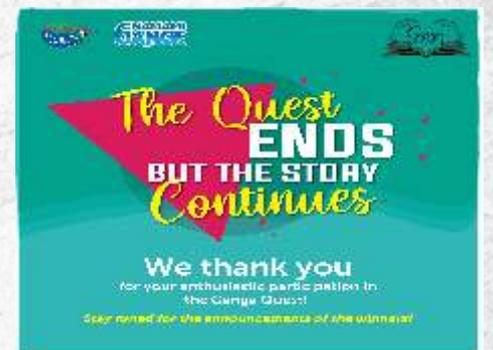
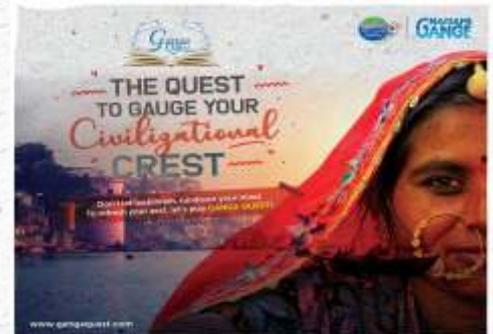
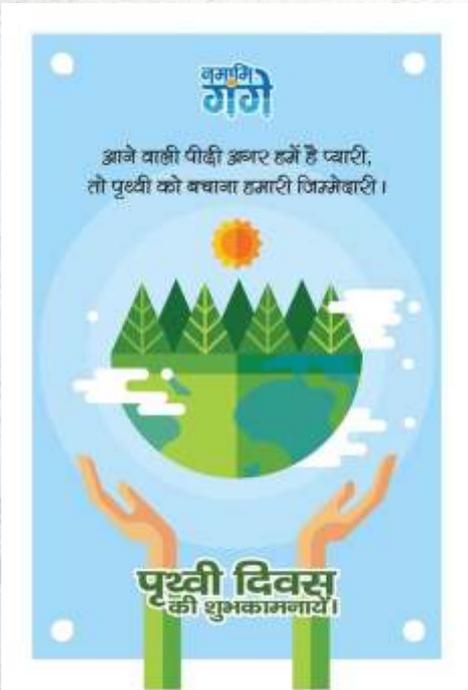
नहीं रुकेंगे, स्वच्छ करेंगे





**CENTRE FOR SCIENCE & ENVIRONMENT (CSE)**

Centre for Science & Environment (CSE) entered into a long-term partnership with National Mission for Clean Ganga (NMCG) on 14th September, 2018 for mainstreaming Faecal Sludge & Septage Management in Ganga Basin. The centre was founded in 1980, and is a public interest research and advocacy organisation based in New Delhi. CSE researches into, lobbies for and communicates the urgency of development that is both sustainable and equitable. The water programme of CSE has been active in the Ganga Basin in capacitating state and cities in citywide sanitation with special focus on Faecal Sludge & Septage Management (FSSM) for river pollution abatement since 2016. Under this partnership, deep dive support to state functionaries and ULBs is envisaged to plan and implement reforms for achieving effective septage management and city wide sanitation by facilitating the convergence of various national and state policies, plans, programmes and project implementation showcasing improvements across the urban sanitation value chain – containment, emptying, disposal, treatment and reuse/recycle, together with river pollution abatement. In this initiative the capacity of city officials, decision makers and other stakeholders (engineers, planners, practitioners, desludgers, masons etc.) involved in the implementation of city sanitation programme is built through trainings, workshops and exposure visits. Some of them include “International Exposure Visit on Septage and Faecal Sludge Management in Malaysia”, “Training and Exposure Visit for Planning and Implementation of FSSM”, “Training on Emptying and Transportation of Faecal Sludge and Septage” and “Training Programme on Designing Onsite Sanitation Systems”. Until now, 100+ officials have already been trained. To help create enabling environment for effective FSSM following model documents were developed: FSSM by-laws, strategy cum operative guidelines, Co-treatment of faecal sludge in STPs, SANIKIT (a web-based tool for developing CSP and its methodology). A Practitioner Guide on Septage Management was also developed and a study on excreta management of 66 cities of Uttar Pradesh was also done using Shit Flow Diagrams (SFDs). The centre has developed first FSSM lab for developing testing protocols and validation system for wastewater & faecal sludge to ascertain the effectiveness of the treatment, operations & maintenance protocols. Under the first phase of this partnership (2018-21) technical support is being given to Chunar, a small town along the banks of River Ganga, for improving entire FSSM sanitation value chain which also includes implementing a 10 KLD Faecal Sludge Treatment Plant in the city which is the first FSSM project funded under Namami Gange programme and scheduled to be commissioned by July 2020. The intervention is aimed to develop Chunar as a model city to showcase urban sanitation programming at a citywide scale. Meanwhile, trenching site is constructed where desludged Faecal Sludge & Septage (FSS) is being discharged safely, till the time scientifically - designed treatment facility is in place for avoiding indiscriminate dumping of FSS in the environment. The centre is currently engaged with NMCG in analysing the existing sanitation situation of target cities and developing action plan in target cities in Ganga Basin.



**NATIONAL MISSION FOR CLEAN GANGA**  
Ministry of Jal Shakti, Department of WR RD & GR, Government of India  
1st Floor, Major Dhyan Chand, National Stadium, India Gate, New Delhi-110002  
Telephone: +91-011-23072900-901 |  
Fax: +91-011-23049568 E-mail ID: admn@nmcg.nic.in



**नहीं रुकेंगे, स्वच्छ करेंगे**

For Feedback write to us at [editorialboard@nmcg.nic.in](mailto:editorialboard@nmcg.nic.in)

Follow us on

